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RATING THE FORMATS

Lon Helton continues his succinct analysis of the top Country ratings battles, Jhan Hiber looks at CHR's state of health, and Steve Feinstein fashions the definitive AOR ratings scoreboard.

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DEMOGRAPHIC RANKINGS

Further demographic profiles on top ten stations in 25-54, 18-49, 18-34, and teen categories.

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A trio of CHR big guns are fighting it out in Dallas, and Joel Denver hears what they've got in their holsters.

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- Andy Bickel PD at WIBC
- Ron Brittain joins WZGO
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SPOTTING DANGER SIGNS ON RECORDS

A/C programmers generally exercise caution on their playlists, and five PDs tell Donna Brake their early warning signs for records that aren't happening.

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TURNING UNDER TURNOVER

Management columnist Charles Warner provides some practical hints on how to cut down employee turnover.

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KTTL HEARING PLANS DRAW FIRE

The FCC's license hearing for hatemongering KTTL/Dodge City will only peripherally deal with the station's anti-Semitic broadcasts, and a number of organizations had harsh words for the Commission.

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FOURTH QUARTER AND THE CLOCK IS RUNNING

Radio stations need to get their fourth quarter plans together. Harvey Mednick outlines the preparation steps.

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NEXT WEEK IN R&R

Steve Feinstein travels to New York for a firsthand comparison of the city's two AORs.

Newsstand Price \$3.50



McNeill Returns To WMZQ As OM, FM PD

Bob McNeill has been named Operations Director for WMZQ-AM & FM/Washington, DC and PD for WMZQ-FM. The appointment marks McNeill's return to Viacom — he spent two years with KIKK/Houston — and to WMZQ-FM, a station he programmed from 1981-1983. Since leaving 'MZQ, McNeill programmed WRVQ/Richmond for two years and most recently spent six months as WMXJ/Miami PD.

WMZQ VP/GM Frank Byrne told R&R, "Bob's abilities and background, especially with re-



search, will be invaluable with what we want to do here. It's nice to have someone who's familiar with the market, since Country in the Northeast and particularly in DC is not like Country anywhere else. We're glad to have Bob back home."

Commenting on his return, McNeill said, "It's hard to turn down the opportunity to join a radio station that's in the position this one's in. Any time you can 'go home again' to a place like this, there's no question but that you do it."

WMZQ FM PD Cliff Blake will be leaving the station next week. AM PD Gary Balaban will remain in place.

Mitchell New PD At KWK



Garry Mitchell

Veteran programmer Garry Mitchell has been named PD of Robinson Broadcasting's KWK/St. Louis. Mitchell, formerly at KBZT/San Diego and WBJW (BJ105)/Orlando, replaces OM C.C. Matthews, who left to join WSAI & WKXF/Cincinnati. (See Page 3).

KWK & KGLD Executive VP/GM Bill Latz told R&R, "Consultant Mike McVay and I knew the caliber of individual we wanted and have found that in the talents of Garry Mitchell. He brings to the table the skills of a manager and the savvy of a programming strategist."

Mitchell, who assumes his new duties August 26, said, "The challenge of returning to CHR at such a fine facility as KWK is a programmer's dream. The promotional and programming skills we utilized to win at BJ105 will come to play as we continue to beat KHTR in St. Louis."

United Resets Management, Programming Teams

Columbus VP/Sales; Fey, O'Neil, Franseen Head WYST;

Bailey To WDJY; Mercer Back To KALI

With United Broadcasting's license renewal proceedings nearly over, the nine-station company has announced several management and program-

ming changes. John Columbus, VP/GM at United's Oldies-A/C combo WYST-AM & FM/Baltimore, has been named to the newly-created post of VP/Sales,

supervising all of the stations' sales forces. Succeeding him as Station Manager is GSM Scott Fey, who in turn is replaced by Regional Sales Manager Kathy Franseen.

Additionally, former KMJQ/Houston and WYLD/New Orleans programmer Brute Bailey has joined United as PD at Urban outlet WDJY/Washington, taking over for Dan O'Neil, who returns to WYST-FM as PD; Cindy Walker remains PD for WYST (AM). As a result, UNITED/See Page 8

'Super' Radio Group Gets Cold Shoulder

NRBA picked up no support for a radio-only "super" association last week at a summit attended by leaders of nine national and three state broadcast associations in Washington.

"After questioning and discussion, the idea of dismantling NAB, NRBA, and RAB for some fantasy association seemed to the group to be ill-advised and poorly timed," said NAB President Eddie Fritts.

RAB President Bill Stakelin summed up, "The overall consensus was that we're all responsive to our members and this is an idea whose time has not come."

Convention Split Gains Support

In fact, there are signs that NRBA's bid for industry unity 'SUPER' GROUP/See Page 11

RETAINS GANNETT DUTIES

Owens Joins KKGO

Gannett VP/Creative Services and legendary radio talent Gary Owens will join Jazz-formatted KKGO/Los Angeles as morning man. Working with Owens will be three-year KKGO personality Laura Lee; the two will integrate news and traffic



Gary Owens

reports into a jazz-oriented MOR program.

Regarding Owens's continuing commitment to crosstown Gannett (owner of CHR outlets KIIS-AM & FM), Mt. Wilson Broadcasting President Saul Levine told R&R, "I don't see any problem with that. We and Gannett are totally non-competitive. I can't tell you how excited we are to get aa man of Gary's caliber."

In addition to two decades at neighbor KMPC and five more with KFWB, Owens has handled mornings at former Big Band outlet KPRZ (now KIIS-AM). While he enjoys his post at Gannett, Owens said he missed sitting in front of a live mike. "And, as the words of the famous philosopher Mario Puzo describe, 'It was one of those of fers I couldn't refuse.'"

Forth, Krane Upped To VP At ABC Nets



Dan Forth

The ABC Radio Networks have placed the direct supervision of the six networks under two newly-promoted Vice Presidents. Rock Network Director Dan Forth becomes VP/Group Network Director/ABC Young Adult Radio Networks; overseeing the Rock, FM, and Contemporary nets. Information Network Director Stu Krane is now



Stu Krane

VP/Group Network/ABC Adult Networks, including the Information, Entertainment, and Direction nets.

ABC Radio Networks VP/Sr. Executive Bob Benson told R&R that the moves were designed with efficiency in mind. "Our response was having these two proven perform-

ABC/See Page 11

THANK YOU



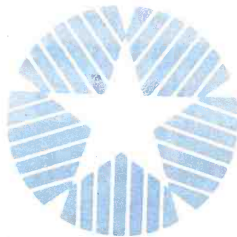
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BEATING BURNOUT AT NOSTALGIA STATIONS

Easy Listening guest columnist **Steve Stevens** of **WOKY/Milwaukee** suggests ways to avoid the burnout factor at Nostalgia/Big Band stations.

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Ron Nenni

Nenni PD At KOME

WHJY/Providence PD Ron Nenni has been named PD at Infinity AOR KOME/San Jose, replacing Pat Evans, who transferred to PD at sister WXRK (K-ROCK)/New York late last month. No replacement has been named at WHJY.

KOME GM Jim Hardy told R&R, "Ron's well-rounded and executes well. At 'HJY he worked in a situation similar to the one here - taking an already solid station and building on it."

Nenni commented, "The station's heritage, the staff's enthusiasm, management's support, and the company's dynamics make KOME a great package. I'm particularly excited to work for a company that'll provide all the tools necessary to win big."

Nenni's nine years in radio includes MD/air personality stints at WPDH/Poughkeepsie, WPYX/Albany, and WDVJ/Pittsburgh. He had been WHJY's PD for a year.

MATTHEWS PROGRAMS NEW CINCY COMBO

WSAI & WKXF Drop Country, Switch To WWNK-AM & FM

Veteran programmer C.C. Matthews has been named Program Director for WSAI & WKXF/Cincinnati. The Country outlets, which will become WWNK-AM & FM next Monday, dropped the Country format this week (8-21). At presstime, Matthews would only say that the stations will both lean "in a more contemporary direction" and that they "definitely would not be Country."

The stations' AM & FM Operations Manager Jim McKnight told R&R, "We're very happy to get C.C. in here to program these stations. E. Alvin Davis is our consultant and C.C. has worked with him on several occasions."

Matthews said, "I'm looking forward to working with Booth/American here in Cincinnati. We may be on the bottom right now, but we don't plan on staying here for long."

Matthews has been KWK & KGLD/St. Louis OM since Janu-

ary. Earlier he was OM of WGCL/Cleveland for six months and prior to that he spent a year and a half in Cincinnati, where he put WLLT on the air.

As part of the changes, McKnight said two parttimers and one fulltimer from WSAI & WKXF will stay with the stations and nine

staffers were let go last week. With further staff announcements still to come, Matthews did say that current WLLT PD Dick Shannon will be joining WWNK for afternoons.

When the stations officially become WWNK, it will mark the first time since 1921 that Cincinnati has been without the WSAI call letters.

MUSIC CHARTS ARRIVE FIRST

R&R Introduces On-Line Information

Radio & Records and International Management Communications (IMC) have reached an agreement which will allow R&R for the first time to provide Back Page chart information electronically. The national activity level figures (total stations/adds) for all formats will also be available. The service, expected to start

this fall, will allow IMC subscribers to access R&R chart data within several hours of the airplay information deadlines. Explained R&R VP/Communications Dick Rubin, "Both our readers and IMC's current subscribers, here and abroad, have expressed interest in getting chart information before the paper arrives. With the data on-line, you can have the R&R charts in your office, home, or hotel room at your convenience faster than if we put your paper on the Concorde."

IMC is an electronic communications and information distribution company targeting the entertainment business - specifically, artists, managers, and agents. Besides the R&R charts, IMC offers international electronic mail, news wires, and a variety of entertainment information services.

Rubin added, "Being a part of the electronic community will be convenient to record labels, radio groups, program suppliers, rep firms, and other industry professionals who exchange information between different cities."

For more information, contact IMC at (212) 757-0320 or (213) 937-0347.



Ross Brittain

VP/GM Bill Phippen told R&R, "Ross is an absolute professional. He's a hard worker, intelligent and creative, and will assume a position of leadership on staff here."

PD Steve Davis added, "With the spotlight on Ross, we'll be adding support crew such as news, traffic, a possible sports host, plus a sidekick. Ross will be in Philadelphia the first week of September and on BRITTAIN/See Page 8

NEW CALLS WDJJ

WKJJ Drops A/C, Goes CHR

Great Trails' WKJJ/Louisville has announced it will give up A/C for CHR on August 30, adopting new call letters WDJJ.

Kevin Kenney will stay on as PD. He told R&R, "The station as WKJJ has been a myriad of formats from A/C to a 'flamethrower' CHR many years ago. All those formats have contributed to a real fuzzy image in the market. We're going to get rid of the calls and come on with something so hot, Louisville won't know what hit it!"

Personnel changes include the hirings of air talents Billy Dee, formerly with WZKS/Nashville, and Dave Thompson from WSTO/Evansville. Kenney added that he also plans to hire a new morning personality.

THREE-YEAR \$500,000 DEAL

Brittain Joins WZGO

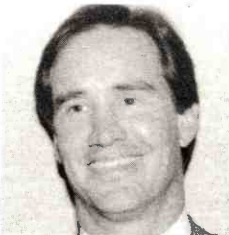
Cox's WZGO (Z106)/Philadelphia has hired WHTZ (Z100)/New York morning cohost Ross Brittain to do mornings under a three-year deal in excess of \$500,000. He replaces the previous morning team Randall & Cooke, and will become the nucleus of a new multi-person morning effort for the CHR outlet.

Travers WLYF PD

Larry Travers, WLYF/Miami overnight personality, has been promoted to PD. He succeeds George Rudolph, who was appointed Station Manager at KUMU-AM & FM/Honolulu last week.

Travers told R&R, "I'm delighted. There won't be any appreciable or immediate changes to WLYF's Easy Listening format. We've enjoyed a position of dominance in the market for some time, and we intend to continue on that same course." TRAVERS/See Page 6

Gwiazdon New GM At KKAT



Dennis Gwiazdon

KXOA-AM & FM/Sacramento GSM Dennis Gwiazdon has been named GM at Brown Broadcasting's newly-acquired Country sister station KKAT/Salt Lake City.

Commented Brown Director/Operations Phil Melrose, "After 11 GWAIZDON/See Page 8



Andy Bickel

Bickel PD At WIBC

Andy Bickel has been named PD at WIBC/Indianapolis. Bickel was PD at WBT/Charlotte from 1973-82, serving as National PD for Jefferson Pilot from 1979-82. More recently he consulted stations in the Charlotte area and was GM for WGSP/Charlotte for a year.

WIBC VP/GM Roy Cooper told R&R, "Andy's a uniquely-qualified individual to program a station like WIBC, one of the full-service MORs that survives the battle. There aren't too many people running around who understand full-service-type stations any more. They are different animals, and for the most part, very complex. Andy certainly understands the ingredients to make them work and be successful."

King PD At WKXX



John King

After 14 years with Great Trails Broadcasting, WING & WGTZ/Dayton Operations Manager John King has been named PD for Gateway Radio Partners' newly-acquired WKXX/St. Louis. Licensed to suburban Jerseyville, IL, WKXX have moved its tower and increased power to 50 kw, and will begin serving the St. Louis metro area from new studios near the end of September. The format has not been revealed.

WJBM & WKXX VP/GM Bob Backman said, "John doesn't move around a lot, so we feel lucky to have hired him. John's definitely one of the brightest guys I've ever run across, as he's very business-like, research-oriented, and thinks strategically."

King spent eight years with WING & WGTZ, the last four as OM. He previously worked as afternoon personality at co-owned KING/See Page 11

R&R Takes Labor Day Holiday

As in years past, the R&R offices in Los Angeles, Washington, Nashville, and New York will be closed on Monday, September 2 in observance of the Labor Day holiday. R&R will resume regular office hours on Tuesday, September 3.

Furst WLW's New PD

Alan Furst has been named PD at A/C WLW/Cincinnati, effective September 3. He was most recently PD at Country WIRE/Indianapolis.

Dave Martin, Republic Broadcasting President and WLW & WSKS GM, told R&R, "I think Alan comes eminently qualified to be program director at WLW. As far as programming goes, we plan to stay the course. The fact that he has been programming Country has no bearing on what we plan to do here."

Republic VP/Operations Randy Michaels added, "I've known Alan for years and we think he'll bring a combination of strong marketing and fine ability to work with air talent that is really required for this kind of radio station and this job."

Alan commented, "The station has an extremely talented staff, and is making a comeback and sounding very hot. I can't wait to get there."

Furst has programmed WIRE for the last year and a half. Before that he programmed WCAW/Charleston, WV for nearly two years and WEEP/Pittsburgh for two and a half years.

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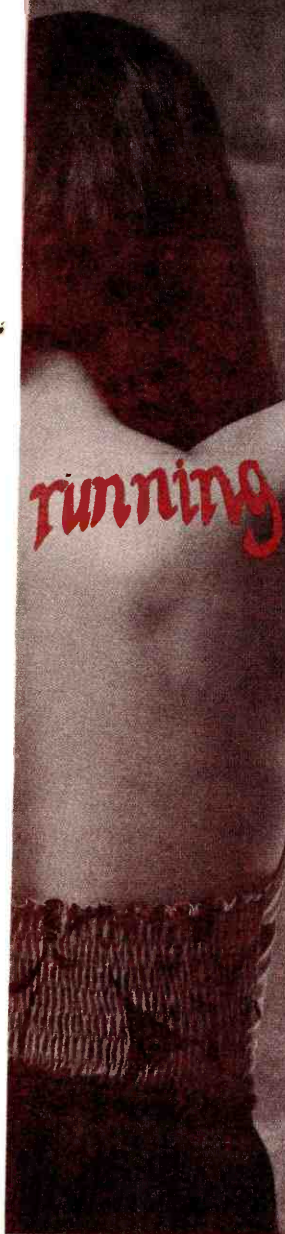
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up that
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Young Makes No Secret Of Association

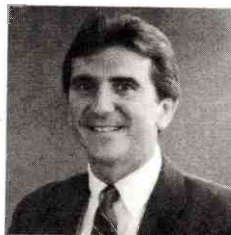


Columbia's Paul Young visited Los Angeles to finish up his worldwide tour in support of his new LP, "The Secret Of Association." Partying backstage (l-r) are KMET MD Pam Edwards, Paul Young, Denise Ellis, KLOS's Gino Mitchellini, KIIS-AM & FM MD Gene Sandbloom, and Columbia's Bob Garland.

King Kobra Rules



Capitol executives were backstage to congratulate King Kobra on their performance at L.A.'s Country Club. Shown here (l-r) are KK's Mick Sweeda, Pasha's Spencer Proffer, KK's Mark Free and Carmine Appice, Capitol VP Bill Burks and President Don Zimmermann, KK's Johnny Rod, Capitol VP Don Grierson, label's Stephen Powers, and VP Ray Tusken.



David Urbach

Urbach K101's New GSM

David Urbach, former National Sales Manager at KIIS/Los Angeles, has been named GSM at Price Communications' K101/San Francisco effective September 3. Urbach replaces Bill Gilreath, who was upped to GM for the outlet. Urbach commented, "It has been a real pleasure to have been a part of all the great things that have happened at KIIS for the past three years. But I'm also looking forward to what's coming up at K101 and Price Communications."

Urbach has been at KIIS for the past three years, first as Local Sales Manager, then as NSM. Prior to that he was Sales Manager of the Los Angeles office of Hillier, Newmark, Wechsler & Howard.

Straus Upped To KBZT GSM

KBZT (K-Best)/San Diego National Sales Manager Bill Straus has been promoted to GSM. In his new role, Straus will maintain his NSM duties.

Said GM Tim Hahnke, "Bill has earned great respect within the national sales community. I'm confident he'll continue doing an excellent job as GSM."

Straus started in sales in 1980 at KTAR/Phoenix. After moving up to LSM, he joined KBZT in 1982, and became NSM there 15 months ago. "I inherit one of the finest sales staffs in radio today," he told R&R, "and I intend to maintain the same high level of success as my predecessor, Tim Hahnke."

It was also announced that KOY/Phoenix Account Executive Gary Robb is KBZT's new Local Sales Manager. Added Straus, "I have the good fortune of starting in this position with a guy like Gary Robb spearheading the local efforts."

Travers

Continued from Page 3

Prior to joining WLYF in 1983, Travers worked as a staff announcer at WLQY & WKQS/Ft. Lauderdale-Hollywood. His 20-year radio and television broadcasting career includes stints as PD of WANN/Annapolis, MD and announcer at WMAR-FM & TV/Baltimore. He will begin his new duties August 24, and will also handle a 7-10pm airshift.

Evans Newport-Sudbury Manager

KNBY & KOKR/Newport, AR GM Al Evans has been promoted to Manager/Group Operations for parent Newport Broadcasting/Sudbury Services, which also owns seven other stations in Arkansas. In his new role, Evans will oversee all of the group's stations, relocating to company headquarters in Blytheville, AR.

President Harold Sudbury Jr. noted, "Al has been with us for 20 years, and shares our commitment to community involvement and professionalism."

A 31-year broadcaster, Evans has managed KNBY & KOKR for the last 16 years. "We expect to be one of the biggest and best radio groups in the country in a number of years, and that's what we're going to work toward."

In addition to the Newport combo, Newport/Sudbury also operates KLCN & KHS/Bluffville, KAWW-AM & FM/Heber Springs, KHPA/Hope, KTPA/Prescott, and KSPD/West Memphis.

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WLTF-FM Cleveland

GM: Gordon Stenback
PD: Dave Popovich
Up 5.5 to 7.3! Once again, the #1 A/C in Cleveland.

WLOL-FM Minneapolis

GM: Doyle Rose
PD: Tac Hammer
Up 8.5 to 9.4! Once again, the #1 CHR in Minneapolis.

WJYO-FM Orlando

GM: Harvey Tate
PD: David Sousa
Flat 12.9 to 12.6! Now, the #1 station in Orlando.

WIQB-FM Ann Arbor

GM: Ernie Winn
PD: Brent Alberts
Up 6.3 to 9.1! Now, the #2 station in Ann Arbor (second only to Detroit's WJR).

WVIC-FM Lansing

GM: Bob Goodrich
PD: Mark Maloney
Up 17.1 to 20.5! Once again, the #1 station in Lansing.

WIOG-FM Saginaw

GM: John Casey
PD: Rick Belcher
Up 16.6 to 19.4! Once again, the #1 station in Saginaw. Also, #2 Flint TSA.

WGGZ-FM Baton Rouge

GM: Manuel Broussard
PD: Michael Adams
Debuts with a 9.6! #3 in Baton Rouge their first book.

WZZP-FM South Bend

GM: Vince Ford
PD: J.J. Duling
Debuts with a 12.1! #2 in South Bend their first book.

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RADIO PROGRAMMING & MARKETING

NEWS IN BRIEF



Joe Kiener



Helen Mirones



John Mangini

● **KEN GAINES**, after serving 11 years as GM at KTOK/Oklahoma City, becomes VP/GM at Penn Communications Group's newly-acquired N/T-A/C combo KVOR & KSPZ/Colorado Springs.

● **HELEN MIRONES** has been named VP/Controller at Drake-Chenault. A six-year company veteran, she has advanced from accountant through the financial ranks to the new post.

● **BUDDY HOWELL** advances from Sales Manager to General Manager at Country outlet KLLL/Lubbock.

● **DAVE NELSON**, morning personality at KCUB/Tucson, promoted to Program Director for the Country station.

● **JOHN MANGINI** moves up from Division VP/Operation Services for RCA Records to VP/International Operations for RCA/Ariola International.

● **JOE KIENER** advances from Sr. VP/International for the Ariola Group in Europe to VP/A&R & Marketing for RCA/Ariola International.

● **TOM SHANNON**, former programmer at Q106/York, named Program Director at A/C-formatted WFSM/Harrisburg. He is succeeded at Y106 by Bob Spence, former PD at V100/Charleston.

● **DAVID GERETY**, Western Division Sales Manager for Satellite Music Network, promoted to General Sales Manager. New Regional Affiliate Managers include Donald Gordon (CA, OR); Mike Minor (MS, AL); Steve Sipe (IN, IL); and Al Bober (MI, OH).

Tennessee Recording Tax Plan Overturned

The Nashville music industry was granted a reprieve Tuesday (8-20) from a controversial tax plan that would have not only driven up recording costs there, but could also have driven business out of the state entirely. Only a few days earlier, local record companies, recording studios, music publishers, and trade groups had begun organizing intensely to fight the proposal.

The turn of events was fast and dramatic. As a whole, the local entertainment community learned only last week of the Department of Revenue's proposal to levy a 5.5% state sales tax on "recording and TV studios, and others engaged in the original productions of sound recordings on tape or disc, or commercials or other programming on videotape or film." Under existing law, the production of such masters is viewed as rendering "personal services," and therefore exempt from state sales tax.

The new rule would have taken effect November 1, subject to the outcome of hearings, originally scheduled by the Revenue Department for September 3 in Nashville. Observers speculated that it would have deprived Tennessee's entertainment industry of millions of dollars, as audio and video recording work would leave the state to avoid the tariff.

Growing awareness of the potential losses sparked meetings of trade interests, including AFTRA and the Nashville Music Association (NMA), as well as widespread media coverage. Nashville Mayor Richard Fulton held a press conference August 17 to announce opposition to the proposal. There were similar denouncements in the media by CBS Records' Rick Blackburn, MCA's Jimmy Bowen, and Tree International's Buddy Killen, among others.

Lobbying of local legislators began, and further anti-tax strategy sessions were scheduled throughout this week. The activity

became academic Tuesday morning (8-20), when Department of Revenue Commissioner Don Jackson announced that "the proposal to tax recordings has been permanently withdrawn." The commissioner was said to have acted after conferring with members of the state's Job Council.

Explained Jackson, "While the proposal may have been sound tax administration, it did not take into account the possible adverse effect upon economic development. Governor Alexander wants to avoid any change in tax policy which would discourage the music industry from further expansion of its activity in Tennessee."

Nashville public relations executive Bill Hudson, who was one of those leading industry efforts against the ruling, told R&R that extensive media coverage helped resolve the issue.

Similarly, David Maddox of the Nashville AFTRA chapter noted, "It's fairly safe to say that those in state government involved with making up these rules are not thoroughly familiar with the entertainment industry in Tennessee. They may have drawn the rule broader than even they intended in terms of its application or its negative impact. And I don't think they had that intention in mind."

Gwiazdon

Continued from Page 3

years with the company, Dennis deserved an opportunity to manage his own station. He's a dynamic, people-oriented manager, and it's an exciting time for all of us."

Gwiazdon started with Brown in 1974 as an Account Executive at KXOA, moving up to Local Sales Manager in 1976 and GSM a year later. "Salt Lake City is growing by leaps and bounds," he said, "and KKAT is prepared to take advantage of that. There seems to be a tremendous acceptance of Country listening there, and that's where we intend to put our brand."

As part of the changes, KXOA LSM Jim Eaton has become National Sales Manager, while AE Sharon Seanson moves up to LSM.

Brittain

Continued from Page 3

the air by mid-month. By this time next year, we'll be fighting it out for the number one position in this market."

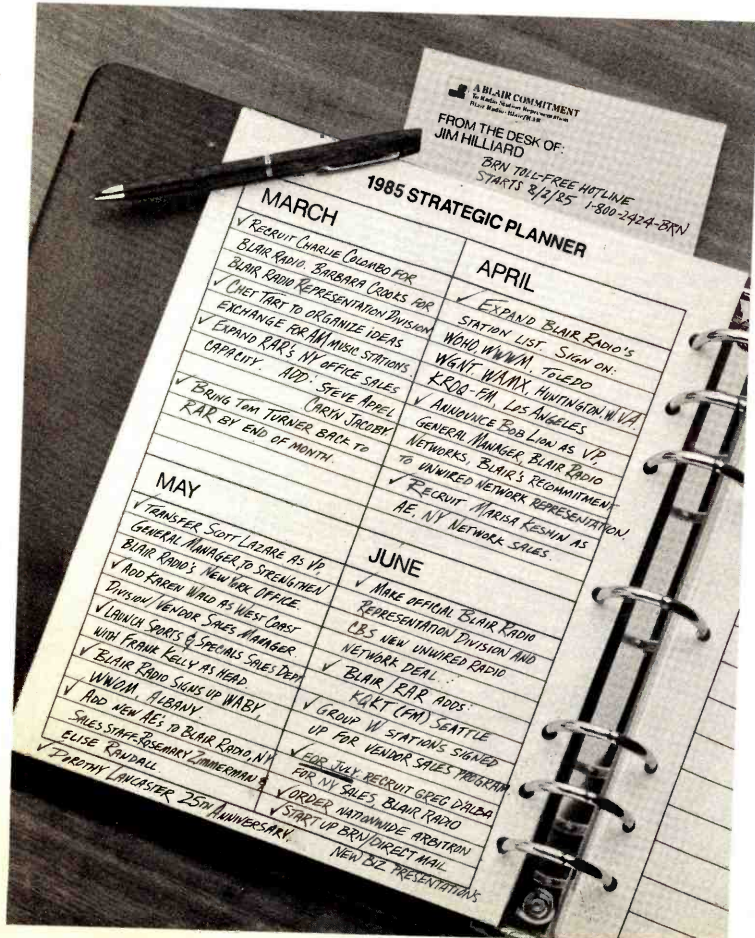
A member of the Z100 airstaff for almost two years, and former co-partner of the Ross & Wilson team at WABC/New York, and Z93/Atlanta, Brittain will be heading up his own show for the first time since 1975. "(Z100 Morning Zoo host) Scott (Shannon) will probably turn my leaving into a promotion, but I can't tell you how much I've learned from him and how much of a positive impact it has made on my career. I don't think there will be an immediate replacement, but one will be named, as Scott doesn't like coming in on time on Tuesdays, especially after Monday Night Football."

United

Continued from Page 1

WYST-FM PD Gary Mercer shifts back to co-owned Hispanic station KALI/Los Angeles as Operations Manager. It was also announced that WYST Promotions Director Betsy Peisach is the company's new Director/National Promotions & Corporate Public Relations.

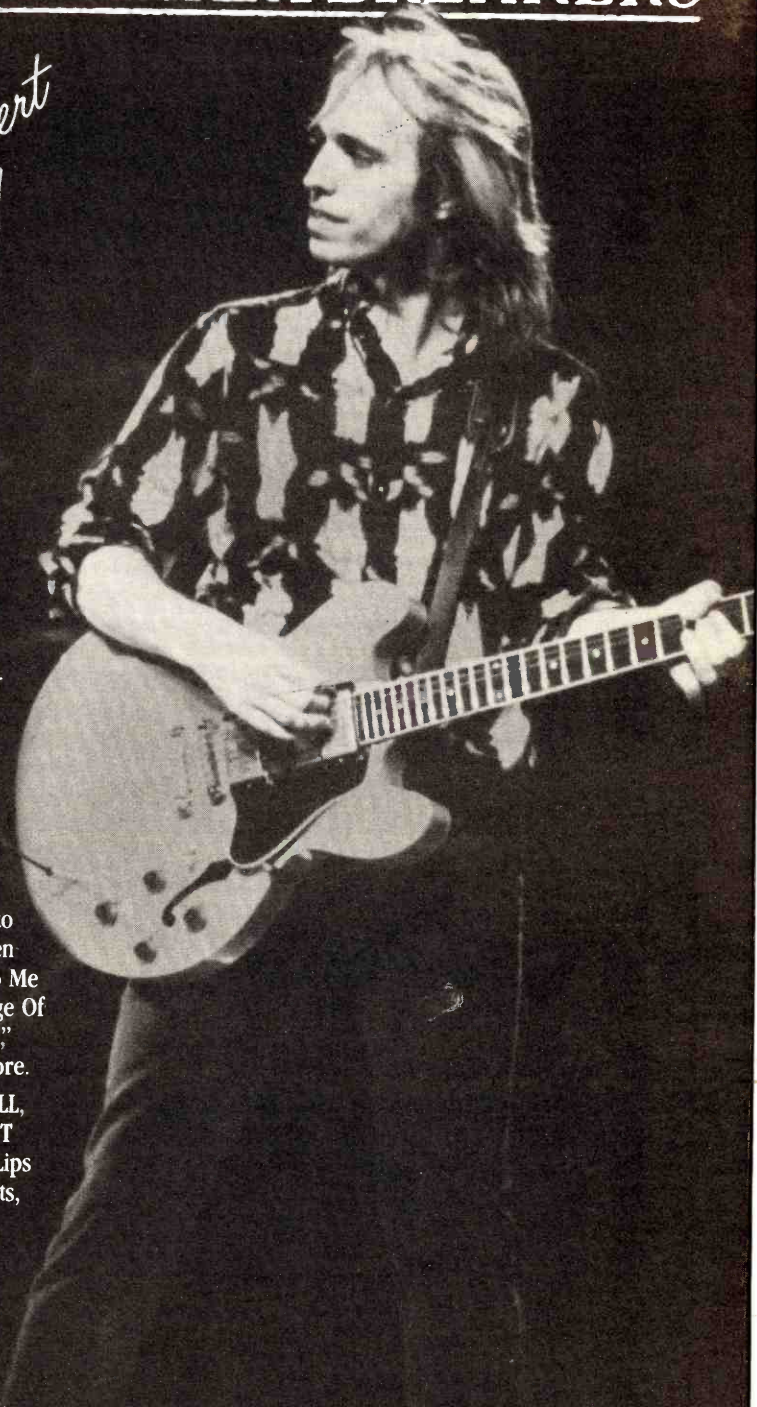
Commented United President/CEO Jerry Hroblak, "United has been in trouble with the FCC for a long time, and it's taken up a lot of our energy and resources. Fortunately, we're getting beyond that now, and are finally beginning to look to the future. We're very pleased about these appointments, including the arrival of Brute Bailey, who's certainly a fine programmer. These moves strengthen our central management foundation, which will oversee our expected long-range growth."



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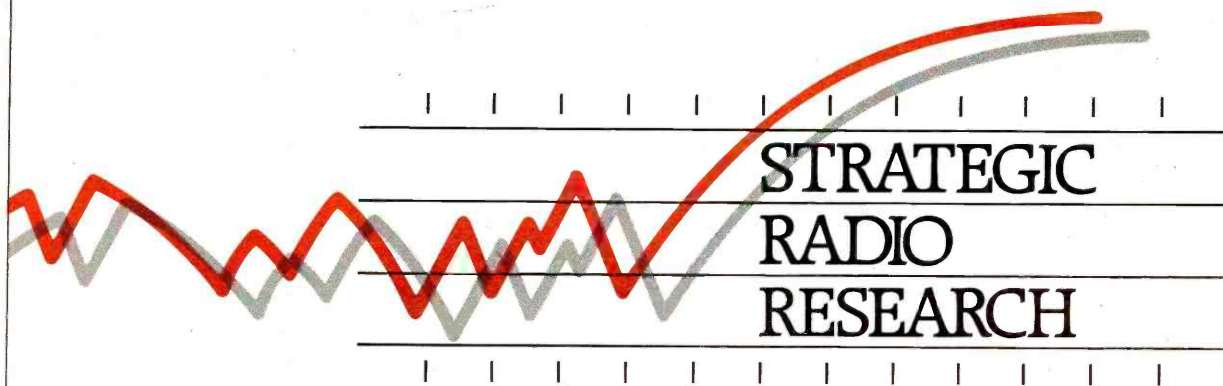
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'Super' Group

Continued from Page 1

has the potential to backfire. There's growing talk in NAB circles of discontinuing future joint conventions with NRBA. Privately, some NAB officials believe NRBA's membership is declining and income from the joint convention is critical to its survival.

NAB Chairman Ted Snider said, "If I read the mood of the board correctly, it's very much in question. There's a general mood that what NRBA proposes is a very serious threat to a very strong and viable organization we've built up. If their plan means dismantling that, then many question whether we should continue to work with them."

Support for making next month's joint meeting in Dallas the last NAB/NRBA venture "hasn't cooled down," says NAB's Fritts. "That is still an item of discussion with the board. It's up in the air. They don't understand the motivation of NRBA to suddenly hit us with a lightning bolt out of the clear blue."

NRBA: "We Work Better Together"

NRBA Executive VP Peter Ferrara reacted, "My response to the people who are saying that is to ask what service they are doing for the radio industry by splitting the meetings back apart. I'd be very sorry to see that happen. We work much better together than we do apart."

The next step is for NRBA to submit the "super" association idea to its board of directors in Dallas on September 10. NRBA leaders only reluctantly went to last week's meeting when they saw how strong attendance would be. They also feared that boycotting a meeting about their own idea pending board approval would be misunderstood, and repeatedly stressed at the meeting that the summit, called by NAB, was "pre-mature."

"We're not trying to beat the drum or raise the flag for this idea," Ferrara emphasized. "We think we've picked up a feeling among radio broadcasters out there that this should happen, and it's the responsibility of everyone in the association business to listen to them."

Exploratory Panel, Industry Survey Rejected

Ferrara said NRBA was "disappointed" that its idea of setting up an exploratory committee "didn't even get any consideration" by the trade group leaders. "We recognize that the people in that room all had respective turfs to protect and we don't begrudge them that."

The summit also turned down NRBA President Bernie Mann's proposal that the associations jointly underwrite an independent survey of industry atti-

tudes. "We were willing to defer to whatever that decision was," said Ferrara. NRBA may eventually underwrite such a survey on its own, he added.

RAB's Stakelin said he opposes a survey because only an association's members are qualified to evaluate its performance. "You can't ask people who aren't involved in the effort," he argued. "Just a blanket survey would be an emotional question."

RTNDA Exec. VP Ernie Schultz commented, "The response to that was, 'Survey them about what?' They really don't have a specific plan. The word 'amorphous' kept cropping up." Surveying broadcasters about a non-specific plan is like going on a "blind date," said Schultz.

By all accounts, the summit was a cordial affair in which participants refrained from bringing up many of the harsher sentiments and suspicions the NRBA plan has spawned.

Sales Sole Radio-Only Area

Fritts said that it's necessary for radio sales, which directly compete with TV sales, to be split off in the RAB. But he said NAB's legislative and regulatory clout in Washington is enhanced by the radio/TV marriage.

Echoing that view, RAB's Stakelin remarked, "We specialize in sales and marketing and we have severe reservations about throwing that into a pot with a lot of other job descriptions."

Added NAB Chairman Snider, "NRBA has tried to be a super-radio association for many years and broadcasters just haven't supported it."

ABC

Continued from Page 1

ers direct the activities of what are really two product groups. It's going to free (VP/ABC Radio Networks) John Axten to work with all our programming people to come up with new and better services that we can provide to our 1800 affiliates."

Axten added, "Dan and Stu have been outstanding directors of networks, and both understand very well the needs of the young adult and adult affiliates respectively."

Forth commented, "Recent programming breakthroughs in our affiliate lineups have made ABC the largest force in young adult radio. I look forward to promoting our growth at an even more aggressive rate."

Krane remarked in a similar vein, "I look forward to even faster and greater success for the ABC adult radio networks and our affiliates during the next few years."

Forth will continue to direct the ABC Rock Network and Krane will continue to direct the Information network. Directors will be hired for ABC FM and Direction.

WKRZ-AM & FM Mark First Osborn Purchase

WKRZ-AM & FM/ WILKES-BARRE

PRICE: \$7.6 million
BUYER: Osborn Communications, headed by Brownlee Currey and Frank Osborn. Currey is Chairman of the Board of the *Nashville Banner*. Osborn was Sr. VP of Price Communications prior to forming his new company.

SELLER: Reliance Capital Group
DIAL POSITION: 1340 kHz; 98.5 mHz
POWER: 1 kw/250 watts nights; 6.9 kw at 1100 feet
FORMAT: Big Band; CHR
BROKER: Veronis, Suhler & Associates

King

Continued from Page 3

WIZE/Springfield, OH for six years. "We're building a station from scratch," he said, "and the management team is a group of people that PDs dream about working for. Regardless of format, this will become a wonderful radio station."

KCEY & KMIX/TURLOCK, CA

PRICE: \$3,375,000, including a \$250,000 noncompete agreement.
BUYER: Radio Associates, Inc. Coprincipal Robert Salmon is GM of WKMI/Kalamazoo.

SELLER: FMW Broadcasting, Inc., headed by Robert Fenton and Harry MacMurray. Fenton also has interest in KHSN & KOOS/Cocos Bay, OR and KMYC & KRFD/Marysville, CA. MacMurray also owns KATO & KXKO/Stafford, AZ.

DIAL POSITION: 1390 kHz; 98.3 mHz
POWER: 5 kw; 1.6 kw at 390 feet
FORMAT: Big Band; Country
BROKER: Hogan-Feldman, Inc.

KNGL & KBBE/ McPHERSON, KS

PRICE: \$589,000, including a \$49,000 noncompete agreement.
BUYER: Davies Communications, Inc.
SELLER: Bengel Broadcasting Co.
DIAL POSITION: 1540 kHz; 96.7 mHz
POWER: 250 watts; 3 kw at 245 feet
FORMAT: A/C; Easy Listening

KKPL-AM & FM/SPOKANE

PRICE: \$4 million
BUYER: Christenson Communications, headed by GM Scott Christenson. He also owns 11% of the seller, Alpha Radio, Inc.

SELLER: Alpha Radio, Inc., headed by Garry Munson, who also owns KCFX/Harrisonville, MO.
DIAL POSITION: 630 kHz; 96.1 mHz
POWER: 1 kw; 100 kw at 2380 feet
FORMAT: A/C

WSTC & WYRS/ STAMFORD, CT

PRICE: \$4 million
BUYER: Chase Enterprises, which also owns WTIC AM & FM/Hartford through its subsidiary, Ten Eighty Corp.
SELLER: Radio Stamford, Inc.
DIAL POSITION: 1400 kHz; 96.7 Mhz
POWER: 1 kw days/250 watts nights; 3 kw at 365 feet
FORMAT: Music of Your Life; Mellow Jazz
BROKER: Richard A. Foreman Associates



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HEARING ORDER ISSUED

Hatemongering No Issue In Pending KTTL Hearing

Reaffirming that KTTL/Dodge City, KS (now KMCS) should not be punished for blatantly racist broadcasts, the FCC last week issued an order designating the station's renewal for hearing on character issues and an alleged failure to maintain a proper programs/issues list. It will also face a competing applicant in the hearing, Community Service Broadcasting.

Already under fire for taking two years to designate the renewal, the Commission immediately came under fresh attack from civil rights groups when it finally issued the hearing order last week.

The character of KTTL owners Charles and Nellie Babbs will be explored not on any issue of improper programming, but in relation to their failure to shut down a paging business after the state of Kansas revoked its charter.

Given "limited" weight in the character exploration will be state and local actions pending against the couple, including suits for copyright infringement and defamation, as well as contempt-of-court warrants and garnishment of wages for failure to pay state personal property taxes.

In failing to designate a content issue in the case, the FCC emphasized, "It is well settled that the Commission can not use its regulatory power to rule material off the air merely because the material may be offensive to many members of the broadcaster's audience."

B'nai B'rith Hits "Dangerous Message"

Nathan Perlmutter, Director of the Anti-Defamation League of B'nai B'rith, charged, "The FCC is sending a dangerous message that it will tolerate broadcasts characterized by virulent anti-Semitism, racism, and incitement to violence against Jews and other minorities."

"Broadcasts which urge listeners to 'get violent, start making dossiers, names, addresses, phone numbers, car license numbers, on

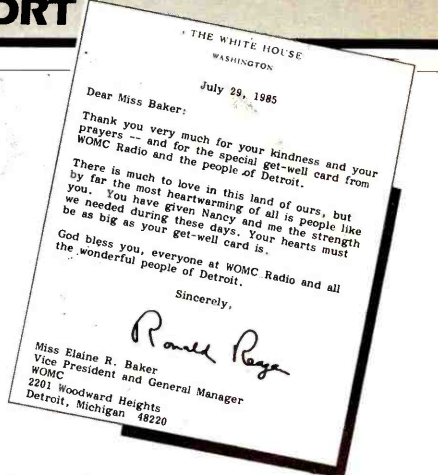
every damn Jew rabbi in this land'... must be grounds for refusing to renew a station's license." Perlmutter continued.

NBMC Charges "Right-Win Leaning"

National Black Media Coalition President Pluria Marshall accused the FCC of using the First Amendment "as a dodge" and said the ruling reflects the agency's "right-wing leaning." The outcome "may have been different" had Jerry Falwell been attacked, he reflected.

Washington lawyer Grier Raclin, who represents a citizens group that filed a complaint against KTTL at the FCC, said the hearing order should be "sufficient" to take away the station's license even though the Commission "went out of its way to give short shrift to some very serious issues."

Attorneys involved in the case said privately they believe KTTL will eventually lose its license on technicalities, but fear the FCC is setting a dangerous precedent by refusing to censure broadcasters who incite and applaud violence.



MAIL FROM THE CHIEF — The giant get-well card sent last month to President Reagan by WOMC/Detroit (R&R 7-26) and signed by over 1000 well-wishers apparently didn't go unnoticed at the White House.

FMs DOUBLE

Station Ranks Up 50% Since 1968

The number of radio stations in the United States has grown by exactly 50% since 1968, with FM accounting for virtually all of the expansion. While the AM total is up only 13% in the 17-year period, commercial FMs are up 97% and educational FMs by 232%, according to figures compiled by R&R from FCC data.

The average number of new stations was 33 per year for AM, 110 for commercial FM, and 49 for educational FM. If that growth rate continues, the number of radio stations will hit the 10,000 mark sometime in early 1986.

In raw numbers the high and low years for AM were 1971 (59 sign-ons) and 1973 (16). Commercial FM's high-low years were 1985 (190) and 1982 (53). For non-commercial FMs, a high of 83 new out-

Year	AMs	FMs	Ed-FMs	Totals
1968	4235	1932	361	6528
1975	4450	2715	763	7928
1980	4564	3229	1064	8857
1985	4729	3808	1198	9798
Total Increase	557 (13%)	1876 (97%)	837 (232%)	3270 (50%)

A look at summer-to-summer totals shows relatively steady growth in all three services, rather than any distinct upward or downward trends. The one exception is a recent surge in commercial FMs. After 78 new sign-ons in 1978, the number of new ones more than doubled to 160 in 1984 and jumped to an alltime high of 190 this year.

lets was recorded in 1976, while the total actually dropped by 11 stations in 1983.

R&R's calculations are based on FCC public notices of station totals which are kept on file back to 1968. Where available, August-to-August figures are used. Otherwise, July or September figures were substituted.

MURFREESBORO ABANDONED?

WZKS Fined \$10,000 For Main Studio Violation

WZKS/Nashville has been fined \$10,000 by the FCC for failing to maintain a "main studio" in Murfreesboro, TN, its city of license. The fine stemmed from an investigation launched after the station's Murfreesboro landlord filed suit in local court claiming WZKS had broken its lease and moved out.

FCC policy says stations are required to maintain a main studio in their community of license "as one means of assurance that the needs and interests of the residents of that community are met and that the station serves as an outlet for local self-expression." Stations must originate at least 50% of non-network programming from their main studios or elsewhere within the community of license.

Waiver Conditions Broken

In February 1984, WZKS sought and received an FCC waiver of the rule, allowing it to move the bulk of its operations to Nashville, 30 miles away. The waiver was conditioned on:

- Originating the majority of programs, other than recorded music, from Murfreesboro
- Using a broadcast quality audio line between the Nashville studio and the transmitter

• At WZKS's own request, maintaining a fulltime management-level employee in Murfreesboro and originating news and public affairs programming from the main studio.

Tape Playback Not Local Origination

In fining WZKS \$10,000 the Commission charged that the last manager deserted Murfreesboro in just a month after the waiver was granted when the Traffic Manager moved to Nashville. And it said "there is no evidence that the licensee originated news programming from Murfreesboro and... WZKS's playback of prerecorded tapes at its Murfreesboro facility does not satisfy the requirement of local program origination."

The station was also accused of switching to parttime employee presence in Murfreesboro and use of studios at WMTS/Murfreesboro a full year before applying for permission to do so this May. WZKS

says it corrected the problems in July, and its request for a modified waiver of the main studio rule is currently pending in the FCC's FM Branch.

CHR-formatted WZKS was formerly WKOS. Hale Broadcasting sold the station to WKOS, Inc. (now WZKS, Inc.) in 1981 and had previously sold WMTS to McCreery Broadcasting. An application to sell WZKS to Transcom Limited Partnership II is now pending at the FCC.

NEWS BRIEFS

U.S.-Mexico Reach Long-Awaited AM Agreement

Meeting for the past two weeks in Mexico City, U.S. and Mexican negotiators have reached an agreement in principle on new AM rules that will open new nighttime operating authority for many stations.

The FCC says it hopes to wrap up final details and put the pact "into provisional effect by late fall of this year." Under terms of the agreement:

- Daytimers now restricted to 6pm signoff can, in most cases, operate until two hours past sunset.
- Nighttime broadcasting can be begun for stations on the Mexican Class I-A clear channels.

• Mexico can begin nighttime use of U.S. clear channels, protecting American stations.

FCC Chairman Mark Fowler said in a statement, "This achievement culminates an almost three-year process of cooperative efforts between the U.S. and Mexican officials which will lead to enhanced opportunities for U.S. broadcasters to expand their service to the American public."

Not Just Another Rock Trivia Book

At almost 300 pages, "Rock Topicon," cowritten by **Dave Marsh, Sandra Choron, and Debbie Geller**, is anything but your average slapdash rock 'n' roll trivia paperback. Organized chronologically and indexed by performer and song title, the book provides a wealth of information on approximately 3000 artists and 1800 tunes, all of which makes perfect fodder for DJ drop-ins, contest giveaway questions, and the like.

While the questions range from basic ("Who was the only black 'fifth Beatle'?") to trebly tough ("Name the first group to appear on 'American Bandstand'"), the craziest chapter has to be "Blood On The Bluebooks," subtitled "The Ultimate Bob Dylan Quiz." "List all references to Italy and Italians in Bob Dylan compositions." Yeah, right.

Along with a surprising number of radio-related questions, perhaps the most interesting sec-



tion is given over to essay questions. A sample: "Plan an ideal Battle-of-the-Bands. Four groups are playing. Who wins, what songs do they play and why do they beat out the competition?" Priced at \$9.95, from Chicago-based **Contemporary Books**.

Car Phones Curb Accidents

Hard to believe, but a recent study claims that people who talk on their car telephones while driving have fewer accidents than those who don't, even though drivers who use cellular telephones are on the road twice as much as their non-phone-using counterparts.

According to **AT&T** and the **Automobile Association of America**, which conducted the study, 7.4% of the 305 cellular phone users surveyed claimed to have had an accident in the past year, as opposed to 10.2% of the 453 drivers in the test control group.

What's more, the accident rate among cellular phone users *dropped* after their phones were installed, from 8.2% to 6.6% annually. One theory is these life-in-the-fast-lane types feel less compelled to speed to their destinations.



First Compact Disc Production Library Arrives

Firstcom Broadcast Services recently announced the availability of an entire production music library on compact disc, reportedly the first of its kind. By putting a complete production music catalog on compact disc, the customer is able to instantaneously preview and cue tracks for a substantial decrease in production time. Plus, your spots will sound as good the 5283rd time they're aired as they did the first — CDs don't wear out.

The library features a precoded index system that enables the user to time and cue precise edit points and posts. Each track comes in 60 and 30 second versions with rhythm mixouts, accents, and stingers, giving you greater flexibility for your clients. All music and effects are new and have been recorded specifically for this library. Regular updates are available as well.

For more information, contact **Cecelia Garr** at (800) 858-8880 or (214) 858-2222.

Survey Shows Strong Interest In Cable Stereo

A recent survey of more than one thousand cable and non-cable households showed that 27.5% of those homes currently receiving cable services would be interested in receiving cable-delivered music stereo service, a figure that projects to 10 million households. The study was conducted by **R.H. Bruskin Associates** on behalf of the **Studioline** cable stereo service.

Interestingly, 83% of these favor-

ably disposed cable subscribers already have a stereo system in the same room as their TV set, as do 80% of the non-subscribers. With features such as high-quality sound, no commercials, and stereo audio for pay, basic, and off-air TV included in the Studioline package, it appears that radio may be forced to prepare for yet another challenge in the form of increased competition. The ever-changing marketplace rolls on...

Fewer "Typical" American Families

The "typical" U.S. family of husband, wife, and two children is now found in only 11% of American households. In fact, only 28.5% of U.S. households are husband and wife families with children, a substantial decline from 1970's figure of 40%.

Since 1970, married couple families with children have decreased by 1.2 million, while total U.S. households increased by 22 million to a record 85.4 million.

Childless Couples Largest Group

Meanwhile, couples with no children make up the largest group of American householders, with 30% of the total. The number of couples with no children has increased by 6.5 million since 1970; this group is composed of mostly older people. Two out of every three households made up of couples without children are headed by a person older than 50.

People who live alone comprise the second largest group of U.S. householders. According to *American Demographics*, single-person households have increased by nine million since

1970 and currently account for 23% of all American households.

you hear a politician ranting on about the "traditional" U.S. family.

57% "Untypical" Families

All of which means that if you combine the number of people who live alone, childless married couples and those relatively few folks who cohabitate without being married, you'll wind up with 57% of all U.S. households. Something to remember the next time

There is one exception to this pattern, however. About one out of every five American children lives with only one parent, usually the mother. The number of households consisting of a woman with one or more children has *doubled* since 1970. There are now nearly six million such families, most of whom live in poverty.

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Where The Young Men (And Women) Are

Most young adults (ages 25-34) are concentrated in cities with populations under 175,000. **Sales & Marketing Management** reports that the cities with the highest percentages of young adults are: Anchorage, AK (24.5% of the total population); Boulder,

CO (23.4%); Iowa City, IA (23.3%); Ann Arbor, MI (22.7%); Madison, WI (21.9%); and Santa Cruz, CA (21.7%). Noting that each of these metros is home to a large state university, we wonder if these population percentages hold true on a year-round basis...

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Evergreen is the radio format that WILL fill the hole in your market. It is so NEW and UNIQUE — while already having a proven track record — that within a few years, every market in America will have a station that is ever-green.

Evergreen is America's Soft A/C. It's the absolute best of the "Magics," "Joys" & "Love Songs" with one critical difference... THIS soft A/C performs like a beautiful music station, delivering loyal and long-hour listeners — contemporary radio fans who don't want to "retire" to beautiful music.

The interest in Evergreen is phenomenal. Call IMMEDIATELY before your competition across the street closes the market.

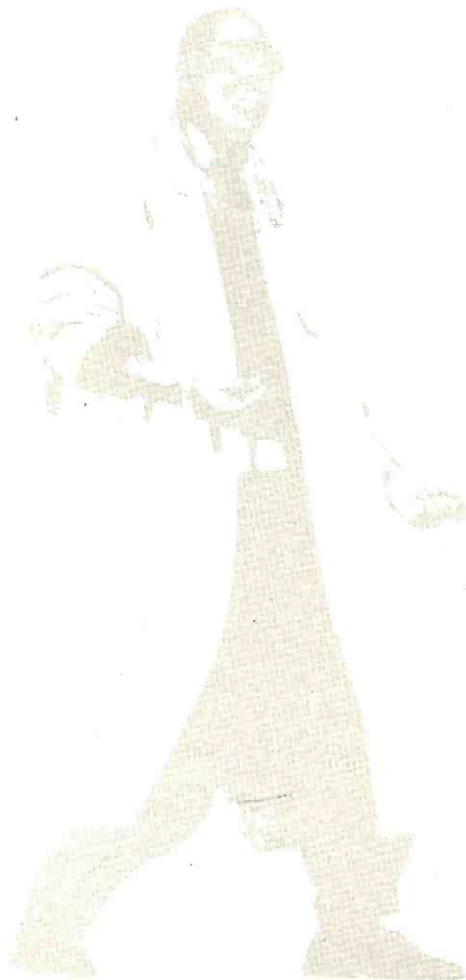
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*Drake
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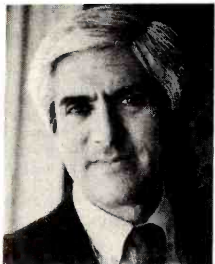
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PRO:MOTIONS

Young Named Capitol VP



Bob Young

Bob Young has been appointed VP/Administration and Business Affairs at **Capitol Records**. A 15-year label veteran, he was most recently VP/Business Affairs.

Turak Heads WRFM Retail Sales

Mark Turak has been upped to Retail Sales Manager at **WRFM New York**. An AE with the station since January, he previously served in a similar capacity with neighboring **WHN**. In other station activity, VP/GM **Mark Bench** has been elected as Treasurer of **NYMRAD** (New York Market Radio Broadcasters Association). He had previously served as a member of the group's board of directors.

PROS ON THE LOOSE

Bob Allen — PD **WEAN/Providence** (401) 821-0453

Bob Burchette — Mornings **WXTU/Philadelphia** (215) 449-5571, Ext. 221

Gene Olsen — Nights **WENS/Indianapolis** (317) 786-2663

Bevilacqua To WRFM NSM



Deborah Bevilacqua

Deborah Bevilacqua has been upped to National Sales Manager at **WRFM/New York**. During the past year she was an AE for the station; prior to that she worked as Supervisor/Senior Broadcast Buyer for **Serino, Coyne & Nappi** and as Broadcast Buyer at **Media Communications**.

Meter To RCS NSM

Michael Meter has joined **Radio Computing Services** as National Sales Manager. Prior to this he was associated with **KHEY-AM & FMEI Paso**, Philadelphia outlets **WHNL** and **WPEN**, and **KNOB/Long Beach**. He also served as Production Manager for the **American Forces Network** from 1960-62.

Wanroy Named RBG VP/Finance

P. Michael Wanroy has accepted the post of VP/Finance with the **Regional Broadcasters Group**, owners of **WXQT & WGRD/Grand Rapids, WKOP & WAAL/Binghamton, NY**, and **WPIC & WYFM/Sharon, PA-Youngstown, OH**. Wanroy was most recently affiliated with the **Fetzer Broadcasting Company, Inc.** in the same capacity.

Atlantic Realigns Black Music Division

Following the reorganization of its Black Music Division, **Atlantic Records** has promoted three staffers and announced a new appointment. Ten-year label veteran **Patricia Jones**, formerly Executive Assistant, is now the National Director of Product Management. **Rita Roberts**, most recently National Secondaries Promotion Coordinator, is National Marketing Manager. And **Irish Grubman** moves from secretary to Marketing Coordinator. **Timmy Register**, who spent the past three years as music consultant to **WBLS/New York**, comes aboard as A&R Representative.

Sparrow Records Opens Eastern Office

Sparrow Records is opening an Eastern Regional office in Nashville. **Barbara Catanzaro** will oversee the new facility as Manager, Special Projects. Catanzaro was previously National Marketing Manager for **Refuge Records**.

Radio Computing Services Moves To N.Y.

Radio Computing Services, a major supplier of computer software programs for radio stations, has shifted its Englewood, NJ headquarters to New York. This move consolidates the RCS offices into one location. The new address is Suite 315, 2 Overhill Road, Scarsdale, NY 10583 (914) 723-8567.

Sounds Good Music Forms Suite Beat

Sounds Good Music Company has expanded its operations by debuting **Suite Beat Music Group**. The newly-formed label umbrella includes **Epitaph Records, Poshboy Label, Beat Records, and Suite Beat Records**.

Rock And Roll Hall Of Fame Board Announced

The **Rock and Roll Hall of Fame Foundation**, established to honor artists and music industry professionals for their contributions to rock and roll, has announced the members of its Board of Directors, chaired by **Atlantic Records Chairman Ahmet Ertegun**. The members, representing virtually all major record companies and the related firms, are: **CBS Records Group President Walter Yetnikoff, RCA Records President Bob Sumner, Sire Records President Seymour Stein, Rolling Stone Editor & Publisher Jann Wenner, Grubman, Indursky & Schindler's Allen Grubman, Elektra-Asylum Chairman Bob Krasnow, A&M Chairman Jerry Moss, WEA International President Nesuhi Ertegun, MTV COO Bob Pittman, PolyGram President Guenter Hensler, EMI-Capitol Chairman Bhaskar Menon, Warner Bros. Chairman Mo Ostin, Arista President Clive Davis, Geffen President David Geffen, Stigwood Group Co. Chairman Robert Stigwood, MCA President Irving Azoff, Quincy Jones Productions President Quincy Jones, Wyman, Bautzer, Kuchel & Silbert's David Braun, Bill Graham Productions President Bill Graham, and CBS Records consultant/producer John Hammond.**

WB Appoints Guild And Grzeszak

Kathy Guild is the new Advertising Manager at **Warner Brothers Records**. Guild comes to WB with extensive experience in account services for a number of advertising firms, including **Dentsu, Young & Rubicam** and **J. Walter Thompson**.

Other changes at the label include the promotion of **Arlene Grzeszak** to Production Manager/Creative Services.

WFOV Elevates Jones



Curtis Jones

Curtis Jones, most recently an Account Executive with **WFOV/Atlanta**, has been promoted to Local Sales Manager. Before joining **WFOV** last year, he was an AE with crosstown **WKLA-AM & FM** for two years. Prior to that he spent eight years in promotion with **Warner Bros. Records**.

W&P/Atlanta Taps Blackman

Michael Blackman has been named Regional Manager of **Weiss & Powell's Atlanta** office. Before joining **W&P**, Blackman managed **McGavren Guild's** Houston office for three years after starting with the company in 1980 as an Account Executive in Atlanta.

Entertainment Music Company Expands

The **Entertainment Music Company** announced that **Donald Rubin** and **Hank Medress** have joined the company as Creative Consultant and Director/Artist & Repertoire, respectively.

Hite Joins Eagle As Research Director

Dr. **Robert Hite** joins **Eagle Marketing Services, Inc.** in Fort Collins, CO as Director Of Research.

Why WBNS Radio's cartridge tapes sound better than yours

Columbus, Ohio Radio Station **WBNS** has found the permanent cure for inherent cartridge tape problems: the **Harris Phase Fixer** audio time base corrector.

Ron McGrew of **WBNS** explains, "We needed this device 20 years ago. The **Phase Fixer** gives us consistently clean sound on every tape in the rack. No matter how much repeated play and abuse they're subjected to,

tapes sound perfect and flutter-free. There's no high frequency loss, and phase error is totally eliminated. After several months of using the **Phase Fixer**, I must say that **Harris**, once again, has a winner."

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Ron McGrew
WBNS Radio



JHAN HIBER

WEEK IN REVIEW

CHR: Alive And Well

Does CHR stand for Continually Hot Radio? Or is the format getting so cluttered with new entrants that the initials should stand for Competitively Harrassed Radio? While the assumption has been that CHR remains strong, what indeed do the spring 1985 Arbitron results have to say? Let's examine a cross-section of top 100 markets to see what the reality is.

Mixed Bag

A review of ten randomly-selected markets out of the top 100 indicates that while the news is largely positive for the format, the skies are not totally cloud-free. Among the best bits of news for CHR (as shown in the figures on this page) is that in 90% of the markets examined, the format's composite share among the target 18-34 audience was higher than the format's combined 12+ impact. However, in 60% of the markets selected, the format's 12+ share slipped when compared to the spring '84 tallies. The same story is true when looking at the 18-34 adult picture.

As you will note in the market-by-market breakdowns, in some cases there is an overabundance of CHR stations. The increasing competition in the format may be somewhat diluting its payoff for individual stations. But in more than half of the markets we looked at, the CHR combined shares represented near to or more than 20% of the 18-34 marketplace. That is usually enough to become the dominant format in the metro.

To get a better understanding of these particular market results, you may want to talk to the CHR broadcasters involved or travel to their metros for a first-hand evaluation.

Keep in mind that all of our analyses tally the CHR stations with a 1.0 12+ share or better in the last three major Arbitron surveys. The shares are then added for those qualifying stations to develop composite 12+ and 18-34 adult figures.

Chicago (4 stations)

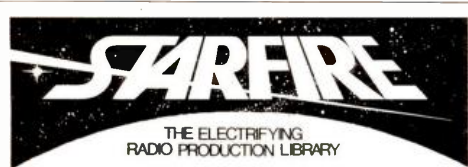
Composite	Sp '84	F '84	Sp '85
Share 12+	15.9	13.4	13.5 (-16%)
Share 18-34	23.3	18.8	19.2 (+6%)

While the 12+ composite share has remained stable for the last two surveys, it is down somewhat from the spring '84 figure. Chicago CHR programmers were undoubtedly pleased to see a slight 18-34 upturn this past spring, but the format did not return to its glory days of spring 1984. However, the adult 18-34 share is significantly higher than the overall 12+ picture.

Denver-Boulder (3 stations) (4 stations F '84/Sp '85)

Composite	Sp '84	F '84	Sp '85
12+	18.1	23.8	18.2 (flat)
18-34	22.8	25.9	24.5 (-6%)

The fall survey saw the first significant showing for KRXY-FM. That probably helps to explain why the former A/C station's segue to CHR hit full stride and helped inflate the format's impact. It emerged as a top CHR in the spring '85 results, but the other format competitors didn't fare as well.



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Eugene-Springfield (1 station)

	Sp '84	F '84	Sp '85
12+	8.5	9.3	11.0 (+29%)
18-34	11.6	12.1	13.5 (+16%)

The lone CHR outlet in the Eugene-Springfield area showed steady growth. However, the format's adult 18-34 numbers aren't significantly larger than its 12+ total.

Houston-Galveston (4 stations)

	Sp '84	F '84	Sp '85
12+	18.4	13.3	16.1 (-13%)
18-34	23.9	17.0	20.9 (+11%)

The CHR wars are heating up in this town, as KRBE-FM made more of a run this week at KKBQ-FM. That's the likely explanation for the improvement in this book. As for the strong spring '84 showing, keep in mind that since then the format leader KKBQ-FM, underwent some turmoil as a result of an ownership change. At the same time, an Urban competitor grew stronger due to no direct competition. It will be interesting to see what impact KRBE-FM/KKBQ-FM's battle will make on the format's composite shares.

Louisville (2 stations in Sp '84; 1 in F '84, Sp '85)

	Sp '84	F '84	Sp '85
12+	12.5	10.4	11.9 (-9%)
18-34	18.0	13.8	14.1 (-12%)

Although the format technically looks a little softer when compared with the spring 1984 totals, it's obvious that the strongest station survived. Indeed, when looking at only the last two surveys it should be pointed out that the CHR holdout actually posted slight gains in the spring '85 survey period.

Miami-Ft. Lauderdale-Hollywood (2 stations Sp '84, F '84; 3 Stations Sp '85)

	Sp '84	F '84	Sp '85
12+	15.9	16.1	13.8 (-13%)
18-34	26.5	24.9	21.8 (-14%)

On a spring-to-spring comparison, one might conclude that CHR is in the doldrums in south Florida. However, that is not really the case. Not only are there additional CHR entrants to fragment the audience, but there is also a new Urban Contemporary station that definitely muddies the waters. Actually, the CHR format leader, WHYI (Y100), had a notably improved book in the latest sweep.

Nashville (3 stations Sp '84; 2 stations F '84, Sp '85)

	Sp '84	F '84	Sp '85
12+	15.8	5.8	8.4 (+47%)
18-34	24.0	19.1	12.5 (-48%)

The bad news here is that the format has tumbled significantly

Arbitron: Daypart Diary Tests Done

Arbitron has completed testing on a new diary layout intended to make it easier to correctly credit entries. Known as the "daypart diary," this layout breaks each day's page into the four major dayparts. The goal is to clear up diarykeepers' misunderstanding over 12am (midnight) and 12pm (noon). According to Arbitron Sales/Marketing VP Rhody Bosley, "The tests are complete; the results are available. Now we'll have to see if we take any action on implementing this new diary."

R&R will see the new diary next month at the Radio '85 convention and report on its potential impact.

Arbitron, Birch Reissue Spring Books

Both major rating services have announced reissues of some of their spring '85 quarterly reports. Arbitron has reissued Charleston, SC and Anchorage. The Charleston correction was due to incorrect crediting of entries between two stations with similar calls. Arbitron's only reason for the Anchorage reissue, which affected virtually every station's numbers, was a vague procedural error. When queried, Arbitron spokespeople told R&R that additional details "were not relevant."

On the Birch front, the Sacramento quarterly was reissued owing to incorrect share trends. The problem was caused by a call letter change that wasn't properly picked up. The new book is on its way to subscribers.

Bond Issues CHR Report

Gary Bond has produced another perspective on the state of CHR. Basing his findings on an analysis of 173 stations, Bond reports, "More than 80% of the CHR stations in our sample outperform the market average. For example, the typical CHR station in a market where 20 stations make the book can expect a 9.2 12+ share."

from its peak in the spring '84 survey. However, there is some good news. In the last two books, with only two CHR contestants, the format has shown worthwhile growth. It is unlikely, though, that the format will recapture the shares seen in the spring '84 results, unless another station makes a switch to CHR.

Sacramento (4 stations Sp '84/F '83; 3 Sp '85)

	Sp '84	F '84	Sp '85
12+	16.2	19.7	19.2 (+18%)
18-34	23.1	28.1	27.3 (+18%)

A healthy picture here, as both the overall impact and target demo posted impressive improvements. Indeed, the top CHR, KSFM, has been at or near the market lead consistently over the last year. It could be predicted that another CHR might enter the fray to take on the pacesetter. Note how the format's 18-34 strength dominates the 12+ score.

Salt Lake City-Ogden (4 stations)

	Sp '84	F '84	Sp '85
12+	18.3	14.4	15.3 (-6%)
18-34	20.3	17.7	18.9 (-7%)

A fairly stable showing for CHR on the Wasatch Front. The spring-to-spring comparisons reflect little movement, while the format's spring numbers are slightly higher than those achieved last fall. Interestingly, this was the only market in which the CHR 18-34 composite did not match or exceed the format's 12+ tally.

San Antonio (3 stations Sp '84; 4 stations F '84, Sp '85)

	Sp '84	F '84	Sp '85
12+	17.1	17.0	19.2 (+12%)
18-34	22.5	24.2	27.2 (+21%)

Increasing competition has been a factor in the last two surveys.

The impact was not dramatic in the fall '84 sweep, but the format did very respectably in the latest standings. The 18-34 improvement must be especially pleasing to the local CHR programmers.

Seasonal Factors

One thing to take into account when evaluating the state of CHR would be what I call the "seasonal factor." Since the spring of '84, the spring sweeps have continued later than ever into June, concluding in the latter part of the month. Having two additional weeks in June included in the survey can be assumed to be a benefit to the format. Why? Because teens, who form an important part of the 12+ story for CHR, are likely to be out of school during the tail end of the book, when they can be crediting more quarter hours to the CHR format.

As you evaluate these figures, you'll find that in 60% of the cases the CHR 12+ total is higher in spring '85 than in fall '84. Even more notable is the 70% increase of the adult 18-34 share, versus the fall 1984 data. Indeed, the seasonal factor is important when objectively reviewing the state of CHR.

Given only a two-book trend, CHR would be lauded for its almost across-the-board improvements. On the other hand, on a spring '84-spring '85 basis, the comparison is not as universally favorable. However, even with some slippage the CHR tallies still show a very strong format foundation, and no one should yet proclaim CHR to be a passing fad. The format may not be showing rocket-like growth, but it appears to be a formidable factor for the foreseeable future.

Next week: the fortunes of AOR.

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To find out more about how your radio station can hit home with Harte-Hanks, fill out and return the coupon below.

Or, if you're really anxious to get your Direct Mail promotion started, call Mike Eisele or Catherine Jung at 513-542-7700. Either way, you'll rest easier knowing you've discovered the strategy to ratings game success.

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RATINGS

Arbitron Demographic Rankings For Spring '85

Phoenix

KZZP-FM Zips Into First With Teens, Second With Young Adults And 18-49; KUPD Wins Young Adults And 18-49; KNIX-FM Captures Older Demo Crown; KOPA-FM Second Home To Teens; KKLT #2 With 25-54

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KZZP-FM (CHR)	KUPD	KUPD	KNIX-FM
2 KOPA-FM (CHR)	KZZP-FM	KZZP-FM	KKLT
3 KUPD (AOR)	KLZI	KNIX-FM	KUPD
4 KUKQ (B/U)	KKLT	KZZP-FM	KLZI
5 KDKB (AOR)	KOPA-FM	KLZI	KOOL
6 KNIX-FM (Ctry)	KNIX-FM	KOPA-FM	KTAR
7 KZZP (CHR)	KDKB	KOOL	KZZP-FM
8 KLZI (A/C)	KOOL (A/C)	KTAR	KEMO (B/EZ)
9 KTAR (N/T)	KSTM (AOR)	KDKB	KOY (A/C)
10 KKLT (A/C)	KTAR	KSTM	KOPA

Kansas City

KYYS Victorious With Young Adults And 18-49; KBEQ Hits With Teens; WDAF Lassos First With 25-54; KUDL Hugs 18-34 and 18-49 Second Spot; KZZC #2 In Teens; KMBR Runner-up With Older Demo

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KBEQ (CHR)	KYYS	KYYS	WDAF
2 KZZC (CHR)	KUDL	KUDL	KMBR
3 KYYS (AOR)	KBEQ	KLZI	KUDL
4 KPRS (B/U)	KLZI	WDAF	KLZI
5 KKCI (AOR)	KPRS	KBEQ	KFKF-FM
6 WDAF (Ctry)	KFKF-FM	KMBR	KYYS
7 KUDL (A/C)	KZZC	KFKF-FM	KOMO (N/T)
8 KCFX (AOR)	KKCI	KPRS	KCOM-FM
9 KFKF-FM (Ctry)	KMBR (B/EZ)	KZZC	KBEQ
10 KCXL (B/U)	KCFX	KCOM-FM (Ctry)	KPRS

Milwaukee

WQFM Sweeps All But Older Demo; WTMJ Triumphs With 25-54; WEZW Eases Into Second With 25-54; WLUM Ranks #2 With Teens; WKTJ Runner-up In 18-34 And 18-49.

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WQFM (AOR)	WQFM	WQFM	WTMJ
2 WLUM (B/U)	WKTJ	WKTJ	WEZW
3 WKTJ (CHR)	WLUM	WMYX	WKTJ
4 WZUU-FM (CHR)	WMYX	WLUM	WMYX
5 WRKR (CHR)	WZUU-FM	WTMJ	WEMP
6 WNOV (B/U)	WMGF	WEZW	WMGF
7 WLTO (A/C)	WEMP (Gold)	WMGF	WQFM
8 WTMJ (A/C)	WMIL (Ctry)	WEMP	WLUM
9 WMGF (A/C)	WTMJ	WMIL	WMIL
10 WMYX (A/C)	WEZW (B/EZ)	WZUU-FM	WBSC (Ctry)

San Jose

KOME Top Choice Of 18-34 And 18-49; KWSS First With Teens, Second With Young Adults; KGO Wins Older Demos, #2 With 18-49; KSOL Teens' Second Fave; KIOI Gets Runner-up Spot With 25-54

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KWSS (CHR)	KOME	KOME	KGO
2 KSOL (B/U)	KWSS	KGO (Talk)	KIOI
3 KOME (AOR)	KYUU	KIOI	KBAY
4 KITS (CHR)	KIOI (A/C)	KARA	KARA
5 KYUU (A/C)	KARA	KYUU	KLOK
6 KQAK (AOR)	KEZR (A/C)	KWSS	KSAN
7 KMEL (CHR)	KSOL	KLOK	KYUU
8 KHIT (CHR)	KFOG (AOR)	KSAN (Ctry)	KCBS (N/T)
9 KSJO (AOR)	KSJO	KBAY (B/EZ)	KOME
10 KLOK (A/C)	KLOK	KEZR	KLZE (B/EZ)

Providence

WPRO-FM Nails Down First With Teens And Older Demo, Second Choice For 18-34 And 18-49; WHJY Winner With Young Adults and 18-49, #2 For Teens; WLKW-FM Places Second With 25-54

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WPRO-FM (CHR)	WHJY	WHJY	WPRO-FM
2 WHJY (AOR)	WPRO-FM	WPRO-FM	WLKW-FM
3 WERI (CHR)	WSNE	WPRO	WPRO
4 WHTT (CHR)	WBRU	WSNE	WHJY
5 WWLJ (A/C)	WPRO	WLKW-FM (B/EZ)	WSNE
6 WZOU (CHR)	WMYS (A/C)	WBRU	WMYS
7 WXXS-FM (CHR)	WXXS-FM	WMYS	WWLJ
8 WBRU (AOR)	WWLJ	WWLJ	WHJY (N/T)
9 WPRO (A/C)	WERI	WBRU	WBRU
10 WSNE (A/C)	WBCN (AOR)	WXXS-FM	WXXS-FM

Cincinnati

WRKQ First With Teens And 18-49, Second With Young Adults; WEBN Nabs 18-34s, #2 For 18-49; WLW Flies 25-54 Pennant; WKRC Places Second With Older Demo; WBLZ Runner-up With Teens

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WKRC (CHR)	WRKQ	WRKQ	WLW
2 WBLZ (B/U)	WRKQ	WEBN	WKRC
3 WEBN (AOR)	WFRM	WFRM	WRRM
4 WSKS (AOR)	WBLZ	WLW	WKRC
5 WGTZ (CHR)	WLLT	WLLT	WLLT
6 WRRM (A/C)	WLW (A/C)	WKRC	WLLT
7 WKXF (Ctry)	WSKS	WBLZ	WEBN
8 WLLT (A/C)	WKRC (A/C)	WLBE	WBLZ
9 WUBE (Ctry)	WUBE	WWEZ (B/EZ)	WUBE
10 WCIN (B/U)	WDJO (Gold)	WSKS	WKXF (Ctry)

Format Legend

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



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On The Road With Larry King

He's been called the King of Talk, the interview king, King of Late-Night (sorry, David Letterman) — virtually every cute title that plays off his name. Fact is, Larry King is the best in the business, and his audience and network know it. The man makes a habit of asking the right questions, listening to the answers, not reading his guests' books, smoking cigarettes and drinking coffee, and irritating a vocal minority of his cultish call-in audience.

Tuning in to the graveyard-shift "Larry King Show" is one thing, but seeing the man in action is another. Most segments of the four-hour talk show are broadcast from the 12th floor studios of the Mutual Broadcasting System in Washington, but the network has recently seen fit to occasionally take the show on the road. One recent traveling itinerary took King to Baltimore, Minneapolis, and Disneyland before a three-night stint in Los Angeles. It was there where Mr. Network Editor himself was offered the opportunity to play "paper producer" — a go-fer title patterned after George Plimpton's guts-and-glory football days.

"Larry has a lot of cult fans, and unless someone actually threatens him or starts to disrupt the show, we try to ignore them. This includes the eager listener who presents Larry with a bottle of embalming fluid."

Putting The Guests Together

King and his crew have traveled north from Anaheim, where they have finished helping the folks at Disneyland celebrate the theme park's 30th birthday. Larry is tired from the road and his CNN television schedule. ("If it's Wednesday, this must be the Century Plaza Hotel.") I've arranged with the "real" "Larry King Show" producer, Pat Piper, to arrive for "work" at 8pm, an hour before the live show goes on the air. Because of its midnight-4am EDT time slot, the show begins at 9pm Pacific Time so most stations can maintain their normal schedule. Only a few West Coast stations begin at midnight with a live hour of "Open Phone America."

The first thing I learn about producing the Larry King Show is that nothing goes the way you plan it.

Tonight's scheduled guests, arranged before the "real" producer left Washington, included Joan Van Ark and Joe Penny from "Riptide." But by 8pm, they've been replaced. The roster now includes Billy Dee Williams, Bobby Vinton, Bill Marx (Harpo's son), two comedians from the Comedy Store, and a surprise appearance from comedian Albert Brooks.

"The worst thing about doing this show on the road is when you check into the hotel room and see the red light flashing," Piper laughs. "You know right away you've lost your guests, and a whole month of tracking down the right person is wasted. You have two hours to find a replacement."

Tonight's fill-ins are last-minute invites. Williams has been floating around in the back of Piper's mind, and a call to his publicist confirms the star's availability. Bobby Vinton is between dates in Las Vegas and Atlantic City and has nothing to do for a few days. Bill Marx has added a chapter to his mother's book about his famous father and has been waiting to get on the show. The two comedians were picked that afternoon on the recommendation of the manager of the Comedy Store. Mark Halloran

is a recent "Star Search" winner, while Louise Duart has been opening rock concerts and stage shows for several years. Both do impressions — a natural for radio.

Finding guests or replacements for the show is not a teeth-pulling adventure, but it does require a lot of patience and a degree of skill at

"The first thing I learn about producing the Larry King Show is that nothing goes the way you plan it."

telephone tag. Most nonreclusive personalities, whether of an entertainment, political, literary, or sporting ilk, jump at the chance to be grilled by Larry. The problems lie in conflicting schedules and last-minute appointments that wreak havoc with even the neatest datebook. "What I did for the Los Angeles trip was contact all the major networks, studios, and publicists to find out who was available," Piper

explains. "I'm also approached by every other PR person in town, and I have to weed out a lot of eager people who want to be guests."

The Show Must Go On

The sound equipment has already been set up by freelance engineer Craig Slayton and Operations Manager Dick Owens, and Associate Producer Judy Thomas is holding down the fort in Washington. Some of the live audience has also trickled in, and Larry is wrapping up an interview for KNBC-TV. The hotel, pleased to have three nights of live broadcasts under its roof, is not pleased enough to permit any directional signs. That does not please Larry.

My first job is to brief Larry on the guests: Billy Dee Williams was in "Lady Sings The Blues," two "Star Wars" movies, "Brian's Song," and a few episodes of "Dynasty." Bobby Vinton just got back from Vegas and lives in a mansion down by the beach, and hasn't had a hit in ten years. Bill Marx just talks about Harpo. The comedians do impressions, which might be good for a few laughs. Open Phone America starts at 11:06 after the news, and questions will be taken from both the studio audience and the phone lines.



Larry King (left) interviews comedians Mark Halloran and Louise Duart.

"The worst thing about doing this show on the road is when you check into the hotel room and see the red light flashing."

— Pat Piper

The second thing I learn is the amount of coffee consumed on the show. Larry King and Juan Valdez must be bosom buddies; Larry's standard show props call for 5-6 cups of coffee, disguised with two sugars and tons of cream. Another piece of necessary equipment is a very deep ashtray. The producer's job description also includes waiter, which means getting coffee refills and either hard or soft drinks for the guests.

Several minutes before the show begins, Billy Dee shows up. There is no green room (this is radio, after all), so he takes a seat near the stage and waits. The audience diverts its attention from King to Williams, who poses for a dozen photographs and signs a dozen more. I also ask for his autograph — on a standard release form which has been photocopied so many times it looks like an ancient hieroglyphic.

Standing in the corner of the room is an unshaven man in a ragged brown T-shirt, carrying either a can or a bottle in a crumpled brown paper bag. His beady eyes set me on edge, but Piper says to not bother him. "Larry has a lot of cult fans, and unless someone actually threatens him or starts to disrupt the show, we try to ignore them." This includes the eager listener who presents Larry with a bottle of embalming fluid, and the energetic man with a bag of kazoos.

NEXT WEEK: The spine-tingling conclusion of my adventure in live radio.

NETWORK PROMOS

● The NBC Radio Network has appointed Frank Raphael as Director, News. Raphael will be responsible for all on-air news programming on the network. Raphael joined NBC Radio News in 1982 as Producer and Assignment Editor. Before moving to NBC, he was a producer and correspondent at United Press International, where he covered United Nations and Central and South American stories.

● Michael Penzell has been named VP/Central Division Sales at Satellite Music Network. Penzell, who joined the network in June 1984 as an Account Executive in the New York Sales office, was most recently the Director/Central Division Sales based in Chicago. Prior to joining the network, he headed his own production company, producing "James Beard's

Kitchen," which aired on the CBS Radio Network.

● AP Broadcast Services has promoted former General Broadcast Editor Sue Cunniff to Assistant Director/Administration. She will now be responsible for supervising the administrative staff and special projects, including further development of AP's high speed radio services, NewsPower 1200 and the AP TV Wire; Cunniff joined AP in 1979 as a broadcast writer in New York.

● CBS RadioRadio has named Mary Dillon Manager/Affiliate Administration. Dillon will be responsible for administering contract agreements with over 1000 radio stations, clearing CBS RadioRadio longform and news programming, and assisting on special

projects. Dillon, who joined CBS in March 1983, was most recently Supervisor/Sales Services.

● Grace Major has been appointed to the newly-created position of Director/Telecommunications Marketing & Customer Service for the Satellite Services Division of the Mutual Broadcasting System. Major will supervise the development of marketing strategy and customer satisfaction activities to support products and services Mutual is now unveiling in the telecommunications marketplace. She comes to the network from Teleced, Inc., a consultancy firm she founded that specializes in improving customer service for vendors in the telecommunications and computer industries.

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

August 26-30

The Weekend

August 31-September 1

- Beatles-Yesterday** (US)
20th anniversary of "Yesterday"
- The Concert Hour** (WO)
Billy Ocean
- The Countdown** (WO)
Klymaxx/Freddie Jackson
- Countdown America With John Leader** (USR1)
John Waite
- Country Six Pack** (US)
CMA award winners/Lee Greenwood/Reba McEntire/Stallier Brothers
- Dick Clark's Rock, Roll, & Remember** (US)
Steve Wonder
- Dance Music International** (US)
Bright And Bouncy Weather
- Future Hits** (WO)
Starship/Coryell Hart/LaBon-Rhodes-Taylor Project
- Gary Owens's Supertracks** (CRN)
Special To Elvis
- Hot Ones** (USR1)
John Caffery & The Beaver Brown Band
- Hot Rocks** (US)
Cyndi Lauper
- Live From London** (MJI)
Roger Daltrey/Ray Davies
- Metalshop** (MJI)
AC/DC
- Music Makers** (NP)
Les Elgart
- Musical!** (WO)
Top Broadway shows
- Musical Starstreams** (MS)
David Parsons
- Music Of The City** (SI)
Labor Day Special
- On The Radio** (NSBA)
Supertamp
- Playback** (SI)
Featured Year 1974
- Power Cuts** (GSN)
Merision (9/7)
- Rick Dees's Weekly Top 40** (US)
Go West
- Rock Chronicles** (WO)
Anne & Keith/Bryan Ferry/Dire Straits/Police
- Rock Week** (WO)
Sting/John Caffery
- Scott Shannon's Rockin' America Top 30** (WO)
Tina Turner/Fears For Fears/Huey Lewis
- Solid Gold Saturday Night** (USR2)
The British Invasion (8/31)
- Spirit Of Summer** (CBSR)
Blondie (Deborah Harry)/Chuck Berry/Boy George/Chad & Jeremy/Freddie Cannon
- Summer Jammin' - Meeting In The Ladies Room** (BRE)
Whitney Houston/Cheryl Lynn/Klymaxx
- Super Gold** (TRAN)
End of summer beach party
- Superstars Of Rock** (BRE)
Steve Perry/Journey
- Superstars Rock Concert** (WO)
Tom Petty & The Heartbreakers
- That's Love** (WO)
David Lee Roth/Kool & The Gang/Jeff Goldblum
- Top 30 USA** (CBSR)
Top groups of all time

MONDAY

September 2

- American Music Magazine With Rick Dees** (US)
Foreigner
- Country Calendar** (CW)
Reba McEntire

TUESDAY

September 3

- American Music Magazine With Rick Dees** (US)
Survivor
- Country Calendar** (CW)
Juice Newton

WEDNESDAY

September 4

- American Music Magazine With Rick Dees** (US)
Tom Petty
- Country Calendar** (CW)
Sylvia's new video

THURSDAY

September 5

- American Music Magazine With Rick Dees** (US)
Night Ranger
- Country Calendar** (CW)
Lane Brody

FRIDAY

September 6

- American Music Magazine With Rick Dees** (US)
John Parr
- Country Calendar** (CW)
Mel McDanel

The Week Of

September 2-6

- Country Today** (MJI)
Emmylou Harris
- Earth News** (WO)
R.E.M./Nicholas Meyer/Tom Hanks/John Candy/Rita Wilson/Gedde Watanabe/Henry Diltz
- Innervision** (IN)
Survivor
- Live From Gilley's** (WO)
Mel McDanel
- Off The Record** (WO)
John Waite/Cheap Trick/Godley & Creme
- Off The Record Special** (WO)
The Moleis
- Pop Concert** (WO)
Air Supply
- Rock Over London** (RI)
Thompson Twins
- Shootin' The Breeze** (WO)
Cheryl Lynn/R.J.'s Latest Arrival/Con Funk Shun
- Special Edition** (WO)
Bill Withers
- Star Trak** (WO)
Godley & Creme/Freddie Jackson/John Waite

COMEDY

- Comedy Show** (CW)
Mystery and Adventure: Bob Newhart/Jack Benny/Monty Python/Rowan and Martin/Rich Little/Lucille Ball/Groucho Marx
- Laugh Machine** (PRN)
Robert Klein/Rowan & Martin/Jackie Mason/Woody Allen/Eddie Murphy/Bill Cosby
- Party Drop-Ins** (ASR)
How to party lesson #44/drop-in sexy female/pink turtle acne wax/Bobby Bourbon LP offer/jingle introduction
- Radio Hotline** (ASR)
UFO/dial an ego/skipping a cat/newlywed game/attorney
- Stevens & Grdnic's Comedy Drop-Ins** (ASR)
Lucky Louie's fiance and loans/please disregard this message/faxes with hog/this is a mistake/profiles in professionalism

GENERAL INFORMATION

- Ed Busch Talk Show** (AP)
Fix-it problems around the house/author Marabel Morgan (8/24)
Open/affordable interest rates for the housing market/trivia expert Dave Tanner (8/25)
- Computer Program** (PRN)
Teleshopping/disaster recovery centers/computer training/computers and security/computers in alarms
- News Blimp** (PRN)
Courtroom drama/jingle sets/dialing for dollars/taxen for a ride/crash dieting
- Something You Should Know** (SBS)
Inventions (8/26-27)
Intimacy (8/28)
Happiness (8/30)
- Sound Advice** (PRN)
Reverb/slap echophasing and flanging/multitrack studio recording of EQ
- Sporting News Report** (CW)
Boris Becker (8/26)
Rusty Staub (8/27)
Goose Gosage/women umpires (8/28-29)
- Sports Flashback** (CW)
Joe DiMaggio/1970 Kentucky Derby Winner/Jack Dempsey
- Waldenbooks Review** (WO)
Dr. Dan Kiley/"Hot Wire"/"Eating Out"/"Savage Grace"

NETWORKS/PROGRAM SUPPLIERS

ABCD = ABC Direction Net
 ABCE = ABC Entertainment Net
 ABCR = ABC Rock Net
 ABCY = ABC Youth Nets
 AMS = American Media Services
 AP = Associated Press
 ASR = All Star Radio
 BMB = Battle Mountain Broadcasting
 BRE = Barnett-Robbins
 CB = Continuum Broadcasting
 CBS = CBS Radio
 CBSR = CBS Radio Radio
 CRN = Creative Radio Net
 CMW = Comedy Writer
 CW = Clayton Webster
 DCA = DC Audio
 DIR = DIR Broadcasting
 FOY = Focus On Youth
 GSN = Global Satellite Net
 IN = Innervision
 LBP = Lee Bailey Prod.
 LW = London Wavelength

MBS = Mutual Broadcasting
 ME = Multimedia Entertainment
 MJI = MJI Broadcasting
 MS = Musical Starstreams
 NBC = NBC Radio
 NBCE = NBC Radio Entertainment
 NP = Narwood Productions
 NSBA = NSBA Productions
 PFM = PFM Inc.
 PRN = Progressive Radio Network
 PIA = Public Interest All.
 RI = Radio International
 SBS = Strand Broadcast
 SI = Syndicate II
 SOU = NBC The Source
 SP = The Spirit Productions
 TRAN = Transtar
 US = The United Stations
 USR1 = United Stations Radio Network 1
 USR2 = United Stations Radio Network 2
 WRN = Westrock Radio Network
 WO = Westwood One
 YRN = York Radio Network

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See you in Dallas!

Employee Turnover — Who's At Fault?

Many radio stations are plagued by employee turnover. What's the root cause of the problem? Is it endemic to the business, particularly at radio stations in smaller markets, or is it a management problem?

In "Creating Excellence: Managing Corporate Culture, Strategy, and Change in the New Age," authors Hickman and Silva write that "turnover in personnel and deteriorating productivity are sure signs of organizational and executive insensitivity." They claim turnover is a management problem. In *Broadcasting* (6-3-85) stock analyst/Carlin & Co. VP Anthony Hoffman said, "The broadcasting business, generally speaking, has attracted people of mediocre management talent."

Broadcasting has a show business image, glitzy and semi-glamorous — an industry that often attracts people more interested in becoming celebrities and getting rich quick than in becoming good managers. The industry's structure, which consists of many small entities, often leads to job hopping as managers try to work themselves up the ladder by moving from city to city. These job hoppers are too often self-centered people more concerned with their own careers and quick-fix results than in building productive organizations.

Changing Status Quo

What are some techniques that can help you manage more effectively to avoid falling into the self-centered mode and minimize employee turnover? First, managers must recognize that operating conditions have changed radically in the last several years.

D. Quinn Mills notes in "The New Competitors" that today's status quo is change. Although many managers may think they're making necessary changes, they're merely rearranging the deck chairs on the Titanic. Mills's theme is that a new generation of workers requires new and radically differ-

ent management techniques. For example, if you ask "the new competitors" to list the characteristics of the best organizations they have worked for, the answers would be: "The mission was clear; everyone knew what was to be done. People were creative and cooperative. Communication in the group was open. Each member carried his or her part of the work." There are, according to Mills, some very telling omissions: "strong leadership, clear lines of authority, and exact directions."

Many radio managers tend to focus on those omissions. Managers are too often directive ("I'm the boss; do as I say, not as I do"). And, in a number of cases, managers have low trust levels. How many sales staffs do you know of that have to fill out daily call reports? How many stations do you know of that still have time clocks? How many times have you heard a manager say, "I can't get anyone to do it right; if you want anything done, you have to do it yourself." And how many stations do you know of that have bitter conflict, mistrust, and terrible inter-department communication? These stations are still operating with Victorian management styles; they haven't changed with the times.

Raw Talent Vs. Experience

If you're interested in changing your management style and responding to the needs of the "new competitors," the first areas to address are your recruiting and hiring practices. Are you constantly recruiting intelligent, highly-motivated, hard-working, independent people, or are you only looking for experienced people? Managers tend to place too much emphasis on experience and too little on raw

By Charles Warner

talent and brains.

Announcing, production, selling, bookkeeping, or handling traffic aren't the same as brain surgery. By placing too much stock in experience, radio managers tend to perpetuate other people's mistakes. Management must place more emphasis on training, especially in smaller markets. The best managers are those who know how to coach their people to become more productive.

When you interview people, do you hire the first warm body that walks through the door? Your hiring practices should include: 1) interviewing applicants at least three times, 2) having a preplanned, written guideline of the questions you're going to ask all candidates for similar jobs (and ask the same questions in every interview), 3) taking notes on their responses, 4) writing brief evaluations after each interview, and 5) establishing an objective, numerical ranking system for all candidates. Deliberate, systematized hiring is one of the best insurances against turnover.

Get Sensitive

Your selection system should also include a realistic job appraisal. Many companies have found that by giving employees a detailed, objective, realistic preview of what their new job is going to entail, they can cut down turnover significantly. In other words, you control your prospective employees' job expectations. If you oversell your company and the job, you're almost certain to have a discontented employee. Inevitably, there's a tendency to oversell when there's an urgency to fill a job. Too often managers sell their dream, not the job's reality. This tendency to oversell under pressure may be the second biggest cause of turnover.

The biggest cause of turnover is management's insensitivity to employees' personal needs. Managers must learn management's Golden



Charles Warner

Charles Warner is a radio industry veteran whose background includes VP/GM posts with **WNBC/ New York, WMAQ & WKQX/Chicago**, and **CBS Radio Spot Sales**. He currently lives in Palo Alto, CA and is Director of the Mass Communication program at Menlo College. He's also a consultant, specializing in strategy, management development, and sales training.

Rule — treat employees the way you would like to be treated. Unfortunately, too many managers unconsciously adopt the style of their previous or current managers without asking, "Am I treating my people the way I would like to be treated?"

Hickman and Silva list five obstacles to sensitive management: 1) assuming you know others' expectations and needs, 2) treating all employees the same regardless of individual differences, 3) viewing employees as tools or production units, 4) seeing employees as they once were and not recognizing changes or improvements, and 5) believing employees should respond the way you would in the same situation. To overcome these problems, the authors recommend being sensitive to your staff's:

- Security expectations and needs. Dedicate yourself to your staff's physical well-being, environment, working conditions, compensation, supervision, and benefits. Conduct a station attitude survey to find out how employees feel about their work environment.

- Belonging expectations and needs. Scrutinize the social interaction, group dynamics, team feeling, decision-making participation, and sense of family your people experience. Create an atmosphere of mutual trust and respect.

- Recognition expectations and needs. Thoroughly evaluate how and when your employees win formal and informal recognition via oral and written praise, promotions, bonuses, awards, honors, etc.

The need for recognition is especially strong in radio; your station should have a formal system for praise and recognition. Find creative new ways to satisfy that need. I hate to break this to you, but the honor of working for you isn't enough.

- Quality-of-work expectations and needs. Define the sort of work people find interesting, challenging, and inspiring, then find ways to match people with the tasks that are most satisfying to them. Job sharing can get people involved in areas that interest them.

- Self-actualization expectations and needs. Know your people well enough to know what their dreams are. New age managers understand their employees' dreams and show them how to reach them through job performance. Remember most people dream of winning, so make everyone feel like a winner. If you treat them like losers, they'll fulfill your expectation of them — on your time.

Employee turnover can be cut down dramatically simply through better management. If your station or company has high turnover, just look in the mirror.

ASK WARNER — If you have a question about a radio management issue or problem and would like it discussed in this column, write or call. I'd love to hear from you: Charles Warner, 528 Patricia Lane, Palo Alto, CA 94303; (415) 322-8027.

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GETTING YOUR ACT TOGETHER

Are You Ready For The Fourth Quarter?

The exhibition season may just be starting in the NFL, but for those of you in promotion/marketing it's already the fourth quarter. Are you ready? If not, here are a few tips to help accelerate your progress and get you up to speed for the rest of the year and the initial budgeting/planning for '86.

Review

There's an old saying by Santayana that goes something like, "Those who elect to forget the past are doomed to live it again." Well, if you didn't work out the mechanics of your Haunted House promotion with the YMCA last year, chances are you won't this year either, if you wait. So, the first thing to do is pull the files for Halloween, Thanksgiving, and Christmas. I'm an advocate of keeping every note associated with a promotion. These seemingly useless scraps of paper often contain some key information that would not make it to a completed and organized promotion file.

Example: Salesperson X

did not contact supermarket Y to secure gift certificates for free turkeys in time for distribution. This excuse note normally would have been trashed as you sought alternate markets or mechanics for the holiday.

Play Favorites

There's nothing wrong with returning to the well, so make it a general practice to go back to the salesperson you worked with originally on a cooperative promotion. I know that clients who spend dollars year after year appreciate it when they are given first right of refusal on a promotion. And salespeople really get bent out shape when you blithely announce (innocently) that you're doing "Coats For Kids," a K-Mart

staple, with the folks at J.C. Penney. If there's a promotion that has a change of sponsor or salesperson attached, let the sales manager make the pick or, at least, set a meeting to discuss the change. You don't want to get caught in the middle of what is ostensibly a sales decision.

Develop A Target

Let's say you're new at the station. The calendar never changes, thanks to Pope Gregory, although some of his local radio apostles try like the devil to convince you otherwise. Halloween is now! Haunted Houses, trips such as the one MEGA is offering (R&R 8-2), ghost-and-goblin nights at the local theme park, and fright night movie marathons all need to be set up immediately to give the sales department a six-week selling season before the on-air promos start!

The same goes for Thanksgiving and Christmas. Whether it's free turkeys, a turkey shoot, catered dinners in your listeners' homes, a dinner for the less fortunate in your mission district, or a trip to New England to commemorate the first Thanksgiving, you can see definite sales implications. Without sales department cooperation and an appropriate time frame, you're going to end up reaching in your cash budget when you don't have to.

An Added Thought

The fourth quarter is critical to any number of businesses who generate anywhere from 30-80% of their annual revenue during the holiday season. These companies (toy dealers are a good example) are looking for budget-extenders, such as shopping sprees (e.g. how many toys can you carry out of a Toys R Us store



in 60 seconds), gift certificates, and other promotions where you register at the location to be eligible to win. And these companies are looking for presentations today. Remember, the first person to the finish line wins, and the race is on right now!

A Final Thought

Don't forget the concept of debriefing. This is brainstorming in reverse, and all too often it's a critically overlooked factor in our part of the radio game. We are quick to meet with the GM/GSM/PD to conceive the next three promotions, but we almost always forget to gather together after the fact to go over what went right, and more important, the things that went wrong with the event.

Through this debriefing process, you not only prevent the same mistakes from happening again but also make sure that everyone involved is clear on what their individual responsibilities were. In this way, none of that dreaded "finger-pointing" occurs at staff meetings. Debriefing should take place as soon as possible after the event is over. If you let too much time pass, recalling the details of what actually took place becomes difficult.

I might also add that debriefing is a positive creative event. It is a time when new wrinkles should manifest that will affect future execution of similar events; new equipment needs will be revealed; and the meekest and least verbal participants can step out and voice

opinions, since their views now cannot impact upon the event. It is dangerous to allow these sessions to disintegrate into backbiting shouting matches filled with accusations and blame-laying.

Keys

Here are the keys to unlocking the door to your fourth quarter success:

- Start now.
• Review last year's activities.
• Go back to the well.
• Target your clients/events.
• Key in on fourth-quarter-intensive businesses.
• Debrief each event.
• Start developing your budget/plan for 1986.

Now, about Valentine's Day...

DATELINES

September 11-14

"Radio '85," the second annual Radio Convention & Programming Conference, presented jointly by the NAB and NRBA Dallas Convention Center.

September 11-14

Radio/Television News Directors Association's International Conference Opryland Hotel, Nashville.

September 11-14

4th JazzTimes Convention The Roosevelt Hotel, New York City.

1986

February 2-5

National Religious Broadcasters' 43rd annual convention Sheraton Washington, Washington, DC.

March 6-8

Country Radio Broadcasters' 17th annual Country Radio Seminar Opryland Hotel, Nashville.

ONE YEAR AGO TODAY

- Ed Mascolo VP/Promotion for RCA
• Gary Price PD at WJMK/Chicago
• Bobby Rich PD at KFMB-FM/San Diego
• Don Meyers GM at WMC-AM & FM/Memphis
• Michael Konecko PD at WYDD/Pittsburgh
• John Haggard Jr. Sr. VP for WVOL & WQQK/Nashville
• #1 CHR: "Stuck On You" - Lionel Richie (Motown)
• #1 A/C: "Leave A Tender Moment" - Billy Joel (Columbia)
• #1 B/U: "You, Me And He - Mtime (Epic) (2 wks)
• #1 Country: "Turning Away" - Crystal Gayle (WB)
• #1 AOR Track: "Missing You" - John Waite (EMI America) (6 wks)
• #1 LP: "Born In The USA" - Bruce Springsteen (Columbia) (6 wks)

FIVE YEARS AGO TODAY

- Ted Carson PD at KSRR/Houston
• Bob Edson Exec. VP, Rich Fitzgerald Sr. VP/GM at RSO Records
• Joe Archer GM at WWWV/Detroit
• #1 CHR: "Sailing" - Christopher Cross (WB) (4 wks)
• #1 A/C: "Sailing" - Christopher Cross (WB)
• #1 B/U: "Upside Down" - Diana Ross (Motown) (2 wks)
• #1 Country: "Drivin' My Life Away" - Eddie Rabbitt (Elektra) (3 wks)
• #1 LP: "Hold Out" - Jackson Browne (Asylum) (5 wks)

TEN YEARS AGO TODAY

- Steve Mitchell PD AT WKLS-FM/Atlanta
• #1 CHR: "Jive Talkin'" - Bee Gees (RSO) (5 wks)
• #1 A/C: "How Sweet It Is" - James Taylor (WB) (3 wks)
• #1 Country: "Feelins'" - Loretta Lynn & Conway Twitty (MCA)
• #7 LP: "Fleetwood Mac" - Fleetwood Mac (WB)

EVERYBODY'S
INTO

OINGO
BOINGO'S

WEIRD
SCIENCE

"After one week...top 10 requests, a stunning record!"

Gene Sanbloom, MD KIIS/FM

"52 to 15 in sales and top 5 requests, after one week of full time airplay."

Mike Preston, PD, KS 103

"Young America is screaming! Battle record winner for 10 days!"

Gary Bryan PD/Sean Lynch Asst. PD/MD Z100

"We're already top 10 phones."

Dave Hall, MD KKHR

"MONSTROUS 18-34 phones! A can't miss on this great movie theme."

Dean Le Master, PD/RON O'Brien, MD, OK 95, Tri Cities

"...Big phones from the college community."

Steve Chase, MD KZOZ

"Won our battle of the bands 5 nights in a row...huge in Fresno!"

Carey Edwards, MD KMGX

"The most requested record at WHSL for two weeks in a row."

Jeff Stone MD/WHSL

"Hot with active male phones, a smash!"

Randy Summers MD/Z102

NEW THIS WEEK:

KIIS/FM-31 • Z100 • KPLUS • KX104 • Z104 • KMGX
KTFM • KZOZ • KHIT

CURRENT AIRPLAY ON:

195 • KS103 D-33 • KKHR D-32 • Z102 40-36 • WJZR
99KG • OK95 D-35 • WPFM • WHSL • WFM1

MCA RECORDS

R&R STREET TALK

Just as Z100/NEW YORK nails a peak 11.9 in the June/July **BIRCH**, morning cohabitant **ROSS BRITTAIN** is headed for Philly. So what's Zookeeper **SCOTT SHANNON** going to do about a replacement? "I need someone organized, with comedy writing talent and a strong desire to win." For the time being, L.A. standup comedian **BRAD SANDERS** is sitting in.

Country programmer **ANDY HOLT** has saddled up at **KSCS/DALLAS** and will be riding into Kansas City to wrangle at **KFKF**. That station had been without a PD since **RAY MASSIE** was roped and branded about six weeks ago.

Now that **WKJJ/LOUISVILLE** is switching from A/C to CHR (see Page 3), there's a rumor that **WBBM-FM/CHICAGO** PD **BUDDY SCOTT** will be consulting the station. Even if **WMET's REID REKER** is working with **WZPL/Indianapolis** and **Buddy's** helping the new **WDJX** (call letters he knows intimately), it doesn't mean that programming in Chicago can be a parttime job. Right?

WLS-FM/CHICAGO evening jock **PETER B.** and **WBBM-FM** night rocker **TONY "Wild Child" HAMILTON** were having a drink together one night not long ago. Peter says Tony told him, "Doesn't it bother you that I have better ratings and make more money than you?" But now that **CBS** is shipping Tony off to sister station **WHIT/BOSTON**, Peter told his listeners who the real winner was, and may indeed play "Funeral For A Friend" as a goodbye souvenir to his now-former rival.



Dr. Chuck Crane
And **DR. CHUCK CRANE**, a practicing dentist who's been handling afternoons at **Z98/TAMPA**, will be the new MD (you'll pardon the pun) at **WLS (AM)/CHICAGO**. He was originally the Ops. Director/midday personality for **Scott Shannon** at **Z100**. When record reps come to see Dr. Chuck, they'd better have flossed, because he'll pull no punches... just a few teeth.

Look for **KXLR & KOIT/SAN FRANCISCO** VP/Station Manager **KARI JOHNSON WINSTON** to be promoted to VP/GM at **BONNEVILLE** Easy Listening sister station **KBIG/LOS ANGELES**. She'll succeed **JACK ADAMSON**, who recently moved up to Sr. VP for the radio group.

Meanwhile, **WHTX/PITTSBURGH** has been slightly softening its own sound, and although the station now reports as an A/C, there won't be a formal announcement of a format change. Meanwhile, **PD KEITH ABRAMS** is stepping down as afternoon driver, and he's searching for a replacement.

Also in the job mart, **COLEMAN RESEARCH** is seeking a Research Associate with programming experience. There's a competitive salary for one who's willing to travel. For flight information, call **RICHARD HARKER** at (214) 556-2121.

Now well past the rumor stage, Detroit's mystery "Detox" station, **WDTX**, is now expected by the masses in Michigan to make a move to Urban. The black bastion of nighttime ratings, **MOJO (CHARLES JOHNSON)**, has left **WJLB** in his shadow and word is that nothing would launch "The New 99X" faster than **Mojo's** landing there.

Urban rig **KAEZ/OKLAHOMA CITY** is getting new call letters **KIMY**. So what's the new format? There may not be one, but **PRICE** consultant **GEORGE JOHNS** might relish the challenge of dismantling **KZBS**, the highly-rated A/C neighbor he helped build.

Successful A/C **KSMG/SAN ANTONIO** has hired 25-year **KTSA** personality **BRUCE HATHAWAY** to do mornings. And isn't co-owned **KTFM** the destination of former **KMGG/Los Angeles** afternoon man **SONNY MELENDEZ**?

Not-so-successful **KYSR-AM & FM/EL PASO** went off the air this week, and they'll soon go great with guacamole under new owner **TICHENOR SPANISH MEDIA GROUP**. It's a "dark" page in the tribune of Texas transmitters, for **KYSR (AM)** was the legendary **KELP**, a **McLENDON CHR** that blasted the border town back in '55. **KYSR-FM** was the formidable **KINT** of the '60s and '70s.

Continued on Page 28

B I O	TO	Program Directors	AIR DATE	Weekly	TIME	ONE Hour
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M E M O	MEMORANDUM	FUTURE Hits with Joel Denver				
		...tomorrow's Hits today!				
	<input checked="" type="checkbox"/>	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY				

TOO GOOD TOO NEW "TOO YOUNG"

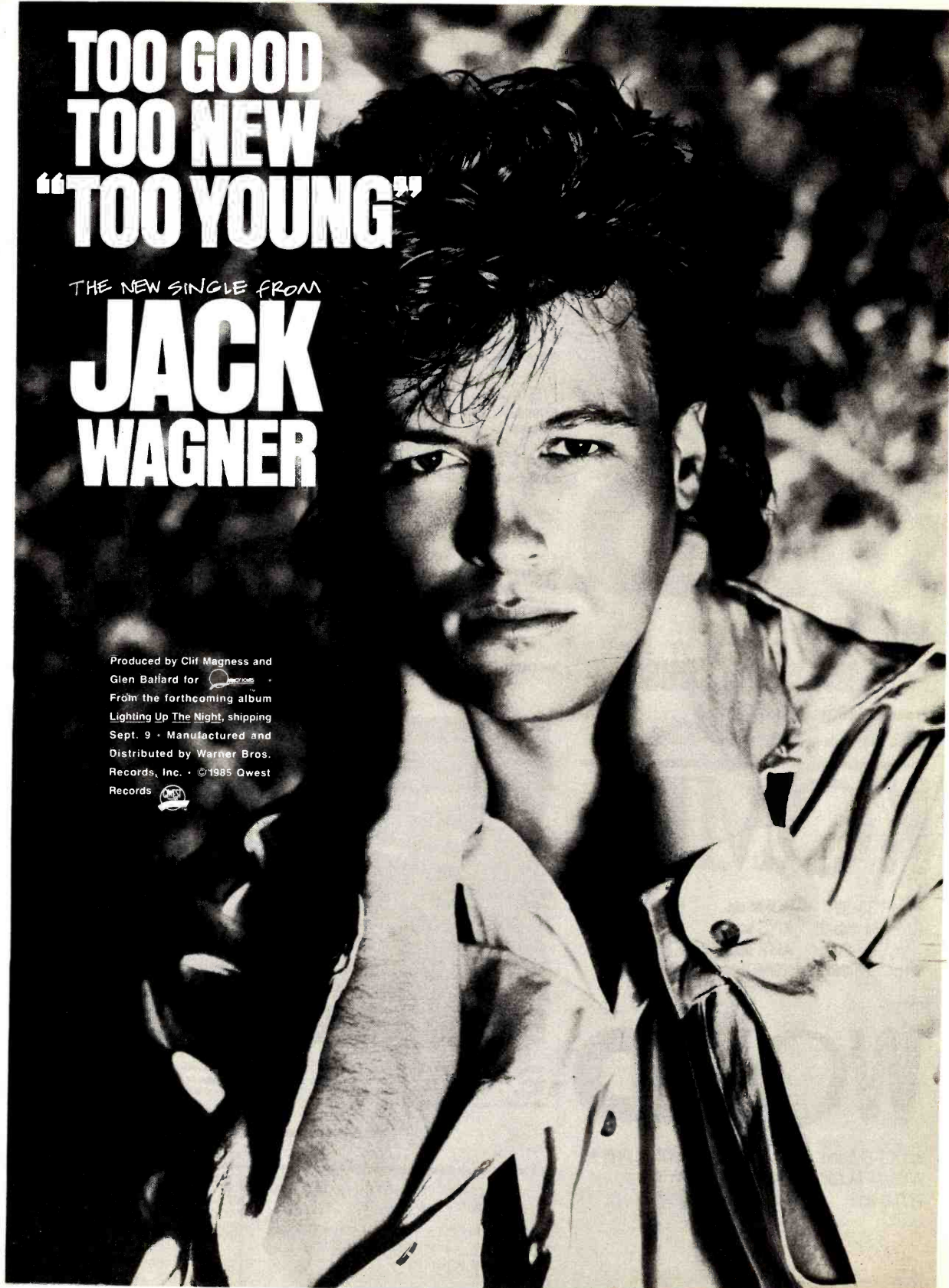
THE NEW SINGLE FROM

JACK WAGNER

Produced by Clif Magness and
Glen Ballard for 

From the forthcoming album
Lighting Up The Night, shipping
Sept. 9 • Manufactured and
Distributed by Warner Bros.

Records, Inc. • ©1985 Qwest
Records



RADIO IS SO IN LOVE WITH OMD

"SO IN LOVE" (AM-2746)

From The Album **CRUSH** (SP-5077)

Produced By Stephen Hague

On A&M Records and BASF Chrome Cassettes.

KOMD

KKHR 33-32	KOFM on	KCAQ deb-35
KIIS-FM deb-36	KIYS add	KDON-FM on
KMEL 26-20	KIKX add	KTRS on
Z104 deb-38	KQMQ add	KBIM add

WOMD

WXKS-FM add	WNOK-FM add	WPFM deb-40
WCAU-FM add	WFMI add	WHSL on
WTLQ add	WJAD add	WDBR add



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28/R&R FRIDAY, AUGUST 23, 1985

STREET TALK

Continued from Page 26

Pardo' me, but did you know that KFI/LOS ANGELES has joined the "game show" circuit? Programmed 6-9pm Monday-Saturday, "The Radio Game Show" block program offers a gaggle of games integrated into the normal music and news programming. But don't expect other dayparts to change.

Why did KGON/PORTLAND PD DAVE ERVIN resign last week? Reportedly to take on a Big Five market PD gig, but not in AOR . . .

Looks like the sale of CONEMAUGH COMMUNICATIONS' WGLU/JOHNSTOWN to BOB HAMILTON's HAMILTON COMMUNICATIONS is off. The closing, scheduled for August 15, never happened.

A station sale that is happening is BEAM COMMUNICATIONS' purchase of Country WGNG/PROVIDENCE. WRKO/BOSTON GSM BRUCE MITTMAN is one of the partners, and with a September takeover, he's looking for staffers interested in "upgrading the facility."

So is DRAKE-CHENAULT, which has openings for PDs and air talents in several medium and secondary markets.

The family that programs together: LISA RICHARDS-KENDALL, newly-named "Acting MD" at WNEW-FM/NEW YORK, doesn't need her own parking space. She can get a lift with hubby/PD CHARLIE KENDALL. It's a good shot that the formal title will eventually go to Lisa, who's served in that capacity at Philly's WMMR and WYSP.

KAMASAMI KONG has said aloha to the PD post at KIKI & KMAI(194)/HONOLULU. KLRZ/SALT LAKE CITY PD JAY STONE is not joining the stations as PD, in case you heard otherwise. Both KIKI & KMAI are being consulted by BOBBY CHRISTIAN.

Also in the consultant world, it's said that JON SINTON, who recently left BURKHART/ABRAMS/et al., will start his own firm, naming several key groups and stations as clients shortly. And where do you think some of those clients will come from?

Football season is approaching, and first-round sportscasting talent should rush into KRMG/TULSA, which has a rare sports opening for major college football/basketball PBP, including a nightly talk show.

In a flash of sanity, the FIRST NATIONAL CORP. of Brigham City, UT has decided, after all, against filing for the call letters KSEX-FM for its station KFRZ-FM.

Onward, Christian Radio: WIBS/CHARLOTTE AMALIE, St. Thomas, Virgin Islands has switched to the calls WGOD. The station has a new format of — yep, you guessed it — 75% Christian music. The first artists to be heard? Amen At Work, of course.



ROLLIN' ON THE RIVER — Over 10,000 WLLZ/Detroit listeners flooded the station's first annual "Ramblin' Raft Race," which featured over 1000 sailors vying for a trophy, and the marriage of mates Dale Weber and Ginger Collins. "Rambo III," a confetti-firing tank-on-tubes, won the "River Queen" crown. GM Mike Solan reports that popularity for next year's event is rapidly growing.

WHEN CONFIDENTIALITY, INTEGRITY AND EXPERIENCE ARE IMPORTANT...

OUR COMBINED YEARS OF RADIO WORK DO MAKE A DIFFERENCE...AND YOU REAP THE BENEFITS.

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The Muhlman Company
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Beverly Hills, New York 10708
914-779-7003

THE POWER STATION COMMUNICATION

THE NEXT HIT SINGLE

Produced by Bernard Edwards



Capitol
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THE BEHIND THE SCENES



KEN BARNES

ON THE RECORDS

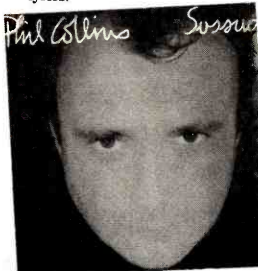
LETTER RIP

Correspondents Write My Wrongs

This column generates a lot of response, both mail and telephone. People check in with topical records I forgot (or didn't know about), and make suggestions for future columns. Usually I save this material to round out a theme column, but sometimes those theme columns get a little lengthy, so my correspondence tends to hang fire for a while. So this week I thought I'd change pace and lead with the letters and phone calls, and return to the topical jungle next week.

Leading off, Denise Bellamy of WILI/Willimantic, CT suggests a column about songs with made-up words for titles (like "Sussudio"). Interesting idea, and Denise goes on to nail Phil Collins as a leading practitioner of the imaginary-word title, citing Genesis's "Squonk" and "Abacab."

She adds, bringing up an even more fascinating sidelight, "Abacab," however, may be an acronym for the chord progression of the song's music, in much the same way that "Badge" signalled the chord progression for that Eric Clapton/Cream song. "I may be naive (don't answer that), but in all the years I've known that song (16), I never connected the title with the chord progression. I'll have to dig out the rusting electric guitar and check it out, riling up the neighbors in the process. Denise also mentions that "Badge" thus becomes one of those songs whose title does not occur in the lyrics.



Phil Collins: creative word inventor

Radioactive

That brief and deliberately non-definitive look at songs about radio I did a few weeks back has produced tons of additions, the best of which I present for the record. Paul Bronstein of SMN had a bunch, including "Mr. Radio" by ELO, Warren Zevon's "Mohammad's Radio," the Doors' "Texas Radio & The Big Beat" (actually a parenthetical portion of the full title), "Do You Remember Rock & Roll Radio" by the Ramones, "On

Your Radio" by Joe Jackson, "Song On The Radio" by Al Stewart, and two songs whose lyrics prominently revolve about radio, "Rock & Roll" by the Velvet Underground and others and "Caravan" by Van Morrison.

Meanwhile, Van Mac and Tim Walker from WOKK/Meridian, MS chime in with "FM" by Steely Dan (which was on my original list but, uh... got lost... yeah, that's it... it got lost... right). Also on their list are "Don't Touch That Dial" by Engelbert Humperdinck, Bill Anderson's "Country DJ," and the immortal "I Bet You They Won't Play This Song On The Radio" by Monty Python (who won their bet).

Joni Silverman of United Stations brought up a pretty obvious one I missed: "Radio Ga Ga" by Queen. And finally, as is every label executive's prerogative, 415's Howie Klein brought up "K.U.S.A." by the Uptones while Mad Dog of Brat Records brought up his own company's "Radio Highlights" by Suzy Saxon & The Anglos.

A Few More Hits That Got Away

Continuing in my public-spirited drive to tell (briefly) the stories of hits that were turned down first by other artists, I heard (in a fairly unsubstantiated way) that Roberta Flack passed on "You Light Up My Life" on the grounds that it was too hokey.

And Bay Area record store proprietor and databank Mark Edmund contributed a couple. Gladys Knight & The Pips' first hit, "Every Beat Of My Heart," was written by Johnny "Willie & The Hand Jive" Otis with Jackie Wilson in mind, when he was visiting Wilson's hometown of Detroit in his capacity as a King Records A&R staffer. But it never worked out and the song had to be revived by Knight & company several years later. Also, Sam Cooke apparently held on to "Travelin' Man" for a year before deciding not to cut it, freeing the way for Rick Nelson to have a big 1961 hit with it.



SADE: The "r" is silent

SADE TRANSLATION

The Last Word On Pronouncing Sade

One of the crucial issues in Pop Music 1985 has been, unquestionably, how to pronounce Sade. Jocks, reviewers, promoters, countdown hosts, all have grappled with the problem, often coming up with unique approaches ("Shady" was a particularly memorable one I encountered).

I, along with most authorities and pronunciation gazetteers, have advocated the "Shar-DAY" solution. But, after viewing certain new evidence, I fear I may have unwittingly contributed to a bum steer of sorts.

Cat Sundeem, Promotions Manager at 2DAY-FM/Sydney, wrote to set the record straight from an

Anglo angle. She says, "I can assure you from having spent many years among the English and the Aussies that it is pronounced 'Shah-DAY.' The 'r' is silent. The only reason people in America have been pronouncing it 'Shar-DAY' is because that's how a pronunciation

Australia discovers the 'tarco,' 1985, and inadvertently settles a controversy.

guide for an English person would have to show it. Britons pronounce 'Shar' as 'Shah'...

"As evidence, I enclose a photocopy of a magazine advert, in which the word 'taco' is shown to be pronounced 'tar-co' (see illustration). Now, no one would call it a tarco, but to an Aussie (and English) eye, 'tarco' translates as 'tah-co.' And so, 'Shar-DAY' is 'Shah-day.'"

Well, I hope that settles that, and unless someone can offer strong evidence to the contrary, I'm going to declare this subject closed and hop in the cah to grab a tarco.

Bono Rox: The "I Got You Babe" Story

If you were so inclined, you might be able to make a case that Sonny Bono should have a respected niche in the annals of rock, although his later TV notoriety and overall image militates against that possibility. Back on the charts with UB40 & Chrissie Hynde's cover of Sonny & Cher's theme song, "I Got You Babe," Bono spent almost ten years in the business before that 1965 breakthrough, recording solo as Don Christy and other identities, promoting Little Richard records for Specialty, producing the Standells, and writing such respected songs as "She Said Yeah" (Larry Williams, covered by the Rolling Stones and others)

and "Needles & Pins" (Jackie De Shannon, the Searchers).

Sonny & Cher (earlier known as Caesar & Cleo) were popular in their hometown L.A. before their national breakthrough, and "I Got You Babe" was actually their third L.A. hit, after "Baby Don't Go" and "Just You." The song is so identified with the fur-bearing hippie duo that it hasn't been covered too often in the past. Among those who did try to capture its idyllic air of devotion were Manfred Mann (in, I think, an instrumental version), the Dictators, Etta James, obscure Canadian duo Billy & Michelle, and the duo of Holly Vincent (Holly & The Italians) and Joey Ramone (the Ramones). And finally, 20 years later, it's hitting again.

"Vice" Precedent For Soundtracks

The long-anticipated soundtrack LP for "Miami Vice" comes out in the first week of September, with new songs from Glenn Frey, Chaka Khan, and Grandmaster Melle Mel, plus previously-released songs by Phil Collins, Tina Turner, and Frey that were spotlighted on the show last season. While it's not the first soundtrack for a TV series (I remember Lalo Schiffrin's "Mission Impossible" albums, for one precedent), its use of new songs by top artists represents a significant move by TV into the contemporary movie soundtrack arena.

Late mailbag entry: Greater Media's Ed Osborne, who is a fund of hits-that-got-away stories, relates another one. A hopeful songwriter called Swan Records in Philadelphia because he had a song he wanted to pitch to Dion. (This was a dumb move, since Dion recorded for Laurie Records in New York at the time.) However, Swan was looking for material for Freddy Cannon, and the songwriter was asked to sing his song over the phone to Swan's President. The exec (Ed doesn't mention his name but it might well be longtime producer Frank Slay) liked the song, asked for a lead sheet, taught the song to Cannon, and changed its title from "Amusement Park" to "Palisades Park." It was the songwriter's first composition, but not the end of his showbiz career: Chuck Barris later banged the song and got it on TV for many years.

Sonny & Cher In Case You're In Love



Can Chrissie Hynde and UB40's Ali Campbell become the Sonny & Cher of the '80s? Do they want to?

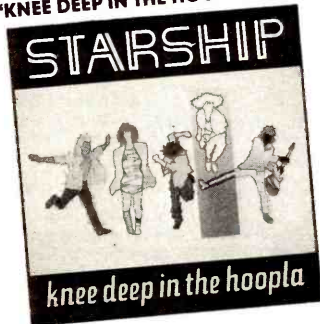
Starship

THEIR
NEW
SINGLE
& 12"

we
built this
city
↓



FROM THEIR NEW ALBUM
"KNEE DEEP IN THE HOOPLA"



RCA
Records and Cassette

4 REASONS 4 E/P/A's CHART SUCCESS...



'TIL TUESDAY "Lookin' Over My Shoulder"

CHR NEW & ACTIVE

WHTT	WCAU-FM	WMMS	Q100	WZON	WGLF
WXKS-FM	94Q	Q103	WKEE	WIGY	WDBF
WNYS	Z93	KPLUS	WSPK	WGAN	KGOT
WPHD	B97		WRCK	KFMN	KHTX
CKOI	WGCL		KOFM	WYKS	KBIM
			KBOS	WXLK	SLY96



CHEAP TRICK "Tonight It's You"

AOR Tracks: **12** AOR Albums: **11**

CHR NEW & ACTIVE

NOW ON OVER 60 CHR REPORTERS

WPHD deb-40	WLS-FM 35-30	WOKI 36	WKRZ-FM add	WZPL 35	95XIL add
WCAU-FM deb-36	K104 deb-38	KX104 29	WTLQ 36-31	Z104 24	WGAN add
WLS 35-30	WRCK 40-35	WRNO 27		WZOK 28-22	KFMN 22
				WRQN add	WHSL 36-33
				KEYN-FM add	WVBS 26-20
				WHOT add	WAZY-FM deb-38
				KMGX add	KTRS deb-38
				95XXX add	OK95 17-12
				OK100 add	



KING "Love & Pride"

CHR NEW & ACTIVE

LOS ANGELES	WXKS-FM deb-35	WAMX add	WAMX add	WAMX add	WAMX add
KIIS-FM 11-9	PRO-FM add	Y100 add	WKRZ-FM deb-40	WCGQ 39-31	WCGQ 39-31
	KWOD deb-37	KMEL 14-11	WTLQ 40-36	KWES 39-31	KWES 39-31
	KPLUS 16-11		WNOK-FM 38	KWES 32-28	KWES 32-28
			WANS-FM add	WHSL 35-32	WHSL 35-32
			WKZL add	KTRS 39	KTRS 39
			KZIO add	KHTX 40-37	KHTX 40-37
			Z104 25	KBIM deb-40	KBIM deb-40
			KQXR add 27	KZOZ 18-16	KZOZ 18-16
			KQMQ 40-36	OK95 9	OK95 9
			KLUC 22		
			KCAQ 19-16		
			95XXX 27		



SURVIVOR "First Night"

CHR NEW & ACTIVE

☑ 85/23

WHTT	KAFM	KBEQ	WFMI	KYYY
WXKS-FM	KEGL	ZZ99	FM100	KOCR
WNYS	KTKS	KHTR	Z98	WSPT
WPHD	KRBE	KWK	KFIV	KFMW
WCAU-FM	Y100	KPLUS	WFBG	KYYA
B94	WLS	KNBQ	WGUY	
PRO-FM	WLS-FM	WAMX	WQID	
Z93	WHYT	93Q	KISR	



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Abracadabra! He Vanished

Almost since its release, it's been one of the most assaulted bopper oldies of the '70s, up (or down) there with "The Night Chicago Died," "Billy, Don't Be A Hero," and "Seasons In The Sun." In fact, when **John Lander** turned on **KKBO/Houston** with the aforementioned shock-effect records, "Heartbeat It's A Lovebeat" by the **DeFranco Family** was not among them. It did, however, rank #1 on the "lost hits of the '70s" chart compiled by college station **WERS/Boston**, indicating that somebody wanted to hear the song again, if only for nostalgia reasons.

Which allows us to delve back (briefly) into the life of lead singer **Tony DeFranco**, who'll be 26 this Saturday. Fourteen years old for his first hit, the Welland, Ontario native was sired by the **Laufer Entertainment Group**, publishers of **Tiger Beat**, which used its papers to prime readers for the group. (Laufer would try the same thing less successfully seven years later with **Michael Damian**.)

The DeFranco's did manage three hits in their brief lifespan, and inspired another Canadian imitator, the **Johnson Family**, whose remake of "1-2-3" was produced, in an out-of-character move, by hard-rock maven **Bob Ezrin**. DeFranco is not one of the '70s teen idols who grew up to be a writer-producer (i.e. **Leon & Foster Sylvers**, **Tommy Keane**, etc.) He's believed to live somewhere in the San Fernando Valley, according to one person who claims to have seen him at a 7-11 last year. One of DeFranco's '60s counterparts, **Bob Cowill**, turns 36 on Monday.

MONDAY, AUGUST 26

1968/"Harper Valley PTA" goes gold. These days it's the only one of **Jeannie C. Riley's** secular hits that she doesn't disavow. In fact, in "From Harper Valley To The Promised Land," it's the only one of her songs mentioned by name. Riley explains that the hypocrisy shown by the song's characters represents her pre-born-again life.

1980/Tonight it's someone else: in between the "Found All The Parts" EP and "All Shook Up" album, **Tom Peterson** leaves **Cheap Trick**.

TUESDAY, AUGUST 27

1965/Although they have to express a lot of adulation for the pop idol to get him to warm up, the **Beatles** meet **Elvis Presley** at **Graceland**.

1967/**Brian Epstein** is found dead. The **Maharishi Yogi** tells the Beatles that the death is unimportant, as are all physical world events.

1980/The new nine-person Afro-funk version of the **Talking Heads** is unveiled at a Central Park concert. The lineup, including **Bernie Worrell** and **Adrian Belew**, lasted until a few months ago when the old four Heads returned.

Birthdays: Alex Lifeson (Rush) 1943, Daryl Dragon (Captain & Tennille) 1942.



WEDNESDAY, AUGUST 28

1922/**WEAS/New York** airs the first radio spot, for a radio dealership.

1954/**Elvis's** "Blue Moon Of Kentucky" enters the Memphis Country charts at #3.

1963/**Martin Luther King** makes his "I Have A Dream" speech at the Washington Monument. Although this is the best-known rendition of the oratory, it's actually a different recording that becomes a **Motown** single.

1972/**David Bowie** debuts at Carnegie Hall with his "Spiders From Mars" show.

1978/Early punk band **Television** disbands.

Birthdays: Danny Seraphine (Chicago) 1948, Hugh Cornwell (Stranglers) 1949.

THURSDAY, AUGUST 29

1976/In a misunderstanding about who was supposed to be on stage, **Randy California** shoves **Neil Young** off the stage at a **Spirit** reunion.

1976/Veteran blues artist **Jimmy Reed** dies.

1984/**Rod Stewart's** "Some Guys Have All The Luck" debuts on the CHR chart. Stewart's version of the oft-covered tune owes much to **Robert Palmer's** odd interpretation from two summers before.

Birthdays: **Michael Jackson** 1958.

FRIDAY, AUGUST 30

1959/**Bobby Darin's** "Mack The Knife" enters the Top 40 charts.

1973/The post-**Jim Morrison** version of the **Doors** breaks up.

1980/**Will Josh Donen Jr.** form a rock group? **Cher** makes her hard-rock stage debut with then-boyfriend **Les Dudek's** band **Black Rose**.

SATURDAY, AUGUST 31

1955/**Smiley Lewis's** original version of "I Hear You Knockin'" enters the R&B charts.

1979/After allowing one of his pre-Pontiff plays to be performed, **Pope John Paul II** cements his reputation as the media pope by releasing an LP on **Infinity**.

1984/Canada's rock video channel **MuchMusic** begins operations.

Birthdays: **Van Morrison** 1945, **Gina Schock** (Go-Go's until further notice) 1957.

SUNDAY, SEPTEMBER 1

1956/The **Roulette** label, active today largely as a parent for **Becket** and **Sutra**, is founded.

1967/**Boz Scaggs** joins the **Steve Miller Band**.

1971/The **Sonny & Cher Comedy Hour** premieres on **CBS**.

1977/**Blondie** signs with **Chrysalis**.

1980/The **Fleetwood Mac** Tusk Tour ends at the Hollywood Bowl, nearly a year after the release of the LP.

Lindsey Buckingham threatens to retire from performing.

Birthdays: **Barry Gibb** 1946, **Roy Head** 1941, **Conway Twitty** 1933, **Archie Bell** 1944, **Bruce Foxton** (Ex-Jam) 1980.

Romantics



TEST OF TIME

FIRST WEEK!!

SIGNIFICANT ACTION

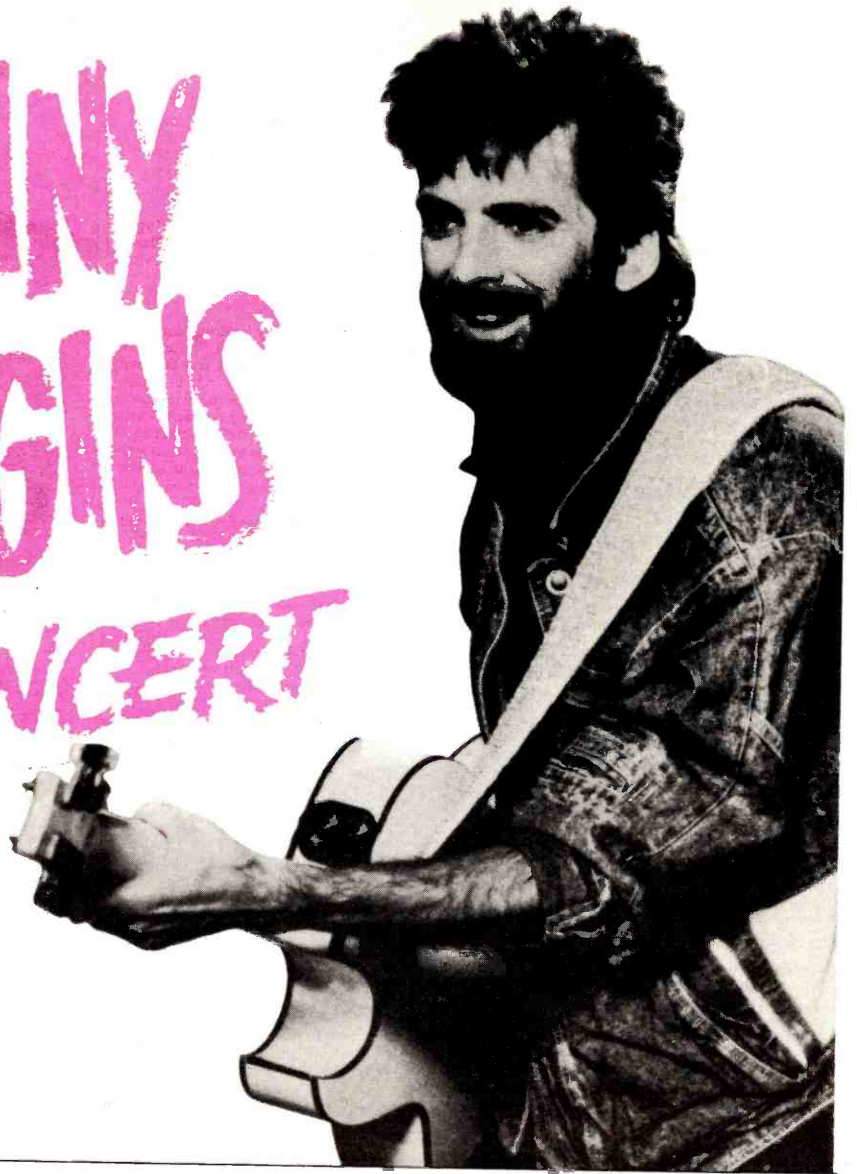
WXKS-FM	WFMI	KIKX
WPHD	KBFM	KSKD
WMMS	KTFM	KQIZ-FM
WCZY	WKDD	WJZR
WVSR	WRQC	KNIN
WERZ	WGRD	WHSL
WRCK	WKFR	WBNQ
KHFI	WRQN	WCIL-FM
KAMZ	WHOT	KQCR
WANS-FM	KQXR	WDBR
WOKI		OK95



RECORDED LIVE

KENNY
LOGGINS
IN CONCERT

AUG.
28th

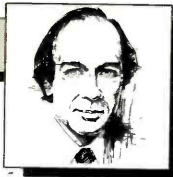


ABC contemporary network 
SUPERGROUPS

Sponsored in part by



Produced by DIR Broadcasting



BRAD MESSER

CALENDAR

Tuneup For Tired Employee

The jobhunter pleads, with great sincerity, "Just give me a chance to show what I can do!" So you — being a nice guy and needing a new hand around the spread — provide the employment opportunity.

But once he becomes comfortable at work, it becomes clear that, given the leeway, he can expand a ten-minute task to take up a whole hour. Although he usually appears to be busy, you wonder whether he really is. He never makes a special contribution.

A reader states the problem and asks, "What do you do with a person like that?"

One possible first step, which can sometimes solve half the problem, is to tell the employee exactly how you evaluate his performance.

Summarize his good points, go on to name those areas in which improvements are expected, then try to close the conversation with something positive.

People tend to live up to just what's expected of them and not go much beyond. Goals must first be identified and then raised increasingly higher. It's a rare human who's happy in a job without growth and change.

Make a calendar notation to

meet again in a week or two to give him another report card. Followup and continuing feedback are vital.

Having begun to deal with the basics, move on to Step Two and light a fire by inspiring him to perform above and beyond the routine. Be honest and be blunt. Tell him you suspect he is capable of contributing something unique to the station, say he hasn't done it so far, and make him understand that you'd like to be shown exactly what he can do to make himself uniquely valuable.

You'll probably either fire him up or run him off. Either is preferable to continuing to drag along in low gear.

Voting Rights For Women

MONDAY, AUGUST 26 — American women got the right when the 19th Amendment went into effect 65 years ago (1920). Actually, women in 15 states could already vote; the federal anti-discrimination law just expanded the right to women in the remaining states.

1932 — Mortgage foreclosures suspended by US gov't during Great Depression.

1907 — **Harry Houdini** jumped into San Francisco Bay with his hands tied behind him, weighted down by a 75-pound ball-and-chain. 1883 — **Krakatoa** volcano began a two-day eruption with the greatest explosion in recorded history; tidal waves killed estimated 36,000.

Birthdays: Musician **Bob Cowsill** 36. Dr. **Albert Sabin** (SAY'bin) 79, created oral polio vaccine 1959.

First American Oil Well

TUESDAY, AUGUST 27 — America's first commercial oil well was completed in 1859 near Titusville, Pennsylvania. Oil was used mainly as lantern fuel, as a less expensive replacement for whale oil, until well after **Karl Benz** built the first internal combustion automobile in 1865.

1976 — First manmade gene. 1971 — First Atlantic crossing by speedboat. 1940 — First color television. 1939 — First jet plane.

1913 — First airplane to fly a loop. 1912 — "Tarzan of the Apes" by **Edgar Rice Burroughs** appeared as magazine story. 1904 — First driver jailed for speeding, sentenced to five days in Newport, RI jail. 1896 — First dial telephone.

Birthdays: **Tuesday Weld** 42. **Mother Teresa** 75. Chinese philosopher **Confucius** born 550BC.

King "I Have A Dream!" Speech

WEDNESDAY, AUGUST 28 — Dr. **Martin Luther King, Jr.** delivered his "I have a dream" speech before some 200,000 civil rights demonstrators at the Washington Monument in 1963.

1968 — Chicago "police riots" erupted at Democratic national convention. 1966 — **Beatles'** next-to-last US concert, Los Angeles Dodger Stadium (see Aug. 29).

1922 — First radio commercial: **WEAF/New York** sold ten minutes to Queensboro Realty for \$100. 1833 — British Empire banned slavery effective August, 1834, when some 700,000 were freed.

Referring to late August, the "Old Farmer's Almanac" reports, "Amateur astronomers with large telescopes should get their first look at Halley's Comet on these mornings."

Birthdays: **Paul** and **Linda's** daughter **Mary McCartney** 16. **Ron Guidry** 35. Actor **David Soul** (David Solberg) 42.

Ku Klux Klan Violence

THURSDAY, AUGUST 29 — In Texas, in 1921, the Ku Klux Klan tarred and feathered at least 43 people during the last week of August.

1984 — Rockwell B-1 bomber prototype crashed during Mojave Desert test flight, pilot killed. 1966 — **Beatles** last US appearance, San Francisco Candlestick Park. 1901 — **Carrie Nation** anti-booze ax attack on NYC bar of former boxing champ **John L. Sullivan**.

1896 — Chop suey created at NYC restaurant by immigrant Chinese cook. 1893 — Modern zipper patented.

Birthdays: **Michael Jackson** 27. **Elliot Gould** (Elliot Goldstein) 47. **Ingrid Bergman** born 1915. **Joyce Hall** born 1891, started Hallmark greeting cards 1915.

Queen Of Egypt Snakebitten

FRIDAY, AUGUST 30 — Egyptian Queen **Cleopatra** committed suicide, by the bite of a hooded cobra, in the year 30BC.

1983 — Air Force Lt. Col. **Gulion Bluford** became America's first black astronaut in space, aboard shuttle "Challenger." (The first black man in orbit was a Cuban on a Soviet mission in 1980.)

40th anniversary of General **Douglas MacArthur's** arrival in Japan to head occupation forces, World War II (1945).

1963 — US-Soviet hotline. 1869 — Grand Canyon exploration completed by **John Powell**. 1862 — Civil War, South won Second Battle of Bull Run. 1780 — **Benedict Arnold** turned traitor.

Full Corn moon.

Birthdays: **Frank Edwin "Tug" McGraw** 41. Ex-Olympic skier **Jean-Claude Killi** 42. Cartoonist **Robert Crumb** (Truckin' Man) 42.

Deborah Kerr born 1921. **Joan Blondell** born 1909.

URGENT



RUNNING BACK DEBUT SINGLE

CHR SIGNIFICANT ACTION

WPHD	WKRZ-FM	KBOS	WXLK
CKOI	WZLD	KMGX	WHSL
WCAU-FM	WANS-FM	KSKD	WVBS
WMMS	WOKI	KDON-FM	WBNQ
KKRZ	WFMI	KRQ	99KG
Q100	KX104	WGUY	WDBR
K104	KTFM	OK100	KTRS
WERZ	WKZL	95XIL	KHTX
WSPK	WKFR	WGAN	SLY96
930	WRQN	WOMP-FM	OK95
WRCK	KIKX	WKSF	

FROM THE DEBUT ALBUM
"CAST THE FIRST STONE"



On Manhattan Records and High Quality XDR Cassettes.



JOEL DENVER

CONTEMPORARY HIT RADIO

KAFM, KEGL & KTKS

3-D Threat Rocks Big D

They do things in a big way in Texas, and the battle for CHR supremacy in Dallas is no exception. In this town, Top 40 got its start from legendary broadcaster Gordon McLendon. So it's only fitting that it be the scene for what's clearly one of the tightest ratings races in the country.

In the past year Bonneville's KAFM, under the guidance of VP/Programming John Shomby, has come under fire from two recent CHR converts: Sandusky's KEGL (EAGLE-97), piloted by Randy Brown and ABC/Cap Cities' (soon to be Gannett's) KTKS (KISS-106), with Chuck Morgan in control.

A couple of factors make this an interesting market to study. First, there's the ratings (see "Charting The Trends"). Then there are dial positions, signals, and budgets to consider. Since all three rockers have signal and budget parity, the combination of programming expertise and dial position will determine the ultimate victor.

Charting The Trends

How does the three-way Dallas CHR race look from a numbers perspective? Here's a four-book, 12+ trend from Arbitron. The teen leader is KEGL. KAFM, which saw growth in this category, posts second place and KTKS, which declined in this age group, is third.

KEGL is ahead in 18-34 adults, followed closely by KTKS and KAFM. On the other hand KEGL declined over three shares in adult men, while KTKS advanced six-tenths and KAFM grew a full share. Looking at adult females, KEGL rose three-tenths, KTKS grew two-tenths, and KAFM remained steady.

	Sp '84	F '84	W '84	Sp '85
KEGL	4.3	5.2	6.7	5.8
KTKS	0.6	2.1	4.1	4.0
KAFM	5.9	4.5	3.1	3.7



Ryan West, mornings



Pamela Steele, middays



Pete Thomson, afternoons



Stobie Doak, late-nights



Paul Donovan, nights



John Lacy, overnights

Shomby Fights Off The Invaders

A three-year Dallas veteran, KAFM & KAAM VP/Programming John Shomby had the market all to himself when he took the station CHR on August 15, 1982. "The market was starved for the hits. The only thing you could hear were recurrences from the A/C's or dinosaur rock from the AORs. Our impact was immediate and very positive."

New things aren't so easy with direct format competition from KTKS and KEGL. Part of John's winning strategy is to make KAFM's sound unique enough to stand out from the others. "Having our dial position at 92 is a big help. When you've got us on, you know it's KAFM. On the other hand, with KEGL at 97 and KTKS at 106, we're not in the center of the heavy contemporary cume which extends to K104(KKDA) and KVIL."

Straight Down The Middle

Because its competition is more narrowly targeted, "KAFM aims straight down the middle," he observed, "while KEGL is more rock-oriented. KTKS caters more to adults, but has recently added a decidedly younger edge to its sound. Our music is hit-oriented; you might say we're more music intensive than the others. Keeping 90% current leaves less margin for error. With an intensive retail survey system and a careful eye on the phones, we can spot a record in its early stages and hit it if it's really mass appeal."

"KTKS is one of slickest CHRs I've heard in a long time, but they're short on personality. KEGL is very aggressive, outspoken, and a bit crude at times, which has attracted a lot of attention, especially to their Stevens & Pruett morning show. And Kidd Kraddick, the night guy, has grabbed a following."

Describing KAFM's approach, he continued, "Our personality profile is based on the premise that the shortest distance between two points is a straight line. Our folks get to the point but in an entertaining manner. They are given parameters to follow — such as time limits and content guidelines — which keep us sounding consistent. We strayed a bit from that which is



John Shomby

"Our jock talent is the cement which holds all the formatic bricks together. Excitement, freshness, and energy are the keys to our taking the crown again."

— John Shomby

why we got hurt a bit when KTKS and KEGL flipped formats."

Outspent But Not Outdone

John forecasts that before too long either KEGL or KTKS will take a different format route. "I'd be willing to say that KEGL will head in an AOR direction again. Both stations outspent us this past book. We handed out \$150,000 in a cash giveaway using bumperstickers and direct mail. While we in-

creased, it's clear that more big guns have to be brought out. We plan some really interesting things this fall, which will put our calls on everyone's lips."

Keeping abreast of the market's every move is a challenge, especially when you consider that what works in Dallas may not work in nearby Ft. Worth. To circumvent that problem, John focuses part of his image-building strategy on visibility. "Our jocks are always out at the hottest clubs. We're always involved with the events which are uppermost in our audience's minds."

"Our weekly TV show, 'Texas Hit Review,' constantly keeps us in the public eye. And our charity work is unsurpassed. Our MDA 'Labor & Love Run' is coming up on Labor Day. Running is big here so we work it into many of our events. Our yearly MDA Haunted House is another attraction as is our participation in the annual Ft. Worth Mayfest."

Turning Negatives Into Positives

John is keenly aware of the image KAFM needs to project and how to go about achieving it. "Our jock talent is the cement which holds all the formatic bricks together. Excitement, freshness, and energy are the keys to our taking the crown again. It all leads to being hip. It's important to have that type of image because Dallas is a very progressive market."

"In the Arbitron ClusterPlus analysis we have a large group of Yuppies. So we have to be hip and exciting, not laid back. Sports teams are a good tie-in. Since we aren't the Dallas Cowboys flagship station, we've done the next best thing. We just signed all-pro defensive back Michael Downes to do Cowboy reports each Monday and Friday during morning drive. No matter what age you are, you want to know what's happening with the team."



"I find myself listening to both competitors and picking out their weaknesses, which are becoming more obvious all the time. (But) I'm realistic and can recognize our strengths and weaknesses as well, which is the first step in turning potential negatives into positives."

SCRITTI POLITTI

PERFECT WAY

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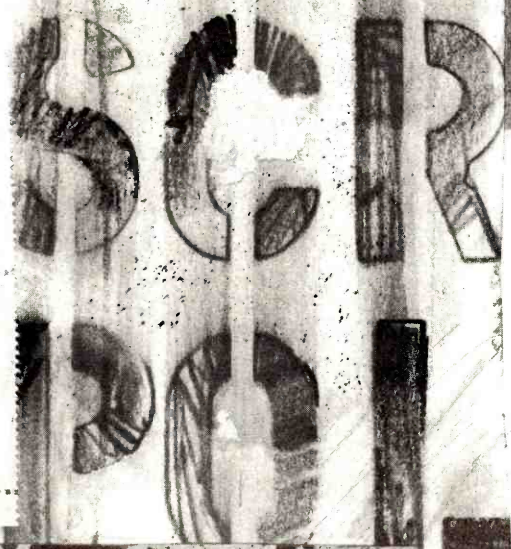
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"Perfect Way"
Is The New Single From
Cupid And Psyche 85



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EAGLE-97 Flies In The Face Of Competition

Starting out as a CHR almost four years ago, KEGL (EAGLE-97) later flipped to AOR. Then about a year ago the station surprised the market and switched back. PD Randy Brown (formerly Christopher Haze), a 13-year market veteran, and consultant Bobby Hattrik have done an admirable job of keeping the station on an even keel through the change.

"It's only been in this last book that we finally took any kind of a hit in men. Our AOR heritage helped us hold them in addition to the new female listeners we've gained. Maybe we broadened too much, too quick," wondered Randy. "All in all, I'm pretty satisfied that our rock-oriented CHR approach is working."

Roll The Dice

"We position ourselves as playing the new music first. If you play it too close to the vest you can't win. We throw the dice and, with calculated risk, we've been able to make them pay off. While we are tight-listed, we do open things up earlier than the others. Sometimes we move too early, but those are the breaks. Our on-air promise, 'EAGLE-97, where you hear the new hits first,' must be backed up with action.

"Callout is the main thrust of our research, as it's difficult to get accurate store information. Request lines are okay for the active audience. We also have the 'All-Request & Dedication Hour' at 8pm, 'The Battle Of The Hits' at 9pm, and the 'All Request Top 10' at 10pm, which are designed for actives. If a song we're not playing gets big phones, we need to test it. A song must address the station's position first. If it does and tests well, then it goes on."

Randy discussed Hattrik's input and to what degree his advice has been successful. "Bob and I share a lot of the same ideas. He's been instrumental in getting the station into a credible CHR format. We employ his research and I endorse it as being very trustworthy, but I'm not a remote control PD. While he has a lot of input, I call my own shots within the corporate guidelines determined in our strategy meetings."

Team Strategy

"A real advantage of being part of the Sandusky chain is the ability to draw upon some of the best radio minds in the business. Bob Hattrik, George Johns — all of them offer ideas, and we all share our experiences with each other. The input is wonderful; the research is excellent. It's all because of (President) Toney Brooks and his relentless pursuit of only the best for our stations.

"And at KEGL, I'm blessed with a group who've been through the winning experience elsewhere. (MD) Joe Folger is a real right-

"If you play it too close to the vest, you can't win. We throw the dice and, with calculated risk, we've been able to make them pay off."

— Randy Brown

hand person and just one of the team players who contributes to our success. Tony Johnson assists me in the mechanics, and Kidd Kraddick is a wonderful ideas person. Our news gal Martha Martinez has a real feel for the town. Thankfully, (VP/GM) Norm Rau understands our needs and supports us with the promotional tools we need."

Year-Long Contest

Since Randy has spent so many years in Dallas-Ft. Worth, I asked him how his competition relates to the market since they're programmed by "outsiders." "We're more defined than KAFM or KTKS. Our morning show with Stevens & Pruett is a killer, and we also have the hottest night jock, Kidd Kraddick. These guys have figured out what the people are in to.



"Our overall texture is different. We go out of our way to present an exciting, unpredictable, and fun station. Both KISS and KAFM are good, smooth, and polished stations. But they simply aren't as exciting as the EAGLE. You could take either station and plop it in the middle of almost any city. Neither have the real feel of Dallas.

"KAFM has made a lot of noise in the local press about how they edit lyrics because of their responsibility to the community. I don't think it helps them (KAFM); people should do their own censoring. Making a public issue of this may be cutting off their nose to spite their face."

Randy then explained how the station's current contest, running since last September, has become an experiment in listener attention. "We've already given away nine 944 Porsches and have a tenth to hand out. We have a 'Key Song Of

The Day' and whenever it's played the designated caller wins \$97 and a key. Once a month we gather everyone at a local mall. We hand out their checks, and they select a key. Whoever has the right ignition key wins the car. We threw a new wrinkle into it by telling the approximate time when we'll play the Key Song."

I'll Be Around

Maintaining a strong, on-the-street profile is a key element of KEGL's success, as evidenced by one recent traffic stopper. "We have a huge billboard featuring Stevens & Pruett. It's located on the Central Expressway and attached to it is a huge inflatable eagle, which extends 15 or 20 feet beyond the billboard's edge. It blew down in an ice storm. When the bird was replaced, the guys did their show from there.

"Our billboards are visible all over town. I won't do buscards — people gag on those fumes. It's like putting your calls on trash cans. There hasn't been a great need for a lot of advertising because our cume is so good. And that's without any TV time. I'd rather see us get out on the streets and do personal appearances. This weekend we're doing the MDA Bed Race and are active in the March Of Dimes Walk-A-Thon and other charity events.

"This is one of the most active and competitive markets in the country. There's a lot of talent and money being spent on getting listeners. With KTKS being sold, who knows what will happen? KAFM is now three years into the format, and they're fighting for survival. A year from now, I know we'll be doing what we're doing now and winning big at it."



(l-r) PD Randy Brown awards another 944 Porsche as the winners hold the check & keys, with Stevens & Pruett looking on.



MAKING A POINT — KEGL morning maniacs Mark Stevens & Jim Pruett point out the fun at a recent personal appearance.

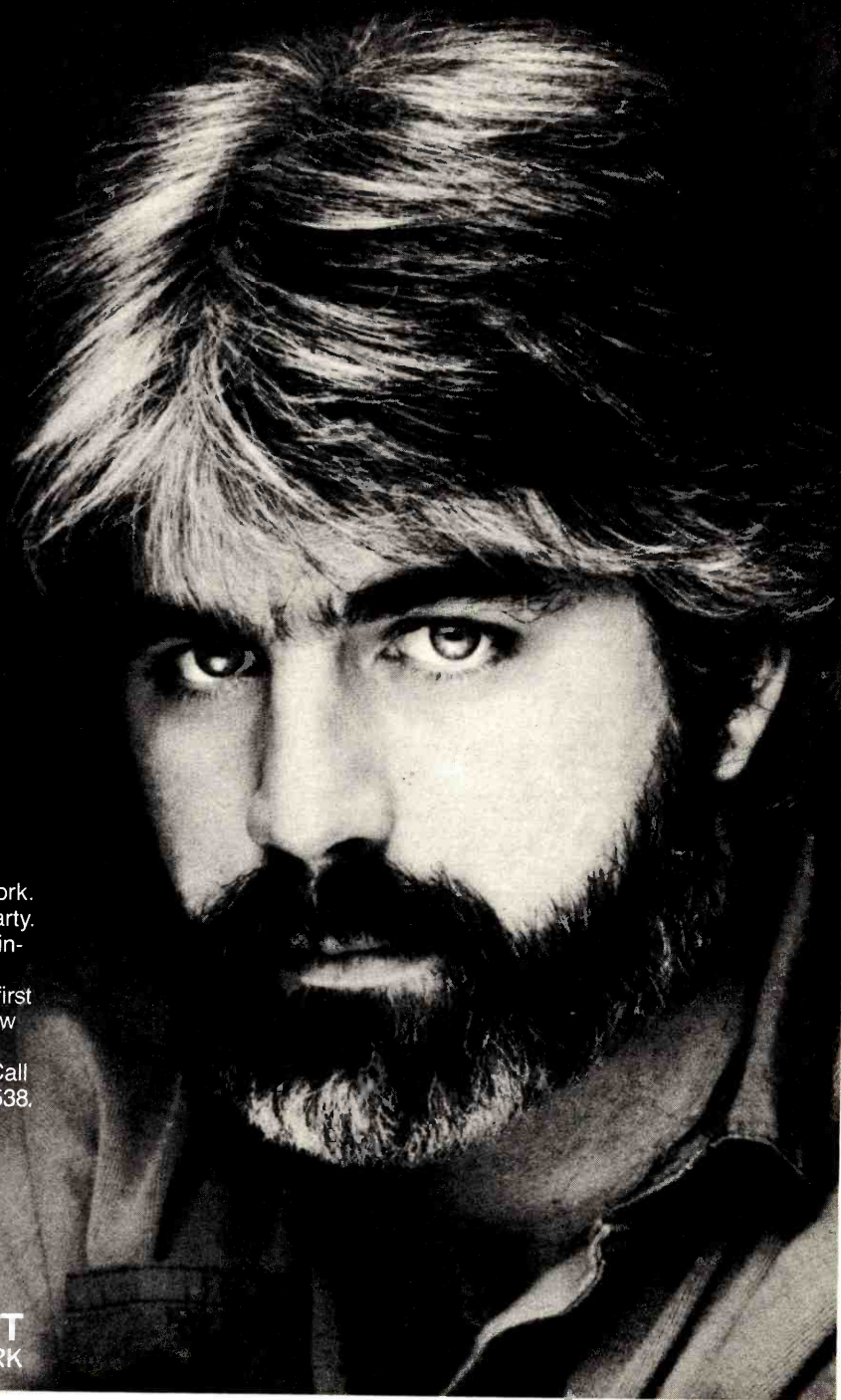
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ALBUM PARTY

Live from NBC Studios in New York. The Michael McDonald Album Party. Produced by NBC Radio Entertainment in association with Denny Somach Productions. Michael's first national radio interview for his new lp "No Lookin' Back" on Warner Brothers Records. Look ahead. Call Shirley Maldonado at (212) 664-5538.

Tuesday, August 27
10 PM Eastern
9 PM Central
8 PM Mountain
7 PM Pacific

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AMERICA'S MUSIC NETWORK



KISS-106: More Than Lip Service

On August 6, 1985 Chuck Morgan and staff flipped the calls and format of Classic Hits KIXX. KTKS(KISS-106) was born, becoming the market's third CHR outlet a few days after KEGL dropped AOR for CHR.

That move really surprised Chuck. "They assumed we were going to be more of an A/C station. KEGL surprised us, and we sort of caught them with their pants down. Had things stayed the same, we might have had a bigger impact by now, but they preempted us.

"All in all, I'm pretty satisfied with our progress," he reflected. "We only had 84,000 cume and have taken it to over 341,000 in nine months. KAFM started with over 430,000 and KEGL with over 413,900. While EAGLE-97 has grown, KAFM has declined in cume. Our target is a bit more upscale than either KEGL or KAFM, aiming for the 18-34 audience with spillover on either side. Teens aren't our primary goal, but we're not chasing them away either."

Little Musical Difference

Chuck also noted that listeners perceive little difference in the music the three CHRs play. "The promotions and personalities are what will make the most indelible impressions on the audience. KEGL's Steven & Pruett and Kidd Kraddick show in our research, but so does our morning guy Jim Zippo. No one from KAFM shows up.

"Jim is pretty foreground in his approach but, by design, we keep a lower profile in the personality department throughout the day —

"Our course is really well-charted. We're no longer just getting curiosity cume. We have a base we seek to build upon."

— Chuck Morgan

more music, less talk. Our course is really well-charted. We are no longer just getting curiosity cume. We have a base we seek to build upon."

While the others only mentioned KVIL, that station is more of a significant factor in KISS-106's growth. "Since they're at 103, we can share more with them. They've also begun to chase away some of their listeners, trying to appeal to the lower end of the demographics. Many of KVIL's 18-34 females are already showing a trend preference toward us."

Major Contests

So how do you make an impact in the book with two rivals beating at your back door? You stay active.

"We've been contesting pretty heavily. Our 'KISS Calls' back in March and April averaged \$10,000 and went as high as \$25,000. Then we introduced a trivia contest call-



Chuck Morgan



Jim Zippo throws the switch



Jim Zippo, mornings



Billy Hayes, nights



John Prahin, afternoons

ed 'Double Your Money,' which was very successful. Then the 'Winning Song' proved valuable in June as we unloaded video recorders and 19-inch TVs.

"All of this to go down a tenth of a point," he mused. "There are a number of reasons for the lack of growth. So many of us are playing the same music, and our newness worked against us — we aren't their first choice yet. As a result, we need to make our awareness felt in the coming months."

And how does Chuck plan to do that? "We've just launched a bumper sticker campaign called the '\$106,000 Sticker Switch.' It complements our 'Switch Is On To KISS-106' campaign. Listeners win by displaying the sticker or showing us the written calls. Winning prizes range from \$106 to \$10,000."

Playing Catch-Up

To double its efforts KISS-106 has two vans stocked with T-shirts, albums, and whatever else. These vans hit the streets seven days a week throughout the summer. "Everyone else has a jump on us, so we're working fast to make up ground. KISS-106 ties in with lots of charity events. We recently played Kool & The Gang in softball. In fact, we compete in softball games each week. The jock appearances are too numerous to mention, but Jim Zippo does a nice bit called the 'Donut Orgy.' We send an entire office coffee and donuts. They become our friends forever."

Chuck admits that serving two cities at once is difficult. "We pay close attention to Ft. Worth because a lot of our listeners are there. The mid-cities like Arlington and Garland are also important, so we really keep things evenly balanced.

"Country is huge in Ft. Worth, but we won't touch it in any shape or form. We're moderate in our music approach. I try to play as many contemporary multi-format records as possible. For me to go on Motley Crue out of the box makes no sense. I'll let EAGLE-97 warm that up for me, but I'll end up playing it if it's a hit."

Welcoming Gannett

And Chuck also keeps an eye on the all-important actives. "I use retail, some callout, and 24-hour requests. The phones are really important. We have 15 request lines, and we're always promoting for people to call in and communicate. It's a simple radio basic that works. If you ignore the phones, you're in trouble."

But does the impending sale to Gannett mean a limit on promotional spending until the transfer? "No way. The budgets are set. I feel quite strong about the summer book. KAFM will increase, so will we, and KEGL will erode even more. Gannett is inheriting a great staff, and ABC is still committed to spending a lot of money to keep the pressure on our competition."

MOTION

Chris Collins named Assistant PD at WAMX/Huntington ... Russ Kelly leaves PM drive at KQIZ-FM/Amarillo; MacMurphy from WJZR/Charlotte replaces him ... At WZOK/Rockford, Chuck Doyle moves from middays to afternoon drive as Steve Sommers takes on evenings ... Nicole Sandler is Jim Kerr's new morning producer at WPLJ/New York ... WSPK/Poughkeepsie reports parttimers Dave Redpath and Bob Weil are upped to PM drive and overnights, respectively ... KHJ/Los Angeles MD Rosie Burnett switches to an AE slot at the station.

Jolene Baller exits the midday/MD post at WYSR/Charleston, WV. Kelly West is the new MD/PM host, and Jorner afternoon man Chris Bailey (PD) takes over mornings ... Chuck Davidson is no longer programming WEOX/Manchester, VT ... Rick Daniels exits the MD/midday slot at WGGZ/Baton Rouge for advertising agency ownership ... Kenny Wardell returns to

KMEL/San Francisco as Promotions Director. Jay Walker is now doing weekends at the station ... Hunter Herring upped from MD to PD at WZLD/Columbia replacing Mike Willis, who becomes Director of Promotion. Ron Marsh is the new MD ... WYMG-FM/Springfield, IL's new PD is Gary Hill, who previously programmed WZEW/Mobile.

Victor Jay joins WJXQ/Jackson-Lansing for AM drive ... Jerry Michaels is new to nights at WLAN-FM/Lancaster ... Chuck Beck moves up from overnights to PD at KNIN/Wichita, Kead night rocker Brenda Kay is named MD to replace Barry Michaels ... Jon "Rock 'n' Roll" Anthony leaves nights at WZOU/Boston for nights at Q105/Tampa ... Bob Spencer takes over programming at Q106/York ... Michael Cruz exits WSOV/Williamsport for the PD slot at KBFM/McAllen-Brownsville replacing Russ Williams, who left for WKOR/

Starkville, MI ... Steve Driscoll is the new weekendender at KWES/Odessa-Midland, and Woody Stevens becomes part of the morning team.

Joel Block joins KNQB/Seattle for weekends ... David K. Jones is the new morning man at KOPA-AM & FM/Phoenix ... Miami Dolphin tight end Joe Rose will host the "Morning Dolphin Update" on WMXJ/Miami's morning show ... KDSR/Wiliston, ND PD Pat McCrummen leaves the station to pursue his education and will do weekends at KKXL-AM/Grand Forks ... Marc Ross moves from WZYP/Huntsville to mornings at WZUU/Milwaukee to rejoin PD Chris Andrews ... Congratulations to Q92/Rochester MD Tom Messner, who is marrying cross-town WHAM news reporter Elissa Marra on September 7.

BITS

• Magic Meter Maids On The Loose — Magic 91/Auckland, New Zealand honored the release of the film "Moving Violations" by feeding coins into expired meters and tucking movie passes under the respective windshield wipers. It pays to listen to Magic 91!

• Come On A Safari With Me — WMMSC/Cleveland and Sunkist are sponsoring a "Jeepin' Safari," complete with Surf'n' Safari enthusiasts the Beach Boys in concert. Just before the show, one lucky listener will be picked to receive a new Jeep Comanche. All listeners have to do is fill out an entry blank, send in a postcard, or register the day of the concert.

CONTEMPORARY HIT RADIO

Welcoming The New Parallel Reporters

The review of the Arbitron books and the restructuring of R&R's CHR reporter list are now complete. Reporter status is based on several factors. First, there's format dominance within the marketplace as determined by the 12+ share. Those markets with more than one CHR reporter demonstrate a competitive environment reflected in the ratings. So a market may have as many CHR reporters as can be supported by the ratings. Markets without Arbitrons are also occasionally included to give our sample geographic balance.

Population breakdowns for Parallels are based on Arbitron's 12+ metro population figures: P-1 1,000,000 and above
P-2 999,999 - 200,000 P-3 199,999 and below

New Parallel Two Reporters



WROO/Charlotte, NC
PD: Reggie Blackwell
MD: Chris Williams



94Z(WZZU)/Raleigh, NC
PD: Peter Delloro



WCKN/Greenville, SC
PD: Gary Jackson
MD: Steve Chris



WGGZ/Baton Rouge, LA
PD: Michael Adams



KTUX/Shreveport, LA
PD: John Steel



KIYS/Boise, ID
PD: Tom Evans



KEZB/El Paso, TX
PD: Ron Haney



KRNO/Des Moines, IA
PD: Doug Gillan
MD: Shane Finch



KFIV/Modesto, CA
PD: Russ Novak

New Parallel One Reporters



WPHD/Bufalo, NY
PD/MD: John Piccillo



WKSE/Bufalo, NY
PD: Scott Robbins
MD: Boom Boom Cannon



WMMS/Cleveland, OH
Ops Mgr: John Gorman
MD: Kid Leo

New Parallel Three Reporters



WGAN-FM/Portland, ME
PD: Pete Falconi
MD: Jim Randall



WGU Y/Bangor, ME
PD: Jack Roberts
MD: Bruce Worcester



WFX/Williamsport, PA
PD: Ted Minler



KFMN/Abilene, TX
Ops Mgr: Dom Testa



KYYY/Bismarck, ND
PD: Bob Beck



95XXX(WXXX)/Burlington, VT
PD: Rob Poulin



KGGG/Rapid City, SD
PD: Phil Wilson
MD: Charlie O. Douglas



WVBS-FM/Wilmington, NC
PD: Brian Krysz



KKRQ/Cedar Rapids, IA
PD: Ted Jacobsen



KSMB/Lafayette, LA
PD: Scott Segraves



KWNZ/Reno, NV
PD: Dave Shakes
MD: Jeff Davis

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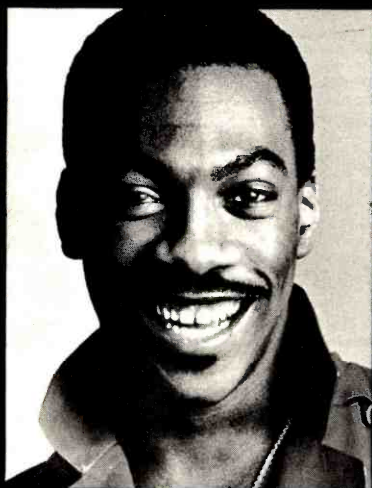


• SELLING YOURSELF • FINDING POWER BUYERS • DYNAMITE PRESENTATIONS • BUILDING TRUST • BODY LANGUAGE
• PERSONAL GROWTH • GOAL SELLING THAT WORKS • CONFLICT MANAGEMENT • CLOBBERING OBJECTIONS
• THE CREATIVE SELL • TEAM SELLING • BEING A "STANDOUT" SALESPERSON • AND MORE, MORE, MORE

- Sept. 10 Milwaukee
- Sept. 11 Minneapolis
- Sept. 12 St. Louis
- Sept. 17 Nashville
- Sept. 18 Charlotte
- Sept. 19 New Orleans
- Sept. 24 Orlando
- Sept. 25 Atlanta
- Sept. 26 DC
- Oct. 8 Cincinnati
- Oct. 9 Detroit
- Oct. 10 Chicago
- Oct. 15 Boston
- Oct. 16 Buffalo
- Oct. 17 Pittsburgh
- Oct. 22 Dallas
- Oct. 23 Kansas City
- Oct. 24 Denver
- Oct. 29 Seattle
- Oct. 30 Los Angeles
- Oct. 31 San Francisco

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The 2nd Annual MTV Video Music Awards.



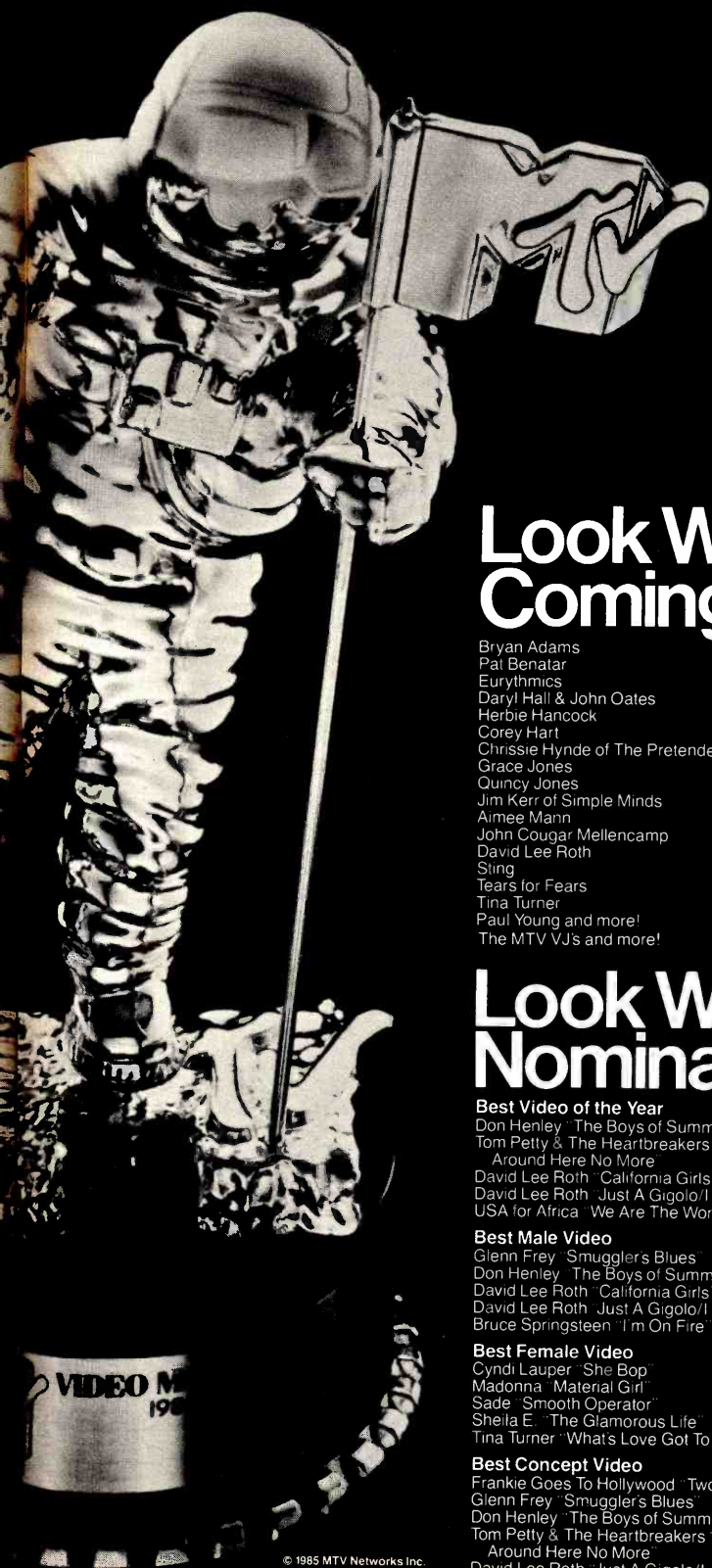
On Friday,
September 13, join host Eddie Murphy
on stage live at Radio City Music Hall
for the definitive video music awards show.

Presented in conjunction with
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and Radio City Music Hall Television
and in association with the RIAA and NARM.

Final ballots must be received
by September 3
to be eligible for tabulation.

Friday
September 13

9PM Eastern
8PM Central
7PM Mountain
6PM Pacific



Look Who's Coming!

Bryan Adams
Pat Benatar
Eurythmics
Daryl Hall & John Oates
Herbie Hancock
Corey Hart
Chrissie Hynde of The Pretenders
Grace Jones
Quincy Jones
Jim Kerr of Simple Minds
Aimee Mann
John Cougar Mellencamp
David Lee Roth
Sling
Tears for Fears
Tina Turner
Paul Young and more!
The MTV VJs and more!

Look Who's Nominated!

Best Video of the Year

Don Henley "The Boys of Summer"
Tom Petty & The Heartbreakers "Don't Come Around Here No More"

David Lee Roth "California Girls"
David Lee Roth "Just A Gigolo/I Ain't Got Nobody"
USA for Africa "We Are The World"

Best Male Video

Glenn Frey "Smuggler's Blues"
Don Henley "The Boys of Summer"
David Lee Roth "California Girls"
David Lee Roth "Just A Gigolo/I Ain't Got Nobody"
Bruce Springsteen "I'm On Fire"

Best Female Video

Cyndi Lauper "She Bop"
Madonna "Material Girl"
Sade "Smooth Operator"
Sheila E. "The Glamorous Life"
Tina Turner "What's Love Got To Do With It"

Best Concept Video

Frankie Goes To Hollywood "Two Tribes"
Glenn Frey "Smuggler's Blues"
Don Henley "The Boys of Summer"
Tom Petty & The Heartbreakers "Don't Come Around Here No More"
David Lee Roth "Just A Gigolo/I Ain't Got Nobody"

Best Group Video

The Cars "Drive"
Eurythmics "Would I Lie To You?"
Huey Lewis and The News "If This Is It"
U2 "Pride (In The Name Of Love)"
USA for Africa "We Are The World"

Best Stage Performance in a Video

David Bowie "Blue Jean" (Live Version)
Eurythmics "Would I Lie To You?"
Bruce Springsteen "Dancing In The Dark"
Talking Heads "Once In A Lifetime" (Live)
Tina Turner "Better Be Good To Me"

Best New Artist in a Video

Frankie Goes To Hollywood "Two Tribes"
Julian Lennon "Too Late For Goodbyes"
Sade "Smooth Operator"
Sheila E. "The Glamorous Life"
'til Tuesday "Voices Carry"

Best Overall Performance in a Video

Philip Bailey & Phil Collins "Easy Lover"
Eurythmics "Would I Lie To You?"
David Lee Roth "Just A Gigolo/I Ain't Got Nobody"
Bruce Springsteen "Dancing In The Dark"
USA for Africa "We Are The World"

Best Special Effects in a Video

Bryan Adams "Run To You"
Lindsey Buckingham "Go Insane"
Lindsey Buckingham "Slow Dancing"
Culture Club "It's A Miracle"
Tom Petty & The Heartbreakers "Don't Come Around Here No More"

Best Art Direction in a Video

Bryan Adams "Run To You"
Peter Brown "Zie Zie Won't Dance"
Culture Club "It's A Miracle"
Don Henley "The Boys of Summer"
Madonna "Like A Virgin"
Simple Minds "Don't You (Forget About Me)"

Best Editing in a Video

Bryan Adams "Run To You"
Art of Noise "Close (To The Edit)"
Lindsey Buckingham "Go Insane"
Lindsey Buckingham "Slow Dancing"
Eurythmics "Would I Lie To You?"

Best Cinematography in a Video

Bryan Adams "Heaven" (Version 2)
Bryan Adams "Run To You"
Lindsey Buckingham "Go Insane"
Don Henley "The Boys of Summer"
Madonna "Like A Virgin"

Best Choreography in a Video

Eurythmics "Would I Lie To You?"
Elton John "Sad Songs (Say So Much)"
Madonna "Like A Virgin"
Madonna "Material Girl"
Prince "When Doves Cry"
Sheila E. "The Glamorous Life"
Tina Turner "Private Dancer"

Best Direction in a Video

Bryan Adams "Run To You"
Duran Duran "The Wild Boys"
Don Henley "The Boys of Summer"
Chris Isaak "Dancin'"
Tom Petty & The Heartbreakers "Don't Come Around Here No More"
Simple Minds "Don't You (Forget About Me)"
Toto "Stranger In Town"

Most Experimental Video

Art of Noise "Close (To The Edit)"
Lindsey Buckingham "Go Insane"
Lindsey Buckingham "Slow Dancing"
Chris Isaak "Dancin'"
Lone Justice "Ways To Be Wicked"

Viewer's Choice/Best Video of the Year

Don Henley "The Boys of Summer"
Tom Petty & The Heartbreakers "Don't Come Around Here No More"
David Lee Roth "California Girls"
David Lee Roth "Just A Gigolo/I Ain't Got Nobody"
USA for Africa "We Are The World"

Video Vanguard



AOR

STEVE FEINSTEIN

CONTINUED GROWTH 25+

Rock Radio's Upward Mobility

People turn grayer as they get older; AOR radio, on the other hand, becomes greener as it ages. The format that was supposedly on the rocks a short time ago is becoming an essential buy for any advertiser seeking to reach 25+ men. AOR has weathered tough times and emerged as a healthy, profitable venture.

A look at the format scorecard shows how critical it is to examine demographic performance rather than 12+ shares. AOR performed slightly better 12+ a year ago than it did this spring, yet the percentage of markets in which rock radio leads in key demos is up across the board, most dramatically in men 25-34.

In well over half of the markets, AOR is the format preferred by young, male baby-boomers. In a third of the markets, AOR's strength extends to taking top honors for men 25-49, hence some ob-

servers' dubbing the format "Male A/C."

Interestingly, the format performs best in the highly competitive major markets. Look at the top 35 metros, and you'll find AOR #1 men 25-34 in 26 of the 31 that have AORs. That's an 84% margin vs. the national rate of 65%.

Decreased competition - fewer AOR outlets - in top markets isn't necessarily the reason, either. There's more than one AOR station in 19 of those 26 major markets where AOR wins 25-34 men.

Rather, the reasons include:

- AOR has changed its character. An adult presentation and music mix have replaced a juvenile, rock-til-you-drop mindset.

- Stations that have stuck with AOR have emerged with crystal-clear market identities and positions. Being the "rock" station enables listeners and advertisers to know exactly where a station stands among the "format-of-the-month-club" lemming mentality. Additionally, playing on heritage and format tenure is a powerful tool.

- Most important, the format's staple - rock 'n' roll - has provided a soundtrack for the lives of most young adults. In the right creative hands, AOR is the format best able to present the full glory of the music that frames our past, present, and future.

Format Scorecard

Stations Surveyed	Spring '85		Spring '84	
	176		192	
Surveyed Markets w/AORs (standard/condensed)	129 (110/19)		142 (123/19)	
12+ Scores	44% up (77)	47% up	47% down (83)	46% down
	3% flat (6)	4% flat	6% debut (10)	3% debut
Markets With AOR #1 In Adults 18-34	50% (65)		44%	
Markets With AOR #1 In Men 18-34	78% (86)		71%	
Markets With AOR #1 In Men 25-34	65% (72)		46%	
Markets With AOR #1 In Men 25-49	33% (36)		(not available)	

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight.

Stations with #1 shares in their market have 12+ figures in bold. First or second-place rankings in cume and key demos are indicated. *Italics* signify a tie for the position. Under-the-line signals are included in determining a station's rank. Figures not available in condensed market books are indicated by "na."

"%25+" refers to the percentage of a station's quarter-hours from listeners 25 or older.

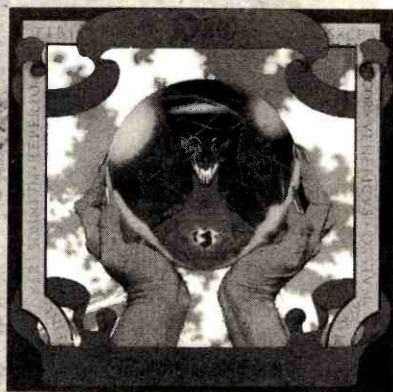
Consulted stations are noted by (A) for Burkhardt/Abrams/Michaels/Douglas & Associates; (AP) Al Peterson; (B) Gary Burns; (BH) Bob Harper; (BP) Beau Phillips; (F) Frank Felix; (H) Bob Hattrick; (J) Fred Jacobs; (M) Larry Moffitt; (P) Jeff Pollack Communications; (S) John Sebastian. Co-consultations are also noted.

Regarding the designation of consultants, please note that it's the editor's opinion that credit for a station's ratings performance lies primarily with station personnel. The listing of consultants is done as a point of reference and is not intended to diminish the role of on-site programmers.

Spring '85 Station Stats

Station/Market	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	%25+	Station/Market	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	%25+
WONE-FM/Akron	* 6.4	—	—	2	2	2	—	56	WTUE/Dayton	11.5-9.9	—	1	1	1	1	2	42
WPYX/Albany (A)	11.8-9.5	—	1	1	1	1	2	45	KBPI/Denver (H)	6.8-7.7	1	1	1	2	—	2	36
WQBK-FM/Albany	3.6-5.5	—	—	2	2	2	—	65	KBCO-FM/Denver	5.5-5.5	—	2	2	1	1	—	69
KFMG/Albuquerque (P)	6.4-10.2	—	1	1	1	2	2	42	KAZY/Denver	4.7-3.9	—	—	—	—	—	—	49
KRKE-FM/Albuquerque (A)	5.7-3.8	—	—	—	—	—	—	45	KGGQ/Des Moines (M)	16.3-18.0	2	1	1	1	1	2	40
WZZO/Allentown (A)	9.2-11.2	1	1	1	1	1	2	48	WRIF/Detroit	6.6-6.0	—	1	1	1	2	—	43
KWHL/Anchorage (AP)	15.1-12.3	—	1	1	2	—	2	38	WLLZ/Detroit (H)	3.1-3.8	—	—	2	—	—	—	31
KKGR/Anchorage (S)	* 9.0	—	—	2	1	1	—	70	KLYV/Dubuque	21.4-16.7	1	1	na	na	na	na	na
KRKN/Anchorage	* 2.7	—	—	—	—	—	—	38	KQDS/Duluth (BH)	7.2-8.5	—	1	1	1	1	—	39
WAPL/Appleton (AP)	13.5-12.7	2	1	1	1	—	1	33	KLAQ/El Paso (A)	10.6-13.8	—	1	1	1	1	—	35
WKLS-FM/Atlanta (A)	6.7-6.4	—	—	2	—	—	—	43	KZEL/Eugene (A)	14.2-13.3	—	1	1	1	1	2	42
WGMG/Atlantic City	6.0-6.7	—	—	—	—	—	—	43	KZAM/Eugene	4.3-3.6	—	—	—	2	—	—	100
KLBJ-FM/Austin	8.0-13.6	2	1	1	1	1	2	61	KRXX/Eugene	* 1.4	—	—	—	—	—	—	60
WTOS/Bangor-Skowhegan	4.8-1.1	—	—	na	na	na	na	na	KQWB-FM/Fargo	13.8-12.1	—	1	1	1	—	2	29
WIYY/Baltimore (A)	5.9-6.9	—	1	1	1	1	—	40	WRZK/Fayetteville, NC	6-1.2	—	—	—	—	—	—	0
WGRX/Baltimore (S)	1.0-8	—	—	—	—	—	—	54	WWCK/Flint (A)	11.9-11.8	2	2	1	—	—	1	38
WHFS/Baltimore-Annapolis	1.2-1.1	—	—	—	—	—	—	57	WOOJ/Ft. Myers, FL	8.4-8.3	—	2	na	na	na	na	na
WBCN/Boston	9.0-8.8	—	1	1	1	1	—	49	WXKE/Ft. Wayne	9.7-8.1	—	2	2	2	—	—	45
WAAF/Boston-Worcester	2.3-3.6	—	—	—	—	—	—	23	KKDJ/Fresno (A)	11.1-9.1	—	1	1	1	1	—	34
WFNX/Boston	6-6	—	—	—	—	—	—	55	WRUF-FM/Gainesville (P)	16.9-15.5	1	1	na	na	na	na	na
WIZN/Burlington	4.1-5.1	—	—	na	na	na	na	na	WLAV-FM/Grand Rapids (A)	9.9-10.0	2	1	1	1	2	2	42
WOOS/Canton	8.1-6.5	—	2	1	1	—	—	49	WARX/Hagerstown-Fredrick	5.5-2.1	—	—	na	na	na	na	na
KGRC/Casper (S)	* 10.3	—	2	2	1	2	—	75	WTPA/Harrisburg (P)	* 4.3	—	—	2	—	—	—	21
WKLC/Charleston, WV (A)	15.1-8.9	—	—	1	2	—	—	40	WHCN/Hartford (A)	6.7-6.1	—	2	2	2	—	2	43
WWWV/Charlottesville	10.7-15.2	1	1	na	na	na	na	na	WCC-FM/Hartford	4.7-3.4	—	—	—	—	—	—	45
WUVA/Charlottesville	6.9-2.1	—	—	na	na	na	na	na	KPOI/Honolulu (A)	11.1-9.5	—	2	1	2	—	2	34
WOWE/Chattanooga	2.3-2.9	—	—	—	—	—	—	48	KSRH/Houston	5.2-5.0	—	—	2	—	—	—	43
KRQU/Cheyenne-Laramie	6.7-6.2	—	2	na	na	na	na	na	KLOL/Houston (A)(P)	5.2-4.5	—	—	1	—	—	—	47
WLUP/Chicago	3.5-3.8	—	—	1	2	—	—	43	KRBE-AM/Houston	7-1.3	—	—	—	—	—	—	75
WXRT/Chicago	2.7-3.2	—	—	2	1	—	—	73	WFBQ/Indianapolis (A)	11.3-15.5	2	1	1	1	1	2	43
WCKG/Chicago (A)	* 1.6	—	—	—	—	—	—	44	WFYV/Jacksonville (A)	11.4-10.3	—	2	1	1	1	2	51
KFMF/Chico	9.0-5.8	—	—	na	na	na	na	na	WGLU/Johnstown	4.8-4.7	—	—	—	2	—	—	44
WEBN/Cincinnati (P)	8.7-7.4	—	1	1	1	2	—	45	KYYS/Kansas City (A)	5.9-6.8	—	1	1	1	1	—	47
WSKS/Cincinnati	4.0-2.8	—	—	—	—	—	—	28	KKCX/Kansas City	3.4-2.3	—	—	—	—	—	—	43
KILO/Colorado Springs	13.1-11.2	—	1	1	1	2	—	34	KCFX/Kansas City	1.5-1.8	—	—	—	—	—	—	46
KFMZ/Columbia, MO (M)	13.2-12.1	2	2	na	na	na	na	na	WIMZ-FM/Knoxville (A)(M)	15.9-17.5	2	1	1	1	2	1	40
WLVO/Columbus, OH (A)	14.9-11.5	2	1	1	1	1	2	46	KOMP/Las Vegas (A)	10.4-11.4	2	1	1	1	1	2	51
KNCN/Corpus Christi	11.3-10.8	2	2	1	1	1	2	33	WKQJ/Lexington	13.2-12.0	—	2	1	2	—	2	37
KTXQ/Dallas (A)	4.5-5.2	—	—	1	1	2	—	54	KFMQ/Lincoln (AP)	12.0-12.9	—	2	1	1	1	2	49
KZEW/Dallas (P)	3.8-4.3	—	—	1	—	—	—	40	KWJX/Little Rock	9.6-9.0	—	2	2	2	—	—	43
WRKI/Danbury (A)	11.8-14.3	1	1	na	na	na	na	na	WHTG-FM/Long Branch	2.0-1.1	—	—	na	na	na	na	na

Continued on Page 46



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◆ Arcus Plubius ◆ Cataracta ◆ Aurum ◆ Finis Per ◆ Sannium ◆ Ostium ◆ Venesicus ◆ Bionysius of Syracuse ◆ Ri
◆ Arcus Plubius ◆ Cataracta ◆ Aurum ◆ Finis Per ◆ Sannium ◆ Ostium ◆ Venesicus ◆ Bionysius of Syracuse ◆ Reperio Tibisacra C
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◆ Aurum ◆ Finis Per ◆ Sannium ◆ Ostium ◆ Venesicus ◆ Bionysius of Syracuse ◆ Reperio Tibisacra Cor ◆ Arcus Plubius ◆ Cata
◆ Finis Per ◆ Sannium ◆ Ostium ◆ Venesicus ◆ Bionysius of Syracuse ◆ Reperio Tibisacra Cor ◆ Arcus Plubius ◆ Cataracta ◆ Aurum
◆ Sannium ◆ Ostium ◆ Venesicus ◆ Bionysius of Syracuse ◆ Reperio Tibisacra Cor ◆ Arcus Plubius ◆ Cataracta ◆ Aurum ◆ Finis Per ◆
◆ Ostium ◆ Venesicus ◆ Bionysius of Syracuse ◆ Reperio Tibisacra Cor ◆ Arcus Plubius ◆ Cataracta ◆ Aurum ◆ Finis Per ◆ Sannium ◆ C
◆ Bionysius of Syracuse ◆ Reperio Tibisacra Cor ◆ Arcus Plubius ◆ Cataracta ◆ Aurum ◆ Finis Per ◆ Sannium ◆ Ostium ◆ Venes
◆ Reperio Tibisacra Cor ◆ Arcus Plubius ◆ Cataracta ◆ Aurum ◆ Finis Per ◆ Sannium ◆ Ostium ◆ Venesicus ◆ Bionysiu

“Rock ‘N’ Roll Children”

ALBUM 32
TRACK 36

The Album: Sacred Heart

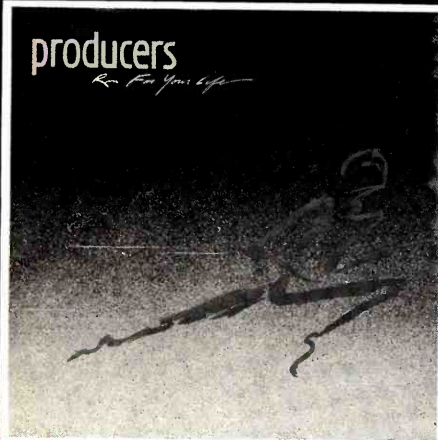


Produced by Radio Jesus Dio - De Warner Bros. Records, Cassette and Compact Discs - By Management, Inc. © 1985 Warner Bros. Records Inc.

Spring '85 Station Stats

Continued from Page 44

Station/Market	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25+	Station/Market	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25+
KLOS/Los Angeles (P)	4.2-3.6	—	2	2	—	—	—	42	WRDU/Raleigh (A)	6.7-6.0	—	2	1	2	—	—	47
KMET/Los Angeles (A)	4.1-3.3	—	—	—	2	2	—	53	KSQY/Rapid City, SD	4.1-6.4	—	—	na	na	na	na	na
KROQ/Los Angeles	2.9-3.1	—	—	—	—	—	2	28	KOZZ/Reno (A)	16.1-11.5	1	1	1	1	1	2	48
WOMF/Louisville	11.2-8.6	—	1	1	1	—	—	45	WRXL/Richmond (P)	8.8-9.7	—	—	2	1	2	—	57
KFMX-FM/Lubbock (A)	9.5-12.9	—	2	1	1	2	2	36	KOLA/Riverside-San Bern.	2.3-2.7	—	—	—	—	—	—	50
WIBA-FM/Madison (F)	10.1-10.5	2	1	1	1	2	2	42	KCAL-FM/Riverside-San Bernardino	1.5-1.5	—	—	—	—	—	—	57
WGIR-FM/Manchester	15.9-11.0	1	1	1	1	—	1	44	WCWF/Rochester	8.8-11.2	—	1	1	1	2	2	28
KRIX/McAllen-Brownsville (AP)	7.9-6.5	—	—	1	—	—	—	17	WYFE/Rockford (F)	7.5-6.1	—	—	2	—	—	2	39
WSHE/Miami	4.8-6.3	—	1	1	1	1	—	50	KZAP/Sacramento (A)(P)	9.4-10.4	—	1	1	1	1	—	55
WQFM/Milwaukee (P)(S)	8.6-8.2	—	1	1	1	1	1	34	KSHE/St. Louis (P)(H)	11.9-12.9	2	1	1	1	2	1	38
KQRS/Minneapolis (P)	6.5-7.1	—	—	1	—	—	2	28	KMBY/Salinas-Monterey	3.1-2.9	—	—	—	—	—	—	77
KTCZ/Minneapolis	3.2-4.2	—	—	—	1	—	—	78	KRSP-FM/Salt Lake City (F)	7.1-9.4	—	1	1	1	1	2	34
WZEW/Mobile	1.3-2.2	—	—	—	—	—	—	80	KCGL/Salt Lake City	2.5-1.9	—	—	—	—	—	—	19
KDJK/Modesto	*11.6	—	1	1	1	2	—	35	KISS/San Antonio (P)	7.1-7.0	—	2	1	2	—	2	29
WLSQ/Montgomery	1.6-1.4	—	—	—	—	—	—	50	KXZL/San Antonio (B)	6.4-3.2	—	—	—	—	—	—	25
WDHA/Morristown, NJ	3.7-3.7	—	—	na	na	na	na	na	KESI/San Antonio	1.1-1.7	—	—	—	—	—	—	71
WKDF/Nashville (A)	10.2-9.6	—	1	1	1	1	2	52	KGB/San Diego	6.9-8.6	—	1	1	1	2	—	30
WBAW/Nassau-Suffolk	3.9-5.2	—	1	2	—	—	2	38	XTRA-FM (91 X)/San Diego (J)	4.2-6.1	—	2	2	—	—	—	28
WNEW-FM/Nassau-Suffolk-New York	4.0-3.9	—	2	1	1	2	—	68	KFOG/San Francisco (A)	2.7-2.7	—	—	1	1	2	—	76
WLIR/Nassau-Suffolk	1.5-1.8	—	—	—	—	—	—	29	KROR/San Francisco	2.7-2.1	—	—	2	—	—	—	44
WRCN/Nassau-Suffolk (P)	1.4-1.0	—	—	—	—	—	—	63	KQAK/San Francisco	1.7-2.0	—	—	—	—	—	—	46
WRLR/New Haven	5.9-7.0	—	2	2	2	2	2	44	KOME/San Jose (P)	5.2-5.3	—	1	1	1	—	—	37
WNEW-FM/New York (A)	4.1-4.3	—	1	1	1	2	—	56	KSJO/San Jose	2.8-2.3	—	—	2	—	—	—	52
WNOR-FM/Norfolk (J)	8.0-9.0	—	1	1	1	1	—	48	KTYD/Santa Barbara	12.0-11.5	1	1	na	na	na	na	na
WKLT/Northwest MI (A)	8.8-6.2	—	2	na	na	na	na	na	KKOO/Santa Barbara	3.5-5.3	—	—	na	na	na	na	na
KUFO/Odessa	7.9-10.2	—	2	na	na	na	na	na	KVRE/Santa Rosa	4.4-4.2	—	—	na	na	na	na	na
KATT-FM/Oklahoma City (P)	9.8-11.6	—	1	1	1	1	—	38	KISW/Seattle	6.5-6.1	—	2	1	2	—	2	31
KEZO/Omaha (A)	14.2-13.2	—	1	1	1	1	2	42	KZOK/Seattle (A)	2.7-2.3	—	—	—	—	—	—	36
WDIZ/Oriando (A)	7.9-9.9	—	1	1	1	1	2	49	KEZX/Seattle (S)	3.3-2.2	—	—	—	—	—	—	81
WTKX/Pensacola	6.8-5.5	—	—	1	1	2	—	46	KJET/Seattle	5.6	—	—	—	—	—	—	22
WWCT/Peoria	10.3-13.0	2	1	1	1	1	2	45	KTAL/Shreveport	*3.4	—	—	—	—	—	—	44
WMMR/Philadelphia (A)	7.6-8.8	—	1	1	1	1	—	39	WAOR/South Bend	8.5-7.2	—	2	2	—	—	—	44
WIOQ/Philadelphia	4.1-3.4	—	—	—	2	—	—	77	KEZE/Spokane (BP)	9.7-10.9	—	2	1	2	—	2	45
WYSP/Philadelphia (P)	3.2-3.0	—	—	—	—	—	—	34	WAQY/Springfield, MA (F)	8.7-7.5	2	2	1	—	—	2	27
KUPD/Phoenix	8.2-8.3	—	1	1	1	1	—	46	WAQX/Syracuse	8.2-10.2	—	2	1	2	2	2	26
KDKB/Phoenix (H)	4.1-3.7	—	—	—	—	—	—	52	WYNF/Tampa (P)	7.8-6.7	—	2	1	2	—	—	37
KSTM/Phoenix	2.0-2.5	—	—	—	2	—	—	78	WZZQ/Terre Haute (M)	2.7-1.2	—	1	1	1	2	1	45
WDVE/Pittsburgh (A)	7.5-8.1	—	1	1	1	2	2	41	WIOT/Toledo (A)	11.2-9.9	—	1	1	1	2	—	39
WYDD/Pittsburgh	1.9-2.9	—	—	—	—	—	—	26	KLTX/Tucson (B)	6.1-9.0	2	2	1	1	—	2	37
WBLM/Portland, ME (A)	13.2-14.6	1	1	1	1	2	1	39	KMOD/Tulsa (P)	7.7-9.0	—	1	1	1	—	2	39
WMGX/Portland, ME	5.4-5.1	—	—	2	2	—	—	75	WOUR/Utica	8.3-10.1	—	1	1	1	1	—	50
KGON/Portland, OR (A)(F)	5.5-6.2	—	—	—	—	—	—	38	WWDC-FM/Washington (A)	5.9-6.8	—	1	1	1	1	—	44
KINK/Portland, OR	5.8-5.7	—	—	—	1	2	—	72	WHFS/Washington-Annapolis	1.6-1.0	—	—	—	—	—	—	64
WHEB-FM/Portsmouth (P)	4.9-10.1	—	1	1	2	—	—	51	WKGR/West Palm Beach (S)	2.5-1.8	—	—	—	—	—	—	89
WPDH/Poughkeepsie	10.5-10.8	—	1	na	na	na	na	na	KICT/Wichita (A)	10.0-10.3	—	1	1	1	2	2	36
WHJY/Providence (P)	9.8-8.9	—	1	1	1	1	2	37	WEZX/Wilkes Barre-Scranton	7.1-6.2	—	2	1	2	—	—	32
WBRU/Providence (A)	3.3-2.9	—	—	—	—	—	—	51	WAAF/Worcester	11.8-14.0	1	1	1	1	1	1	34
WXLN/Quad Cities	11.8-9.4	—	2	1	2	2	2	31	WHTF/Worcester	*5.4	—	—	2	2	—	—	44
KFMH/Quad Cities-Muscatine	1.7-1.8	—	—	—	—	—	—	80									



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Consultant Report Card

This overview shows how well the stations that employ the respective consultants perform. Do keep in mind that the nature of a client/consultant relationship varies from station to station. Also, consider the makeup of a consultant's client list — some work primarily in smaller, less competitive markets, while others are advising in mostly major, fragmented markets.

For clients in condensed markets, only 12+ and Adult 18-34 figures were available for comparison purposes.

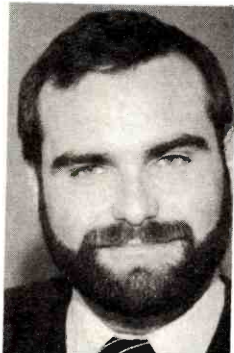
Consultant	Clients	12+	% 12+ up	% 12+ down	% 12+ debut	#1s Adults 18-34	#1s Men 18-34	#1s Men 25-34	#1s Men 25-49
B/A/M/D	45	44% up (20)	49% down (22)	2% flat (1)	4% debut (2)	56%(25)	81%(35)	65%(28)	42%(18)
Burns	2	1 up	1 down	—	—	—	1	1	—
Felix	5	3 up	2 down	—	—	2	4	2	1
Harper	1	1 up	—	—	—	1	1	1	—
Hattrick	4	3 up	1 down	—	—	2	2	1	—
Jacobs	2	2 up	—	—	—	1	1	1	1
Moffitt	4	3 up	1 down	—	—	3 (of 4)	3 (of 3)	3 (of 3)	1 (of 3)
Peterson	4	1 up	3 down	—	—	2	4	2	1
Phillips	1	1 up	—	—	—	—	1	—	—
Pollack	21	52% up (11)	38% down (8)	5% flat (1)	5% debut (1)	57%(12)	75%(15)	55%(11)	20%(4)
Sebastian	6	4 down	2 debut	—	—	1	1	3	2



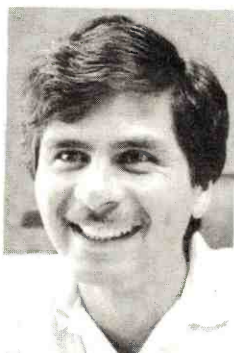
DONNA BRAKE

SUCCESSFUL PDs GIVE THEIR VIEWS

How Do You Spell "Stiff"?



Dene Hallam



Jhan Kaye



George Neher



Dave Nichols



Scott Sherwood

In music radio, programmers find themselves forever searching to find the "hits" for their stations. Recognizing the hits and playing them is crucial to both broadcasters and record companies.

Of course, not every record that's pressed is a hit, and it's equally important for programmers to recognize the records that aren't happening for them. Their reasons for dropping newer records can sometimes be puzzling for the record reps, and that brings us to the topic of this week's column — what is a stiff? I've asked PDs at successful radio stations to share their views.

With so much at stake for both the radio and record industries, it's hoped the explanations from these leading programmers can shed some light on the decision-making processes that go into dropping a record.

Dene Hallam, KUDL/Kansas City

KUDL enjoyed good spring Arbitron results, sneaking past staunch competitor and recent A/C dominator, KLSI, in the 12+ and 18+, 18-34, and 18-49 cells. KUDL trails KLSI by 0.3 in adults 25-49, so the race is definitely on.

R&R: At what point do you know you have to drop a record from your playlist?

Dene: There are probably two categories of records that don't make it. One is if it tests "negative." That's when our callout shows that either people plainly don't like a song, or they don't think it belongs on our radio station.

The other category that doesn't make it for us is when we've played a track for a few weeks, giving it exposure, and it still isn't doing anything — good or bad. That's what I call a vanilla record.

When I look at a song, I like to see it evolve from light to medium to heavy. If the progression is

light to light to light, and if it's getting no requests or sales, then I really have to question it.

R&R: When do you decide whether to give these vanilla records another week?

Dene: It depends on a number of things, such as the competition.

If there's not a lot of product out there, I'm more inclined to give a vanilla record more time. At least it's better than playing a song that tests negatively. But too many vanilla cuts can make a station sound very boring.

Factors that go into my decision to drop a record besides negative testing would be other listener responses, including requests and sales. Even visibility of the artist and/or the record can make a difference; all of those help.

Scott Sherwood, WIVY/Jacksonville

Always strong, WIVY 103 just wrote a fantastic spring success story. The station leads all others in the market in every daypart 12+ and all adult demos under 55.

R&R: What are the vital signs that tell you a record isn't happening?

Scott: Let's start at the beginning. I begin looking at records when they have checkmarks and

strong debuts. The gut comes in as we evaluate the record as it fits into this market. Do we have a void and/or need for this particular type of record? After comparing notes with my MD, Jeff Ryan, we put on the records.

Next, we do about 60 callouts a week to contemporary radio listeners. We play hooks of our currents and ask them to rate the songs; then the results are tabulated.

Once I get the research, I don't let it rule me; I use it simply as input. I still rely mostly on my gut. If I see a record not testing real well, but sort of hanging on, I may change the hook and retest it for a few more weeks. Some records just take a while to kick in.

Whitney Houston's "You Give Good Love" is a good example of a record which started out testing poorly for us and didn't kick in for about five or six weeks. But we stuck with it, and that's the difference. You have to trust those records you believe in.

R&R provides helpful information too, but it's not the Bible: I don't live and die by it. R&R helps me make decisions about records I don't have a gut feel for.

R&R: Do you ever stick with a record after it's peaked on a national level, based on its acceptance in Jacksonville?

Scott: Sure. If it farms out well here, then by all means I'll go with it, especially if it's the sound I'm looking for on this station. Graham Parker's "Wake Up (Next To You)" is an example of that for us.

George Neher, WTNV/Watertown, NY

Although down from a year ago, Arbitron's spring results show WTNV still number one with nearly a 30 share 12+, and leading in

Continued on Page 50

EVENTS

Poking Fun

WMET/Chicago afternoon personality Jeff McKee spurred his listeners on in a good-natured "competition" to come up with a title best describing the circus-like scenario of Chicago City Hall. Inspired by movie and TV themes, some of the candidates included "The Good, The Bad, The Ugly"; "Double Trouble"; and "Who's The Boss." The winning entry was "Desperately Seeking Chicago," and the winner received a night on the town, courtesy of the station.

Birthday Greetings

A/C/Oldies-formatted WTRY/Albany recently celebrated its 45th birthday, serving the Albany-Schenectady-Troy market since April, 1940. Five hundred WTRY listeners were invited to the Albany Hilton ballroom, where they were treated to dinner, free champagne, and live entertainment.

WMLT/Milton, PA is celebrating its 30th anniversary in September. To celebrate, the station will be giving away a '55 Chevy and taking listeners on a trip down memory lane, replaying old airchecks and hit records of the past three decades.

Storm Insurance

From the Most Unusual Promotion Department, WIVY/Jacksonville created a "Summer Storm Insurance"



45 ON ICE: WTRY celebrates its 45th anniversary.

contest for last spring's ratings survey. Being in an area where frequent summer storms are a way of life, the station told listeners that if WIVY went off the air for more than ten minutes, the first person who called when the station came back on would win \$103. The station has only had to pay off once, but that's one way to keep 'em from tuning out when you're knocked off the air!

Kid's Stuff

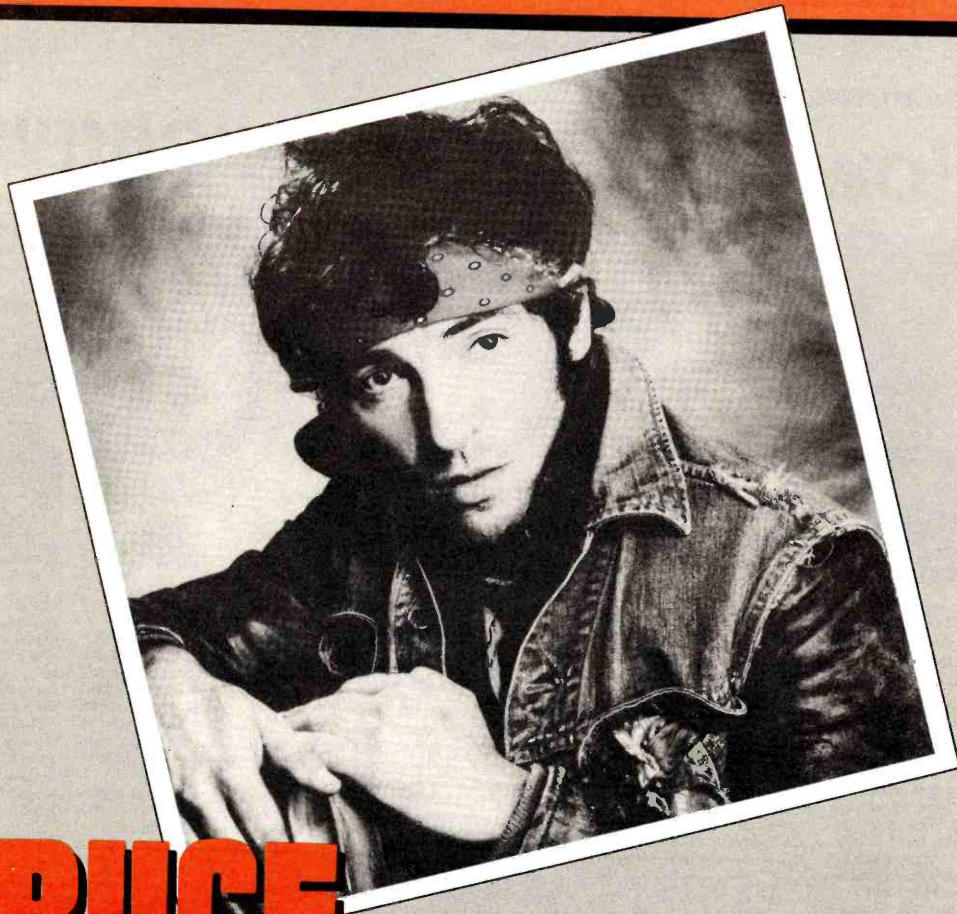
KOMO/Seattle sponsored its first

"Kids Fair," a full day of free events designed to be fun and educational for children.

Getting To Know You

New WRKA/Louisville morning man Glen Beck has found a unique way to get the people of Louisville acquainted with him. After his show each morning, Glen visits offices to hand out ice cream and "I Met Beck" buttons. He plans to pass out 1103 pounds of the frozen stuff before summer's end.

ATTENTION: ON YOUR DESK



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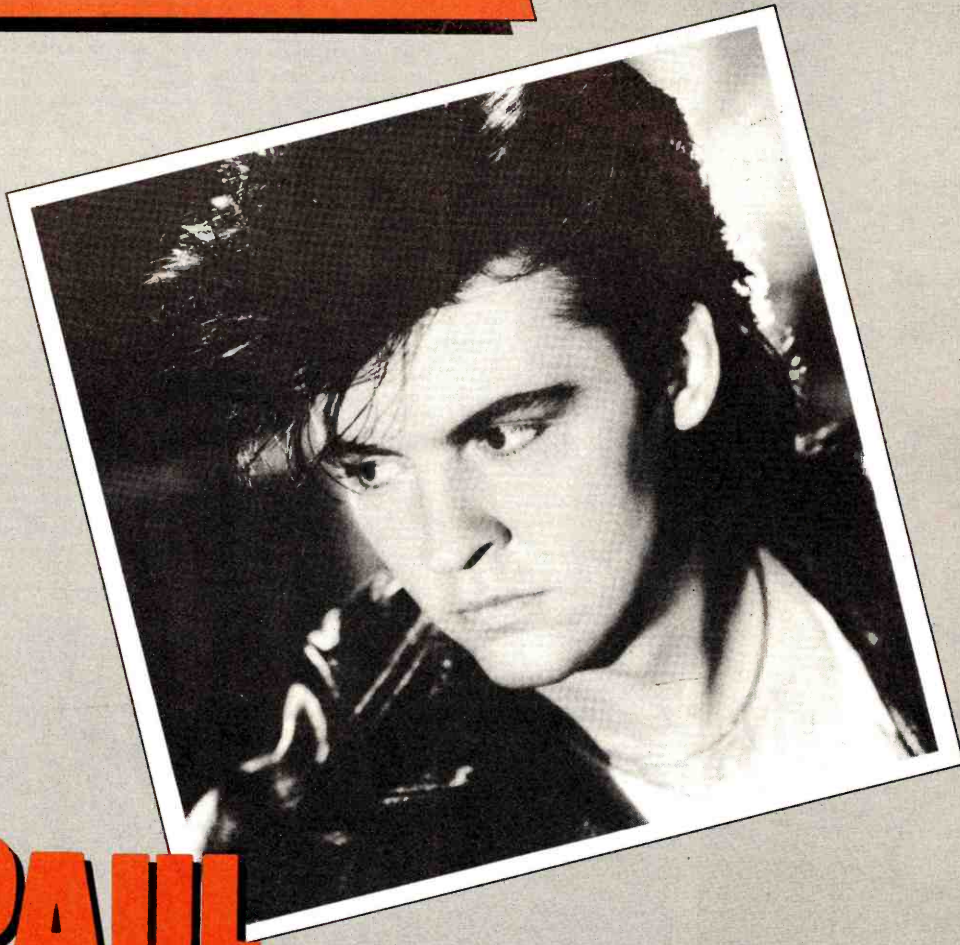
"I'm Goin' Down"



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BLACK TIE

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- WHNN
- WEIM
- WTKO
- WKYX
- KFSB
- KWEB
- WJON
- KTWO
- KOSW
- KRSB
- KMGQ
- KALE



FROM THE ALBUM WHEN THE NIGHT FALLS

ADULT/CONTEMPORARY

How Do You Spell “Stiff”?

Continued from Page 47

the adult demos as well.

R&R: How do you define a stiff?

George: I can't give you a simple answer to that. My A/C competition is Transtar, which doesn't add records until they are recurrent. This is a very difficult factor for a small-market station, because I'm out there on a limb establishing records, knowing that Transtar will only play them after they're built. It's hard, and we have to be very sensitive to songs that don't really shine.

We're the ones who have to take the chances on records, and we play a lot of them. Sometimes it's hard to find support, especially on pure A/C songs. WTNV may be the only station on this side of the state playing a particular record, so if there are no sales or airplay support on local and national levels after a few weeks, we have to let that record go.

R&R: So you use R&R as a guide to following a record's progress?

George: Yes I do. What I'd really like to see R&R do is provide more information on the demographic appeal of a particular record. That would be very useful to us.

Jhani Kaye, KOST/Los Angeles

KOST is L.A.'s leading A/C station. Spring results show KOST flat from winter, but still solidly in front.

R&R: What's your definition of a stiff?

Jhani: A stiff for us would be a record that failed to garner other airplay in the market. We're also concerned with national airplay and how a record is doing on the charts. One thing that makes us begin to worry about a record is if we see a one-point jump. Bullet or no bullet, a song with a one-point jump on the chart is flagged as a possible stiff. We don't view that as a healthy progression.

We also look at the external playlists of stations in the market. For example, if KIIS moves a song up only one point, that says something very significant to me.

Without success on the national chart and market support, it's obviously going to inhibit any future airplay. If we know a record has gone into a tailspin because of factors like these, we may as well jump off of it.

In general, the worst thing a radio station can do is be alone on a record for several weeks. Of course, there is an occasional exception. There might be a song that perfectly fits our sound, or a novelty record, or maybe a local artist. In those cases we play the songs until we get the good out of them, and then they're let go.

Dave Nichols,

WLAC-FM/Nashville

The WLAC-FM Spring success story would rival that of WIVY. Landing the number one position 12+ for the first time, and owning most adult demos, this heavily-promoted station has plenty to be happy about.

R&R: How do you know when a record is not happening for your station?

Dave: A stiff is a record you think has the potential or the sound to really do something, but it simply doesn't happen. We do our own research, and I probably lean on that more than anything.

R&R: With that in mind, would you stay on a record that doesn't appear to be happening on a national level if it researches well for you?

Dave: Right now, Peabo Bryson's "Take No Prisoners" doesn't seem to be making it on a national basis, but the people we talk to just love it.

You have to use your gut, and that's where the courage of the PD comes in. I have to rely on my instincts, because one of the important things in testing music is that the people who are tested must have some idea of what the song is. It's very tough to get an accurate reading on an unfamiliar record. Some airplay is essential to getting accurate research. Songs rarely test "unfamiliar" for us.

R&R is most helpful to me — not in programming by the chart, but in finding out which stations are on a particular record, what areas of the country a record's strength seems to be in, and what product is out there.

Showing how well a record is doing nationally has value to me. But I also believe that in any individual area, there will normally be some significant departures in the local music tastes from the national profile. To be successful, you need to know your own audience in your own area.



BIG SHOES TO FILL — KHTZ/Los Angeles was the host at the premiere screening of the movie, "Man With One Fred Shoe," which featured a promotion to find the person with the biggest shoe. (l-r) George Bell, the man with the biggest shoe (size 28½), actress Carrie Fisher, singer Rick James, and KHTZ personality Rick Diego.



GAIL MITCHELL

EASY LISTENING RADIO

Avoiding Burnout

By Steve Stevens

Seems like a fair amount of Nostalgia programmers are armed and potentially dangerous, with fire extinguishers aimed at what appears to be those inevitable flames of "burnout" — providing we're lucky enough to pinpoint its exact arrival time. Before placing that call to your musical Red Adair, here are a few thoughts that may help clear away some of the smoke surrounding the burnout issue.

First, at least consider that we programmers may be the only ones in the house yelling "Fire!" The folks on the other end of the tuners seem to be mostly all ears. Nationally, Nostalgia formats compare very favorably with other adult-oriented programming in both time spent listening and turnover ratios. As a matter of fact, we're almost mirror images of what the Easy Listening stations deliver in both categories (and everybody knows most of those folks have even smaller libraries than your average Nostalgia station). The national mean for time spent listening to Nostalgia radio is 11.1 hours per week with a turnover rate of 11.3 (Easy's numbers are 11.3 and 11.1, respectively).

Yes, but Nostalgia's a "foreground" sound. How do we stack up against the rest of the competition? More good news: Nostalgia's numbers are better than Country's 10.3 and 12.2, much better than the 7.7 hours and 16.3 turnover rates of



Steve Stevens has been with WOKY/Milwaukee since 1977, holding down a variety of posts (middays, parttime, production) before being named PD three years ago. His 18-year radio career also includes a stint with market rival WQFM.

News/Talk, and way ahead of the 8.2 hours and 15.2 turnover ratios clocked by Classical stations. Maybe even more significantly, it's revealing to compare the usage of Nostalgia stations against that of the few remaining MOR "giants" whose demographic profile is so similar. Look at WCCO/Minneapolis's 11.0 hours per week and 11.4 turnover rate, KMOX/St. Louis's 11.6 and 10.9, WIBC/Indianapolis's 11.0 and 11.5, WTC/Hartford's 11.0 and 11.4, or KDKA/Pittsburgh's 10.2 and 12.4. You'll quickly see how the real battleground shapes up in terms of the listener using your radio station.

Keep It Fresh

2. Freshness is important. But it can be achieved in a variety of ways other than a longer playlist. At WOKY, we've moved the library along from the original Music of Your Life format in 1982 to Primetime in 1983-84 and finally to our present locally-managed programming. The infusion of fresh tunes — and resting of "stale" tunes — has enabled the station to deploy a certain "newness" without disrupting the basic demographic aim of our overall sound.

3. Play the hits. Don't kid yourself — some records are better than others and, as such, deserve



One of the WOKY print ads which focuses on the station's desired demographic

stress play. Of course, the reverse is also true. Ask your audience through whatever research means and then play it their way.

4. "But my jocks keep telling me they're hearing the same songs over and over again." Yep. And the guy who works in a bakery all day is probably up to here with cream puffs at quittin' time! The basic message: none of us are "typical." We don't use the station the way the listener does, and we fall short of comprising the core audience group. Remember that you're only getting 11 hours a week out of your average listener, which means your bread-and-butter follower's going to hear fewer than 200 tunes a week. That brings us to the next logical question:

The Right Exposure

5. "Do I need 2000 or 3000 records in my library?" Probably not. At least not all at once. The key will be to play the right songs in their correct rotations and pay special attention to how those might be exposed on your primary maintenance competitors in your marketplace. This is the tricky part, but the quick-fix reflex of adding more and more music is seldom the best route. Even if you only had 500 tunes in your library, your 11-hour-a-week listener would still miss 65% of your entire musical act!

If you're careful with your vertical and horizontal rotations, just 500 tunes will result in weeks before the same song comes up at the same time of day. (Incidentally, if it's any comfort to you, there isn't an operator in the business — in any format — who hasn't heard the same bundle of gripes about too few tunes from the airstaff. If the real folks out there were using radio the way most of us are — say four-hour airshifts even five days a week — we'd be setting Guinness records for time spent listening, and the radio world would be beating a path to our doors!)

6. Don't forget service. The Nostalgia consumer is a real-live grown-up with grown-up daily concerns. We do our best at WOKY to let 'em know what happened in their worlds overnight, how the traffic is doin', who won the big games, and when they can expect to get rained or snowed on. Overall, the Nostalgia listener is a lot like those other folks who have cobwebs on their dials for the full-service stations in your town. They need to know, and we better know it! Plus you'll have some wonderful

opportunities to recycle your listener groups with information-oriented programming that creates a nifty side benefit of "resting" a few of those tunes your all-night jock said he was tired of hearing.

7. Don't lose control! You'll hear from a thousand voices that they know best "because they're not in the radio business." If you go for that one, there's probably a frequent flyer who also thinks he can land the space shuttle. You know best. Your competitive picture really is different. You know what's available on your particular radio dial, and all those AID runs have clearly identified who else your customers are shopping. When the music starts, you're the one who's got to come up with the right dance steps. You've already loaded your guns with the best research and consulting ammo your budget will buy. Now let your head, heart, and gut do the rest.

Have A Ball

8. Enthusiasm may be most important. It's contagious, perfectly reflecting the target age group and the music. It's a primary component to all successes. People who sound like they enjoy what they do are fun to listen to. A great case in point is WOPEN/Philadelphia. Joe Niagara sounds like he's having a ball, and so does the rest of its crew. They're bright, up, and involved (just like their Arbitrons). They never forget how important it is to sell the music we play with genuine conviction and affection. It's our basic product. Remember, the folks tune to us because they love it, too.

Burnout can be a very real roadblock to success in any format. Nostalgia or Oldies-based programming is especially susceptible because we can't rely on cartons of brand new music coming in the door every week. The flip side is that we have literally decades of available, proven product to play if we're careful about how it's showcased, rotated, and presented by those lively voices on the other side of the mike. They're the real difference.

That affluent, responsive audience out there has gravitated to the sounds of America's popular standards and bands in numbers unprecedented by any new adult format in recent memory. They're saleable. They're loyal. And they'll keep listening to us as long as we keep listening to them.

FLOW

Four-year KFI/Los Angeles personality Byron Paul has moved to neighboring KBIG and teamed with Phil Reed to host the "Phil & Byron" morning show. Paul succeeds Bill Ratner, who is doing freelance announcing... Robyn Roehm joins KING-FM/Seattle as Promotion Director... At WQXR/New York Steve Sullivan, formerly of neighboring WNCN, is now host of the noon-6pm slot, George Edwards has joined Gregg Whiteside in morning drive, handling news, traffic, and weather, and Dana Bate is providing news and feature reports from noon-7pm... WNCN VP/GM Matthew Field elected Executive VP of the Association for Classical Music... WEZO & WNYR/Rochester now carry Paul Harvey... WRFM/New York News Director Jim Branch has won his 13th Excellence in Broadcasting award, and Public Affairs Director Carol Colman won a media award from

the National Cancer Care Foundation.

WBBG/Cleveland celebrated four years as Big Band... WOPEN/Philadelphia now a Music Of Your Life client and debuts "Philadelphia: Get to Know Us" community affairs show in tandem with sister WMGK... WRC/Washington is presenting a "Woman

of the Year" contest, hosted by air personality Mac McGarry, in recognition of the market's outstanding 40+ ladies. The winner and two runners-up, selected August 27, will share over \$35,000 in prizes... WJJD/Chicago recently sponsored an exhibit of Tony Bennett's paintings.



Byron Paul (l) and Phil Reed

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WALT LOVE

BLACK/URBAN

WUSL: Philly's Power Station

Back in 1965, I began to get my "radio jones" from listening to Philadelphia radio. WFIL and WIBG were Top 40 then, but they were tremendously popular with both blacks as well as whites. And it's no wonder, with such personalities in town as Jerry Blavat, Hy Lit, Joe Niagara, Joe "Butterball" Tamburro, and Joey Reynolds. What did all of these men have in common? They all had the so-called *black sound*.

Indeed, Philadelphia radio back then was unique because the Black and white stations always shared audience and music. Black-formatted WDAS-FM and WHAT were always in the thick of the ratings race, and guys like Blavat, Lit, and Butterball became even bigger stars on Black radio. Even then it was obvious that many whites not only enjoyed Black radio, but loved dancing to R&B music as much as they do today.

Philadelphia once again has a radio station with a staff of personalities who are taking the city back to its original musical roots. It's WUSL ("Power 99"), Philadelphia's third highest-rated station. Power 99 has been a leader in the fight to educate advertisers and agency buyers about what U/C radio is and who its listeners are. This week, VP/GM Bruce Holberg and PD Jeff Wyatt talked about WUSL's continued growth and success.

Philly's Great Escape
In the spring '85 Arbitron all of

the Black/Urban stations in the market enjoyed increases except for WDAS (AM), which remained stable with a 1.3 share 12+. I asked Jeff why he thought Black radio did so well this past sweep. "People who live in the Northeast really look forward to spring and summer," he began. "The good weather must have had an effect on the last month and people wanted to be in an up mood. Providing that up mood is something we do better than anyone else. Good music and fun times are a nice way to deal with today's pressures, and Power 99 has become Philadelphia's great escape. Also, the book favored contemporary radio this time around."

More Community Association

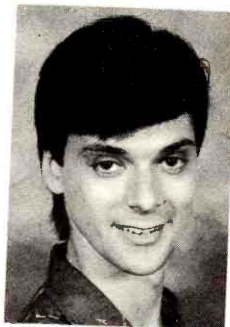
As well as WUSL is doing, Jeff sees additional potential. "We haven't maximized all of our opportunities. There's more to be gotten out of this format and the station itself, especially during the

warm-weather months. I'm sure during the fall and winter books it's going to be a whole lot harder for us to get where we want to be, but we're not going to give up and say we've done all we can.

"WUSL has a tremendous cume, so if we can increase our time spent listening (TSL), we might grab that gold ring. Visibility is very important. We've got to get out there and be a part of the city and the people a little bit more. Contact with the listening audience is crucial; it's the key to becoming



Bruce Holberg



Jeff Wyatt

Living With What You've Got

Although WUSL seems to have opened a gap between itself and its competitors, Jeff is wary that the weather can change at any time.

Philadelphia Ratings Box

(Arbitron 12+, Spring '85)

	Sp '84	S '84	F '84	W '85	Sp '85	
WUSL	6.2	6.1	6.7	6.5	7.5	UC
WMMR	5.5	6.2	5.9	7.6	8.8	AOR
WDAS-FM	5.7	5.6	5.0	4.4	5.4	UC
WCAU-FM	5.5	4.7	6.3	5.2	5.7	CHR
KYW	8.0	6.9	6.2	7.9	6.5	N/T
WHAT	2.0	1.5	1.4	0.8	1.2	BLK
WEAZ	7.5	7.1	8.3	6.3	7.9	B/EZ



Mike Jackson

expected of them and what the results should be. You have to hit it full-tilt to get those winning results. With a game plan you will at least know what you got and why, even if it's not what you wanted."

The Melting Pot

Regarding WUSL's mass-appeal secret, Jeff said, "Our lack of color consciousness, in terms of communication with people, is our most devastating weapon. This doesn't mean we don't ever say the words 'black, white, Asian' or 'Hispanic' on the air. We do use those terms when the time is appropriate. But we have no color consciousness because we don't want any of our listeners to feel left out. From a white perspective, I've heard people say they listened to a certain station and felt as if they weren't wanted. Conversely, I've had conversations with blacks who've felt that way about a particular general market station. To be the overall winner in this city, we must have a positive vibe that most

Continued on Page 54



Beej



Jo Jo Davis



Barbara Summer



Frank Cerami



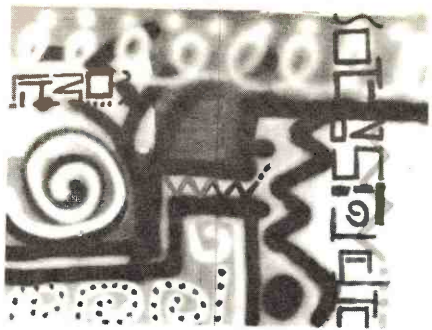
Don Juan Banks



Lady B



Harvey Holiday



NOW SHOWING

.....

"(KRUSH GROOVE)

Can't Stop The Street" by

Chaka Khan

on 7" (7-28923)

and 12" (0-20367).

From KRUSH GROOVE

- Music From

The Original

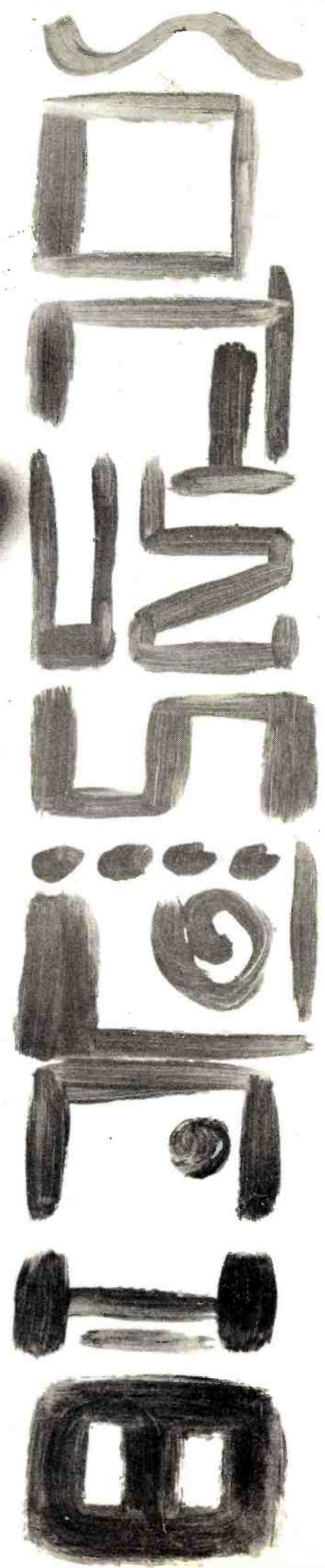
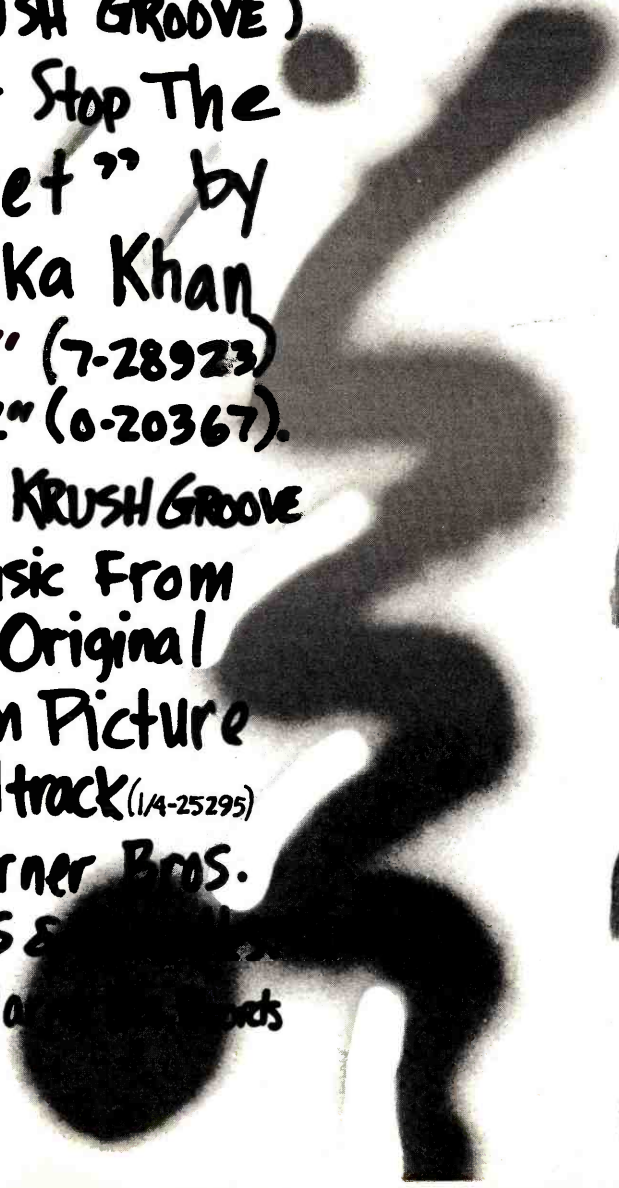
Motion Picture

Soundtrack (1/4-25295)

on Warner Bros.

Records & Video

©1985 Warner Bros. Records



WUSL: Philly's Power Station

Continued from Page 52

people can feel when they listen to us. And no matter who is on the air here, that's what you'll get!"

Segregation In The Eighties

Jeff shared his concern about stations that seem to be seeking only one race of listeners. "To hear a person say that when he listens to a station and gets the feeling that he's not wanted is like looking back at our country's history. In the '60s we preached integration, in the '80s some are advocating segregation. Stations that preach segregation use our industry in a negative way. Radio is supposed to be about communicating and bringing people together. The so-called old-line Black station that talks about separatism might make some blacks feel a bit offended because they live and work in a world of different nationalities. One can be proud of one's heritage while still recognizing the qualities

itself a help to us. For example, **Kool & The Gang** is being played on almost every station in the city, and that gives us an additional stamp of legitimacy. This has helped open the eyes of agency buyers about what our format is. It's a shame that things have to work this way, but that's the way it is right now.

"We are starting to make some advances with advertisers. United Airlines had never made a buy on Black or Urban Contemporary radio as a general practice, but that's changed now. We've got them on the air; a year ago that wouldn't have been possible. The financial institution category is another area where we've made some gains. The banking business is becoming very competitive, just like the broadcasting industry. Some banks have bought us that would not have last year. It's very encouraging to now have such clients added to our roster."

the whim of whatever is the formula for making a CHR station a hit with the listeners that week. There are times when WCAU-FM sounds like it's going after (AOR) WMMR; some weeks they seem to be heading in our direction. We do know they certainly are aware of what we've got going at night because they play a lot more black-to-white crossover music there than in any other daypart. So there is a battle between us.

"WDAS-FM has made some changes, but I don't know if those would have affected this book or not. 'DAS has returned to playing more street music (rap-type songs that they had previously backed off of). We'll have to wait and see how things will go."

Number One's OK, But . . .

As for reaching the number one rank in Philadelphia, Bruce said, "I don't think it's unattainable, but that's not where my energies are

POWER 99fm

of love, understanding, and social equality as parts of the overall society. We like that approach."

Advertising On Black/Urban Radio

When I talked with Bruce Holberg last year, he mentioned a campaign designed to educate advertisers about U/C radio. Has the situation improved? "Sometimes it's hard to give a definite answer. Our station is now third overall — a big difference from being seventh. The questions buyers ask now are a whole lot easier now than they were a year ago. Simply because we're now closer to the number one spot gets you more business. But some of the big boys have never bought ethnic radio."

More Positives

Bruce continued, "The fact that Urban music is crossing over into every format except Country is in

Good Ratings Mean Good Business

"Our business in the soft drink category is still very good; the only area that's fallen off is the beer business. That's because the beer industry is changing its demographic target."

Looking at the ratings, I noticed that WUSL's teen audience really keeps it in the ballgame; the station is number one with teens in all but one daypart. In one time slot WUSL scores over a 30 share. Said Bruce, "Our fast-food clients have been just wonderful. These organizations have really been right there with us throughout our history, and now it's even better."

Sure There's A Battle

How does Bruce feel about the battle with WCAU-FM and WDAS-FM? "Sure we're in a battle with both of them. WCAU-FM is at

focused. It would be better for us to stabilize our overall positioning in the market. We need to stay in the top five at all times to be consistent as a winner. Our format is one that is known for having a quick audience changeover. Our Friday listeners can all be gone by Monday. We must get more involved in our community to hold what we've already got, and that requires us to sink our roots deeper into the city's culture — the people." Referring to WUSL's listener line, he added, "We do listen to what our listeners think and what their concerns are."

It's great that WUSL has advanced to the point where it's a significant factor in Philadelphia. Educating the advertisers about the station has begun to pay serious dividends, rewards that it's hoped other Black/Urban stations will be able to share.



JUMP FOR MY MONEY — WUSL/Philadelphia recently gave away \$100,000 to the grand prize winner of its "World's Easiest Job" contest. Winner Jimmy Lockhead was one of 197 people who got \$99 and an ATM card that might work in the "Power 99 MAC Money Machine." Here are WUSL's Beej Johnson, Lockhead, and the station's Don Banks and Troy Shelton.

ACTION

KGFJ/Los Angeles has terminated air personalities **Donnell Boyd** and **George Moore**. Both individuals had been with the organization as talents for the past seven years. **PD Kevin Fleming** is now handling afternoon drive, while former **WDAS/Philadelphia** talent **Dr. Perry Johnson** covers evenings.

At **KIIZ/Killeen, TX**, **Hozie Mack** has left the station and **Curtis Wilson** moves up from weekends to afternoon drive/MD. **Cindy Allen**, formerly of **WTOY/Roanoke**, joins **WKIE/Richmond** as Traffic Director.

Bob Elliot has left his 9pm-midnight show at **KNOK/Ft. Worth**. Replacing him is **Michelle Madison**, formerly of **KNOW/Austin**. In addition to **Michelle**, **Woody Wood**, last at **KJ103/Oklahoma City**, has joined the **KNOK** airstaff for evenings.

Terry R. Trouye's is **WPDQ/Jacksonville**'s new Promotions Director. Most recently of **WXVY/Baltimore**, Terry will also be doing an airshift. . . . Needing record service is **KXZZ(Z16)/Lake Charles**. The station's PD/MD is **Roshon**, known from his Detroit days at **WDRQ** and **WJLB**. Reach him at P.O. Box 1725, Lake Charles, LA 70602; (318) 436-7277.

WKYS/Washington continues its innovative promotions, joining forces with Mr. Wash Car Wash and Penguin Feather Records to raise money for

the "USA for Africa" campaign. What was unique about this promotion was that this was one of the first retail-oriented "USA for Africa" fundraisers to be held in the nation's capital. "KISS" was also involved with the live **July 4 Hall & Oates** concert from Liberty State Park in New York, aired over the **Westwood One Radio Network**.

KSOL/San Francisco Account Executive **Pat Wright** set a station sales record for the second month in a row. Pat broke her own record of \$91,662 by putting \$100,066 on the books for the month of June. . . . There was a Minority Broadcast Management & Ownership Seminar at Syracuse University from July 28-August 1, 1985. The seminar was sponsored by the **NAB** and **Broadcast Capital Fund, Inc.**, in cooperation with the Newhouse School of Communications.

In response to our article on **WBMX/Chicago** of June 28, **WATV/Birmingham** GM **Joe Lackey** said, "WATV has been engaged in promoting academic excellence for a long, long time. We have had our morning man, **Shelley Stewart**, running his A-B Honor Roll Club in cooperation with Coca-Cola and the Birmingham Education Association. Recognition is given to those students who make the A-B honor roll, with very special recognition to those who make the 'exclusive' All A's honor roll."



FLEMING'S JOKE GIFT — In keeping with the secret agent theme of George Clinton's "Double Oh Oh," Capitol sent two trench-coated women to deliver the "Some Of My Best Jokes Are Friends" LP to KGFJ/Los Angeles PD Kevin Fleming. Flanking Fleming are Tina and Selena.

Introducing
RCA's New Symbol of
Luxury, Style and Good Taste

FIVE STAR



More Hits
To Follow From
Their Debut
Album



Their Single

"All Fall Down"

(PB 14108)

ALREADY

BLACK/URBAN BREAKERS

8/9

**CURRENTLY
BULLETING UP THE
CHARTS!**

Radio & Records: 29

Billboard: 37

Cash Box: 43

RCA
RECORDS





LON HELTON

COUNTRY

SPRING ARB OVERVIEWS

More Stories Behind The Numbers

Again this week we'll look at some of the more intense Country battles market-by-market. We'll also go beyond the 12+ numbers to give you a feel for what went on during the book, as well as keep you abreast of changes made within the station since the last profile.

Station	12+		25-54 Rank	
	'85	'84	'85	'84
WDAF	10.5	10.7	1	1
KFKF	6.3	5.4	4	5
KCMO-FM	3.3	3.8	12	8

The Flatland Godzilla roars again! In its wake, an FM competitor bails out of Country. As a matter of fact, KCMO-FM's 3.8 was its best book since turning Country two years ago. The station, under new owner Summit, new GM Craig Scott, and new PD Gerry Cagle, switched to CHR in late July.

KFKF-FM, meanwhile, is having its own problems with sliding shares. It's also PDless at the moment: PD Ray Massie exited in the middle of July.

Amidst the euphoria at 'DAF, there are some major changes. GM Tom Connolly has left to run a new Atlanta Taft station, and seven-year PD Moon Mullins has departed to program WHN/New York. Mike Costello takes over as 'DAF GM from his position as GM of Taft's K.C. FM KYYS. Don Crawley, WDAF Assistant PD/MD and a six-year staffer, takes over as PD.

The big fight will most likely center around the 3.8 that KCMO-FM leaves behind. Prior to KCMO-FM's format switch, 'DAF ran a series of spots on KCMO-FM saluting its former competitor and inviting Country fans to return to the always reliable WDAF. Can 'DAF

woo these FM listeners back to AM, or will they move down the FM band from 94.9 to 94.1 and KFKF?

Station	12+		25-54 Rank	
	'85	'84	'85	'84
WKQS	3.7	3.1	6	13
WQAM	.9	.9	23	25

Here's a story whereby first you beat 'em, then you buy 'em. Sunshine Wireless, owners of WKQS, bought WQAM in June. The firm joins a growing line of companies which own the sole Country outlets (AM/FM combos, of course) in markets like L.A., San Francisco, Pittsburgh, Atlanta, Minneapolis, and Cleveland. This is not only a great offensive position in terms of sales but a great defensive strategy. What company will spend the ton of bucks needed to get into a major market these days and then go head-to-head with the established Country combo — especially when there aren't that many shares to cut up in the first place? When the battle gets to the street, the established guys will beat the hell out of the newcomers.

The 4.0 Country share is down from the 4.4 12+ a year ago and the 5.0 two years back. 'QAM has averaged in the mid-ones since the spring of '82. 'KQS, meanwhile, has its best book to date with the 3.7 garnered in winter '85. WKQS — KISS-FM — has generally been in the low threes. It will be interesting



ST. LOUIS ROAD — After singing the National Anthem before a recent Cardinals/Dodgers game at St. Louis's Busch Stadium, Lee Greenwood (in uniform) joined Cardinal broadcasters Mike Shannon (l) and Jack Buck in the booth. Former Cards pitcher and Hall of Famer Bob Gibson (far right) was also there to root for the home team.

to see where the stations — and the shares — will go now that they're a team.

Station	12+		25-54 Rank	
	'84 Sp	'85	'84 Sp	'85
WSM-FM	11.5	11.1	1	2
WSIX-FM	6.3	7.4	5	5
WSM-AM	7.2	6.2	6	8
WSIX-AM	1.9	1.4	15	14

Even though it was edged out of first place 12+ and 25-54 by A/C WLAC-FM, WSM-FM remains solid — especially when you factor in the AM numbers. The big news here, though, is the move made to strengthen the AM numbers while weakening the competition.

A few weeks ago, Gerry House announced he was leaving 'SIX and signed a contract with Gaylord which owns, among other properties, the Nashville Network and WSM. Gerry, the veteran WSIX morning man and former PD, has been the station's cornerstone for

years. He's always had great numbers in AM drive, consistently ranking in the top three and frequently coming in number one. At this point he has to wait out a 90-day no-compete clause, but then look for him to surface as WSM-AM's morning man. Current morning host Charlie Chase is leaving to devote more time to his TV career. If this works as planned, it could make an already formidable combo an absolute killer.

Station	12+		25-54 Rank	
	'84 Sp	'85	'84 Sp	'85
KXXY	9.1	10.6	1	2
KEBC	8.5	6.9	3	5
KOMA	3.2	2.8	9	9
WKY	2.3	2.3	11	12

The spring numbers were barely released before things started to happen in this market. Gone are the KOMA GM and PD. Also gone is the News/Talk format on KXXY's sister, KCNN.

New arrivals include Jack Sabella as KOMA's GM. Also "new" to KOMA is an FM sister, B/U KAEZ. Returning to its previous calls and Country format is KXXY-AM.

An awful lot of folks are fighting for the Country shares, and it's doubtful the market can support them all in the manner which they'd prefer. KEBC signed Drake-Chenault a couple of months ago to help them in the fight. As for KOMA, its future direction should be signaled by whoever is named PD. Interestingly, KOMA's owner, Price Communications, has just signed A/C specialist and Oklahoma City veteran George Johns as its consultant. According to Mr. Sabella, the time lag while they upgrade the signal will be spent studying the market to see what format should be programmed — on both stations.

Even though competition is supposed to be healthy for everybody, it doesn't appear to have been particularly beneficial to the Country share. Less than three years ago the 12+ Country number was over 30! It has fallen through the mid-20s during the last couple of years and held in the low-20s for the last couple of books.

Station	12+		25-54 Rank	
	'85 Sp	'84	'85 Sp	'84
KNIX-FM	8.0	8.9	1	1
KJJJ-FM	1.8	2.3	13	14
KNIX-AM	1.6	1.7	14	20
KJJJ-AM	1.5	1.1	16	22

The KNIX juggernaut continues to roll: number one 25-54 15 out of the last 16 books! The 8.9 12+ is its best showing since the 9.1 in fall 1980. GM Mike Owens, General Program Manager Larry Daniels, PD Eric Foxx, and the rest of the crew have created a very special

Continued on Page 58

CLOSE-UPS

• During President Reagan's recent stay in the hospital, Capitol Cities' WPLO/Atlanta invited its listeners to call with get well wishes. The messages were recorded and sent to the President as an audio get well card.

• WUSY/Chattanooga helped raise \$63,000 for the national March of Dimes telethon. The station's airstaff hosted the local TV breaks.

• A cure for the "Mom I'm Bored" summertime blues has been discovered. The WSEN/Syracuse staff has created the "WSEN Country Kid's Corner" to keep school-age kids busy throughout the summer months. Every morning Monday-Friday between 9-10am, personality Ron Bee reviews a list of the area's scheduled activities, most of which are free but require some advance registration.



A FAN OF GREENBACKS — KOLO/Reno had a "What In The World Is It" contest. The winner won \$3000 cash, a trip for two to London, his and her watches, a lady's fur coat, a man's London fog overcoat, a component stereo system, and a television set. Pictured here are KOLO's PD/morning man Tony Thomas and GM John Rogers, and the winner.

THE
FORESTER
SISTERS

#1

Thank you radio
... we love you!

*Kim, Kathy,
June and Christy*



Produced by J.L. Wallace and Terry Skinner

Personal management: Gerald Roy Stellar Entertainment (615) 822-1888



Ready for your playlist this week!

"If The Phone Doesn't Ring, It's Me"

JIMMY BUFFETT

from the album



Buffett's having the best year of his career and Country radio is right there helping to make it happen

Three out of five Country radio stations in America now play Buffett as a regular staple of their music rotations, and this list just keeps growing

MCA thanks you ...
Country radio!

MCA RECORDS
Making the music America listens to

More Stories Behind The Numbers

Continued from Page 56

kind of radio station in KNIX. I've had the pleasure of visiting the outlet, and you can feel the pride and care amongst the staffers.

There are changes across town as Fred Weber, a principal in KJ's owners the Broadcast Group, relocates to company headquarters in Phoenix and takes over as GM. KJ-JJ-AM has recently changed calls to KFYZ and format to News/Talk. Jay Lawrence has departed the morning show, and PD Charlie Ochs is looking for someone to take a chunk of W. Steven Martin's number one morning numbers. Only the talented string of heart need apply.

Portland, OR

	12+	25-54 Rank		
	W '85	Sp '85	W '85	Sp '85
KUPL-FM	4.3	4.0	7	10
KWJJ	3.2	2.6	9	13
KJIB	2.8	1.7	13	18
KUPL	1.1	.8	19	23

KUPL-FM debuted its Country format one year ago and has posted four shares in three out of four books — the fourth one being a 3.3. Sisters KWJJ & KJIB, however, have been on a downward course. KJIB fell from a high of 7.0 in the fall '83 and KWJJ slipped 4.5, 4.4, 4.6, 3.2, and 2.6 in the past five books.

Meanwhile, feeling its collective oats, KUPL-AM stopped total simulcasts with the FM a few months ago. The first move was to hire four-year KWJJ morning talent Mike Stone for AM drive and another veteran Portland talent, Bill Best, for afternoons.

The shares in this market have also seen better days. They've been on a bit of a roller coaster, ranging from mid-11s in the spring of '82 the upper-eights two years ago, and the mid-13s last spring.

Seattle-Tacoma

	12+	25-54 Rank		
	W '85	Sp '85	W '85	Sp '85
KMPS-FM	3.7	4.0	9	6
KRPM	3.4	3.3	12	9
KMPS-AM	1.8	3.2	20	16

Here's another war that has intensified during the past year, especially following the spring '84 ARB, in which KRPM beat KMPS-FM for the first time.

The last few months have seen KRPM bolster its ranks by bringing in John Marks as PD, WIRE/Indianapolis vet Ken Speck for mornings, and well-known Seattle personality Jack Morton for afternoons. In addition, Highsmith Broadcasting just transferred KZZU/Spokane GM Gary Taylor to head KRPM.

While KRPM is licensed to Tacoma, its 100,000 watts allow ample coverage of the entire Seattle-Tacoma market. Actually, its location is one of the reasons for its success. KMPS PD Jay Albright told me that the area south of Seattle and north of Tacoma is a hotbed of Country zips, playing into the strength of KRPM.

The spring sweep saw KRPM spend a reported \$200,000 in promo-

tion. KMPS, on the other hand, was no slouch. It handed out over \$40,000 in cash during on-air giveaways. In fact, Jay attributed the dramatic rise in the AM numbers to the cash contests. KMPS-AM hasn't been over a 3 in at least the last five years. The good news is the total Country share is as high as it's ever been. Even if KMPS caught an extra point or so, the adjusted share would still yield an upward move.

Washington, DC

	12+	25-54 Rank		
	W '85	Sp '85	W '85	Sp '85
WMZQ-FM	3.6	4.6	5	5
WPXK-FM	2.9	3.1	14	11
WMZQ	.1	.3	30	32
WPXK	.4	.4	31	27

This was an excellent Country book, with the total share approaching the all-time high.

The competition between these stations has always been intense, but may have reached record proportions in the past few months. I'm not sure what might have precipitated this, but one of the shots

was an ad in R&R announcing that WMZQ was looking for an Operations Manager. It read, in part, "WMZQ-AM & FM in Washington are headed by two PDs who fight in the trenches every day and now, with the WMZQ stations poised to make WPXK a parking lot once and for all, we're looking for an OM to put it all together. If you're ready to storm into DC and direct the WMZQ teams as they blow WPXK away, you're the OM we're looking for."

This prompted a late-June call from WPXK PD Mike O'Malley: "I'm embarrassed for the rest of the WMZQ staff, who have exhibited more professionalism than this. But I suppose some stations, even in major markets, don't know how to handle the pressure of seeing their ratings shift to their competitor. If this means that WMZQ will be getting more competitive again, though, we're glad. It will be refreshing for all of Washington to have more to pick from than KIX and the KIX clone."

See what I mean by intense? Don't go away.

CMA Finalists

Finalists for the Country Music Association awards were announced Tuesday (8-20) by CMA Executive Director Jo Walker-Meador. Winners will be announced at the 19th annual CMA awards show to be televised Monday, October 14. The finalists are:

Single Of The Year:

Baby's Got Her Blue Jeans On/Mel McDaniel
Country Boy/Ricky Skaggs
Does Ft. Worth Ever Cross Your Mind/George Strait
Highwayman/Waylon Jennings, Willie Nelson, Kris Kristofferson, Johnny Cash
Why Not Me/The Judds (Wynonna & Naomi)

Song Of The Year:

Baby's Got Her Blue Jeans On/Bob McDill, writer
Does Ft. Worth Ever Cross Your Mind/Darlene & Sanger D. Shafer, writers
God Bless The USA/Lee Greenwood, writer
Mama He's Crazy/Kenny O'Dell, writer
Seven Spanish Angels/Troy Seals and Eddie Setser, writers

Album Of The Year:

Country Boy/Ricky Skaggs
Does Ft. Worth Ever Cross Your Mind/George Strait
Forty Hour Week/Alabama
My Kind Of Country/Reba McEntire
Why Not Me/Judds

Entertainer Of The Year:

Alabama
Lee Greenwood
Reba McEntire
Ricky Skaggs
George Strait

Female Vocalist Of The Year:

Rosanne Cash
Janie Fricke
Emmylou Harris
Reba McEntire
Anne Murray

Male Vocalist Of The Year:

Lee Greenwood
Gary Morris
Ricky Skaggs
George Strait
Hank Williams Jr.

Vocal Group Of The Year

Alabama
Exile
Judds
Oak Ridge Boys
Whites

Vocal Duo Of The Year:

Moe Bandy & Joe Stampley
Ray Charles & Willie Nelson
Barbara Mandrell & Lee Greenwood
Anne Murray & Dave Loggins
Dolly Parton & Kenny Rogers

Instrumental Group Of The Year:

Alabama
Exile
Nitty Gritty Dirt Band
Ricky Skaggs Band
The Whites Band

Music Video Of The Year:

All My Rowdy Friends Are Comin' Over Tonight/Hank Williams Jr.
America/Waylon Jennings
Country Boy/Ricky Skaggs
Highwayman/Waylon Jennings, Willie Nelson, Kris Kristofferson, Johnny Cash
Second Hand Heart/Gary Morris

WHEN PERFORMANCE COUNTS

Louise Mandrell



"I Wanna Say Yes"

PB-14151

R&R 35

COUNTRY BREAKERS

BB 47

CB 52

Juice Newton



"You Make Me
Want To
Make You Mine"

PB-14139

R&R 14

BB 19

CB 22

Already receiving tremendous
phone action at radio!





SHARON ALLEN

NASHVILLE THIS WEEK

Nashville In Motion

CMA Board Meets In Charlotte

The CMA Board of Directors acted on a number of important proposals during its third quarterly board meeting in Charlotte. The three-day summit also included a forum to encourage dialogue between radio and record companies, sponsored by the CMA's Marketing Committee.

A number of changes in the CMA bylaws were proposed and will be presented to the membership at the October meeting for approval. One involves splitting the "Audio/Video Communications" category into two separate categories — one to be called "Radio" and one "Television/Video."

The Board approved an Artist/Broadcast Personality Committee recommendation that the Artist/Broadcast Personality Tape Sessions be held in conjunction with the Country Radio Seminar in March, pending the work of a joint CMA/CRB committee to arrange logistics. In other action, the

Legislative Affairs Committee initiated action to educate consumers on proposed home audio taping legislation. There will be a forum in October for the Nashville music community to increase awareness of the problem.

By the time you read this, the United Kingdom Country Album Chart will be in print. The chart is being compiled for the CMA by the Gallup organization, which also compiles the official British pop charts.

The UK Country Album Chart will be published every two weeks and will feature the top 30 titles, in-

cluding LP, cassette, and CD sales. The chart will be based only on sales and will appear in Britain's major trade publication *Music Week*. In related action, the International Committee plans to invite industry leaders from around the world to the CMA Awards and will hold a reception for them in Nashville.

In other business the Board reviewed an expanded CMA Awards Show point-of-purchase campaign to be conducted with NARM. The next Board meeting will be held October 16 at First American National Bank in Nashville.

Bits and Pieces: Though Keith Whitley hasn't yet won a Grammy or a CMA Award, he recently racked up an honor few other country artists can boast of. Keith received a certificate declaring him a member of the Cute and Sexy Bun Club. Recipients not only have to look good in jeans but must have a great personality and sense of humor as well. The award was bestowed on Keith by CSBC Executive Director Cheri Cohee and pals. The club's motto is "Always show us your best side and never be afraid to turn the other cheek!" Don't let the networks get hold of this or before you know it we'll have another awards show.

The Nashville Network has purchased a one-hour concert special featuring George Strait performing at the Houston Livestock Show. It will air October 30 at 9:30pm... Charley Pride will join Canadian artists Carroll Baker and Dick Dameron to cohost the Canadian Country Music Awards in Edmonton on September 8... Lee Greenwood has been drafted by the Army National Guard as national TV spokesman. He recorded a series of spots aimed at high school and college age men to be distributed to 50 states and two U.S. territories by the Pentagon.

Les Laddy, Wallace Krout, Randy Barlow, and Bob Adcock just formed **First American Records**. Their first release is **Nate Harvell's** "Travelin' Man." The address is P.O. Box 4736, Nashville, TN 37216; (615) 868-0684... **Randy Nite** has formed **Nite Records**, with offices at 9145 Sunset Blvd., Suite 102, Los Angeles, CA 90069; (213) 273-6001. Current product is **Bobby Blue's** "Blue Light"... **Barry Beckett** is now the Director of A&R at **Warner Bros.** Nashville, joining **Martha Sharp, VP/A&R, Nashville Division**. Beckett has produced such acts as **Dire Straits, Delbert McClinton, Joan Baez, Bob Dylan, and Shelly West**. As a member of the **Muscle Shoals Rhythm Section**, he played keyboards and contributed arrangements to **Julian Lennon's** "Valotte"... Recent staff additions at the **MTM Music Group** include **Claudia Welker** in retail promotion and **Jane Cleveland** to handle college promotion... **Mark Sedgwick** has been promoted to Production



Barry Beckett

Supervisor at **Scene Three**, the Nashville-based film and video production company... **Vern Gosdin** re-signed with **Robert John Jones of the Management Group (TMG)** for personal management.

WHO'S NEW



If you take a look at **Warner Bros.' Southern Pacific**, you'll see names you're already acquainted with through the music of the **Doobie Brothers** and **Creedence Clearwater Revival**. Original members of **Southern Pacific** included ex-Doobie Brothers **John McFee** and **Keith Knudsen**, who joined forces with former Columbia artist **Tim Goodman**, keyboardist **Glenn D. Hardin**, and former **Elvis Presley** bassist **Jerry Scheff** to record a series of demos that caught the attention of Warner Bros. Nashville head **Jim Ed Norman**.

It was these five musicians who gathered at McFee's Lizard Rock studios in Solvang, CA to record the group's debut album, "Southern Pacific," which spawned their first single "Someone's Gonna Love Me Tonight" and their current effort, the **Tom Petty**-penned "Thing About You."

Since the LP's release, however, the group has undergone personnel changes. Scheff and Hardin departed and former **Creedence Clearwater Revival** member **Stu Cook** joined. Goodman handles vocals, guitar, and synthesizer. Knudsen is on drums, percussion, and vocals, with Stu Cook contributing bass guitar and vocals. McFee plays guitar, pedal steel, dobro, violin, and contributes background vocals. Also new to the group is keyboard specialist **Kurt Howell**. Kurt is also a writer and spent the last four years as a member of **Crystal Gayle's** touring band.

Who's New features new country artists reaching New & Active status for the first time.



A MINUTE WITH RONNIE — Ronnie McDowell discusses his new album, "In A New York Minute," with RKO radio correspondent Sherman Novason.



NMA ELECTS OFFICERS — The Nashville Music Association recently elected its officers for the coming year. Pictured above (l-r): David Skepner of Loretta Lynn Enterprises and Buckskin Company; Studio Productions President Mary Matthews; and Fanta Professional Services Executive VP Johnny Rosen.



MOE & JOE GO GOLD — During a recent performance at Music Village in Hendersonville, TN, Moe Bandy and Joe Stampley were surprised by their first gold LP for "Just Good Ol' Boys." Pictured (l-r) are Columbia/Nashville National Promotion Director Jack Lameier, Bandy, Stampley, and Epic/Nashville NPD Rich Schwan.

MARKETPLACE

COMEDY

NEW! BRIGHT! FRESH!
 Write on station letterhead to:
CHEEP LAFFS
 1111 W. El Camino Real
 Suite: 109-212
 Sunnyvale, CA 94087

You're weird, persecuted, and despised. That's why I like your stuff!
 Dr. Don Rose
 KRRC
 San Francisco

Free Sample

Contemporary COMEDY

Hundreds renewed again!
Free sample!

Write on station letterhead to:
Contemporary Comedy
 5804-D Twining
 Dallas, TX 75227

DIAL-L-O-G Win Your Next Book

"Jokes, Calendar, Phoners"
 "Show Ready" Material For Every Day Of The Month

Write on station letterhead or phone: 10918 Foxmoore Ave.
 (804)270-7206 9AM-5PM EST Richmond, VA 23233

ELECTRIC WEEENIE
 RADIO'S MOST RESPECTED
 DJ GAG SHEET SINCE 1970

RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"

FOR FREE SAMPLES WRITE
 The Electric Weenie, Inc.
 P.O. Box 2715, Quincy, MA 02289

Disk Jockey Comedy

25 pages of original comedy material each month everything from funny commercials to ridiculous TV & Movie reviews to Soap Operas and much, much more. For FREEBEE, write: **HYPE, INK**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

O'Liners

FREE SAMPLE ISSUE
 of radio's most popular humor service
 For sample, write on station letterhead to: **O'Liners**
 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$50.00
6 Insertions	\$45.00
13 Insertions	\$40.00
26 Insertions	\$35.00

Volume Rates Available

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

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

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RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

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"DROPINZ"

New, fresh wild tracks for your show each month, only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Aircheck critique and production by a 22-year major market veteran. Call or write for rates.

Stu Collins Broadcast Services
 174 King Henry Court, Palatine, IL 60067 (312) 991-1522

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10,000 RADIO, TV JOBS

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB MARKET weekly paper.
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- All formats. AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS.
- Many openings for those men and women with little experience.
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American Radio JOB MARKET
 1553 North Eastern, Las Vegas, NV 89101

FEATURES

GALAXY

Free Sample Of **RADIO'S DAILY ON-AIR PREPARATION SERVICE!**

Airshift-ready music notes, star facts, calendar, more!

write:
 Box 20093R
 Long Beach, CA 90801

*Indicate COUNTRY or CONTEMPORARY Format

FREE FREE FREE

Famous PSYCHIC David Guardino, Psychic to the Stars, is available FREE for talk shows, phone interviews and news actualities... 24 hr. phone... just call... (702) 386-0702 or (702) 386-0827.

PROMOTIONAL

Ratings grow when **CARLEY PRINTS** on transit space

YOUR AD HERE

Carley Adv. Co. Inc. (414) 384-0933
 4424 W. Mitchell St., Milwaukee, WI 53214

SPAI
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PUBLICATIONS

THE M STREET JOURNAL

A new, authoritative weekly newsletter for:
 Format News * FCC/CRTC Files * CP Activities
 Free sample: Box 540381, Houston, TX 77254
 (713) 660-5260

PROGRAMMING

N.Y.P.D (New York Parody Department)

Pre-recorded comedy bits including parody commercials, slice-of-life skits, drop-ins and more. Send \$5 for information and sample cassette you can use on the air.

Call the BPE Instant demo hotline weekdays after 5pm, EST and all day weekends:
BROADCAST PRODUCTIONS EAST, INC.
 23 Rustic Ave., Medford, NY 11763
 (513) 286-8125

60 SECOND PRODUCTIONS

BIZARRE SYNTHESIZER EFFECTS
 15 spots, 10-55 seconds on one 15 i.p.s. stereo 1/2-track reel. Lots of panning, \$10 to:

SIXTY SECOND PRODUCTIONS
 RD 4, Box 392, York, PA 17404 (717) 266-1422

1985 NAB/NRBA CONVENTION SPECIAL

700+ CARTS \$4.50 ea.

700-1000 COUNTRY or CHR songs

From our lists... or yours

CUSTOMUSIC CART

BLACKSTONE ENTERTAINMENT GROUP
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*CWO - Audiopak AA4, SGS-4 tape - 700 units min. order
 offer extended to include Fedpak; MasterCart II

INCREASE SALES RESULTS

The radio and record industries are big markets to cover with a limited sales force.

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It's a sure way to generate qualified sales leads.

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OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

OPENINGS

NATIONAL

RADIO PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



BROADCAST TALENT COORDINATORS

Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144



Regional Sales Representative

Fortune 500 Company Subsidiary; Leader in the industry, producing Station ID's, Sales and Production Libraries, Music Commercials and Television Commercials, has opening for Sales Representative.

Candidates must have successful track record in Radio and TV Sales, Advertising Agency Sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits. Please send resume and salary history to:

Jack Adkins, VP/Director Human Resources - Media General Broadcast Services, Inc.
2714 Union Avenue Extended, Memphis, TN 38112 EOE M/F

GENERAL MANAGER ARE YOU TIRED OF JUST BEING ANOTHER EMPLOYEE?

East Coast group has an immediate need in a major market for a dynamic and creative GM with a proven turn-around track record. This unique opportunity offers a strong possibility of equity participation in a growing company. All inquiries held in confidence. Send resume and letter to: Radio & Records, 1930 Century Park West, #102 Los Angeles, CA 90067. EOE M/F

NATIONAL OPENING

Golden Opportunity. Creative, entertaining personalities needed for all market sizes. If you can perform in A/C or Easy Listening, rush T&R to:

Churchill Productions

1136 E. Campbell Ave., Phoenix, AZ 85014. No calls M/F (EOE)

EAST

Promotions Director, AOR, A/C seeking young pro committed to radio. Long hours a must. Resume/written proposals: Buzz Knight, Box 95, Danbury, CT 06810. (8-16)

Production Director, 195 WINE, AOR, A/C looking for production wizard. Long hours & patience needed. T&R: Buzz Knight, Box 95, Danbury, CT 06810. (8-16)

wdel radio 1150

Program Director

We are seeking a mature, experienced program director to direct WDEL's continuing development as the leading source of entertainment and information for contemporary adults in Wilmington, Delaware. You must be a humorist, a motivator, an organizer and an accomplished performer who can bring drive time alive. We will compensate you with an attractive salary, one of the best benefit packages in the business and the opportunity to grow personally and professionally in an attractive town. Send aircheck, resume and other appropriate materials to: **Pete Booker, WDEL, Wilmington, DE 19803. EOE/MF**

A/C, Oldies station in metro NY seeks strong personality withchutzpah. Females encouraged. T&R: Bob Miller, WJLB, 319 Mill Street, Poughkeepsie, NY 12601. EOE M/F (8-23)

ND needed in mid-Atlantic region. Competitive salary. Send T&R/salary history: Neal Newman, WAEB, Box 2727, Lehigh Valley, PA 18001. EOE M/F (8-23)

MAJOR MARKET (TOP 10) NORTHEAST CHR

Looking for midday and afternoon drive people for possible immediate openings at an incredible radio station. CHR that's fun, up, adult, not A/C. No screamers. Confidential... your employer won't know a thing. This is a rare one. RUSH T&R TO:
Radio & Records, 1930 Century Park West, #0099 Los Angeles, CA 90067 EOE

Fulltime copywriter needed with some air responsibilities for suburban Buffalo A/C. Send C&R/writing samples: William Tynan, WOEE, Box 209, Durkirk, NY 14048. EOE M/F (8-23)

Immediate openings for afternoon drive & evening personalities. T&R: John James, WKCG, Box 307, Augusta, ME 04330. EOE M/F (8-23)

NH A/C has parttime openings with fulltime possibility for the right person. T&R: Mike Trombly, WKNE, Box 466, Keene, NH 03431. EOE M/F (8-23)

NH contemporary Country seeking adult communicator. Full-time position. Send T&R: Bill Dixon, Box 1230, Claremont, NH 03743. (8-23)

Regional Western NE adult AOR station seeks morning man experienced in production & with music knowledge. T&R: WRSI, Box 910, Greenfield, MA 01302 (8-23)

PRODUCTION GENIUS FOR AN A/C PERSONALITY FM IN A TOP TEN MARKET

You create and voice commercials, not promos. You communicate with your words and your voice.

You're not a screamer. You believe copy and concept are more important than razor blades and reverb.

You're a hands-on person. You're a special kind of radio station

We're not a "sound-alike" station; our on-air people are natural-sounding.

We'll give you lots of unique programming elements to promote.

We're in a wonderful and exciting market. We pay well.

We're part of a company that's programming-oriented. And successful in a half dozen top markets.

This is a dream opportunity. Send your tape and resume to: Radio & Records 1930 Century Park West, #0068, Los Angeles, CA 90067 EOE.

Network Writer-Broadcaster

Vermont-based organization wants anchor for network of major Northeastern stations. Must understand skiing. Resume and demo tape to Sally Deegan, NEASC, 1 Cox Road, Woodstock, VT 05091. EOE

Growing A/C station in the White Mountains of NE looking for experienced, personality-oriented announcer. T&R: WMOU-FM, 38 Glen Avenue, Berlin, NH 03570. (8-23)

AM/FM combo looking for morning announcer/production. Automation experience/willingness to learn. T&R: Kim Stevens, WKXZ, 14 S. Broad Street, Norwich, NY 13815. (8-23)

WNBC - NEW YORK

Seeks America's most exciting basketball play-by-play announcer for '85-'86 NBA season.

The NEW JERSEY NETS, one of pro basketball's most exciting teams, needs an announcer/personality to complement their exciting style of play on New York's most sports-oriented radio station.

Send tape and resume to: Dale Parsons, Program Manager, WNBC, 30 Rockefeller Plaza, New York, NY 10020.

No phone calls please. EOE

"Like A Surgeon"...

Crackerjack radio production engineer needed for new, expanded programming. Must have multi-track experience. Send T&R only:
MJI Broadcasting, Inc.
666 Fifth Avenue, New York, N.Y. 10103



OK-100 needs experienced anchor/reporter yesterday. Only those with strong delivery need apply. T&R: Robert Pondiscio, 292 Tompkins Street, Cortland, NY 13045. (8-23)

Give me creative, flexible production. I'll make you a PD in Portland, ME. Rush salary history/T&R: OM, KISS-100, Box 929, Lewiston, ME 04240. (8-9)

WIBX WIBQ

Top Rated News/Talk

"Central New York's top-rated News/Talk operation now accepting applications for expanding news department." A 50-year CBS affiliate. If you want to work with award-winning news department with top-notch facilities, have at least two years' experience as reporter and anchor, possess a solid delivery and sharp writing skills, send tape, resume and salary requirements to: Randolph Gorman, News Director, WIBX/WIBQ, P.O. Box 950 Utica, NY 13503. EOE.

MD non-metro Country needs midday jock. Excellent facilities/good staff/pleasant working conditions & benefits. Good opportunity for right person. (301) 689-8871 (8-16)

Southern RI station seeks salesperson. Outstanding training & winning formula can make you rich. John J. Fuller, Full Power Radio, Hope Valley, RI 02832, or (401) 539-8502 (8-16)

Help Build A Winner!

We're looking for an on-air PD to shape a new Bridgeport, CT AC/AM. If you're promotionally-oriented and can develop an airstaff, we want to hear from you. Cassette and resume to: Bob Pantano, P.O. Box 1700, Bridgeport, CT 06601. EOE

MORNING PERSONALITY

Number ONE 25-34 A/C FM radio station in major market needs THE Canadian morning personality of the 1990's to complete winning team! Excellent salary and benefits. If you're a positive entertainer who knows how to make your listeners feel great, send tape and resume to:

CJFM, FM96
1411 Fort Street
Montreal, Quebec H3H 2R1
Attention: Susan Davis
Program Director

Newscaster with good writing skills wanted. Ideal for college student or entry level person. John J. Fuller, Full Power Radio, Hope Valley, RI 02832, or (401) 539-8502 (8-16)

Immediate full & parttime openings for full service A/C. C&R: Dan Lee, WKBK, Box 584, Keene, NH 03431, or (603) 357-4582 (8-16)

"A.M. DRIVE"

Top 50 Northeastern CHR looking for a true morning person. You must be topical, funny, creative & a professional. We're on the move, join our team! Send T&R to: Radio & Records, #0097 Los Angeles, CA 90067 EOE M/F.

Dynamic 50-kw CHR has possibilities for parttime & fulltime on air talent. RI-104 serving RI/CT/MA. Enthusiasm & fulltime coverage. U.S./Canadian market. T&R: Paul James, WYVB, Massena, NY 13662. (8-16)

Top flight A/C station needs ND to rebuild local & regional coverage. U.S./Canadian market. T&R: Paul James, WYVB, Massena, NY 13662. (8-16)

The Gilcom Corporation is accepting tapes for future openings. T&R: Tony Booth, WLEE, 6200 W. Broad Street, Richmond, VA 23226. No calls please. (8-16)

Mature morning personality/PP for A/C, Oldies station. Community oriented. T&R: Mike Harris, WEOX, Box 418, Poughkeepsie, NY 12602. EOE M/F (8-16)

MORNING PERSONALITY

Pyramid Broadcasting Seeks Top-40 Morning Personality or Team. Send Tape and Resume to: **Sunny Joe White,**

PYRAMID
BROADCASTING

P.O. Box 128, Medford, MA 02155 EOE M/F

SOUTH

WKOR/Starkville, MS now accepting tapes for possible future opening. T&R: Russ Williams, Box 980, Starkville, MS 39759 (8-23)

Tired of low announcer's pay? Control your own income as an entry-level sales/announcer combo. Rapidly growing group. Call: Bob Payton: (205) 875-3350 (8-23)

Country station in major market looking for personality with five years' experience. Some Country knowledge required. T&R/salary: Box 29442, San Antonio, TX 78229. EOE M/F (8-23)

MORNING NEWS ANCHOR

WQAI 1200, 50,000 watts clear-channel, has long been regarded as the news authority of South Texas. WQAI has a position open in its newsroom that requires professional delivery, superior writing skills, wit and the ability to interact well with other on-air personalities.

Position is available: immediately only those with solid on-air news background and experience need apply. Send appropriate aircheck and resume to:

Phil Mueller
Operations Manager
6222 N.W. I-10
San Antonio, TX 78201
An Equal Opportunity Employer.

OPPORTUNITIES

OPENINGS

GROWTH MARKET — CLOSE TO HOUSTON

Opening for air talent in market of 50,000+ just up the road from Houston. KSAM-AM Country — KHUN-FM Adult Contemporary. Personality that will get out in the community and work. Production abilities, a real plus for you. Willing to pay good money. Send tapes & resume — (include production samples) to KSAM/KHUN Radio, P.O. Box 330 Huntsville, TX 77340 EOE.

KSAM
AM 1290

KHUN
FM 102.1

WYMC Country looking for mature, bright personality for PM drive. T&R: Ron Gentry, Box V, Mayfield, KY 42066. (8-23)

WXCR/Jacksonville needs air/production talent. Creative? Funny? Great environment to polish your act. T&R: Kris Kelly, Box 760, Jacksonville, NC 28541. (8-23)

STABILITY

Tired of living from book to book? Put your creativity to work in our production department. Regular hours Monday through Friday; great benefits, T&R to: Radio & Records #0090, 1930 Century Park West, Los Angeles, CA. 90067. EOE

Drive-time assistant PD needed. 100-kw FM Country, Monroe, LA market. Contact: Gary McKeeney, KXKZ, Box 430, Ruston, LA 71279 or (318) 255-2530. EOE M/F (8-23)

Midday man for NC coastal area. Decent pay & benefits. Non-smokers please. John Harper: (919) 473-3434 (8-23)

Yesterday is soon enough, thank you, for 7-midnight person for A/C FM. Entry level possible. T&R: Stew Wright, WORG/WDX, Box 430, Orangeburg, SC 29116. (8-23)

Live On The Best South Carolina Beaches

Work in one of the Southeast's fastest-growing top 100 markets, and enhance your earnings. WKQB — Q107, the 100 kw CHR needs a killer. If you've got a good education, a good business-like appearance and are committed to working hard, rush resume and photo along with employment references to Steve Judy, VP & GM, WKQB, 4995 Lacrosse Rd., Suite 1600, North Charleston, South Carolina 29418. EOE.

Hot CHR. WKSF serving the Asheville-Greenville market, looking for hot morning talent. Production skills a must. T&R: John Stevens, 90 Lookout Road, Asheville, NC 28804. (8-23)

WORD/Spartanburg has news opening for experienced manager with local news in veins. Upbeat writing delivery. T&R: Mark Kruea, Box 3257, Spartanburg, SC 29304. (8-23)

NO. 1 RATED SOUTHEASTERN CHR

Has immediate opening for No. 2 man for morning show. Must be good impressionist! Character voices and comedy writing a must! Send T&R to: Radio & Records, 1930 Century Park West, #101, Los Angeles, California 90067 EOE

Searching for PM drive personality for top-rated A/C. MD possibilities. T&R/photo: Jim Jacobs, WEIZ-FM, Box 1640, Columbus, GA 31994. (8-23)

Gold KNUZ/Houston wants T&Rs for future openings. Send to: Bruce Nelson, KNUZ, Box 188, Houston, TX 77001. No calls. (8-23)

Small-market daytime in AL looking for sales-oriented GM. Excellent opportunity for young, energetic broadcaster with ideas. Pay based on gross. (901) 584-6138 (8-23)

★★★★★★★★★★★★

HOT PD for #1-RATED ZOO TYPE

Class C in a prosperous top 100 Sunbelt market. Resume, philosophy, and cassette to: Radio & Records 1930 Century Park West, #0082, Los Angeles, CA 90067 EOE.

★★★★★★★★★★★★

OPENINGS

SUNBELT CHR

In growth market seeks creative, ambitious personality morning talent. Send T&R, plus cover letter with salary history included, to: Radio & Records, 1930 Century Park West, #0091, Los Angeles, CA 90067 EOE M/F.

Baton Rouge CHR, WGGZ-FM, has midday & nighttime openings. Contact: Michael Adams: (504) 383-9999 EOE M/F (8-16)

CHR station, in SE NC, looking for air personality. Send T&R: Bill Sellers, Box 665, Farmont/Lumberton, NC 28340. EOE M/F (8-16)

WBCY-108FM

Charlotte's top-rated CHR has a very rare morning opening. If you're a morning personality who can be funny, who understands local involvement and its importance, and enjoys working hard at remaining #1 both on and off the air, then we'll pay top dollar for your talent. DON'T WAIT! Send skimmable tape along with resume and references to: Bill Martin, WBCY One Julian Price Place, Charlotte, NC 28208 EOE M/F

FL's I-100 now accepting T&Rs. Must have strong production skills. Contact: Bob Mitchell, 801 West Granada Blvd., Ormond Beach, FL 32074. (8-16)

Position available at Country FM. East coast central FL location. Send T&R: Jerry Simms, 2221 Front Street, Melbourne, FL 32901. (7-19)

Creative Morning Drive Personality **WGRR 1150 RADIO**

With great voice and strong production skills for AM/MOR. Experience a must. Send T&R to: WGRR, Box 207, Goldsboro, NC 27533 EOE

Immediate openings at hot 100-kw CHR giant in SE. Key position open now. Right atmosphere for great people. C&R: WJAD-FM, Box 706, Bainbridge, GA 31717. EOE M/F (8-23)

Mature ND/lifestyle reporter for top-100 market. Personable, dedicated self-starter. Females encouraged. Call Rick James at K106: (409) 769-2475 (8-16)

News reporter needed at WDDO/Chattanooga. Females encouraged to apply. T&R: T.K. Patterson, WDDO, Box 432, Chattanooga, TN 37402. (8-16)

Ego. It drives our business. It makes heroes and it makes goats. We need some really great Program Directors for client stations, both AM and FM, who can learn new thinking without ego-threat, and who can take our secrets and apply them in highly effective creative brushstrokes to station operations. We want real smart. We want curious. We want eager. We'll work closely. We'll all grow. Airwork and creativity non-negotiable to:

BOB HARPER'S COMPANY
Post Office Box 24337 • San Diego, CA 92124

ND. Chance to build a crack news team in central VA. You'll need production skills too. Females encouraged. Contact: WPED, Crozet, VA 22932. (8-16)

WLYP 104.5

"One of the Southeast's hottest CHR stations is looking for one of the South's funniest morning people. Our man just made move to Top 25 Market. Make your next career move to the way up with us. Rush tape and resume to:

WZYP
4530B NW Bonnell, Huntsville, AL 35816
Attn: Bill Dunnavant
HURRY! Position not open long!

OPENINGS

TK-101, WTKX-FM needs production pro for drive-time AOR airshift. Creativity a must. T&R quickly! Box 12764, Pensacola, FL 32575. EOE M/F (8-16)

Personality Country WCII/Louisville has immediate opening. High profile community involvement. No calls. T&R: Mark Williams, 307 W. Muhammad Ali Blvd., Louisville, KY 40202. EOE M/F (8-16)

SUNBELT FM MORNING PERSONALITY

We're looking for a dynamic morning entertainer. Decent dollars for an experienced pro or an up & coming talent. Very stable company. A/C format. Cassette and Resume to: Radio & Records, 1930 Century Park West, #100, Los Angeles, CA 90067 EOE.

News, sports, PBP. New VA information A/C. T&R/writing samples: Jim Pounds, 207 W. Jefferson Street, Bloomington, IL 61701. (8-16)

100-kw Country FM looking for mornings/PD with production/formation skills for Little Rock fringe. T&R: KFKE-FM, 920 Commerce Road, Pine Bluff, AR 71601. (8-16)

Creative morning drive personality with great voice & strong production skills for AM MOR. Experience a must. T&R: WGBR, Box 207, Goldsboro, NC 27533. (8-16)

MIDWEST

Experienced Country PD strong on promotions & community involvement. Top-rated station in healthy market. T&R: Dick Lange, GM, WKKI, 304 N. Maine, Kokomo, IN 46901. EOE M/F (8-23)

Openings now at leading CHR in OK's third largest city. T&R: Chuck Morgan, PD, KMGZ, Box 7953, Lawton, OK 73506. (8-23)

MAJOR MARKET A/C

Searching for an energetic, entertaining news/personality to join our morning team. Excellent benefits in a great company. Send T&R to: Radio & Records, #0098 Los Angeles, CA 90067 EOE.

Expanding sales staff. Need Account Executives wanting to be managers. Salary, commission, bonus, car allowance. Write WMCL, 108 N. Tenth, Mt. Vernon, IL 62684. EOE M/F (8-23)

Evaluating T&Rs for future air/news talent. Mature 5-kw A/C in a great city. Contact: Jon Dahl, KWEE, 29 NE 7th Street, Rochester, MN 55904. EOE M/F (8-23)

RARE OPPORTUNITY FOR THE RIGHT PRO

We are seeking an energetic morning PERSONALITY strong in humor, phone technique, production skills and someone who is community-oriented. Our company has been on the North Coast for 50 years and we're growing. Right \$ for right person. Send T&R to: Radio & Records, 1930 Century Park West, #0096 Los Angeles, CA 90067 EOE

Midday CHR personality opening now. Quality person with excellent production. Females encouraged. Rush scoped aircheck/resume/photo: KDVV, 715 Harrison, Topeka, KS 66603.

WCFX-FM A/C accepting applications for future openings. All shifts. C&R: Scott Williams, Box 116, Claire, MI 48617. Confidential. No calls. EOE M/F (8-23)

Need top-notch ND for stations heading for the top. All new K-LITE & KRKK. Call now! SCOTT HENNEN, OM: (218) 773-2424 (8-23)

WAYY looking for experienced sales rep to sell advertising. Position offers established account list. Send resume: WAYY, Station Manager, Box 6000, Eau Claire, WI 54702. EOE M/F (8-23)

Mojic 104 FM

Mojic 104 has gotten some great tapes, WYJM, but the search is still on for a great late-night person now and for future. A great opportunity in a wonderful city awaits your talent and drive. Minorities encouraged to apply!

tapes and resumes to:
AL CARSON
699 North Valley Road
Beaver Creek, Ohio 45385

OPENINGS

Columbus's #1 Lite Rock FM WSNY

Is looking for a #1 morning adult communicator. Must know what it takes to be #1. Pros only. One of America's fastest-growing, people-oriented broadcasting companies. Tape, resume, cassette to: Harry Lyles, PD, WSNY, 4401 Carriage Hill Lane, Columbus, OH 43220. EOE

Josephson RADIO

Growing 5-kw Country AM searching WJ for Country lover/PD/announcer. Career oriented. Start immediately. Call Dave: (715) 823-5128 (8-16)

WTDY. "today radio" needs personable, informative morning drive host for innovative A/C format. T&R: Bill Vancil, WTDY, Box 2058, Madison, WI 53701. EOE M/F (8-16)

KKZZWXLP

Program Director with AOR/CHR experience. We're looking for a promotion-minded individual with research skills. Send composite and resume to: Gabe Baptiste, Operations Manager, Quad Cities Broadcasting, Box 3788, Davenport, IA 52808. EOE M/F.

Best Sports Director opening in America. Major college PRP, nightly talk show & sportscasts. T&R: Kelly Carls, 74 KRMG, 7136 S. Yale, Tulsa OK 74136. (8-16)

WFNR, SW VA's powerful AM Country station needs full & parttime air personalities & an experienced salesperson. T&R: Jay Michaels, Box 2100, Christiansburg, VA 24073. (8-16)

WDAF, Country, has an opening for MD/fulltime jock. Also, looking for parttime jock. No calls. Cassettes only. Don Crawley, 3020 Summit, Kansas City, MO 64108. EOE M/F (8-16)

COUNTRY AM LEADER FM A/C COMBO

Seeks morning anchor-reporter. Aggressive attitude, crisp writing, great pipes and 3 years experience must. Send T&R to: Radio & Records, 1930 Century Park West, #0088 Los Angeles, CA 90067 EOE M/F.

Established AM/FM. ABC affiliate. Excellent area. Airshift, some production. Send tape and resume to Joe Hogan, WLPQ/WAJK, PO Box 215, LaSalle, IL 61301. An Equal Opportunity Employer M/F

PROGRAM DIRECTOR

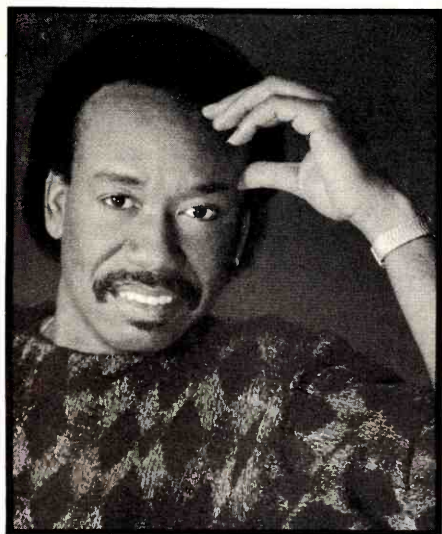
Seek experienced pro with good track record looking to make job move that will help advance career. Responsible for programming and promotional action plans and control of commercial standards and practices. Must understand news and sports programming. Must also understand audience involvement and be experienced in production. Air work not paramount. Music and music research will be delegated. Most important. Ability to hire and motivate disc jockeys, and necessity to establish strong relationship with general manager and collaborative, creative association with consultant. Outstanding company, market, salary, and benefits. Send letter, including salary requirements, one-page resume, and cassette to:

Bob Henabery Associates, Inc.
c/o Radio & Records, 1930 Century Park West, Box #0093, Los Angeles, CA 90067

Phone calls will not be accepted.

NATIONAL MUSIC FORMATS

Added This Week



Maurice White "Stand By Me"

BLACK/URBAN BREAKERS

64/18 — 79%

Black/Urban Chart: **DEBUT** → **35**

Billboard Black Chart: 63* — 49*

... And Ready To Cross To CHR!



Broadcast Programming

John Sherman/Bob English (800) 426-9082

Modern Country

JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow"
STATLER BROTHERS "Too Much On My Heart"
LEE GREENWOOD "I Don't Mind The Thorns..."

Century 21

Greg Stephens (214) 934-2121

The Z Format

STING "Fortress Around Your Heart"
READY FOR THE WORLD "Oh Sheila"
NIGHT RANGER "Four In The Morning"
HOOTERS "And We Danced"
LOVERBOY "Lovin' Every Minute Of It"
FOREIGNER "Down On Love"
SURVIVOR "First Night"
DAVID BOWIE & MICK JAGGER "Dancing In The Street"

The AC Format

JOHN PARR "St. Elmo's Fire (A Man In Motion)"

Super-Country

STATLER BROTHERS "Too Much On My Heart"
VERN GOSDIN "I Know The Way To You By Heart"
HANK WILLIAMS JR. "This Ain't Dallas"
CHARLES w/WILLIAMS JR. "Two Old Cats..."

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

NIGHT RANGER "Four In The Morning"
ROMANTICS "Test Of Time"
STING "Fortress Around Your Heart"
LOVERBOY "Lovin' Every Minute Of It"
DAVID BOWIE & MICK JAGGER "Dancing In The Street"

Country

HANK WILLIAMS JR. "This Ain't Dallas"
T. GRAHAM BROWN "Drowning In Memories"
MEL TELLIS "California Road"
VERN GOSDIN "I Know The Way To You By Heart"
CHARLES w/WILLIAMS JR. "Two Old Cats..."

Drake-Chenault

Bob Laurence (816) 883-7400

XT-40

A-HA "Take Me On"
STING "Fortress Around Your Heart"
WHITNEY HOUSTON "Saving All My Love For You"
JOHN WAITE "Every Step Of The Way"
DAVID BOWIE & MICK JAGGER "Dancing In The Street"

Great American Country

HANK WILLIAMS JR. "This Ain't Dallas"
JOHN ANDERSON "Tokyo, Oklahoma"
JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow"
BARBARA MANDRELL "Angel In Your Arms"
MICKEY GILLEY "You've Got Something On Your Mind"

Media General Broadcast Services

Bob Dumais (901) 320 4433

ACtion

COMMODORES "Janet"
MEN AT WORK "Maria"
AMY GRANT "Wise Up"
GEORGE FISCHOFF "Feel"
KIM CARNES "Abadabadango"
DARYL HALL & JOHN OATES "The Way You Do The..."

Your Country

HANK WILLIAMS JR. "This Ain't Dallas"
GARY MORRIS "I'll Never Stop Loving You"
JUDY RODMAN "You're Gonna Miss Me When I'm Gone"
LEE GREENWOOD "I Don't Mind The Thorns..."
BARBARA MANDRELL "Angel In Your Arms"

(Media General Continued)

Hit Rock

A-HA "Take Me On"
JOHN WAITE "Every Step Of The Way"
JOHN COUGAR MELLENCAMP "Lonely Ol' Night"
STING "Fortress Around Your Heart"
JOHN CAFFERTY & BEAVER BROWN BAND "C-I-T-Y"
DAVID BOWIE & MICK JAGGER "Dancing In The Street"
DARYL HALL & JOHN OATES "The Way You Do The..."

Peters Productions, Inc.

Debbie Walsh (619) 565-8511

The Great Ones

WHITNEY HOUSTON "Saving All My Love For You"
LAURA BRANIGAN "Spanish Eddy"
ERIC TAGG "Woman In Love"
CHRIS ISAAC "Living For Your Love"
NATALIE COLE "A Little Bit Of Heaven"

Radio Arts

John Benedict (818) 841-0225

Country's Best

SOUTHERN PACIFIC "Thing About You"
MARK GRAY "Smooth Sailing (Rock In The Road)"
STATLER BROTHERS "Too Much On My Heart"
LEE GREENWOOD "I Don't Mind The Thorns..."

Soft Contemporary

MATT BIANCO "Whose Side Are You On?"

Sound 10

STING "Fortress Around Your Heart"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

MICHAEL FRANKS "Your Secret's Safe With Me"
AIR SUPPLY "The Power Of Love (You Are My Lady)"
WHITNEY HOUSTON "Saving All My Love For You"

Country Coast-To-Coast

CRYSTAL GAYLE "A Long And Lasting Love"
VINCE GILL "If It Weren't For Him"
ALABAMA "Can't Keep A Good Man Down"
EXILE "Hang On To Your Heart"
ED BRUCE "If It Ain't Love"
KATHY MATTEA "He Won't Give In"

Rock 'N' Hits

DAVID BOWIE & MICK JAGGER "Dancing In The Street"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

SURVIVOR "First Night"
FOREIGNER "Down On Love"
JOHN COUGAR MELLENCAMP "Lonely Ol' Night"
WHITNEY HOUSTON "Saving All My Love For You"

TM AC

HOWARD JONES "Life In One Day"
MICHAEL FRANKS "Your Secret's Safe With Me"

TM Country

GARY MORRIS "I'll Never Stop Loving You"
STATLER BROTHERS "Too Much On My Heart"
BARBARA MANDRELL "Angel In Your Arms"
LOUISE MANDRELL "I Wanna Say Yes"
BOBBY BARE "When I Get Home"
ALABAMA "Can't Keep A Good Man Down"

Transtar

Adult Contemporary

Dave Bogart (303) 578-0700

AIR SUPPLY "The Power Of Love (You Are My Lady)"
BILLY JOEL "You're Only Human (Second Wind)"

BLACK/URBAN

BREAKERS

MAURICE WHITE
Stand By Me (Columbia)

79% of our reporting stations on it. Rotations: Heavy 4/0, Medium 28/5, Light 32/13, Total Adds 18, WRKS, WDJY, K94, WTMP, WKND, OC104, KQXL, WTKL, WXOK, WATV, 293, WPEG, WPDQ, WTOY, WVKO, WDAO, WGPR, WVOI. A most added record. Debuts at number 35 on the Black/Urban chart.

NEW & ACTIVE

ATLANTIC STARR "Silver Shadow" (A&M) 47/12

Rotations: Heavy 1/0, Medium 19/3, Light 27/9, Total Adds 12, WDJY, WHUR, KMAJ, K94, WQVI, WZAK, WZEN, WKND, OC104, WENN, WORL, WANN, Heavy: WPOK, Medium: WBLD, WRKS, WUSL, WDMT, KACE, XHRM, WFDW, KDXL, WATV, WQMG, WJMI, KJCB, WFLZ, KAPE, KOKA

CARL CARLTON "Private Property" (Casablanca/PS) 43/13

Rotations: Heavy 0/0, Medium 11/2, Light 32/11, Total Adds 13, WACK, WVEE, KNOK, WHRK, WQVI, WBMX, WZEN, WHHC, WFDW, WTKL, WATV, WJXL, WFLZ, Medium: WDSA, WTMP, KSOL, WENN, WPEG, WFXC, KAPE, WTKL, WWWW

GAP BAND "Disrespect" (Total Experience/RC) 43/8

Rotations: Heavy 11/2, Medium 18/0, Light 14/1, Total Adds 3, KMAJ, WHRK, WBLX, Heavy: WAMO, WDA, WEDR, WGO, KSOL, WENN, WJMI, WDAO, WTKL, Medium: WWIN, WDA, WACK, WVEE, WZAK, WZEN, XHRM, WHHC, WFDW, WATV, WPEG, WQMG, WPDQ, WJLS, WQVI, KHYS, KOKA, WGPR

COLUMB ABRAMS "Trapped" (MCA) 48/9

Rotations: Heavy 0/0, Medium 18/1, Light 24/8, Total Adds 9, WACK, WVEE, WEDR, WLLM, KDAY, WBLX, WFLZ, KHYS, WWWW, Medium: WRKS, WUSL, WDJY, WHUR, KRNB, WQVI, WGO, WZAK, WHHC, WPEG, WFXC, WJMI, WLOU, KOKA, WANN

HERB ALPERT "8 Ball" (A&M) 39/3

Rotations: Heavy 0/0, Medium 9/0, Light 30/3, Total Adds 3, WHHC, WBMK, KDKO, Medium: WACK, K104, KNOK, WBMX, WJLS, KACE, KSOL, KHYS, WWWW

CHARLIE SINGLETON "Make Your Move On Me Baby" (Arista) 38/19

Rotations: Heavy 1/1, Medium 7/2, Light 28/18, Total Adds 19, WDAK, WUSL, KNOK, K94, WGO, WZAK, XHRM, WKND, WRDQ, WTKL, WENN, JET94, WBMK, WFLZ, WTOY, KAPE, WAAA, WKYM, KDKO, Medium: K104, KSOL, WFXC, WJMI, WQMG

LOSCE ENDS "Chase Me" (MCA) 36/11

Rotations: Heavy 3/0, Medium 11/3, Light 22/8, Total Adds 11, WWIN, WVEE, KRNB, WZAK, WZEN, XHRM, KSOL, WRND, KAPE, KOKA, KDKO, Heavy: KACE, WDAO, WTKL, Medium: WHUR, K94, OC104, WJMI, KJZ, WJYL, WOLF, WFLZ

PEABO BRYSON "There's Nothin' Out There" (Elektra) 33/26

Rotations: Heavy 0/0, Medium 8/3, Light 28/24, Total Adds 28, WDA, WACK, KNOK, KRNB, WDA, WEDR, WTMP, WZEN, KSOL, WKND, WHHC, WRDQ, WTKL, WQMG, WATV, WENN, WQMG, WGO, WPDQ, WBLX, WORL, WDDM, WAAA, WQMG, WDAO, WVOI

COMMODORES "Janel" (Motown) 33/6

Rotations: Heavy 0/0, Medium 11/1, Light 22/8, Total Adds 6, WBMX, WDMT, WZAK, WPEG, WJLS, WYKO, Medium: WHUR, WTMP, WLLM, KACE, WQVI, WJLS, WANN, WDAO, WWWW

RENE & ANGELA "I'll Be Good" (Mercury/PolyGram) 29/17

Rotations: Heavy 7/3, Medium 8/3, Light 14/11, Total Adds 17, WWIN, WDA, WHUR, WZEN, KACE, KSOL, WKND, WENN, WPEG, WFXC, WBMK, WFLZ, KAPE, KOKA, WDDM, WAAA, WDAO, Heavy: WGO, WLLM, KMAJ, WQMG, Medium: WLD, WUSL, WDJY, K104, KDAY

MAZE I FRANKIE BEVERLY "I Want To Feel I'm Wanted" (Capitol) 29/12

Rotations: Heavy 0/0, Medium 11/1, Light 18/11, Total Adds 12, WEDR, WTMP, WJLS, KJLH, XHRM, KSOL, WQVI, WORL, WFLZ, WDDM, WDA, WHUR, Medium: WHUR, KRNB, KACE, KDAY, WATV, WJMI, KJCB, KAPE, KOKA, WANN

BRASS CONSTRUCTION "Give & Take" (Capitol) 29/3

Rotations: Heavy 1/0, Medium 11/0, Light 17/3, Total Adds 3, WHHC, WBMK, WORL, Heavy: WTKL, Medium: WLD, WDA, WUSL, WJLS, KACE, WRND, WQVI, WJYL, KOKA, WDAO, WWWW

WEATHER GIRLS "Web-A-Wiggy" (Columbia) 28/2

Rotations: Heavy 1/0, Medium 7/0, Light 21/2, Total Adds 2, WHUR, WDDM, Heavy: WQVI, Medium: WGO, WDMT, WZAK, WHHC, WFXC, KOKA, WWWW

DURELL COLEMAN "Somebody Took My Love" (Island) 28/27

Rotations: Heavy 0/0, Medium 2/2, Light 26/25, Total Adds 27, WDJY, KRNB, K94, WQVI, WTMP, WBLX, WDMT, WZAK, KMAJ, KDAY, KDXL, WTKL, WENN, WPEG, WQMG, WPDQ, KJCB, WBLX, WQVI, KHYS, WTOY, KOKA, WANN, WAAA, WGPR, WTKL, WWWW

WORD OF MOUTH D.D.J. CHEESE "King Kat" (Profile) 28/6

Rotations: Heavy 0/0, Medium 8/0, Light 18/5, Total Adds 5, KRNB, WDA, WHUR, WFXC, KAPE, WYKO, Heavy: WGO, WQVI, Medium: WJLS, WQMG, WPEG, WQMG, WBMK, KJCB, WQVI, KOKA

VERONICA UNDERWOOD "Victim Of Desire" (Fidelity World/Atlantic) 28/4

Rotations: Heavy 0/0, Medium 8/0, Light 20/4, Total Adds 4, KMAJ, KHYS, WDAO, WWWW, Medium: WDA, KRNB, WQVI, WZEN, WATV, WQVI, KOKA, WANN

OSBORNE & GIBB "Stranger In The Night" (Red Label/Capitol) 27/6

Rotations: Heavy 1/0, Medium 7/0, Light 18/5, Total Adds 5, KRNB, WDA, WHUR, WFXC, KAPE, WYKO, Heavy: WGO, WQVI, Medium: WJLS, WQMG, WPEG, WQMG, WBMK, KJCB, WQVI, KOKA

PATTI LABELLE "I Can't Forget You" (FIR/CBS) 27/0

Rotations: Heavy 2/1, Medium 17/1, Light 7/2, Total Adds 3, WWIN, WEDR, WATV, Heavy: WAMO, WDAO, Medium: WHUR, WZAK, WDMT, KACE, KSOL, WRDQ, WQMG, WQVI, KJCB, WBLX, KHYS, KAPE, KOKA, WANN, WANN

REAL ROXANNE WITMAN HOWE TEE "Rames" (Sloot) 23/4

Rotations: Heavy 2/0, Medium 4/1, Light 19/3, Total Adds 4, WDA, WZAK, WEDR, WHHC, Heavy: K104, KDAY, Medium: KNOK, KRNB, WPEG

SIGNIFICANT ACTION

TEARS FOR FEARS "Shout" (Mercury/PolyGram) 23/7

Rotations: Heavy 2/1, Medium 10/1, Light 7/5, Total Adds 7, WVEE, WZEN, XHRM, WHHC, WJLS, WFLZ, WTOY, Heavy: WHRK, K94, WGO, JET94, WJYL, WOLF, Medium: WRKS, WUSL, WAMO, K104, WBLZ, WDMT, WLLM, KMAJ, KJLH

DOUG E. FRESH "The Show" (Fantasy) 22/12

Rotations: Heavy 3/0, Medium 5/0, Light 14/11, Total Adds 12, WDA, WACK, WEDR, K104, KJLH, WDMT, WZAK, WJLS, KMAJ, WPEG, WQMG, WDDM, Heavy: WRKS, WZEN, KDAY, Medium: WXYV, WUSL, KSOL, WANN

MOST ADDED

DURELL COLEMAN (27)
Somebody Took My Love (Island)
PEABO BRYSON (26)
There's Nothin' Out There (Elektra)
CHARLIE SINGLETON (19)
Make Your Move On Me Baby (Arista)
MAURICE WHITE (18)
Stand By Me (Columbia)
RENE & ANGELA (17)
I'll Be Good (Mercury/PolyGram)

HOTTEST

WHITNEY HOUSTON (47)
Savin' All My Love For You (Arista)
ARETHA FRANKLIN (33)
Freeway Of Love (Arista)
STEVE ARRINGTON (30)
Dancin' In The Key Of Life (Atlantic)
JESSE JOHNSON'S REVUE (30)
I Want My Girl (A&M)
KOOL & THE GANG (30)
Cherish (De-Lite/PolyGram)

GOON SQUAD "Eight Arms To Hold You" (Epic) 21/6

Rotations: Heavy 0/0, Medium 10/1, Light 11/4, Total Adds 5, WDJY, K104, KNOK, WDA, KAPE, Medium: KMAJ, KRNB, WHRK, WQVI, WKND, WHHC, WFXC, WQVI, KOKA

HOWARD HEWETT "Obsession" (Elektra) 21/3

Rotations: Heavy 0/0, Medium 8/0, Light 15/3, Total Adds 3, WBMK, WBLX, WFLZ, Medium: WYLD-FM, WZAK, KSOL, WJYL, WQMG, WTKL

FULL FORCE "Girl If You Talk Me Home" (Columbia) 20/4

Rotations: Heavy 1/0, Medium 8/0, Light 13/4, Total Adds 4, KMAJ, WHHC, WATV, KHYS, Heavy: WKND, Medium: WWIN, WRKS, WUSL, KDAY, KJCB, WORL

MICHAEL LOVESMITH "Break The Ice" (Motown) 20/3

Rotations: Heavy 0/0, Medium 5/0, Light 15/3, Total Adds 3, XHRM, WDAO, WGPR, Medium: WGO, KACE, WJYL, WTKL, WWWW

MERC & MONK "Carried Away" (Manhattan) 20/2

Rotations: Heavy 0/0, Medium 2/0, Light 18/2, Total Adds 2, WATV, WGPR, Medium: WXYV, WDMT

CAMEO "Single Life" (Atlanta Artists/PolyGram) 19/10

Rotations: Heavy 6/1, Medium 6/4, Light 7/5, Total Adds 10, WWIN, WHUR, WQVI, KACE, KDAY, XHRM, KSOL, WBMK, WFLZ, KDKO, Heavy: K104, KMAJ, KJZ, WANN, WZAK, WQMG, WZAK, WQMG

BAD BOYS I/K. LOVE "Bad Boys" (Starline/Fantasy) 18/3

Rotations: Heavy 4/0, Medium 6/0, Light 8/3, Total Adds 3, WJLS, WENN, WFLZ, Heavy: WRKS, WDA, WEDR, KDAY, Medium: WXYV, WUSL, K104, WDMT, WZAK, KSOL

WINDJAMMER "So Hard" (MCA) 17/7

Rotations: Heavy 0/0, Medium 3/0, Light 14/7, Total Adds 7, KMAJ, KMAJ, WYOK, WPEG, WQVI, WBMK, WAAA, Medium: WDA, WDMT, WANN

DEELE "Suspicious" (Solar/Elektra) 17/6

Rotations: Heavy 1/0, Medium 9/4, Light 7/2, Total Adds 6, KDAY, KJCB, WQVI, WORL, WYKO, WYWM, Heavy: KMAJ, Medium: K104, KNOK, KRNB, WTMP, WBLZ

DENNIS EDWARDS "Coolin' Out" (Motown) 16/12

Rotations: Heavy 0/0, Medium 2/0, Light 14/12, Total Adds 12, WHUR, KMAJ, KMAJ, KACE, WPEG, WQVI, WBMK, KHYS, WDAO, WTKL, WWWW, WQVI, Medium: WGO, WRND

450 SL "The Rock" (Golden Boy) 16/4

Rotations: Heavy 0/0, Medium 1/0, Light 15/4, Total Adds 4, WHUR, WEDR, XHRM, WPEG, Medium: KRNB

KRYSTOL "Love Is Like An Itchin' In My Heart" (Epic) 15/4

Rotations: Heavy 1/0, Medium 4/0, Light 10/4, Total Adds 4, KSOL, WATV, WPEG, KHYS, Heavy: WQVI, Medium: WVEE, KRNB, WQVI, KOKA

PHIL COLLINS "Don't Lose My Number" (Atlantic) 15/1

Rotations: Heavy 6/0, Medium 8/1, Light 3/0, Total Adds 1, WJLS, Heavy: WAMO, WVEE, K94, WBLZ, JET94, WJXL, Medium: KNOK, WHRK, OC104, WJYL, WFLZ

STARS ON 45/THE NEW SAM & DAVE REVIEW "Sam & Dave Medley" (21 Also) 16/1

Rotations: Heavy 0/0, Medium 5/0, Light 10/1, Total Adds 1, WFLZ, Medium: WENN, WBMK, WBLX, WTKL, WWWW

HUEY "BABY" HARRIS "You've Got To Be A Winner" (Profile) 14/6

Rotations: Heavy 0/0, Medium 6/1, Light 8/5, Total Adds 6, WAMO, WACK, KDAY, WPEG, KJCB, WQVI, Medium: WQVI, WDMT, WYOK, WBMK, WTKL

MADONNA "Dress You Up" (Sire/WB) 14/6

Rotations: Heavy 3/0, Medium 4/1, Light 7/5, Total Adds 6, WQVI, WLLM, KMAJ, XHRM, WJLS, Heavy: WDJY, OC104, JET94, Medium: WVEE, K94, WWWW

WARREN MULLS "Sunshine" (Jive/Arista) 13/8

Rotations: Heavy 0/0, Medium 4/0, Light 9/0, Total Adds 0, Medium: WENN, WQVI, WTKL, WWWW

GEORGE CLINTON "Buffet Frenzy" (Capitol) 12/5

Rotations: Heavy 0/0, Medium 1/0, Light 11/5, Total Adds 5, KRNB, WHRK, KDAY, WATV, KOKA, Medium: WJMI

CURTIS MAYFIELD "Baby It's You" (CBS) 12/6

Rotations: Heavy 0/0, Medium 4/1, Extra Adds 6/4, Total Adds 5, WLD, K104, WBMK, WTOY, WANN, Medium: WWIN, WZEN, KOKA

JOE SAMPLE / PHYLLIS HYMAN "The Survivor" (MCA) 12/1

Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Total Adds 1, WATV, Medium: KACE, WJMI, WGPR, WWWW

MICHAEL FRANKS "Your Secret's Safe With Me" (WB) 11/7

Rotations: Heavy 1/0, Medium 0/0, Light 10/7, Total Adds 4, WLLM, WYOK, WPEG, WQVI, WBMK, WAAA, WTKL, Heavy: KACE

SISTER SLEDGE "Dancing On The Jagged Edge" (Atlantic) 11/7

Rotations: Heavy 0/0, Medium 4/2, Light 7/5, Total Adds 7, KRNB, WEDR, WZEN, KJLH, WKND, WFXC, WYWM, Medium: WDA, KACE

DEALERS "This Way" (CBS Associated) 10/3

Rotations: Heavy 0/0, Medium 1/0, Light 9/3, Total Adds 3, WQVI, KJCB, WANN, Medium: KRNB

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

COUNTRY

TOP 50

AUGUST 23, 1985

Three Weeks Last Week

Three Weeks	Last Week	Rank	Artist/Title	Label
7	4	1	FORESTER SISTERS/I Fell In Love Again Last Night (WB)	
9	5	2	RONNIE MILSAP/Lost In The Fifties Tonight (RCA)	
11	7	3	WAYLON JENNINGS/Drinkin' And Dreamin' (RCA)	
8	6	4	SAWYER BROWN/Used To Be (Capitol/Curb)	
4	3	5	NITTY GRITTY DIRT BAND/Modern Day Romance (WB)	
2	2	6	ROSANNA CASH/I Don't Know Why You Don't Want Me... (Columbia)	
13	10	7	REBA McENTIRE/Have I Got A Deal For You (MCA)	
20	16	8	EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)	
18	15	9	CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	
23	17	10	MARIE OSMOND w/DAN SEALS/Meet Me In Montana (Capitol/Curb)	
19	14	11	SYLVIA/Cry Just A Little Bit (RCA)	
1	1	12	JUDDS/Love Is Alive (RCA/Curb)	
32	21	13	OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)	
28	20	14	JUICE NEWTON/You Make Me Want To Make You Mine (RCA)	
25	23	15	CHARLY McCLAIN w/WAYNE MASSEY/With Just One Look In Your Eyes (Epic)	
22	19	16	KEITH STEGALL/Pretty Lady (Epic)	
16	12	17	MAC DAVIS/I Never Made Love... (MCA)	
31	25	18	MERLE HAGGARD/Kern River (Epic)	
30	26	19	JOHN CONLEE/Blue Highway (MCA)	
35	28	20	RONNIE McDOWELL/Love Talks (Epic)	
39	32	21	STEVE WARINER/Some Fools Never Learn (MCA)	
43	33	22	EDDY RAVEN/Wanna Hear It From You (RCA)	
49	38	23	CRYSTAL GAYLE/A Long And Lasting Love (WB)	
34	30	24	VINCE GILL/If It Weren't For Him (RCA)	
—	35	25	ALABAMA/Can't Keep A Good Man Down (RCA)	
3	14	26	JAMIE FRICKE/She's Single Again (Columbia)	
41	36	27	GEDDIE JONES/Who's Gonna Fill Their Shoes (Epic)	
—	47	28	EXILE/Hang On To Your Heart (Epic)	
10	8	29	MICHAEL MARTIN MURPHEY/Carolina In The Pines (EMI America)	
42	39	30	KATHY MATTEA/He Won't Give In (Mercury/PG)	
12	11	31	RESTLESS HEART/I Want Everyone To Cry (RCA)	
—	46	32	GARY MORRIS/I'll Never Stop Loving You (WB)	
—	46	33	ED BRUCE/If It Ain't Love (RCA)	
—	46	34	JOHN SCHNEIDER/I'm Gonna Leave You Tomorrow (MCA)	
—	46	35	LOUISE MANORELL/Wanna Say Yes (RCA)	
—	46	36	BARBARA MANORELL/Angel In Your Arms (MCA)	
50	44	37	LORETTA LYNN/Heart Don't Do This To Me (MCA)	
5	13	38	DOLLY PARTON w/KENNY ROGERS/Real Love (RCA)	
—	46	39	SOUTHERN PACIFIC/Thing About You (WB)	
—	46	40	STATLERS/Too Much On My Heart (Mercury/PG)	
24	22	41	LACY J. DALTON/You Can't Run Away From Your Heart (Columbia)	
—	46	42	MARK GRAY/Smooth Sailing (Rock In The...) (Columbia)	
—	49	43	T. GRAHAM BROWN/Drowning In Memories (Capitol)	
29	27	44	GENE WATSON/Cold Summer Day In Georgia (Epic)	
—	46	45	MICKEY GILLEY/You've Got Something On Your Mind (Epic)	
14	24	46	W. JENNINGS w. NELSON J. CASH/K. KRISTOFFERSON/Highwayman (Columbia)	
—	46	47	LEE GREENWOOD/I Don't Mind The Thorns... (MCA)	
6	18	48	GEORGE STRAIT/The Fireman (MCA)	
—	46	49	CHANCE/You Could Be The One Woman (Mercury/PG)	
33	31	50	WHITES/Hometown Gossip (MCA/Curb)	

Total Reports/Adds	Heavy	Medium	Light
159/0	151	6	2
160/0	141	17	2
155/0	128	25	2
155/0	123	22	10
155/0	128	22	5
146/0	104	27	15
147/0	114	24	9
159/1	86	68	5
154/0	94	50	10
159/2	85	66	8
149/3	86	56	7
136/0	90	31	15
160/2	50	103	7
157/3	47	98	12
148/2	59	81	8
142/2	63	62	17
122/0	68	43	11
146/2	36	86	24
151/5	31	99	21
151/3	28	105	18
150/5	17	103	30
149/5	13	105	31
151/8	9	97	45
145/6	19	87	39
148/33	11	78	59
92/0	51	28	13
128/4	15	82	31
141/25	7	72	62
81/0	33	27	21
111/10	14	61	36
69/0	29	28	12
125/35	3	52	70
115/16	4	58	53
113/21	3	54	56
112/31	3	50	59
110/38	0	54	56
102/11	8	51	43
69/0	17	33	19
102/14	6	40	56
92/37	3	33	56
66/0	6	42	18
83/7	2	40	41
83/12	2	39	42
57/0	9	35	13
79/23	1	26	52
49/1	11	18	20
72/50	1	20	51
51/0	9	18	24
67/4	2	28	37
48/0	6	25	17

MOST ADDED

- LEE GREENWOOD (50)
I Don't Mind The Thorns... (MCA)
- BARBARA MANORELL (38)
Angel In Your Arms (MCA)
- STATLERS (37)
Too Much On My Heart (Mercury/PG)
- GARY MORRIS (35)
I'll Never Stop Loving You (WB)
- ALABAMA (33)
Can't Keep A Good Man Down (RCA)
- HANK WILLIAMS JR. (32)
This Ain't Dallas (WB/Curb)
- LOUISE MANORELL (31)
I Wanna Say Yes (RCA)
- RAY CHARLES w/HANK WILLIAMS JR. (30)
Two Old Cats Like Us (Columbia)
- EXILE (25)
Hang On To Your Heart (Epic)
- MICKEY GILLEY (23)
You've Got Something On Your Mind (Epic)

HOTTEST

- RONNIE MILSAP (96)
Lost In The Fifties Tonight (RCA)
- FORESTER SISTERS (95)
I Fell In Love Again Last Night (WB)
- NITTY GRITTY DIRT BAND (60)
Modern Day Romance (WB)
- ROSANNA CASH (52)
I Don't Know Why You Don't... (Columbia)
- JUDDS (39)
Love Is Alive (RCA/Curb)
- SAWYER BROWN (37)
Used To Be (Capitol/Curb)
- MARIE OSMOND w/DAN SEALS (36)
Meet Me In Montana (Capitol/Curb)
- WAYLON JENNINGS (34)
Drinkin' And Dreamin' (RCA)
- CONWAY TWITTY (29)
Between Blue Eyes And Jeans (WB)
- REBA McENTIRE (29)
Have I Got A Deal For You (MCA)

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

BREAKERS

GARY MORRIS

I'll Never Stop Loving You (WB)

On 78% of reporting stations. Rotations: Heavy 3, Medium 52, Light 70. Total Adds 35 including WCAO, WBOS, WILQ, WEZL, WFNC, KISS-FM, WSIX, WQYK, WSLR, WUSN, WQHK, KTTS, KCBQ, KSN, KCUB Moves 45-32 on the Country chart. A most added record.

JOHN SCHNEIDER

I'm Gonna Leave You Tomorrow (MCA)

On 71% of reporting stations. Rotations: Heavy 3, Medium 54, Light 56. Total Adds 21 including WPTR, WYRK, WIXY, KLVJ, KIKK, WKSJ, KRNL, WONE, KRRK, WKMF, WTHI, KVOC, KUGN, KWJ, KRAK. Moves 43-34 on the Country chart.

LOUISE MANORELL

I Wanna Say Yes (RCA)

On 70% of reporting stations. Rotations: Heavy 3, Medium 50, Light 59. Total Adds 31 including WVAM, WBOS, WRKZ, WAJR, WYNK, WGKX, KYXX, WUSQ, WTQR, WUBE, WFMS, KFKF, WMIL, KUZS, KFRE, KRAK, KSN. Moves 48-35 on the Country chart. A most added record.

BARBARA MANORELL

Angel In Your Arms (MCA)

On 69% of reporting stations. Rotations: Heavy 0, Medium 54, Light 56. Total Adds 38 including WQBE, WKYG, WDSY, WXBQ, KHEY, KYKX, WPAP, WUSN, WCXI, WIRE, WDGY, WXCL, KYGO, KVEG, KRPM. Debuts at number 36 on the Country chart. A most added record.

SOUTHERN PACIFIC

Thing About You (WB)

On 64% of reporting stations. Rotations: Heavy 6, Medium 40, Light 56. Total Adds 14, WAJR, WKYG, WDSY, WEZL, KLLL, WKSJ, WQYK, WGEE, WWJO, WTHI, KUGN, KNEW, KRAK, KMPS. Heavy: WAMZ, WCUZ, KRKT. Moves 44-39 on the Country chart.



"SING ABOUT YOU" 7-28943

BB 41
GAVIN 39
CB 51

PRODUCED BY JIM ED
NORMAN FOR JEN
PRODUCTIONS, INC. AND
BY SOUTHERN PACIFIC
WITH BRAD HARTMAN



COUNTRY BREAKERS

39

COUNTRY

NEW & ACTIVE

- STATLERS "Too Much On My Heart" (Mercury/PolyGram) 92/37**
 Rotations: Heavy 3, Medium 33, Light 56, Total Adds 37 including WPTR, WCAO, WXTU, WVVVA, WSOC, KSSN, WKSJ, WTQR, WMMI, WOKH, WITL, WXCL, KRRT, KKCS, KEIN. Debuts at number 40 on the Country chart.
- T. GRAHAM BROWN "Drowning In Memories" (Capitol) 83/12**
 Rotations: Heavy 2, Medium 39, Light 42, Total Adds 12 including WJXL, KEAN, WQYK, WTQR, WSLR, KBMR, KFDI, KKAL, KULY, KUGN, KQIL, KVEG. Heavy: WFNC, WOKK. Moves 49-43 on the Country chart.
- MARK GRAY "Smooth Sailing (Rock In The Road)" (Columbia) 83/7**
 Rotations: Heavy 2, Medium 40, Light 41, Total Adds 7, WSJ, WJUSQ, WAXX, KWMT, WMIL, KVEG, KRPM. Heavy: WPAP, KXYX. Medium: WBGW, WAJR, WQDY, WZZK, KVOD, KUGN. Moves 46-42 on the Country chart.
- MICKEY GILLEY "You've Got Something On Your Mind" (Epic) 79/23**
 Rotations: Heavy 1, Medium 26, Light 52, Total Adds 23 including WCAO, WIXY, WCOS, KILT-FM, WPAP, WUSO, KULY, WFM5, WXCL, WTHI, KYGO, KWJJ, KCKC, KMPS. Debuts at number 45 on the Country chart.
- LEE GREENWOOD "I Don't Mind The Thorns..." (MCA) 72/50**
 Rotations: Heavy 1, Medium 20, Light 51, Total Adds 50 including WBO5, WXTU, WPOR, WVVVA, KASE, WEZL, KIKK, WVC, WLWI, KSMO, WLSN, WNNI, WFM5, WMIL, WQDY, KRWQ, KTOH, KRPM. Debuts at number 47 on the Country chart.
- JUDY RODMAN "You're Gonna Miss Me When I'm Gone" (MTM) 69/18**
 Rotations: Heavy 0, Medium 23, Light 46, Total Adds 18 including WSNQ, WRKZ, WQYK, WDSY, WPOR, WILQ, WXBO, WEZL, WGTQ, KSSN, KYXK, KCJB, KIOV, KFPI, KIK-FM, KMAK.
- CHANCE "You Could Be The One Woman" (Mercury/PolyGram) 67/4**
 Rotations: Heavy 2, Medium 28, Light 37, Total Adds 4, WVVVA, WXCL, KUGN, KVEG. Heavy: KIKK, KXYX. Medium: WSNQ, WAJR, WFNC, WKSJ, WMIL, KXYX, WFDI, KRYS, KIGQ. Debuts at number 49 on the Country chart.
- BOBBY BARE "When I Get Home" (EMI America) 57/8**
 Rotations: Heavy 0, Medium 24, Light 33, Total Adds 8, WVAM, WVVVA, WVM1, WQYK, KCJB, KUGN, KFRE, KSOP. Medium: WBGW, WOKK, WDAF, WQYK, KTKP, KKCS, KUGN, KRYS, KTYM.
- JOHN ANDERSON "Tokyo, Oklahoma" (WB) 56/12**
 Rotations: Heavy 0, Medium 21, Light 35, Total Adds 12, WPOR, WVVVA, KEAN, KSSN, WCXI, WITL, WQDY, KTTS, KTKP, KIK-FM, KKCS, KMAK. Medium: WSNQ, WYII, WLWI.
- RAY CHARLES w/HANK WILLIAMS JR. "Two Old Cads Like Us" (Columbia) 54/30**
 Rotations: Heavy 0, Medium 14, Light 40, Total Adds 30 including WCAO, WOKQ, WPOR, WVVVA, WEZL, KSSN, WLWI, WJBE, WDAF, WQYK, KTKP, KKCS, KUGN, KRYS, KTYM.
- DAN FOGELBERG "Down The Road/Mountain Pass" (Full Moon/Epic) 15/15**
 Rotations: Heavy 0, Medium 22, Light 31, Total Adds 15, WCAO, WKYQ, WPOR, WILQ, KRFR, WGTQ, WDXE, WWOOD, WLWI, WKIK, WTQR, WKQO, WTSO, KUGN, KEIN.

SIGNIFICANT ACTION

- MOE BANDY "Barroom Roses" (Columbia) 46/6**
 Rotations: Heavy 2, Medium 21, Light 23, Total Adds 6, WVVVA, KEAN, KYXK, WDAF, KIK-FM, KUGN. Heavy: KASE, KIKK. Medium: WYII, WOW.
- BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 46/5**
 Rotations: Heavy 10, Medium 36, Light 5, WIXY, WVVVA, WOKK, WXCL, KULY. Medium: WYII, WUSY, WFNC, KEIN, KRYS.
- ALMOST BROTHERS "Don't Tell Me Love Is Kind" (MTM) 45/12**
 Rotations: Heavy 0, Medium 13, Light 32, Total Adds 12, WCAO, WSNQ, WIXY, WESC, WCUZ, WMIL, WXCL, KRWQ, KEIN, KTOH.
- HANK WILLIAMS JR. "This Ain't Dallas" (WB/Curb) 40/32**
 Rotations: Heavy 1, Medium 10, Light 29, Total Adds 32 including WCAO, WYRK, WRKZ, KIX106, KASE, KIKK, WCXI, WIL, KUZZ, KCKC.
- TOM T. HALL "Down On The Florida Keys" (Mercury/PolyGram) 38/12**
 Rotations: Heavy 0, Medium 10, Light 28, Total Adds 12 including WYII, KYXK, KSO, WCXI, WITL, KTTS, KKAL, KVOC, KGA.
- BRENDA LEE "I'm Takin' My Time" (MCA) 36/10**
 Rotations: Heavy 1, Medium 9, Light 26, Total Adds 10, WPKZ, WGTQ, KSSN, WPAP, WGEK, KTTS, KTKP, KFPI, KIK-FM, KMAK.
- GUS HARDIN & DAVE LOGGINS "Just As Long As I Have You" (RCA) 31/3**
 Rotations: Heavy 0, Medium 8, Light 23, Total Adds 3, WEZL, WFNC, KEIN. Medium: WBGW, WYII, WLWI, WITL, KTTS, KRYS.
- VERN GOSDIN "I Know The Way To You By Heart" (Compeat/PolyGram) 30/16**
 Rotations: Heavy 0, Medium 5, Light 25, Total Adds 16 including WVAM, WYII, WGTQ, WESC, WPAP, KSO, WGEK, WTSO, KTTS, KEIN.
- MARGO SMITH & TOM GRANT "Everyday People" (Bermuda Dunes) 29/3**
 Rotations: Heavy 0, Medium 8, Light 21, Total Adds 3, WCAO, WWOOD, KGA. Medium: KSOP, KTOH, KSO, KFOL.
- RAY PRICE "I'm Not Leaving" (Step One) 23/7**
 Rotations: Heavy 0, Medium 4, Light 19, Total Adds 7, WAJR, WMMI, KRMD, WITL, KTTS, KTOH, KGA. Light: WYII, WOKK, WPAP.
- RANDY TRAVIS "On The Other Hand" (WB) 21/7**
 Rotations: Heavy 1, Medium 8, Light 20, Total Adds 7, WVVVA, WFNC, KBMR, WCUZ, WOW, KSOP, KIGQ. Heavy: WOKK. Light: WAXX, KIK-FM.
- CRAIG DILLINGHAM "Next To You" (MCA/Curb) 21/5**
 Rotations: Heavy 0, Medium 2, Light 19, Total Adds 5, KYXK, WWOOD, WLWI, KFRE, KRYS. Medium: KRMD. Light: WVAM, WYII, KFQO, KVOC.

- WILLIE NELSON & NEIL YOUNG "Are There Any More Real Cowboy's" (Columbia) 20/2**
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 2, WTSV, KTTS. Medium: KXYX, KQIL. Light: WBGW, WNOX, KYXK, KTKP, KFRE, KSOP.
- JIM COLLINS "I Want To Be A Cowboy 'Til I Die" (White Gold) 19/4**
 Rotations: Heavy 0, Medium 4, Light 15, Total Adds 4, WFNC, KYXK, KSO, KTTS. Medium: KIKK, KFPI, KGA. Light: WOKK, WCM5, WAXX.
- CARLETTE "Tonight's The Night" (Luv) 18/2**
 Rotations: Heavy 0, Medium 4, Light 14, Total Adds 2, WEZL, WAXX. Medium: KRMD, KSOP. Light: WFNC, WWOOD, WLWI, KTTS, KVOC, KVEG.
- MEL TILLIS "California Road" (RCA) 17/12**
 Rotations: Heavy 0, Medium 1, Light 16, Total Adds 12 including WSNQ, KSSN, WOKK, WLWI, KRMD, KTKP, KVOC, KFPI, KKAL, KRYS, KSON.
- SHELLY WEST "I'll Dance The Two-Step" (Viva) 17/11**
 Rotations: Heavy 0, Medium 1, Light 17, Total Adds 11, WTSV, WPOR, WFNC, WESC, WWOOD, WCM5, KCJB, KXYX, KVOC, KQIL, KRYS.
- MASON DIXON "Houston Heartache" (Texas) 17/6**
 Rotations: Heavy 1, Medium 6, Light 10, Total Adds 6, WYII, WDXE, WWOOD, WOKK, KTTS, KGA. Medium: KLVI, KYXK, KRMD, KFPI.
- LANE BRODY "Baby's Eyes" (EMI America) 16/11**
 Rotations: Heavy 0, Medium 0, Light 16, Total Adds 11, WYII, WYII, WDXE, WCM5, WCXI, KVOC, KFPI, KRST, KRWQ, KRYS.
- DAVID ALLAN COE "My Elusive Dreams" (Columbia) 14/0**
 Rotations: Heavy 0, Medium 4, Light 10, Total Adds 0, Medium: WGEK, KTTS. Light: WVAM, WSNQ, WYII, KEAN, WCM5, KXYX, KRYS.
- BILL ANDERSON "When You Leave Like..." (Swanee) 13/2**
 Rotations: Heavy 0, Medium 3, Light 9, Total Adds 3, WFNC, KVEG, KSOP. Medium: WPAP, WITL, KFPI. Light: WLWI, WQYK, KTKS, KVOC.
- RAY STEVENS "The Haircut Song" (MCA) 12/7**
 Rotations: Heavy 0, Medium 3, Light 9, Total Adds 7, WCAO, WEZL, WUSY, WLSN, WQYK, KTKP, KQIL. Medium: KRRT, KCKC.
- NICOLETTE LARSON "Building Bridges" (MCA) 12/7**
 Rotations: Heavy 0, Medium 2, Light 10, Total Adds 7, WVAM, KRVR, WCM5, KFQO, KIOV, KVOC, KRWQ. Medium: WCUZ, KRRT.
- NARVEL FELTS "Out Of Sight, Out Of Mind" (Evergreen) 11/6**
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 6, WVAM, WYII, WEZL, WGTQ, WDXE, KTOH. Light: WBGW, WPAP, KRMD, KVOC.
- LOY BLANTON "Sailing Home To Me" (Soundwave) 11/2**
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 2, WAXX, WOW. Light: WFNC, WLWI, KRMD, KSO, KVOC, KFPI.
- T.G. SHEPPARD "Doncha" (Columbia) 10/7**
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 7, WBGW, WSNQ, WESC, KSSN, KYXK, WCUZ, KXYX, KMAK. Light: WTSV, WOKQ.
- SHOPPE "Holdin' The Family Together" (MTM) 9/9**
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 9, WBGW, WVVVA, KRVR, WOKK, KRMD, KWJJ, KRYS, KMPS, KRPM.
- JENNINGS/NELSON/CASH/KRISTOFFERSON "Desparados Waiting For A Train" (Columbia) 9/9**
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 9, WBGW, WSNQ, KIX106, KYXK, KXYX, KUZZ, KMAK, KSOP, KSN.
- MAINES BROTHERS "When My Blues Moon Turns To..." (Mercury/PolyGram) 9/0**
 Rotations: Heavy 0, Medium 3, Light 6, Total Adds 0, Medium: WYII, WPAP, WOW. Light: WSNQ, WOKQ, KRVR, KFPI, KRWD, KRYS.
- BANDANA "Lovin' Up A Storm" (WB) 8/8**
 Rotations: Heavy 0, Medium 2, Light 6, Total Adds 8, WSNQ, KASE, KYXK, WCUZ, KIOV, KRRT, KKAL, KUZZ.
- JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me" (MCA) 8/6**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 6, WXTU, WDXE, KXYX, KRRT, KUZZ, KRYS. Medium: WBGW. Light: WUBE.
- TOM JONES "Not Another Heart Song" (Mercury/PolyGram) 8/3**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 3, WVAM, WLWI, WCM5. Light: WSNQ, WTVY, WDXE, KRMD, KVOC.
- BOBBY BLUE "Blue Light" (Nite) 8/1**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, KRYS. Medium: WYII. Light: WBGW, KRVR, WDXE, WWOOD, KEIN, KIGO.

ALBUM TRACKS

- | ARTIST/Song Title (Label) | Album Title |
|--|--------------------------|
| LORETTA LYNN/Just A Woman (MCA) | Just A Woman |
| KATHY MATTEA/Heart Of The Country (Mercury/PG) | From My Heart |
| ALABAMA/Down On Longboat Key (RCA) | 40 Hour Week |
| JOHN ANDERSON/A Little Rock & Roll... (WB) | Tokyo, Oklahoma |
| SOUTHERN PACIFIC/Perfect Stranger (WB) | Southern Pacific |
| CRYSTAL GAYLE/Touch And Go (WB) | Nobody Wants To Be Alone |

The First Breaker From The "Anything Goes" Album

GARY MORRIS

"I'll Never Stop Loving You"

7-28947

R&R **COUNTRY BREAKERS** 32

BB 46 CB 47 Gavin 85/38 Action Sides



Produced by Jim Ed Norman for JEN Productions, Inc.



ADULT/CONTEMPORARY

BREAKERS

COMMODORES Janet (Motown)

73% of our reporters on it. Rotations: Heavy 5/1, Medium 62/8, Light 28/8, Total Adds 17, WKBW, KVIL-FM, WMJL, KLSI, KYKY, B100, KIFM, WWOM, WGY, WEZC, WGWG, WRVA, 3WM, KBOI, KVUU, WTKO, WNTY. Debuts at number 22 on the A/C chart.

GODLEY & CREME Cry (Polydor/PolyGram)

60% of our reporters on it. Rotations: Heavy 18/0, Medium 38/3, Light 23/6, Total Adds 9, WNIC, KS94, WGWG, WRAL, WFMK, WMGN, 3WM, WAHR, K99.

NEW & ACTIVE

MOTELS "Shame" (Capitol) 59/4

Rotations: Heavy 5/0, Medium 31/1, Light 23/3, Total Adds 4, WLTS, WSFL, WNTY, WPPA, Heavy: 2WD, WSKY, WCKO, WCHV, KRLB. Mediums include: WRMM, KVIL-FM, WKYE, WNAM, KIOA, WMGN, WHNN, KKUA, KXAV.

LAURA BRANIGAN "Spanish Eddie" (Atlantic) 59/1

Rotations: Heavy 5/0, Medium 35/0, Light 19/1, Total Adds 1, WBOW, Heavy: WKWB, KKPL, WKYX, KOSW, KALE. Mediums include: WFBK, WLTS, WKYE, KEY103, WNAM, WHBC, KIOA, WTRX, WMGN, KSL, KBEST.

AMY GRANT "Wise Up" (A&M) 54/12

Rotations: Heavy 1/1, Medium 23/3, Light 30/8, Total Adds 12, WKBW, KVIL-FM, WGY, WKGW, WEZC, KOIL, KKUA, KRLB, WAEE, WBOW, KKLK, K99. Mediums include: WKYE, WSFL, WRVA, WNAM, WHNN.

PHIL COLLINS "Don't Lose My Number" (Atlantic) 46/3

Rotations: Heavy 14/0, Medium 16/0, Light 16/3, Total Adds 3, WTRX, WFMK, WORG, Heavy: WKYE, WKJJ, WAVE, WMGN, KXIA, WNNR, WSKI, WPPA, WSKY, WCKO, WCHV, KRLB, WKYX, KKLK, Medium: KVIL-FM, 2WD, WLTF, V103, WFSM, WKJJ, WMAE.

JOHN PARR "St. Elmo's Fire" (Atlantic) 40/6

Rotations: Heavy 11/0, Medium 20/1, Light 9/5, Total Adds 6, KMGG, WKYE, WIVY, WTRX, WFMK, WORG, Heavy: KVIL-FM, 2WD, WHAS, WKJJ, KKUA, WNNR, WCKO, KRLB, WKYX, KTYL, Medium: 55KRC, WLTF, B100, WRKA, WSTF, WAVE, WNAM, WLHT, WENS, WMHE, KRVA.

JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 36/6

Rotations: Heavy 4/0, Medium 15/1, Light 17/5, Total Adds 6, WFBK, KBOI, WPPA, KRLB, KTYL, KALE, Heavy: WPRO, WEIM, WAHR, WMT-FM, Medium: KVIL-FM, WCCO, KGW, WRVA, WHBY.

POINTER SISTERS "Dare Me" (RCA) 36/1

Rotations: Heavy 7/0, Medium 23/0, Light 6/1, Total Adds 1, WKGW, Medium: KVIL-FM, KMGG, B100, WKYE, KEY103, WKJJ, WNAM, WMGN, KXAV, KBEST.

HUGH MASEKELA "The Joke Of Life" (Jive/Arista) 33/14

Rotations: Heavy 0/0, Medium 9/5, Light 24/9, Total Adds 14, WFBK, KGW, WKYE, WGY, WHBC, KIOA, WISN, WHNN, WTKO, WAHR, KTYL, KTWO, KOSW, KMGG.

MATT BIANCO "Whose Side Are You On?" (Atlantic) 32/16

Rotations: Heavy 0/0, Medium 8/2, Light 24/14, Total Adds 16, WFBK, WAEB, WKGW, WHBC, KIOA, WISN, WHNN, KBOI, WKNE, KRLB, WAEE, WJBC, WCIL, WMT-FM, WKUS, WBOW, Medium: WCCO, KIFM, KTYL, KTWO, KOSW, KALE.

DAVID FOSTER "Love Theme From 'St. Elmo's Fire'" (Atlantic) 32/10

Rotations: Heavy 3/0, Medium 14/5, Light 15/5, Total Adds 10, WPRO, KVIL-FM, B100, WBT, WRVA, WHB, WAHR, WAGE, KKLK, KMGG, Heavy: KUDL, KIFM, WHBY, Medium: WFBK, WLTS, WEZC.

ROTATION BREAKOUTS

#	Artist	Total			
		Reports/Adds	Heavy	Medium	Light
1	KOOL & THE GANG	131/0	123	8	0
2	BILLY JOEL	126/2	107	17	2
3	TINA TURNER	126/2	107	19	0
4	BILLY OCEAN	125/0	94	28	3
5	WHAMI	121/2	69	47	5
6	COREY HART	114/2	68	41	5
7	PAUL YOUNG	101/0	58	34	9
8	ARETHA FRANKLIN	106/1	71	29	6
9	HUEY LEWIS & THE NEWS	100/4	62	34	4
10	DeBARGE	98/0	46	43	4
11	WHITNEY HOUSTON	119/10	33	70	16
12	DON HENLEY	92/1	49	38	5
13	RONNIE MILSAP	99/3	51	43	5
14	MICHAEL FRANKS	108/5	34	60	14
15	KENNY LOGGINS	89/0	40	38	11
16	NATALIE COLE	97/5	22	60	15
17	HOWARD JONES	95/7	16	65	14
18	BEACH BOYS	89/7	14	64	11
19	MICHAEL McDONALD	89/8	11	62	16
20	SAOE	74/0	23	36	15
21	AIR SUPPLY	92/11	7	63	22
22	COMMODORES	95/17	5	62	28
23	GODLEY & CREME	79/9	18	38	23
24	WHITNEY HOUSTON	47/0	3	31	13
25	AIR SUPPLY	48/0	5	25	18

MOST ADDED

COMMODORES (17)
Janet (Motown)
JIMMY BUFFETT (16)
If The Phone Doesn't Ring... (MCA)
MATT BIANCO (16)
Whose Side Are You On? (Atlantic)
DURELL COLEMAN (15)
Somebody Took My Love (Island)
CARRIE LUCAS (15)
Hello Stranger (Constellation/MCA)

HOTTEST

KOOL & THE GANG (103)
Cherish (De-Lite/PolyGram)
BILLY JOEL (83)
You're Only Human (Second Wind) (Columbia)
TINA TURNER (83)
We Don't Need Another Hero... (Capitol)
BILLY OCEAN (62)
Mystery Lady (Jive/Arista)
HUEY LEWIS & THE NEWS (46)
Power Of Love (Chrysalis)

SIGNIFICANT ACTION

ERIC TAGG "Woman I Love" (RMC) 29/10

Rotations: Heavy 0/0, Medium 6/1, Light 23/9, Total Adds 10, WLTS, KIFM, K106, KIOA, KSL, WCHV, WAEE, WJBC, WCIL, WKUS, Medium: WKNE, WAHR, WFFX, WMT-FM, WJON.

DURELL COLEMAN "Somebody Took My Love" (Island) 28/15

Rotations: Heavy 0/0, Medium 5/1, Light 23/14, Total Adds 15, KUDL, WAEB, WNAM, KIOA, WHNN, WTKO, WKNE, WGSV, WORG, WFFX, KTYL, KFSB, WKUS, KTWO, KMGG, Medium: WPKX, WMT-FM, WJON, KALE.

MADONNA "Dress You Up" (Sire/WB) 27/10

Rotations: Heavy 1/0, Medium 13/0, Light 13/7, Total Adds 10, KVIL-FM, WCCO, B100, WNAM, WLHT, WMGN, KFI, WEIM, WFFX, KKLK, Heavy: WCKO, Medium: WSNY, KMGG, WAEB, WJBC, WKYE, WPPA, WSKY, WORG, WKYX.

MEN AT WORK "Maria" (Columbia) 26/1

Rotations: Heavy 0/0, Medium 5/0, Light 21/1, Total Adds 1, WCHV, Medium: WSKI, WCKO, KKLK, KOSW, KRBS.

GEORGE FISCHOFF "Feel" (FastFire Records) 24/1

Rotations: Heavy 0/0, Medium 4/0, Light 20/1, Total Adds 1, KRLB, Medium: WFBK, WISN, WEIM, KRBS.

EURYTHMICS "There Must Be An Angel" (RCA) 22/3

Rotations: Heavy 3/0, Medium 7/0, Light 12/3, Total Adds 3, WAVE, KKUA, KRBS, Heavy: WFBK, WEIM, WCHV, Medium: WFRM, WNAM, WKRN, KWAV, WPPA, KKLK, KALE.

FREDDIE JACKSON "Rock Me Tonight (For Old Time's Sake)" (Capitol) 22/3

Rotations: Heavy 1/0, Medium 9/0, Light 12/3, Total Adds 3, KOST, WKUS, KKLK, Heavy: WSKI, Medium: KVIL-FM, KMGG, KKLK, WAVE, KIOA, KWAV, KBEST, WPPA, KMGG.

JOHN COUGAR MELLENCAMP "Lonely Ol' Night" (Riva/PolyGram) 21/8

Rotations: Heavy 0/0, Medium 7/0, Light 14/8, Total Adds 8, WRAL, WNAM, WMHE, KRLB, WKYX, KKLK, KOSW, KALE, Medium: KVIL-FM, WEIM, WSKI, WPPA, WCKO, WFFX, WFFX, KTYL.

UB40 with CHRISSE HYNDIE "I Got You Babe" (A&M) 21/2

Rotations: Heavy 0/0, Medium 12/1, Light 9/1, Total Adds 2, KLSI, KUDL, Medium: KVIL-FM, WAVE, KWAV, KBEST, WNNR, WEIM, WSKI, WCKO, WCHV, WAHR, WZLQ.

BLACK TIE "If You Gotta Make A Fool Of..." (Bench Records) 20/10

Rotations: Heavy 0/0, Medium 2/0, Light 18/10, Total Adds 10, WCCO, WAEB, WAEE, WHBY, WNAM, WHNN, WJBC, WMT-FM, WJON, KOSW, Medium: WFBK, WJON, KRBS, Medium: WJON.

MAURICE WHITE "Stand By Me" (Columbia) 19/7

Rotations: Heavy 0/0, Medium 8/0, Light 11/7, Total Adds 7, WCCO, K106, WNAM, WGSV, WORG, WAEE, WJON, Medium: WPKX, WBT, WMGN, KWAV, WFFX, WMT-FM, KMGG, KALE.

CARRIE LUCAS "Hello Stranger" (Constellation/MCA) 17/15

Rotations: Heavy 0/0, Medium 3/2, Light 14/13, Total Adds 15, WCCO, KIFM, K106, WHBY, WISN, KWAV, KSL, WEIM, WKNE, WORG, WKYX, WGLD, KKLK, KTWO, KRBS, Medium: WJON.

JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me" (MCA) 16/16

Rotations: Heavy 0/0, Medium 1/1, Light 15/15, Total Adds 16, WCCO, WAVE, WHBY, WEIM, WGSV, WAHR, WORG, KTYL, WJBC, WMT-FM, KFSB, WJON, WBOW, KTWO, KRBS, KMGG.

A-HA "Take On Me" (WB) 16/13

Rotations: Heavy 0/0, Medium 6/4, Light 10/9, Total Adds 13, KOST, WNAM, KKUA, KFI, KWAV, WEIM, WPPA, WCKO, WAGE, WZLQ, KKLK, KMGG, KALE, Medium: WKYX.

STING "Fortress Around Your Heart" (A&M) 15/12

Rotations: Heavy 0/0, Medium 3/2, Light 12/10, Total Adds 12, WRMM, WNAM, WHBC, KWAV, WEIM, WPPA, WCKO, KRLB, KTWO, KOSW, KRBS, KALE, Medium: WAVE.

JULIAN LENNON "Jesse" (Atlantic) 15/1

Rotations: Heavy 0/0, Medium 5/0, Light 9/1, Total Adds 1, WKUS, Medium: KWAV, WSKI, WCKO, WFFX, KKLK, KALE.

JOHN CAFFERTY "C-I-T-Y" (Scotti Bros./CBS) 15/0

Rotations: Heavy 1/0, Medium 7/0, Light 7/0, Total Adds 0, Heavy: KALE, Medium: WEIM, WSKI, WPPA, WCKO, WCHV, KKLK, KQGW.

DARYL HALL & JOHN OATES "The Way You Do The Things You Do/My Girl" (RCA) 14/14

Rotations: Heavy 0/0, Medium 3/3, Light 11/11, Total Adds 14, WAEB, K106, WEZC, WSFL, WAVE, WCKO, KRLB, WORG, KTYL, WJBC, WKUS, WJON, KRBS, KALE.

JOHN WAITE "Every Step Of The Way" (EMI America) 14/8

Rotations: Heavy 0/0, Medium 6/2, Light 8/6, Total Adds 8, WEIM, WCKO, WAGE, WKYX, WZLQ, KTYL, KKLK, KOSW, Medium: WKYE, WMGN, WNNR, WPPA.

TIM WEISBERG "You've Got To Know" (Desert Rock Records) 14/5

Rotations: Heavy 0/0, Medium 10/0, Light 13/5, Total Adds 5, WHBC, WHNN, WCHV, WMT-FM, WJON, Medium: KIFM.

HEART "What About Love?" (Capitol) 13/2

Rotations: Heavy 2/0, Medium 7/2, Light 4/0, Total Adds 2, KRVA, WCHV, Heavy: WLHT, WNNR, Medium: WKJJ, KBEST, WNTY, KRLB, KALE.

ABC "Be Near Me" (Mercury/PolyGram) 12/9

Rotations: Heavy 0/0, Medium 3/2, Light 9/7, Total Adds 9, KVIL-FM, WKYE, WMGN, WEIM, WKNE, WAEE, KTYL, KTWO, KOSW, Medium: WCKO.

BILL WITHERS "Something That Turns You On" (Columbia) 12/0

Rotations: Heavy 1/0, Medium 5/0, Light 6/0, Total Adds 0, Heavy: WHBY, Medium: WFFX, WCIL, WMT-FM, KRBS, KMGG.

JAMES BOND "Heart Of Love" (Elektra) 12/0

Rotations: Heavy 0/0, Medium 2/0, Light 10/0, Total Adds 0, Medium: WRVA, WNNR.

ROB TRO "Let Me Be The Knight" (JameX) 11/1

Rotations: Heavy 0/0, Medium 4/0, Light 7/1, Total Adds 1, WKNE, Medium: WCCO, KOST, WMT-FM, KMGG.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

AOR TRACKS

Three Weeks
Last Weeks

148 Reports

Three Weeks	Last Weeks	Rank	Artist/Track	Label	Total Reports/Adds	Power	Heavy	Medium
—	14	3	J. COUGAR MELLENCAMP /Lonely Ol' Night (Riva/PG)		142+/3	49+	125+	16-
5	3	1	STING /Fortress Around Your Heart (A&M)		138-/3	43+	120+	18-
15	7	4	HUEY LEWIS & THE NEWS /Back In Time (Chrysalis)		130+/6	28+	104+	25-
1	1	2	DIRE STRAITS /Money For Nothing (WB)		113-/0	42-	108-	4-
DEBUT		5	D. BOWIE & M. JAGGER /Dancing In The Street (EMI America)		133 /133	19	83	36
18	16	7	MICHAEL McDONALD /No Lookin' Back (WB)		121-/2	16+	85+	35-
26	17	8	JOHN WAITE /Every Step Of The Way (EMI America)		131+/5	14+	73+	57-
11	10	6	GODLEY & CREME /Cry (Polydor/PG)		130-/2	12+	66+	61-
13	11	9	MOTELS /Shame (Capitol)		119+/4	16-	71+	46-
14	13	12	TALKING HEADS /And She Was (Sire/WB)		118-/2	15-	64+	51-
—	21	11	LOVERBOY /Lovin' Every Minute Of It (Columbia)		125+/12	9+	51+	68-
23	14	12	CHEAP TRICK /Tonight It's You (Epic)		123-/0	7+	52+	64-
29	21	13	HOOTERS /And We Danced (Columbia)		120+/11	6-	36+	87+
27	22	14	TEARS FOR FEARS /Head Over Heels (Mercury/PG)		111+/8	4-	43+	66-
36	31	23	NIGHT RANGER /Four In The Morning (Camel/MCA)		113+/12	4-	37+	72+
9	9	13	JOHN CAFFERTY & THE BEAVER... /C-I-T-Y (Scotti Bros./CBS)		103-/3	12-	51-	47+
45	34	25	DIRE STRAITS /One World (WB)		102+/15	4+	40+	61+
7	6	9	PHIL COLLINS /Don't Lose My Number (Atlantic)		74-/1	20-	60-	13-
22	20	19	Y&T /Summertime Girls (A&M)		103-/1	6-	27-	69-
8	8	11	R.E.M. /Can't Get There From Here (IRS/MCA)		89-/0	11-	52-	33-
50	39	21	MARILLION /Kayleigh (Capitol)		113+/16	4+	16+	86+
25	24	22	NICK MASON & RICK FENN /Lie For A Lie (Columbia)		110-/2	0-	16-	90-
2	2	23	JOHN PARR /St. Elmo's Fire (Man In Motion) (Atlantic)		71-/0	13-	57-	13+
28	26	24	JEFF BECK /Gets Us All In The End (Epic)		101+/8	2+	18-	80+
12	15	20	MOTLEY CRUE /Smokin' In The Boys' Room (Elektra)		85-/0	7-	34-	43-
38	32	26	X /Burning House Of Love (Elektra)		100+/10	4+	16+	69+
4	5	27	PAT BENATAR /Invincible (Chrysalis)		67-/0	7-	44-	20+
41	35	32	COCK ROBIN /When Your Heart Is Weak (Columbia)		85+/8	4-	18+	59-
47	43	28	MR. MISTER /Broken Wings (RCA)		80+/15	2+	18+	51+
49	40	33	EDDIE & THE TIDE /One In A Million (Atco)		92+/5	1-	5-	80+
3	4	17	HUEY LEWIS & THE NEWS /Power Of Love (Chrysalis)		52-/0	17-	43-	8-
—	41	32	SAGA /What Do I Know? (Portrait/CBS)		92+/23	1-	5-	75+
32	28	33	BRYAN ADAMS /Diana (Import)		57-/3	4-	27-	30+
37	36	35	DIRE STRAITS /So Far Away (WB)		60-/6	3+	24-	34+
—	46	35	U2 /Bad (Island)		68+/24	3-	15-	44+
—	42	36	DIO /Rock 'N' Roll Children (WB)		79+/18	0-	6+	59+
21	23	30	BILLY JOEL /You're Only Human (Second Wind) (Columbia)		54-/1	7-	30-	21-
39	38	37	UB40 w/CHRISSE HYNDE /I Got You Babe (Virgin/A&M)		56-/2	1-	17-	38-
10	19	26	BRYAN ADAMS /Summer Of '69 (A&M)		40-/1	9-	26-	12-
—	49	40	OUTFIELD /Say It Isn't So (Columbia)		67+/19	0-	6+	44+
30	29	34	TINA TURNER /We Don't Need Another Hero (Thunderdome) (Capitol)		49-/2	4-	28-	20-
DEBUT		41	BRYAN ADAMS /One Night Love Affair (A&M)		52 /43	1	14	33
6	12	27	COREY HART /Never Surrender (EMI America)		46-/0	3-	21-	22-
—	57	52	RATT /You're In Love (Atlantic)		54+/15	0-	7+	37+
56	48	45	URGENT /Running Back (Manhattan)		61-/6	0-	3-	47-
—	57	46	R.E.M. /Driver 8 (IRS/MCA)		51+/22	6+	20+	19+
—	53	48	KATRINA & THE WAVES /Do You Want Crying? (Capitol)		57+/8	2+	10+	41+
19	30	39	HEART /What About Love? (Capitol)		32-/0	4-	22-	9-
53	45	49	HEART /I Looks Could Kill (Capitol)		49-/3	2-	15-	27-
—	58	50	HEART /Never (Capitol)		43+/13	0-	9-	31+
—	60	51	WHAT IS THIS /I'll Be Around (MCA)		53+/8	0-	2+	41+
16	27	40	JEFF BECK & ROD STEWART /People Get Ready (Epic)		31-/0	4-	12-	19+
DEBUT		52	FOREIGNER /Down On Love (Atlantic)		38+/11	1+	10+	26+
17	25	54	RATT /Lay It Down (Atlantic)		35-/0	1-	10-	19-
—	54	51	AC/DC /Sink The Pink (Atlantic)		40-/2	0-	2+	29-
55	52	55	STING /Love Is The Seventh Wave (A&M)		32-/1	0-	14+	16-
DEBUT		57	ADVENTURES /Send My Heart (Chrysalis)		43+/3	0-	6+	30+
DEBUT		58	BRUCE SPRINGSTEEN /I'm Goin' Down (Columbia)		30 /25	1	7	22
DEBUT		59	MICHAEL McDONALD /Bad Times (WB)		38+/16	0-	6+	25+
DEBUT		60	ROMANTICS /Test Of Time (Nemperor/CBS)		44 /44	0	1	30

MOST ADDED

- DAVID BOWIE & MICK JAGGER** (133)
Dancing In The Street (EMI America)
- ROMANTICS** (44)
Test Of Time (Nemperor/CBS)
- BRYAN ADAMS** (43)
One Night Love Affair (A&M)
- JOHN BUTCHER AXIS** (32)
Stop (Capitol)
- BRUCE SPRINGSTEEN** (25)
I'm Goin' Down (Columbia)

HOTTEST

- JOHN COUGAR MELLENCAMP** (49)
Lonely Ol' Night (Riva/PolyGram)
- STING** (43)
Fortress Around Your Heart (A&M)
- DIRE STRAITS** (42)
Money For Nothing (WB)
- HUEY LEWIS & THE NEWS** (28)
Back In Time (Chrysalis)
- PHIL COLLINS** (20)
Don't Lose My Number (Atlantic)

BREAKERS

DAVID BOWIE & MICK JAGGER
Dancing In The Street (EMI America)

90% of our reporters on it. 133/133 including adds at: WBCN, WBAB, WNEW, WMMR, KZEW, KSRR, WLUP, WXRT, KLOS, KMET, KGSB. Debuts at #5 on the Tracks chart.

SAGA

What Do I Know? (Portrait/CBS)

62% of our reporters on it. 92/23 including adds at: WDVE, WKLS, WYNF, KRQR, KISS, WTUE, KEZO, KKDJ. Moves 41-32 on the Tracks chart.

EDDIE & THE TIDE

One In A Million (Atco)

61% of our reporters on it. 92/5 with adds at: Q107, WRXL, WSKS, WLAV, WBLM. Moves 33-30 on the Tracks chart.

NEW & ACTIVE

NICK LOWE & HIS COWBOY OUTFIT "I Knew The Bride (When She Use To Rock 'N' Roll)" (Columbia) 38/22 (17/16)
Adds include WBCN, WBAB, DC101, KZEW, WLUP, KBPI, KROQ, 91X, WGBK, WAQY, WRXL. Heavy: 2 include KVRE. Mediums: 25 include WMMR, WXRT, KBCO, KFOG, KYTD.

JOHN BUTCHER AXIS "Stop" (Capitol) 32/32 (0/0)
Adds include WBCN, WHEB, WHEB, KLAQ, KFMY. Heavy: 0. Mediums: 21 include WHYY, KZEW, WLVO, KZAP, KOME, WAAF, WKOD, KISS, WLAY, KATT, KMCD, KFMY, KOMP, KEZE.

APRIL WINE "Rock Myself To Sleep" (Capitol) 26/8 (19/19)
Adds: WRIF, WDHA, CHEZ, KRIX, WXLX, KILQ, KUFO, KYTD. Heavy: 0. Mediums: 21 include WNOR, WOFM, WPDH, WAQX, KNCN, KLAQ, WWCZ, KFMY, KJDD.

A-HA "Take On Me" (WB) 25/7 (18/5)
Adds: CFOX, WGBK, WRDU, WRML, WXLX, K97, WHMD. Powers: 1. Heavy: 6 KROQ, WLIR, WKOO, WRKQ, KRQJ, KQGL. Mediums: 18 include KBCO, KBPI, CFNY.

ERIC MARTIN "Information" (Capitol) 24/2 (23/9)
Adds: WRUF, KFMY. Heavy: 0. Mediums: 18 include WBCN, WYNF, KZAP, KOME, WHEB, KLAQ, WTUE, KATT, KFMS, KILQ, KKDJ.

STING "Russians" (A&M) 23/2 (22/2)
Adds: WHFS, KZAM. Powers: 1. Heavy: 10 include DC101, WLVO, KFOG, WHCN. Mediums: 11 include KINK, WPYX, WKDF, WIOT, KKDJ, KOMP.

HALL & OATES featuring **KENDRICKS & RUFFIN** "The Way You Do...My Girl" (RCA) 22/2 (0/0)
Adds include KFOG, WRXL, WWWW, KOZZ. Heavy: 3 WDHA, WYSP, WCPZ. Mediums: 13 include WBAB, WNEW, WMMR, KAZY, WGBK, WJZZ, KMCD.

COREY HART "Boy In The Box" (EMI America) 22/13 (9/5)
Adds include WPLR, WKQO, WTKX, WAPL, WSKS, KGGO, KEZO. Heavy: 6 WHYY, Q107, CHEZ, K97, KFMY, KMBY. Mediums: 13 include WPYX, WDHA, WJZZ, WCPZ, KWHL.

ABC "Be Near Me" (Mercury/PolyGram) 21/9 (11/7)
Adds: WZZO, WHEB, WAQY, WRDU, WYFR, WCPZ, KFMY, KZQO, KVRE. Heavy: 3 KROQ, WLIR, KRQJ. Mediums: 11 include WMMR, WNOR, WXRT, KBCO, WHFS.

JOE LYNN TURNER "Heartless" (Elektra) 21/2 (25/3)
KLAQ, KFMY. Heavy: 1 WLZ. Mediums: 14 include KSRR, WYNF, KORS, WAAF, KNCN, KLAQ, KFMY, WRUF.

GUADALCANA "Trail Of Tears" (Elektra) 21/1 (26/1)
Adds: KRIX. Heavy: 1 WXRT. Mediums: 11 include KLOL, KBCO, 91X, WHFS, KLBJ, KLAQ, WHMD, KYTD, KVRE.

TOM PETTY & THE HEARTBREAKERS "Spice" (MCA) 20/2 (23/3)
Adds: WNEW, WHMD. Heavy: 5 WMMR, KMET, WAAF, WJZZ, KVRE. Mediums: 13 include WHYY, WYNF, 91X, KGB, WOLR, KILQ, KOMP.

GARY MRYKON "I Stand For Love" (Network/Geffen) 18/6 (12/12)
Adds: WBCN, WHEB, KLAQ, WTUE, KSPN, KROU. Heavy: 1 WB. Mediums: 12 include KROQ, WEZX, WKKE, WLAV, KYTD.

EURHYTHMICS "There Must Be An Angel (Playing...)" (RCA) 18/6 (14/3)
Adds: KAZY, WHEB, WAQY, KMJX, WJZZ, WHMD. Powers: 1. Heavy: 7 include WPLR, CHEZ, K97, WCPZ, KZAM, KVRE. Mediums: 9 include WGBK, WBLM, WWWW, KLVY.

KATE BUSH "Running Up That Hill" (EMI America) 17/3 (15/4)
Adds: WGBK, KSPN, KQGL. Powers: 1. Heavy: 5 include WLIR, CFNY, WJZZ. Mediums: 10 include CHOM, KBCO, 91X, CFOX, WHFS, KLAQ.

GREGG ROE "Young Love" (Columbia) 16/5 (12/12)
Adds: WDVE, WYFR, WHMD, KOZZ. Heavy: 1 KROU. Mediums: 10 include KLOL, KZAP, KFOG, KROR, KSPN, KFMY.

JULIAN LENNON "Jesse" (Atlantic) 16/2 (17/1)
Adds: WHEB, WRKQ. Heavy: 0. Mediums: 11 include WBCN, WGBK, WJZZ, WBLM, WRUF, WCPZ, WZZO, KROU.

ARMOURY SHOW "Castles In Spain" (EMI America) 16/0 (18/3)
Adds: 0. Heavy: 2 WLIR, KRQJ. Mediums: 9 include WNOR, WXRT, WOFM, KROQ, 91X, WHFS, KQGL.

BRYAN FERRY "Don't Stop The Dance" (WB) 15/3 (16/2)
Adds: KFOG, WLIR, WJZZ. Powers: 1. Heavy: 9 include WXRT, KBCO, KROQ, KINK, CHEZ, KZAM, KVRE. Mediums: 5 include KYYS, KAZY, WDHA.

GEORGE THOROGOOD & THE DESTROYERS "Memphis" (EMI America) 15/2 (14/1)
Adds: KEZO, KFMY. Heavy: 3 WBCN, WMMR, KYYS, KORS, 91X, WAQX, KGGO. Medium: 11, WBCN, WMMR, KYYS, KORS, 91X, WAQX, KGGO.

SIMON F "I Want You Back" (Chrysalis) 13/12 (1/1)
KYTD. Adds include WHYY, WHFS, CHEZ, WEZX, KLBJ, KILQ. Heavy: 1 WLIR. Medium: 6 include KRQJ, KYTD.

HELIX "The Kids Are All Shakin'" (Capitol) 13/4 (11/1)
Adds: WBAB, CHOM, KNCN, KUFO. Heavy: 0. Mediums: 8 include WBCN, WHYY, KISS, KFMY, KILQ, KYTD.

STING "Consider Me Gone" (A&M) 13/4 (9/3)
Adds: KBCO, WKKE, KZOK, KOZZ. Powers: 1. Heavy: 6 include WXRT, KTCZ, KFOG, KVRE. Mediums: 7 include WBAB, KNCN, WZEW.

OND "So In Love" (Virgin/A&M) 12/2 (11/1)
Adds: KSPN, KZAM. Powers: 3. Heavy: 4 WXRT, KROQ, WLIR. Mediums: 6 include WBCN, WGBK, WHFS.

PHIL COLLINS "We Said Hello Goodbye" (Import) 12/2 (10/0)
Adds: KBCO, WPDH. Heavy: 7 include WLUP, KYYS, WGBK, WAQX. Mediums: 5 include KTCZ, WAPL, WKKE, KILQ.

HIBERNETICS

A Guide to Radio Ratings and Research

by Jhan Hiber



Here's what you get in simple, easy to read and useable form:

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— a history of research
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Focus On Focus Groups
— Definition, use, do-it-yourself
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— strengths/weaknesses, do's and don'ts
- Chapter 4
Other Market Research Techniques
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- Chapter 5
A Look Inside Arbitron
— Intro and production
- Chapter 6
The Almighty Diary
— evolution, longevity, history
- Chapter 7
Diary Analysis
— how to get the other 75% of information
- Chapter 8
Quarterly Measurement
— how to succeed, history and problems
- Chapter 9
Birch Radio
— background, methodology, comparison with ARB
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Sales Research — a key to better revenues
- Chapter 11
Sales Breakouts
— computer options, types of breakouts



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AOR ALBUMS

MOST ADDED

BRUCE SPRINGSTEEN (25)
Born In The U.S.A. (Columbia)
OUTFIELD (19)
Play Deep (Columbia)
BRYAN ADAMS (18)
Reckless (A&M)
DIO (18)
Sacred Heart (WB)
U2 (18)
Wide Awake In America (Island)

HOTTEST

DIRE STRAITS (49)
Brothers In Arms (WB)
STING (47)
The Dream Of The Blue Turtles (A&M)
BACK TO THE FUTURE (43)
Soundtrack (MCA)
PHIL COLLINS (21)
No Jacket Required (Atlantic)

NEW & ACTIVE

WHAT IS THIS/ What Is This (MCA) 56/ 9 (48/ 7)

Adds: KZEW, WLLZ, 91X, WPHS, WAAF, KLBJ, KKOL, KLPX. Heavy: 2 KSPN, KTYD. Mediums: 41 include WHUY, KSRR, WLUP, KYYS, WOFM, KBCO, KROQ.

ADVENTURES/ The Adventures (Chrysalis) 45/ 2 (44/ 7)

Adds: WXKE, WHMD. Heavy: 6 KBCO, 91X, WLIR, CHEZ. Mediums: 31 include WHUY, KZEW, KSRR, WSHE, WOFM, KOME, WTUE, K10, KROQ, WEZX, KOZZ, KTYD.

FOREIGNER/ Agent Provocateur (Atlantic) 38/ 11 (29/ 11)

Adds: KDKB, WRQK, WXLN, KMOD, WIZN, KFMO. Powers: 1. Heavy: 10 include WNOR, WLUP, KBPI, WZZO, WCMF, WAQX, KRKX, WSKS. Medium: 26 include WBCN, WNEW, WMMR, WLVO, KGB, WAAF, WRXL, WAPL.

GARY MYRICK/ Stand For Love (Network/ Geffen) 31/ 10 (21/ 21)

Adds include WBCN, WOBK, WHFS, WHEB, KLAQ, WTUE. Heavy: 2 WLIR, WIZN. Mediums: 22 include WHUY, KZEW, WOFM, KBCO, KROQ, WEZX, KOZZ, KTYD.

FRIGHT NIGHT/ Soundtrack (Private I/ CBS) 28/ 9 (20/ 19)

Adds: WRIF, KBCO, WDHA, CHEZ, KRKX, WXLN, K10, KUFO, KTYD. Heavy: 0. Mediums: 23 include WBCN, WNOR, WOFM, WAQY, WAQX, KNON, WWOK, WWCT, KKDJ.

PAUL YOUNG/ The Secret Of Association (Columbia) 26/ 5 (22/ 1)

Adds: WZZO, WIMZ, WXKE, K10, KFME. Powers: 1. Heavy: 8 include WMMR, WXRT, WLIR, CHEZ, KZAM. Mediums: 14 include WBCN, WDFE, WNOR, KBCO, KMET, KMJX.

A-HA/ Hunting High And Low (WB) 25/ 7 (18/ 5)

Adds: CFOX, WOBK, WRQD, WRXL, WXLN, K97, WHMD. Powers: 1. Heavy: 6 KROQ, WLIR, WKQO, WRQK, KROU, KCGL. Mediums: 18 include KBCO, KBPI, WHFS, WFDH, WAQY, WTKX.

GUADALCANAL DIARY/ Walking In The Shadow Of The Big Man (Elektra) 22/ 1 (27/ 1)

Adds: KRKX. Heavy: 2. KZEW, WXRT. Mediums: 11 include KLOL, KBCO, 91X, WHFS, KLBJ, KLAQ, KTYD, KVRE.

HELIX/ Long Way To Heaven (Capitol) 21/ 4 (20/ 0)

Adds: WBAB, CHOM, KNON, KUFO. Heavy: 3 Q107, KSRR, KISW. Mediums: 13 include WBCN, WHUY, KLOS, KGB, KISS, K10, KTYD.

HEAVENLY KID/ Soundtrack (Elektra) 21/ 2 (25/ 3)

Adds: KEZE, WHMD. Heavy: 1 WLLZ. Mediums: 14 include KSRR, WYNF, KQRS, WAAF, KNON, KLAQ, WKQO, WRUF.

ARMOURY SHOW/ Waiting For The Floods (EMI America) 18/ 1 (19/ 3)

Adds: CHEZ. Heavy: 2 WLIR, KROU. Mediums: 11 include WNOR, WXRT, WOFM, KBCO, KROQ, 91X, WHFS.

OMD/ Crush (Virgin/ A&M) 16/ 3 (17/ 1)

Adds: KBCO, KSPN, KZAM. Powers: 3. Heavy: 7 include WXRT, KTCZ, KROQ, WLIR, KROU. Mediums: 6 include WBCN, WOBK, WHFS, KCGL.

IDLE EYES/ Idle Eyes (Mirage/ Atco) 14/ 1 (13/ 1)

Adds: WBAB. Heavy: 2 WLIR, KROU. Mediums: 10 include CHOM, KBCO, 91X, KGB, K97, KTYD.

BLUE NILE/ A Walk Across The Rooftops (A&M) 13/ 4 (9/ 2)

Adds: 91X, WHCN, WIZN, KROU. Heavy: 1 WLIR. Mediums: 8 include WXRT, KBCO, WHFS, KSPN, KCGL.

CELLARFUL OF NOISE/ Cellarful Of Noise (CBS Associated) 12/ 1 (12/ 2)

Adds: KNON. Heavy: 1. KROU. Mediums: 9 include WLVO, KYYS, WOBK, WDHA, WPLR, KSPN.

DON HENLEY/ Building The Perfect Beast (Geffen) 11/ 4 (6/ 0)

Adds include WLLZ, WIMZ, WXLN. Heavy: 1 WZZO. Mediums: 10 include WBCN, KSHE, KLOS, WCMF, WAAF, KGGO.

HYTS/ Looking From The Outside (Gold Mt./ A&M) 11/ 2 (9/ 2)

Adds: WRUF, KZOO. Heavy: 0. Mediums: 5 KLLO, KOME, KFME, KRKE, KUFO.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

R&R ADDS & JOBS

EAST

MOST ADDED HOTTEST

Bowie & Jagger **Huey Lewis & The News**
Hall & Oates **John Parr**
Don Henley **Dire Straits**

SOUTH

MOST ADDED HOTTEST

Bowie & Jagger **Huey Lewis & The News**
Hall & Oates **John Parr**
Night Ranger **Dire Straits**

EAST

PARALLEL TWO

Q100/Atlantic, PA
Granelino/Musica
 DON HENLEY
 RATE RUSH
 JAGG & OATES
 PAUL YOUNG
 READY FOR THE MOR
 TIL' TUESDAY
 BOWIE & JAGGER
 ART GRANT
 HOTTES!
 HUEY LEWIS & THE 1-1
 DIRE STRAITS 11-2
 JOHN PARR 4-3
 MOTTLEY CRUE 7-1
 PRINCE 20-14
 TINA TURNER 9-8

W10/Wilkes-Barre, PA
 Don Tender
 BOWIE & JAGGER
 STABILIZERS
 DAVID FOSTER
 NIGHT RANGER
 HALL & OATES
 DEBARGE
 OMD (dp)
 WHAT IS THIS (dp)
 LIDE RYER (dp)
 HOTTES!
 HUEY LEWIS & THE 3-1
 DIRE STRAITS 10-2
 JOHN PARR 2-3
 BOWIE & OATES
 HALL & OATES
 HOTTES!
 HUEY LEWIS & THE 1-1
 DIRE STRAITS 11-7
 JOHN PARR 11-7
 PRINCE 20-14
 MADONNA 26-18

WY0/Fredrick, MD
 Kemnabi Joe
 BOWIE & JAGGER
 TEARS FOR FEARS
 HOTTES!
 TINA TURNER 8-1
 BILLY JOEL 5-3
 JOHN PARR 11-5
 WHAM! 15-10
 READY FOR THE MOR
 TALKING HEADS
 TINA TURNER 6-1
 DEBARGE 8-1
 KOO! & THE GANG 14-6
 LAURA BRANNIGAN 15-9
 BUCCIE SPRINGFIELD 24-11

OK100/Thaca, NY
 Doug Nevitte
 MADONNA
 STABILIZERS
 BOWIE & JAGGER
 DON HENLEY
 STING
 NIGHT RANGER
 HALL & OATES
 WHAM! 15-10
 READY FOR THE MOR
 TALKING HEADS
 TINA TURNER 6-1
 DEBARGE 8-1
 KOO! & THE GANG 14-6
 LAURA BRANNIGAN 15-9
 BUCCIE SPRINGFIELD 24-11

W200/Phila, PA
 Steve Davis
 HUEY LEWIS & THE 1-1
 STING
 DON HENLEY
 HALL & OATES
 BOWIE & JAGGER
 HOTTES!
 HUEY LEWIS & THE 1-1
 DIRE STRAITS 11-2
 JOHN PARR 11-7
 PRINCE 20-14
 MADONNA 26-18

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 BOWIE & JAGGER
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85XU/Parkersburg, WV
 Paul DeMille
 BOWIE & JAGGER
 NIGHT RANGER
 HALL & OATES
 A-HA
 NIGHT RANGER
 DON HENLEY
 NIGHT RANGER
 BOWIE & JAGGER
 HALL & OATES
 HOTTES!
 HUEY LEWIS & THE 1-1
 JOHN PARR 4-2
 PHIL COLLINS 10-7
 KOO! & THE GANG 13-8
 PRINCE 19-9
 WHAM! 13-9

WV0/Portland, ME
 Falcon/Randall
 HALL & OATES
 BOWIE & JAGGER
 TIL' TUESDAY
 NIGHT RANGER
 PAUL YOUNG
 WHAT IS THIS
 A-HA
 CHICK TRICK
 HOTTES!
 HUEY LEWIS & THE 2-1
 TINA TURNER 8-3
 KOO! & THE GANG 10-8
 DIRE STRAITS 17-9
 PHIL COLLINS 20-10

WSPK/Poughkeepsie, NY
 Davidson/DeWitt
 DON HENLEY
 TALKING HEADS
 BOWIE & JAGGER
 HOTTES!
 HUEY LEWIS & THE 2-1
 PHIL COLLINS 13-9
 KOO! & THE GANG 22-11
 PAT BENATAR 20-17

WY0/Fredrick, MD
 Kemnabi Joe
 BOWIE & JAGGER
 TEARS FOR FEARS
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 TINA TURNER 8-3
 KOO! & THE GANG 10-8
 DIRE STRAITS 17-9
 PHIL COLLINS 20-10

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

MIDWEST

MOST ADDED HOTTEST
Bowie & Jagger Hall & Oates Huey Lewis & The News Night Ranger Dire Straits John Parr

MIDWEST

PARALLEL TWO

WKDD/Akron, OH Matt Patrick
Bowie & Jagger Hall & Oates Don Henley
ROMANTICS TALKING HEADS (dp) LOVERBOY (dp) JOHN PARR 8-4 PHIL COLLINS 5-1 KOO& THE GANG 18-10 DIRE STRAITS 25-16 JOHN CAFFERTY 30-11

WVCI/Columbus, OH Meyer/Wheeler
MICHAEL MCDONALD (dp) KOO& THE GANG WHITNEY HOUSTON HALL & OATES BOWIE & JAGGER COREY HART 2-1 HUEY LEWIS & THE 3-2 TINA TURNER 4-3 PHIL COLLINS 10-7

WGTV/Davton, OH John Robertson
HUEY LEWIS & THE 1-1 COREY HART 2-2 ARTHUR FRANKLIN 8-8 TINA TURNER 10-10 DIRE STRAITS 17-17

KRMQ/Oas Moines, IA Gillis/Finch
MOTLEY CRUE PAT BENATAR JOHN COUGAR

WSTB/Evanville, IN Chwa Taylor
PAT BENATAR WHAM! MOTLEY CRUE JOHN COUGAR

WMEF/Wayne, IN Tony Richards
BOWIE & JAGGER LOVERBOY READY FOR THE MOR JOHN PARR 2-1 TINA TURNER 4-2 BILLY JOEL 8-5 PRINCE 11-6 WHAM! 13-8

WVOK/Rockford, IL McGee/Dant
BOWIE & JAGGER JOHN PARR 2-1 STING

PARALLEL TWO

WVIO/Saginaw Bay City, MI Belcher/Hannon
ROMANOS WHITNEY HOUSTON HUEY LEWIS & THE 1-1 JOHN PARR 3-2 HEART 12-4 PAT BENATAR 13-10 DON HENLEY 14-11

WKYC/Kalamazoo, MI Terry Weinacht
BOWIE & JAGGER (dp) DON HENLEY ROMANTICS MEN AT WORK (dp) MADONNA A-HA HALL & OATES

WVLC/Cincinnati, OH Wince/Kittrodge
JOHN CAFFERTY WHAM! MADONNA

WKRC/Cleveland, OH Scott Howitt
STING ABC PAUL YOUNG DBAO BOWIE & JAGGER ROMANTICS DEBARGE

WVCI/Columbus, OH Meyer/Wheeler
MICHAEL MCDONALD (dp) KOO& THE GANG WHITNEY HOUSTON HALL & OATES BOWIE & JAGGER COREY HART 2-1 HUEY LEWIS & THE 3-2 TINA TURNER 4-3 PHIL COLLINS 10-7

KIK/Davenport, IA Jim O'Hara
BOWIE & JAGGER HALL & OATES ABC ANY GRANT READY FOR THE MOR

KRMQ/Oas Moines, IA Gillis/Finch
MOTLEY CRUE PAT BENATAR JOHN COUGAR

WVCI/Columbus, OH Meyer/Wheeler
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WKRC/Cleveland, OH Scott Howitt
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KIK/Davenport, IA Jim O'Hara
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WEST

MOST ADDED HOTTEST
Bowie & Jagger Hall & Oates John Parr Huey Lewis & The News Night Ranger Dire Straits

PARALLEL THREE

KGOT/Anchorage, AK Key Taylor
BOWIE & JAGGER NIGHT RANGER TIL TUESDAY LOVERBOY (dp) HALL & OATES DON HENLEY PAUL YOUNG

KYYA/Billings, MT Charlie Fox
JOHN CAFFERTY WHITNEY HOUSTON HALL & OATES

KPDS/Sacramento, CA David Gerlino
BOWIE & JAGGER STING

KBOZ/Farmington, MT Michael Heese
A-HA LOVERBOY

KTRS/Casper, WY Todd Cavanaugh
DON HENLEY PAUL YOUNG BOWIE & JAGGER NIGHT RANGER

KKAZ/Cheney, WY John Ramsey
A-HA JOHN CAFFERTY

KKPC/Salt Lake City, UT Ausham/Mann
JOHN PARR DIRE STRAITS DON HENLEY STING BOWIE & JAGGER

KZZU/Spokane, WA Bill Stairs
BOWIE & JAGGER (dp) HALL & OATES ANY GRANT FOREIGNER

KRQ/Tucson, AZ Gille/Johnson
STING (dp) FOREIGNER (dp) SURVIVOR (dp) DON HENLEY (dp) DEBARGE

KV10/Oriando WLRZ/Louisville WGTZ/Davton WKZ/Chambersburg OH1/Meridian KNOE-FM/Monroe

The following stations failed to report this week; therefore their playlists were frozen:
WNVZ/Norfolk WCFM/Schenectady WZL/Indianapolis WOMP-FM/Healing WZYP/Huntsville

PARALLEL THREE

KYYI/Bismarck, ND Bob Beck
LOVERBOY BOWIE & JAGGER NIGHT RANGER STING DAVID POSTER

KOFM/Oklahoma City, OK Conley/Carney
BOWIE & JAGGER PAUL YOUNG TIL TUESDAY HALL & OATES HEART 28-11 BRUCE SPRINGSTEEN 23-12 PHIL COLLINS 27-13

KKQK/Omaha, NB Taylor/Dan
BOWIE & JAGGER HUEY LEWIS & THE 3-1 NIGHT RANGER LAURA BRANIGAN

K293/Poria, IA Keith Edwards
A-HA MOTLEY CRUE HUEY LEWIS & THE HALL & OATES THE 2-1 COREY HART 3-2 JOHN PARR 4-3 PHIL COLLINS 7-5 HEART 19-8

WZOK/Rockford, IL McGee/Dant
BOWIE & JAGGER JOHN PARR 2-1 STING

KV5B/Boise, ID Tom Eason
BOWIE & JAGGER NIGHT RANGER FOREIGNER WHAT IS THIS DON HENLEY OMD JOHN PARR 3-1 DIRE STRAITS 5-4 MOTLEY CRUE 8-1 A-HA 10-4 DAVID POSTER 9-2

KKIC/Colorado Springs, CO John Denzer
BOWIE & JAGGER HALL & OATES DAVID POSTER (dp) ROMANTICS (dp) FOREIGNER (dp) JOHN PARR 5-1 DIRE STRAITS 10-2 TINA TURNER 6-3 ARTHUR FRANKLIN 7-4 WHAM! 11-7

K1M/Denver, CO Erickson/Peréz
PRINCE (dp) JAGGER LAURA BRANIGAN

KRV10/Moosio, CA Russ Novak
A-HA ROXY FOR THE MOR SURVIVOR FOREIGNER (dp) SCRITTI POLITI HUEY LEWIS & THE 1-1 BRYAN ADAMS 3-2 KOO& THE GANG 18-8 HOWARD JOHNS 14-9 DIRE STRAITS 22-15

KV10/Moosio, CA Russ Novak
A-HA ROXY FOR THE MOR SURVIVOR FOREIGNER (dp) SCRITTI POLITI HUEY LEWIS & THE 1-1 BRYAN ADAMS 3-2 KOO& THE GANG 18-8 HOWARD JOHNS 14-9 DIRE STRAITS 22-15

KDVS/Modesto, CA Bryan Casey
HALL & OATES DON HENLEY DAVID POSTER BRYAN ADAMS 7-4 PHIL COLLINS 10-5 KOO& THE GANG 15-7 WHAM! 19-10 JOHN PARR 16-11

KRQ/Oriando Ventura, CA Randy Oberndorf
WHITNEY HOUSTON DESPERE MOOD NIGHT RANGER BOWIE & JAGGER HALL & OATES DAVID POSTER

KPDS/Sacramento, CA David Gerlino
BOWIE & JAGGER STING

KBOZ/Farmington, MT Michael Heese
A-HA LOVERBOY

KTRS/Casper, WY Todd Cavanaugh
DON HENLEY PAUL YOUNG BOWIE & JAGGER NIGHT RANGER

KKAZ/Cheney, WY John Ramsey
A-HA JOHN CAFFERTY

KKPC/Salt Lake City, UT Ausham/Mann
JOHN PARR DIRE STRAITS DON HENLEY STING BOWIE & JAGGER

KZZU/Spokane, WA Bill Stairs
BOWIE & JAGGER (dp) HALL & OATES ANY GRANT FOREIGNER

KRQ/Tucson, AZ Gille/Johnson
STING (dp) FOREIGNER (dp) SURVIVOR (dp) DON HENLEY (dp) DEBARGE

KV10/Oriando WLRZ/Louisville WGTZ/Davton WKZ/Chambersburg OH1/Meridian KNOE-FM/Monroe

The following stations failed to report this week; therefore their playlists were frozen:
WNVZ/Norfolk WCFM/Schenectady WZL/Indianapolis WOMP-FM/Healing WZYP/Huntsville

PARALLELS

LOVERBOY
Lovin' Every Minute... (Columbia)
LP: Lovin' Every Minute of It

160/68	68%	National
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MICHAEL McDONALD
No Lookin' Back (WB)
LP: No Lookin' Back

168/66	66%	National
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BE A SHMOOZER ...NOT A LOSER AT THE NEW MUSIC SEMINAR

To make it in the music business, you've got to get out there and see people. Face to face. **Shmoozing**—the art of talking business as pleasure—is the most important activity at the **New Music Seminar**. Actively networking with the record industry's movers and shakers at the Seminar will do more for your career and your company than a month spent playing telephone roulette or mailing out press releases. Come September 25-28, no one will be "in with people" or "on a call" or "out of town." They'll all be in New York's Marriott Marquis, *shmoozing* at the **New Music Seminar**.

So, if you don't want to spend four days wondering why you can't reach anybody, come to NMS6. *And be a shmoozer, not a loser.*

This year's Seminar will feature a fascinating and broad-based array of programs, including many new panels and workshops.

PROGRAMMING: Black Radio • Contemporary Hit Radio • College Radio (new) • Album Oriented Rock Radio • DJs and Remixers • **MUSIC:** Producers • New Age Music (new) • Heavy Metal (new) • A&R • Journalists • Alternative Music (new) • Artists • Battle of DJs/MCs/Human Beat Boxes • **BUSINESS:** Nightclubbing Around the World • Talent and Booking • Tipsheets and Trades • New Labels Workshop (new) • The Cultural Boycott (new) • UK Independent Labels (new) • US Independent Labels: Marketing and Promotion (new) • Independent Labels and Distribution • Financial Structure of the Music Business • Management • Music vs. Madison Avenue (new) • **MARKETING:** Publicity • Packaging and Merchandising (new) • Crossover Promotion • AOR Marketing and Promotion • Black Music Marketing and Promotion • **MUSIC VIDEO:** National Programming • Local/Regional Programming (new) • International Programming (new) • Directors • Clubs (new) • Marketing & Exploitation (new) • Promotion (new) • **LEGAL:** Record Deal Basics (new) • Publishing and Artist Development • Artist Contract Mock Negotiation • Ancillary Rights (new) • Corporate Sponsorship (new) • Legal Hot Topics (new) • Music/Film/Video • International Licensing • Video Rights & Payments (new) • **TECHNOLOGY WORKSHOPS:** Recording Studio Technology (new) • Computer Technology (new)

REGISTRATION: Admission to the Seminar is \$175 per person. Call 212-722-2115 or write c/o 1747 First Avenue, New York, NY 10128 to request a registration form. If you want to use your credit card, you can register by phone at the same number. **ACCOMMODATIONS:** The Seminar has arranged discount hotel rates for Seminar attendees. Call or write for information on hotel and travel options. (Same address and phone as above.) **MARKETING OPPORTUNITIES:** There are many ways you can use the Seminar as a valuable and unique marketing and promotion opportunity. Call Joel Webber at 212-255-7408 for information and rates.

NEW MUSIC SEMINAR 6
SEPTEMBER 25-28, 1985
MARRIOTT MARQUIS
NEW YORK CITY
1747 FIRST AVENUE NYC 10128
(212) 722-2115
TELEX 6971684 FUNK



PARALLELS

SIGNIFICANT ACTION

A APRIL WINE <i>Rock Myself To Sleep (Capitol)</i> LP: Fringe Night Soundtrack			B BILLY CRISTAL <i>You Look Marvelous (A&M)</i>			M ERIC MARTIN <i>Information (Capitol)</i> LP: Eric Martin			R ROMANTICS <i>Test Of Time (Nonesuch/CBS)</i> LP: Rhythmic Romance		
STEVE ARRINGTON <i>Dancing In The Key Of... (Atlantic)</i>			D EL DeBARGE with DeBARGE <i>You Wear It Well (Motown)</i> LP: Rhythmic Of The Night			N 9.9 <i>All Of Me For All Of You (RCA)</i> LP: 9.9			S SCOTT POLLITT <i>Perfect Way (WB)</i> LP: Cued & Psyche 85		
BON JOVI <i>In And Out Of Love (Mercury)</i> LP: 7800 • Fahrenheit • PolyGram			DEPECHE MODE <i>Master And Servant (Sire/WB)</i> LP: Some Great Record			O DINGO DINGO <i>Weird Science (MCA)</i> LP: Soundtrack West Science			T TALKING HEADS <i>And She Was (Sire/WB)</i> LP: Little Creatures		
KATE BUSH <i>Running Up That... (EMI America)</i> LP: Hours Of Love			DAVID FOSTER <i>Love Theme From St. Elmo's Fire</i> LP: Soundtrack St. Elmo's Fire (Atlantic)			OMD <i>So In Love (A&M)</i> LP: Clush			U URGENT <i>Running Back (Manhattan)</i> LP: Cast The First Stone		
NATALIE COLE <i>A Little Bit Of Heaven (Modern/A&C)</i> LP: Dangerous			AMY GRANT <i>Wise Up (A&M)</i> LP: Unplugged			TOM PETTY & HEARTBREAKERS <i>Rebels (MCA)</i> LP: Southern Accents			W MAURICE WHITE <i>Stand By Me (Columbia)</i> LP: Maurice White		

The Competition

For the last 20 months, this page has been used to provide information describing the advantages of using AIR to expose new product to radio. We've described the effect AIR has on our radio participants. They, in turn, have confirmed how AIR has changed their listening habits.

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

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

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

AIR, the fastest, most reliable research tool available to get radio to listen to music. Our phone rings just outside of Washington, D.C. at (301) 964-5544. We're ready to help you compete.

WEEK #6

AIR Priorities

WEEK #6

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, August 28, 1985

TITLE	ARTIST	LABEL
WE BUILT THIS CITY	STARSHIP	RCA
ROCK 'N ROLL ME AGAIN	SYSTEM	MCA
BE NEAR ME	ABC	MERCURY/POLGRAM
WISE UP	AMY GRANT	A&M
RUNNING UP THAT HILL	KATE BUSH	EMI-AMERICA

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

1985 Active Industry Research, Inc.

AIR

™ Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

CONTEMPORARY HIT RADIO

BREAKERS

DAVID BOWIE & MICK JAGGER Dancing In The Street (EMI America)

75% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 185 including WKSE, Z100, WQUE-FM, B96, WLOL-FM, KIIS-FM. Complete airplay in Parallels.

LOVERBOY

Lovin' Every Minute Of It (Columbia)

68% of our reporters playing it. Moves: Up 10, Debuts 51, Same 49, Down 0, Adds 59 including WHTT, Q107, KRBE, WNSY, WGCL, KBEQ, KZZP. Complete airplay in Parallels.

READY FOR THE WORLD

Oh Sheila (MCA)

67% of our reporters playing it. Moves: Up 58, Debuts 49, Same 28, Down 0, Adds 32 including K106, WHTT, WBLI, KTKS, 92X, KHTR, KMJK. See Parallels, debuts at number 33 on the CHR chart.

NEW & ACTIVE

- NIGHT RANGER "Four In The Morning (I Can't Take Anymore)" (Camel/MCA) 147/70**
Moves: Up 4, Debuts 31, Same 42, Down 0, Adds 70 including WHIT, CKGM, WCAU-FM, KAFM, KEGL, WQUE-FM, Q105, WGCL, Z299, WZLJ, KKRZ, KNBQ, WHYY d-34, WRGD 34-29.
- UB40 with CHRISSE HYNDE "I Got You Babe" (A&M) 140/17**
Moves: Up 47, Debuts 24, Same 52, Down 0, Adds 17 including CFTR, WCZY, KHTR, KKRZ, KMJK, KITS, KMEL, KWSS, 94TX, KTUX, WFXJ, WNYX 40-32, B96 28-22, WMM5 25-19.
- D. HALL & J. OATES with D. RUFFIN & E. KENDRICKS "The Way You Do The..." (RCA) 116/116**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 116 including WKXS-FM, WKSE, WPHD, B94, WAVA, 94Q, Z93, Y100, B97, WOLIE-FM, WNSY, Q105, WMM5, Q103, KMJK.
- HOOTERS "And We Danced" (Columbia) 115/28**
Moves: Up 12, Debuts 22, Same 53, Down 0, Adds 29 including WNSY, WAVA, Z93, KEGL, KRBE, B96, Q103, WWSR, KTUX, WBSB, WCAU-FM 7-4, Z106 9-4, WPST 16-11.
- FOREIGNER "Down On Love" (Atlantic) 96/24**
Moves: Up 15, Debuts 19, Same 38, Down 0, Adds 24 including KRBE, KOPA, WLFM-FM, KX104, KTUX, KIYS, KFIV, KZZU, KRQ, WGLY, WJZJ, SLY96, KEGL d-13, KPLUS 40-34, K104 38-31.
- ABC "Be Near Me" (Mercury/PolyGram) 90/49**
Moves: Up 2, Debuts 10, Same 93, Down 0, Adds 49 including WPHD, WAVA, Z93, WGCL, WMM5, WKHT, Z299, KS10, KWSS, KUBE, KNBQ, R104, WANS-FM, KIJK, 95-39, 36, KMEL 35-28.
- SURVIVOR "First Night" (Scotti Bros./CBS) 85/23**
Moves: Up 9, Debuts 17, Same 36, Down 0, Adds 23 including WPHD, WCAU-FM, B94, KTKS, KRBE, KPLUS, KNBQ, WAMX, FM100, KRIV, WJZD, KYKY, WRGD 30-26, KCPX 35-29, 95XII 36-29.
- "TIL TUESDAY "Lookin' Over My Shoulder" (Epic) 72/22**
Moves: Up 2, Debuts 15, Same 33, Down 0, Adds 22 including CKOI, B97, WGCL, Q103, Q100, WSPK, WRCK, KOFM, KBOS, WYKS, WDBR, KHTX, WHTT 33-29, WMM5 6-36, KX104 d-36.
- JULIAN LENNON "Jessa" (Atlantic) 66/0**
Moves: Up 18, Debuts 3, Same 42, Down 3, Adds 0, WPHD 30-28, WMM5 35-32, Q103 33-31, WERZ 37-34, WANS-FM 29-27, WKI 89-28, WRNO 33-30, WKDD 27-20, KZ10 39-33, KJ103 24-20, KSKD 28-27, KRO 28-26, WOGO 35-28, WHSL 34-31, SLY96 40-37.
- DON HENLEY "Sunset Grill" (Geffen) 64/55**
Moves: Up 3, Debuts 4, Same 2, Down 0, Adds 55 including B104, WHTT, WPHD, WCAU-FM, 94Q, KAFM, KRBE, WNSY, WGCL, WMM5, KKRZ, KUBE, Y100 34-27, KPLUS 33-28, BJ105 26-20.
- CHEAP TRICK "Tonight It's You" (Epic) 62/9**
Moves: Up 13, Debuts 5, Same 35, Down 0, Adds 9, WKRF-FM, WRQN, KEYN-FM, WHOT, KMGX, 95XXX, OK100, 95XII, WGAN, WLS-FM 35-30, WRCK 40-35, WTLO 36-31, WOKI 46-36, WZOK 28-22, OK95 17-12.
- KING "Love & Pride" (Epic) 61/8**
Moves: Up 17, Debuts 4, Same 31, Down 1, Adds 8, PRO-FM, Y100, WAMX, WANS-FM, WKZL, KZ10, KOXR, WKSF, KIIS-FM 11-9, KMEL 14-11, KPLUS 16-11, KPLUS 16-11, KQMO 40-36, WOGO 39-31, KWES 32-28.
- LISA LISA & CULT JAM with FULL FORCE "I Wonder If I Take You Home" (Columbia) 60/2**
Moves: Up 31, Debuts 4, Same 15, Down 8, Adds 2, WCZY, KBEO, WHTT 40-35, WKXS-FM 6-5, PRO-FM 24-20, 94Q 19-15, Z93 16-9, WHYY 20-15, KKRZ 30-13, FM102 9-8, KS103 1-1, KAMZ 4-3, WCKN 4-1, KMGX 2-1, Z102 18-10.
- BLOUIS SOME "Some People" (Capitol) 59/1**
Moves: Up 8, Debuts 3, Same 47, Down 0, Adds 1, WVBS, WKSE on, WCAU-FM d-40, KRBE on, WMM5 on, Z299 on, Q100 35-22, K104 d-39, WZLD 37-34, WHSL 33-30, KHXT d-40, OK95 34-29.
- RATT "Lay It Down" (Atlantic) 57/0**
Moves: Up 28, Debuts 0, Same 24, Down 5, Adds 0, WHIT 26-22, WGCL 27-25, WMM5 19-17, Z299 24-21, Q100 28-25, WZLD 32-28, WRNO 8-7, KTUX 10-7, WRQN 11-10, KIYS 7-6, WGLY 25-21, WJZJ 29-27, WPFM 30-26, WCIL-FM 20-16, KXKL-FM 31-28.
- WHAT IS THIS "I'll Be Around" (MCA) 55/17**
Moves: Up 1, Debuts 6, Same 31, Down 0, Adds 17 including Y100, WWSR, WKRF-FM, WZLD, KBFM, WRNO, KIYS, WGAN, KLLS-FM, 99KG, WPHD d-39, Z93 39-25, WDSR d-37.
- LOOSE ENDS "Hangin' On A String" (MCA) 53/0**
Moves: Up 25, Debuts 5, Same 21, Down 2, Adds 0, WKXS-FM 25-22, Z33 17-7, WNSY 36-30, WCZY 28-24, KKRZ 35-30, FM102 8-7, KWOD 31-29, KUBE 25-22, Q100 39-35, WSPK 34-29, WTLO 38-35, WGAN 27-24, Q104 22-19, KZ02 31-26.
- PAUL YOUNG "I'm Gonna Tear Your Playhouse Down" (Columbia) 52/1**
Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 51 including WKXS-FM, WKSE, WCAU-FM, 95, Y100, B96, 92X, WHYY, Q103, KOPA, KWSS, WDCG, KSKD, WOGO, KPLUS 39-33.

MOST ADDED

- DAVID BOWIE & MICK JAGGER (185)**
Dancing In The Street (EMI America)
- DARYL HALL & JOHN OATES (116)**
The Way You Do The Things You... (RCA)
- NIGHT RANGER (70)**
Four In The Morning (..) (Carnel/MCA)
- LOVERBOY (59)**
Lovin' Every Minute Of It (Columbia)
- DON HENLEY (55)**
Sunset Grill (Geffen)

HOTTEST

- HUEY LEWIS & THE NEWS (167)**
Power Of Love (Chrysalis)
- JOHN PARR (165)**
St. Elmo's Fire (Man In Motion) (Atlantic)
- DIRE STRAITS (150)**
Money For Nothing (WB)
- TINA TURNER (88)**
We Don't Need Another Hero... (Capitol)
- KOOL & THE GANG (85)**
Cherish (De-Lite/PolyGram)

SIGNIFICANT ACTION

- DAVID FOSTER "Love Theme From 'St. Elmo's Fire'" (Atlantic) 47/31**
Moves: Up 1, Debuts 7, Same 8, Down 0, Adds 31 including WKXS-FM, WCAU-FM, PRO-FM, 94Q, B97, FM102, WTLO, KAY107, KEYN-FM, KIKX, KO93, KCAQ, Y100 d-28, WJZD-FM d-23, KIYS d-21.
- URGENT "Running Back" (Manhattan) 43/3**
Moves: Up 2, Debuts 6, Same 32, Down 0, Adds 3, KIKX, WGLY, WGAN, WPHD on, CKOI on-dp, WCAU-FM d-39, WMM5 on, KKRZ on-dp, K104 36-32, WOKI d-40, WRQN on, KBOS d-40, WKSF d-40, WHSL d-40, KHXT d-35, OK95 d-39.
- AMY GRANT "Wise Up" (A&M) 42/12**
Moves: Up 5, Debuts 6, Same 19, Down 0, Adds 12, KAFM, Q100, WKEE, WKRF-FM, KX106, WZLD, KBFM, KIKI, WHOT, KZZU, WKHI, WDBR, Z93 27-21, KX104 33-24, KBDN-FM 40-35.
- BON JOVI "In And Out Of Love" (Mercury/PolyGram) 42/4**
Moves: Up 8, Debuts 5, Same 25, Down 0, Adds 4, KRBE, KWES, KTRS, WCAU-FM 34-28, KHTR on, KWK d-28, Q100 32-27, WPST 37-34, WTLO 37-32, KZZB 35-33, WOKI 32-29, KX104 27-23, KOZE d-30, KHXT d-28, OK95 33-30.
- TOM PETTY "Hole In My Soul" (MCA) 38/4**
Moves: Up 0, Debuts 0, Same 30, Down 0, Adds 4, PRO-FM, KTUX, KEYN-FM, WGAN, WKXS-FM on, WNSY d-35, WCAU-FM on-dp, WMM5 on, WHYY on, WOKI d-38, WPMI on, KX104 40-37, WHOT on-dp, KQXR on, WXLK 38-35.
- ROMANTICS "Test Of Time" (Nemparco/CBS) 32/32**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 32 including WKXS-FM, WPHD, WMM5, WCZY, WWSR, KHFI, KAMZ, WANS-FM, WOKI, WKDD, WRQC, KOXR, KIKX, KSKD.
- EL DeBARGE with DeBARGE "You Wear It Well" (Gordy/Motown) 31/31**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 31 including WKSE, WCAU-FM, 95, Y100, B97, WQUE-FM, WHYY, KMEL, KPLUS, WWSR, WRQC, KJ103, KOPM, WRPN, KRQ.
- ERIC MARTIN "Information" (Capitol) 30/4**
Moves: Up 0, Debuts 2, Same 24, Down 0, Adds 4, CKOI, KQXR, KBDN-FM, 99KG, WNSY d-34, WCAU-FM on, KMEL d-35, Q100 on, K104 on, WZLD on, WPMI on, KEYN-FM on, WHOT on-dp, KBOS on-dp, KQ83 on-dp.
- BILLY CRISTAL "You Look Marvellous" (A&M) 24/2**
Moves: Up 0, Debuts 0, Same 15, Down 0, Adds 15, WNSY, WKXS-FM on, WCZY 5-4, WHYY 26-13, KZZP 23-21, K104 d-25, R104 d-20, KZZB 23-23, BJ105 30-29, Z104 13-4, KJ103 23-19, KLUC on, KPOP on, KKRZ 27-24.
- 9.9 "All Of Me For All Of You" (RCA) 23/10**
Moves: Up 0, Debuts 1, Same 12, Down 0, Adds 10, WKSE, 94Q, Z93, FM102, WBBQ, WSSX, WOKI, WPMI, Q104, Z102, Q100 on, Y100 d-31, KX106 on, KAMZ on, WRQC on.
- STEVE ARBINGTON "Dancing In The Key Of Life" (Atlantic) 23/5**
Moves: Up 0, Debuts 3, Same 15, Down 0, Adds 5, WKSE, WCZY, KIIS-FM, WOKI, KTUX, WKXS-FM on, WCAU-FM d-35, WHYY d-31, WKRF-FM on-dp, WTLO d-40, WZLD on, WPMI on, KTFM on-dp, KMGX on, KCAQ on.
- OMD "So In Love" (A&M) 20/11**
Moves: Up 1, Debuts 4, Same 4, Down 0, Adds 11, WKXS-FM, WCAU-FM, WTLO, WNOK-FM, WPMI, KIYS, KIKX, KQMO, KST103 d-33, WPMI d-37, WJZJ d-35, Z102 40-36, KMEL 26-20, Z104 d-38, KCAQ d-35.
- SCRITTI POLITI "The Perfect Way" (WB) 19/11**
Moves: Up 2, Debuts 2, Same 13, Down 0, Adds 11, KMEL, K104, WZLD, BJ105, KF95, KFIV, KSKD, 95XII, WHSL, OK95, KKRZ 34-26, KUBE d-32, KTRS 39-37, KOZE d-38.
- DINGO DINGO "Weird Science" (MCA) 17/8**
Moves: Up 1, Debuts 5, Same 3, Down 0, Adds 8, KIIS-FM, KKRZ, KPLUS, KX104, KTFM, Z104, KMGX, KZ02, 95 on, KST103 d-33, WPMI d-37, WJZJ d-35, Z102 40-36, WHSL d-39, OK95 d-35.
- KATE BUSH "Running Up That Hill" (EMI America) 16/7**
Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 7, WHYY, Q100, WERZ, WZLD, WKZL, KSKD, WBNO, WTLO on-dp, WANS-FM on-dp, WKFR on, KIKX on-dp, WKHI on, KWES d-33, WHSL on-dp, WSPF on.
- DEPECHE MODE "Master And Servant" (Sire/WB) 12/10**
Moves: Up 1, Debuts 0, Same 1, Down 0, Adds 10, WPHD, KRBE, KPLUS, WPMI, WRNO, KOXR, KCAQ, WKSF, WHSL, B97 11-9, KRNO on-dp.
- TALKING HEADS "And She Was" (Sire/WB) 11/11**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, B96, WKRF, KX104, WKZL, WKDD, 95XXX, OK100, WXLK, WHSL, 99KG, WDBR.
- NATALIE COLE "A Little Bit Of Heaven" (Modern/Atco) 11/8**
Moves: Up 3, Debuts 0, Same 0, Down 0, Adds 8, WKSE, WFSF, WSSX, KAMZ, KTFM, WPMI, WHSL, KTRS, K104 19-12, OK100 21-15, 95XII 16-15.
- MAURICE WHITE "Stand By Me" (Columbia) 10/4**
Moves: Up 1, Debuts 2, Same 3, Down 0, Adds 4, KZZB, KAMZ, WRFV, KMGX, KMJK on, KMEL 31-27, WWSR d-37, WKHI on, WJAO on, Q104 d-32.
- APRIL WINE "Rock Myself To Sleep" (Capitol) 10/4**
Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 4, KZZB, KEYN-FM, KSKD, WDBR, WPHD on-dp, WMM5 on-dp, WRCK on, WZYO on-dp, WHSL on, OK95 on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.

CHR Rotation Criteria — Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Delayed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

SIMPLY RED

“MONEY\$
TOO TIGHT
(TO MENTION)”

(7-69607) (0-66883)

Produced by Stewart Levine
for Olivera Productions Ltd.

12" remixed by Steve Thompson
and Mike Barbiero

ON ELEKTRA RECORDS



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
2	2	1	1 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
6	4	2	2 JOHN PARR/St. Elmo's Fire (Atlantic)
12	7	3	3 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
9	5	4	4 BRYAN ADAMS/Summer Of '69 (A&M)
7	6	5	5 ARETHA FRANKLIN/Freeway Of Love (Arista)
18	11	8	6 PHIL COLLINS/Don't Lose My Number (Atlantic)
32	25	14	7 DIRE STRAITS/Money For Nothing (WB)
24	15	10	8 PRINCE/Pop Life (WB)
17	12	9	9 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
23	16	11	10 WHAM!/Freedom (Columbia)
22	17	12	11 PAT BENATAR/Invincible (Chrysalis)
26	19	13	12 KOOL & THE GANG/Cherish (De-Lite/PG)
3	3	7	13 COREY HART/Never Surrender (EMI America)
1	1	6	14 TEARS FOR FEARS/Shout (Mercury/PG)
28	21	17	15 HOWARD JONES/Life In One Day (Elektra)
—	33	24	16 MADONNA/Dress You Up (Sire/WB)
29	26	21	17 POINTER SISTERS/Dare Me (RCA)
30	27	23	18 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
16	14	16	19 HEART/What About Love? (Capitol)
—	33	24	20 JOHN COUGAR MELLENCAMP/Lonely Ol' Night (Riva/PG)
35	31	26	21 MOTELS/Shame (Capitol)
25	22	22	22 BILLY OCEAN/Mystery Lady (Jive/Arista)
8	9	18	23 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
4	8	15	24 STING/If You Love Somebody Set Them Free (A&M)
—	37	25	25 A-HA/Take On Me (WB)
5	10	20	26 PAUL YOUNG/Everytime You Go Away (Columbia)
14	13	19	27 DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic)
—	38	34	28 EURYTHMICS/There Must Be An Angel (RCA)
—	39	36	29 GODLEY & CREME/Cry (Polydor/PG)
34	32	30	30 RED SPEEDWAGON/Live Every Moment (Epic)
40	34	31	31 COCK ROBIN/When Your Heart Is Weak (Columbia)
—	36	35	32 KATRINA & THE WAVES/Do You Want Crying (Capitol)
BREAKER 33 READY FOR THE WORLD/Oh Sheila (MCA)			
—	40	34	34 JOHN CAFFERTY/C-I-T-Y (Scotti Bros./CBS)
—	40	36	35 MICHAEL McDONALD/No Lookin' Back (WB)
—	39	38	36 JOHN WAITE/Every Step Of The Way (EMI America)
DEBUT 37 WHITNEY HOUSTON/Saving All My Love For You (Arista)			
21	20	25	38 FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)
DEBUT 39 STING/Fortress Around Your Heart (A&M)			
DEBUT 40 LAURA BRANIGAN/Spanish Eddie (Atlantic)			

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ADULT CONTEMPORARY

3	1	1	1 KOOL & THE GANG/Cherish (De-Lite/PG)
6	5	2	2 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
10	8	3	3 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
9	7	4	4 BILLY OCEAN/Mystery Lady (Jive/Arista)
17	12	9	5 WHAM!/Freedom (Columbia)
14	11	8	6 COREY HART/Never Surrender (EMI America)
1	2	5	7 PAUL YOUNG/Everytime You Go Away (Columbia)
13	10	6	8 ARETHA FRANKLIN/Freeway Of Love (Arista)
19	15	12	9 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
2	3	6	10 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
—	21	15	11 WHITNEY HOUSTON/Saving All My Love For You (Arista)
4	4	7	12 DON HENLEY/Not Enough Love In The World (Geffen)
16	14	13	13 RONNIE MILSAP/Lost In The 50's (RCA)
23	18	16	14 MICHAEL FRANKS/Your Secret's Safe With Me (WB)
5	6	11	15 KENNY LOGGINS/Forever (Columbia)
25	17	16	16 NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
—	24	18	17 HOWARD JONES/Life In One Day (Elektra)
—	22	21	18 BEACH BOYS/It's Gettin' Late (Caribou/CBS)
—	25	20	19 MICHAEL McDONALD/No Lookin' Back (WB)
7	9	14	20 SADE/Your Love Is King (Portrait/CBS)
—	24	21	21 AIR SUPPLY/The Power Of Love (You Are...) (Arista)
BREAKER 22 COMMODORES/Janet (Motown)			
BREAKER 23 GODLEY & CREME/Cry (Polydor/PG)			
11	16	22	24 WHITNEY HOUSTON/You Give Good Love (Arista)
8	13	19	25 AIR SUPPLY/Just As I Am (Arista)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	
—	14	3	1 J. COUGAR MELLENCAMP/Lonely Ol' Night (Riva/PG)
5	3	1	2 STING/Fortress Around Your Heart (A&M)
15	7	4	3 HUEY LEWIS & THE NEWS/Back In Time (Chrysalis)
1	1	2	4 DIRE STRAITS/Money For Nothing (WB)
BREAKER 5 D. BOWIE & M. JAGGER/Dancing In The Street (EMI America)			
16	16	7	6 MICHAEL McDONALD/No Lookin' Back (WB)
26	17	8	7 JOHN WAITE/Every Step Of The Way (EMI America)
11	10	6	8 GODLEY & CREME/Cry (Polydor/PG)
13	11	10	9 MOTELS/Shame (Capitol)
14	13	12	10 TALKING HEADS/And She Was (Sire/WB)
—	21	11	11 LOVERBOY/Lovin' Every Minute Of It (Columbia)
23	18	14	12 CHEAP TRICK/Tonight It's You (Epic)
29	21	16	13 HOOTERS/And We Danced (Columbia)
27	22	18	14 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
36	31	23	15 NIGHT RANGER/Four In The Morning (Cameo/MCA)
9	9	13	16 JOHN CAFFERTY & THE BEAVER.../C-I-T-Y (Scotti Bros./CBS)
45	34	25	17 DIRE STRAITS/One World (WB)
7	6	9	18 PHIL COLLINS/Don't Lose My Number (Atlantic)
22	20	19	19 Y&T/Summertime Girls (A&M)
8	8	11	20 R.E.M./Can't Get There From Here (IRS/MCA)
50	29	23	21 MARRILLION/Kayleigh (Capitol)
25	24	22	22 NICK MASON & RICK FENN/Lie For A Lie (Columbia)
2	2	5	23 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
28	26	24	24 JEFF BECK/Gets Us All In The End (Epic)
12	15	20	25 MOTLEY CRUE/Smokin' In The Boys' Room (Elektra)
38	32	31	26 X/Burning House Of Love (Elektra)
4	5	15	27 PAT BENATAR/Invincible (Chrysalis)
41	35	32	28 COCK ROBIN/When Your Heart Is Weak (Columbia)
47	43	36	29 MR. MISTER/Broken Wings (RCA)
BREAKER 30 EDDIE & THE TIDE/One In A Million (Atco)			

Complete Tracks Chart Begins On Page 76

BLACK/URBAN

6	3	1	1 JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
2	2	2	2 WHITNEY HOUSTON/Saving All My Love For You (Arista)
7	5	4	3 KOOL & THE GANG/Cherish (De-Lite/PolyGram)
21	12	8	4 READY FOR THE WORLD/Oh Sheila (MCA)
15	8	7	5 9.9/All Of Me For All Of You (RCA)
9	6	6	6 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
16	10	10	7 BILLY OCEAN/Mystery Lady (Jive/Arista)
22	19	11	8 PRINCE/Pop Life (WB)
5	4	3	9 STEVE ARRINGTON/Dancin' In The Key Of Life (Atlantic)
20	17	12	10 POINTER SISTERS/Dare Me (RCA)
1	1	5	11 ARETHA FRANKLIN/Freeway Of Love (Arista)
23	20	14	12 CON FUNK SHUN/I'm Leaving Baby (Mercury/PolyGram)
39	25	17	13 ANDRE CYMONE/Dance Electric (Columbia)
13	9	9	14 SYSTEM/The Pleasure Seekers (Mirage/Atco)
18	15	15	15 GWEN GUTHRIE/Padlock (Island)
37	28	19	16 STARPOINT/Object Of My Desire (Elektra)
27	23	20	17 BOOGIE BOYS/A Fly Girl (Capitol)
—	21	18	18 FREDDIE JACKSON/You Are My Lady (Capitol)
32	27	22	19 NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
—	40	24	20 DAZZ BAND/Hot Spot (Motown)
—	39	25	21 KLYMAXX/I Miss You (Constellation/MCA)
33	30	23	22 SHANNON/Stronger Together (Mirage/Atco)
—	33	27	23 BAR-KAYS/Your Place Or Mine (Mercury/PolyGram)
—	31	24	24 BOBBY WOMACK/I Wish He Didn't Trust Me So Much (MCA)
17	16	25	25 ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)
28	26	26	26 FAT BOYS/The Fat Boys Are Back (Sutra)
8	7	13	27 PATTI LABELLE/Stir It Up (MCA)
—	35	28	28 FAMILY/The Screams Of Passion (WB)
—	36	29	29 FIVE STAR/All Fall Down (RCA)
40	36	33	30 NEW EDITION/My Secret (Didja Git It?) (MCA)
12	11	18	31 MARY JANE GIRLS/Wild And Crazy Love (Gordy/Motown)
35	34	32	32 CARRIE LUCAS/Hello Stranger (Constellation/MCA)
—	37	33	33 HOWARD JOHNSON/Stand Up (A&M)
34	29	28	34 JUICY/Bad Boy (Private I/CBS)
BREAKER 35 MAURICE WHITE/Stand By Me (Columbia)			
38	32	29	36 BILL WITHERS/Something That Turns You On (Columbia)
DEBUT 37 JENNIFER HOLLIDAY/Hard Times For Lovers (Geffen)			
—	40	38	38 SHEILA E/Sister Fate (WB)
DEBUT 39 O'JAYS/Just Another Lonely Night (PIR/Manhattan)			
14	18	30	40 MELBA MOORE/When You Love Me Like This (Capitol)

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