

**I N S I D E:**

**RADIO'S FIRST STATION TURNS 65**

KDKA/Pittsburgh reaches a momentous milestone, and **Donna Brake** provides an illustrated history of this broadcasting pioneer.

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**SELLING THE USA**

The strong nationalistic feeling that already dominates advertising may well explode in 1986. **Harvey Mednick** tips you on how to get on the bandwagon.

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**PUEBLO PIONEERS NEW COUNTRY APPROACH**

**Lon Helton** profiles KCCY/Pueblo, a station with a fresh (and broad-minded) approach to programming Country.

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**UPBEAT PROMOTION FOR JAZZ**

**Barbara Barnes** chronicles how a number of stations in this highly specialized format market themselves with limited budgets and unlimited enthusiasm.

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- **Bill McHale** Exec. VP/COO at **Selcom**
- **Vince Gardino** GSM at **WOR**
- **Charlie Quinn** programming consultant for **Drake-Chenault**
- **KWK** sues **KHTR** over slogan
- **UPI** sale imminent
- **Thomas Glade** VP/GM at **KSL**
- **Kevin Murphy** PD at **WSUN**
- **Art Wander** PD at **KCMO**
- **Rick Stacy** turns down **195** PD job
- **ABC** reorganizes
- **LASER 558** off air
- **Jay Stone** PD at **KIKI & KMAI**
- **Jim Moyer** GSM at **KYTE-AM & FM**

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**MORE MEASUREMENT MORE OFTEN**

**Jhan Hiber** quizzes **Arbitron** and **Birch** heads about the implications of Arbitron's continuous measurement.

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**SELLING THE NEW AOR**

As AOR listeners grow up, the format seeks to project a new image. **Steve Feinstein** reports on how this format facelift is progressing from the all-important sales side.

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**A/C PROMOTION: TOUGH ROW TO HOE?**

In Part III of his five-part series on record promotion, **Adam White** talks to key label A/C promotion executives about this challenging — and popular — format.

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**NEXT WEEK IN R&R**

A focus on ratings, as **Jhan Hiber** proposes marketing plans for continuous measurement, while **Reed Bunzel** compares **RADAR** to **Arbitron** network ratings.

Newsstand Price \$3.50



**Clock Runs Out For KFRC Game Zone**

After six months of on-air experimentation, **KFRC/San Francisco** has pulled the plug on its midday "Game Zone" programming. The station is asking listeners on-air for their input on the future course for the **RKO AM** outlet's midday segment.

Explained recently-appointed VP/GM **Jim Smith**, "We regret having reached this decision, but after analyzing audience research, combined with cost projections, we concluded that we could not continue. We're returning to a music-based for-

mat in middays. Usually, **Dave Sholin** would handle 9am-noon, but his full attention is being devoted to his duties as acting PD. **Bobby Ocean** has agreed to host the show on a temporary basis, and **Jim Bridges** will do noon-3pm."

Defending **KFRC's** motives with the experiment, **Smith** continued, "We feel the rationale for doing games on AM is still sound. We learned a lot from our involvement, and suspect that a station in another market at another time may want to experiment to make this effort succeed."

In additional programming notes, **KFRC** has shifted to a "Classic **KFRC** Weekend." Playing all oldies, the station is featuring music from the late '50s to late '70s with an emphasis on the late '60s era — "our point of market dominance," noted **Smith**. "We're continuing with our 'Affair On The Air' dating game at night."

**KFRC** is still without a PD, but **Smith** indicated one would be named in the near future. Speculation in the market is that **Sholin** will accept the job, but neither he nor **Smith** would comment.

**Gilbert Named President Of Park Communications**

**Richard Gilbert**, President/COO of the **Register & Tribune** Company of **Des Moines**, has been elected to the newly-created post of President/COO of

**Park Communications**. The **Ithaca, NY**-based company owns seven AM, FM, and TV stations, as well as 81 newspapers.

**Park** Chairman/CEO **Roy Park** has served as the company's chief executive since its founding in 1962 and will continue as Chairman/CEO. "Dick has hands-on experience in our major fields," said **Park**. "With

the steady growth of **Park Communications**, my time has been increasingly taken up with day-to-day operations. Adding a president and COO will make it possible for me to spend more time on long-range planning, acquisitions, and industry activities."

During his ten years with the **GILBERT/See Page 6**

**Harper Named Metropolis President**



Jim Harper

**WDTX/Detroit** PD **Jim Harper** has been promoted to President of parent **Metropolis Broadcasting of Detroit**. He now holds one of the three equity positions at **Metropolis**, along with Chairman/GM **Lorraine Golden** and Vice Chairman **Harvey Deutch**.

**Golden** commented, "With **Harvey Deutch's** financial expertise, **Jim's** programming and on-air expertise, and my background in management and sales administration, we have the combination to be a real force in broadcasting."

**Harper** commented, "It's a great feeling to develop a radio format for **Detroiters** by **Detroiters**, particularly at a time when there have been so many acquisitions in this city by out-towners. The response thus far to the 'Pop Music' format has been overwhelmingly positive, and all of us at **Metropolis** look forward to building **Detroit's** premier radio station."

**Metropolis** recently purchased "Pop Radio" **WDTX** (formerly **WCLS**) from the **Liggett Broadcasting Group**, changing call letters and format in October.

**Stern Joins WXRK For Afternoons**

Ending widespread speculation, former **WNBC/New York** afternoon personality **Howard Stern** has accepted a multiyear pact to handle the 2-6pm slot at **Infinity's** crosstown **AOR WXRK(K-ROCK)**, beginning Monday (11-18). Accompanying **Stern** are former **WNBC** news-person **Robin Quivers** and voice talent/producer **Fred Norris**. **Meg Griffin**, who had been doing afternoons, moves into middays, while **The Madame** will move from middays to 10pm-2am.

VP/GM **Tom Chiusano** says **Stern's** signing "tells the market we're prepared to be aggressive and that we understand the entertainment value



Howard Stern

of the medium. A personality like **Howard** separates us from other stations." He added that advertisers have already begun calling to find out how they can get on his show.

PD **Pat Evans** says **Stern** will be playing 5-6 records an hour, which "allows a thread of consistency for the format, yet enables him to be **Howard**. There will be no other restrictions placed on him. We hired him to be himself."

**Stern** held the **WNBC** 3pm-7pm shift for the past three years before exiting September 29. His previous experience was primarily in **AOR**, including **WWDC-FM(DC101)**, **Washington**, **WWWV/Detroit**, and **WCCC/Hartford**. The top-rated personality told **R&R**, "It's always been my dream to do **AOR** radio in **New York**. It's a very hip format, and best

**STERN/See Page 6**

**TWO WEEKS TILL HUNGER BLITZ**

**Comics Countdown Commences**

The **Cartoonists' Thanksgiving Day Hunger Project** is two weeks away and counting. As you know by now, the comics pages on **November 28** will be made up exclusively of material relating to world hunger.

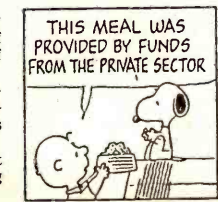
**Radio's** contribution to this campaign is simply to let people know about it:

- Your audience should know about this unprecedented use of a normally frivolous portion of the print media.
- They should know the Thanksgiving comic strips will be collected in a book, with proceeds going to the cause.
- They should be aware that **USA For Africa** is coordinating this effort.

Last week we detailed the efforts of the nation's networks, including interviews, special editions of regular programming, and recording artist liners. We also cited the example of **WOR/New York** morning man **John Gambling**, who will read the **Thanksgiving** funny

papers over the air. Those resources and ideas can be used and adapted by stations all over the country, as well as new approaches. **Radio**, the realm of imagination, can lead the way in making this unique project a success.

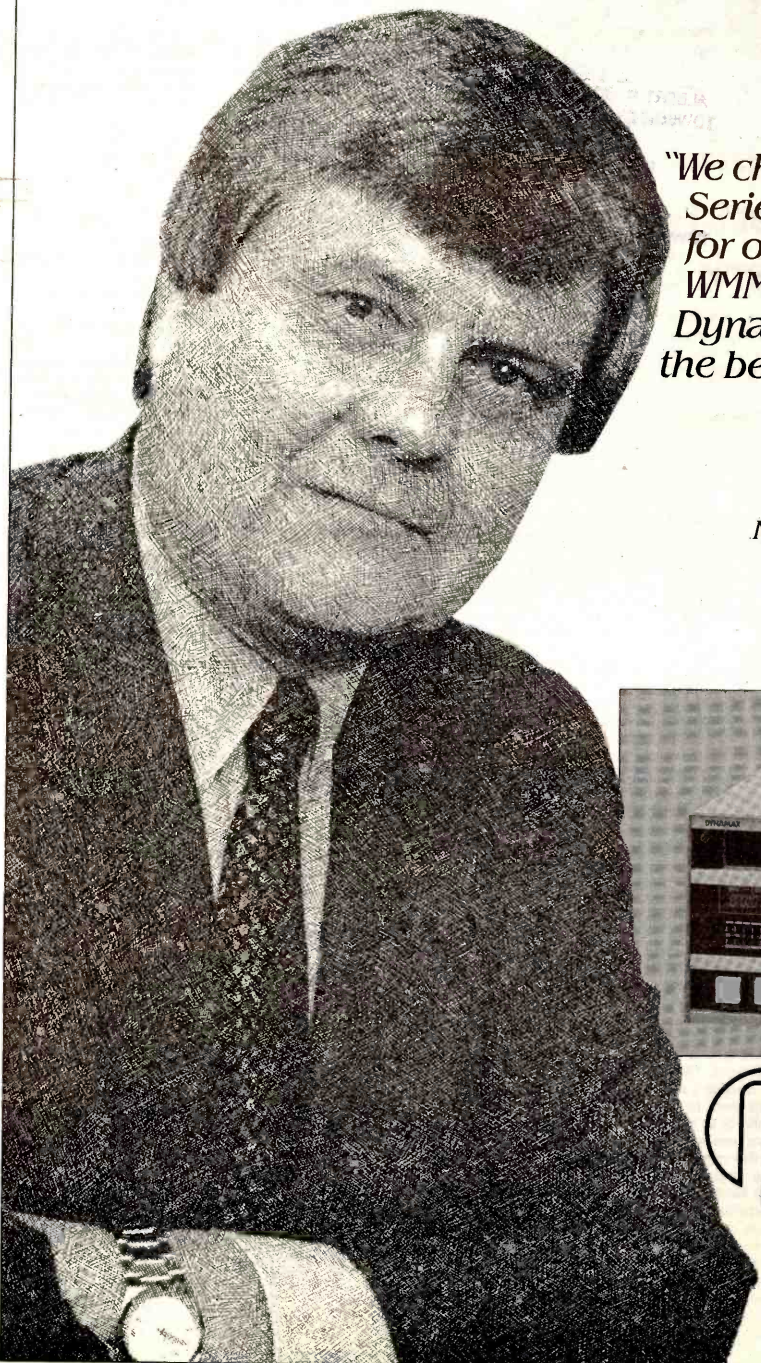
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**GO WITH THE WINNERS.**

**DYNAMAX CTR100 SERIES**



*"We chose Dynamax CTR100 Series cartridge machines for our hometown station WMMS, #1 in Cleveland. Dynamax helps give WMMS the best sound in town."*

**Gil Rosenwald**  
*Executive Vice President  
President-Radio Division  
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NOVEMBER 15, 1985

## YBPC CONVENTION PREVIEW

The Young Black Programmers Coalition is meeting this weekend in New Orleans. Walt Love previews the conference and investigates the key issues to be addressed, while Sean Ross looks at the top Black/Urban ratings races. Page 46

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## Murphy To Program WSUN



Kevin Murphy

WSUN/St. Petersburg-Tampa MD/afternoon personality Kevin Murphy has been promoted to PD, succeeding Larry Coates, who resigned in October.

WSUN Station Manager Shawn Portmann said, "We feel Kevin's experience and knowledge of Country radio and this marketplace will make him a strong Program Director for WSUN."

Murphy told R&R, "It's an opportunity of a lifetime to be programming a CBS station, part of the premier broadcast group in the world. WSUN will remain a full-service, mass appeal, adult-oriented radio station."

Murphy began his career at WNE & WFBQ/Indianapolis. He moved to WMPS/Memphis as Assistant PD/talent in 1977 and joined WSUN in 1981.

## McHale Selcom Exec. VP/COO

Selcom Radio Senior VP/Eastern Division Manager Bill McHale has been promoted to Exec. VP/COO, taking over for Vince Gardino, who became GSM at WOR/

New York (see separate story). Said Selcom, Inc. President Peter Moore, "Bill is a brilliant manager, and his knowledge of the industry and expertise in the rep

world is quite impressive. I'm confident that Selcom Radio is in most professional and capable hands. We are, however, sorry to be losing Vincent Gardino to WOR and wish him the best in that endeavor."

McHale, who rejoined Selcom in May after serving a year as VP/Stations for Republic Radio, previously spent six years with Selcom as Exec. VP. He told R&R, "Vince has done an excellent job of solidifying Selcom's strong management team, and I'm looking forward to picking up where he is leaving off. We work with an outstanding group of station clients, and my first priority is to ensure that they continue receiving the best possible representation."

McHale added that a replacement for his former post is forthcoming.

## Quinn Consults D-C Formats

Charlie Quinn, most recently PD at KKFR/Phoenix and WHTT/Boston, has been named Drake-Chenault's National Programming Consultant, replacing Mike Kinoshian, who became Operations Manager for WHOO-AM & FM/Orlando. In his new capacity Quinn will be responsible for D-C stations in the CHR, A/C, Light Rock, and Urban formats.

D-C VP/Programming Bob Laurence told R&R, "Charlie has had considerable programming success in major and medium markets as well as groups, advancing both WHTT and KZZP (Phoenix) in their 12+ standings. We feel Charlie Quinn will add to the success rate of our clients."

Quinn told R&R, "After leaving KKFR, I knew it was something different I had my sights set on. This position gives me the best of all worlds, allowing me to expand myself, working with not just one station as in the past, but 75 client stations doing a myriad of formats."

## Bonneville Ups Glade To VP/GM For KSL

KSL/Salt Lake City VP/Station Manager/GSM Tom Glade has been promoted to VP/GM for the station.

The announcement came from Jack Adamson, who four months ago was named Senior VP of Bonneville International and President of KSL Radio and Television. Adamson had previously been President of the California Division of Bonneville, comprising KBIG/Los Angeles and KXLR & KOIT/San Francisco.

Adamson told R&R, "I've known Tom for the last eight years, but only through our shared association with Bonneville. Since I've been working closely with him, I realize he's an excellent broadcaster, and has done a magnificent job with KSL. He's adjusted beautifully to my management style and to the program-intensive thrust Bonneville has developed. Now that I'm involved with all of the Bonneville stations, I need strong general managers around me."



Vince Gardino

## Gardino New WOR GSM

After eight months as Exec. VP/COO for Selcom Radio, Vince Gardino has accepted the GSM's post at WOR/New York, beginning December 2. He succeeds Peter Smyth, who resigned to pursue broadcast ownership. Taking over for Gardino at Selcom is Senior VP/Eastern Division Manager Bill McHale (see separate story).

WOR VP/GM Lee Simonson noted, "This is the realization of a lifelong dream for Vince, as he walked away from a very lofty job to come here. He's got a tremendous appreciation for what we do, and I think we'll make a very good combination."

A lifetime New Yorker, Gardino brings a diverse sales background to his new job, including stops in radio (WABC/New York), the rep business (Selcom and Metro Radio Sales), and networks (Director/ABC Direction and Entertainment Networks). "Ever since I got into radio ten years ago," said Gardino, "my goal has been to get into upper management of a New York station, especially with WOR and Lee Simonson, one of the industry's premier GMS. While I'm sad to be leaving Selcom, I'm happy at what we've been able to accomplish over the last eight months. The reins of the company are being left with an incredible individual in Bill McHale."

## SLOGAN TIFF

### KWK Sues KHTR For \$1.5 Million

KWK/St. Louis has filed a \$1.5 million lawsuit in St. Louis Circuit Court against CHR format competitor KHTR seeking \$750,000 each in damages and punitive damages. The suit charges that "KHTR is using unfair trade practices designed to undermine and mimic KWK's promotional efforts."

KWK had begun using the slogan "The Next #1 Hit Music Station," tying the slogan into a phone-out contest awarding \$1000 to anyone answering the phone with the words "KWK Is The Next #1 Hit Music Station."

According to market observers, KHTR began using a similar slogan, "Your #1 Hit Music

Station." KWK objected and KHTR agreed to discontinue using the phrase, but later allegedly began using it again.

KWK also claims KHTR began running announcements with the sound effects of a phone in the background and the words, "What's your favorite radio station? If anyone ever, at any time, at any place, asks you what's your favorite radio station, you know what to tell 'em: KHTR 103, KHTR is my favorite radio station." There was no prize connected with KHTR's announcement.

Representatives of both stations declined to comment.

## UPI, Creditors Weighing Three Purchase Offers

United Press International and a committee of its creditors earlier this week met to determine which of three prospective buyers would purchase the financially-beleaguered wire service. Mexican newspaper publisher Mario Vazquez Rana, Houston developer Joe Russo, and a consortium led by the Financial News Network comprise the trio of finalists, each of which submitted a bid ranging from \$35 to \$40 million.

UPI spokespersons would not speculate on the final selection or comment on the outcome, but ma-

ior reorganization of the company is expected after the buyer is announced. Company Chairman Luis Nogales, who collected the list of the prospective buyers, has indicated that he expects major reorganizations following the sale. UPI's owners, Douglas Ruhe and William Geissler, have filed suit, charging that Nogales has the right to take part in the selection process or the reorganization plan.

The company filed for Chapter 11 bankruptcy protection in April, listing over \$40 million in outstanding debts. Federal bankruptcy judge Francis Bason will make the final selection and direct the company's reorganization.

## Stacy Turns Down I95 Post

In a surprise move, newly-hired WINZ-FM (I95)/Miami PD Rick Stacy (R&R 11-8) informed VP/GM Stan Cohen he had changed his mind and decided to remain as PD at WHLY (Y106)/Orlando, just one day prior to his scheduled arrival in Miami.

Stacy told R&R, "I wanted to make some major changes. A complete overhaul, in my opinion, was necessary, and they just wouldn't go for it. Included in my recommendations was a change in identity and some on-air personnel. Obviously they were upset with my decision, but they understood my feelings. There are a number of opportunities here at Starr Broadcasting. I'm glad to be back."

I95 had already made one dramatic change, letting afternoon personality Don Cox go last week. Cohen noted his dissatisfaction with the recent turn of events. "I think this was a highly unprofessional move, to say the least. I just wasn't ready to make the kinds of wholesale changes that Rick wanted to do. I've got others in mind that I'm still considering for this position, and should have a selection ready in short order."

## Wander Joins KCMO As PD

Former Group One Broadcasting National PD Art Wander has been named PD at KCMO/Kansas City.

Summit Radio Of Kansas City VP/GM Craig Scott noted, "Art and I have been associated for some 15 years, having worked together at Plough. His arrival at KCMO brings a wealth of experience in news, sports, and talk. With (KBKC OM) Gerry Cagle and Art Wander, I feel very comfortable that the K.C. properties will prosper immensely."

Wander said his new job "brings me back to my roots in the News/Sports/Talk arena." He praised the station's "people-oriented management" philosophy and its commitment to both the format and to quality programming. Wander added that no changes in direction are in store for the station, noting that KCMO's high sports profile and news commitment will continue. He said, "I'm dedicated to making this the best News/Sports/Talk station anywhere."

## For The Record

In the November 1 issue, Nancy Bray was inadvertently listed as the new GSM at WSJS & WTQR/Winston-Salem. She actually holds that post for WSJS only; Jennifer Grimm remains GSM for WTQR.



# *"When The Going Gets Tough,*

**B**illy Ocean gets tough on his first single since his double-platinum plus (with four hits) album *Suddenly*. From one of '85's most eagerly awaited films comes this latest Ocean voyage to the top of the charts.

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18TH FOR ADDS



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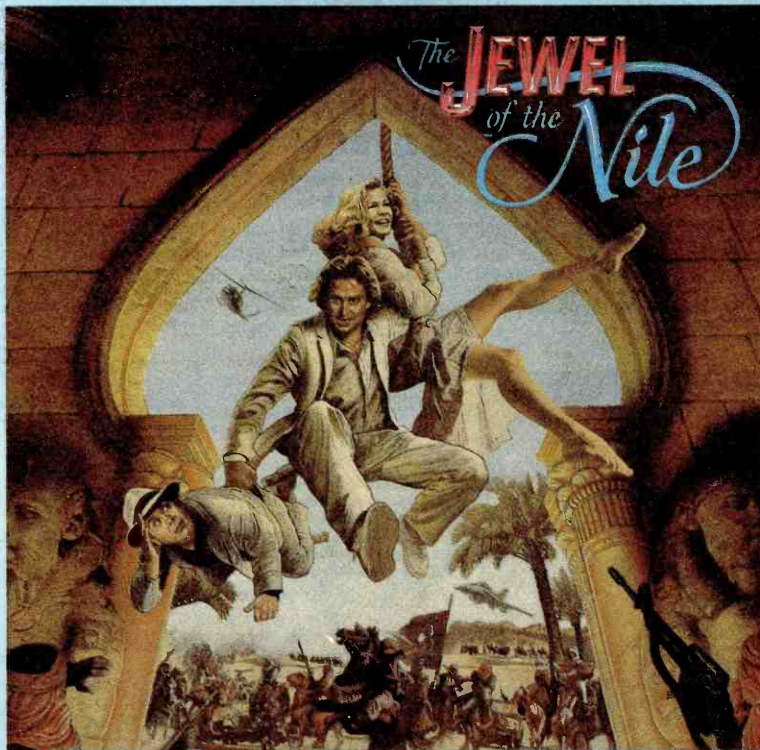
## *The New Billy Ocean Hit From The Jewel Of The Nile.*

*On Jive Records And Cassettes, Distributed By Arista.*





*The Tough Get Going<sup>TM</sup>*



Michael Douglas, Kathleen Turner and Danny DeVito are back...and romancing a brand new stone in the follow up to last year's blockbuster movie. Opening nationwide on December 11.



*the 20th Century Fox Motion Picture  
The Original Soundtrack Album.*

Featuring:  
Billy Ocean, Whodini, Precious Wilson, Ruby Turner, and Hugh Masekela/Jonathan Butler.



RETURN UNCERTAIN

# LASER 558 Goes Off Air; Ship Ashore For Repairs

By Joel Denver

Pirate radio station LASER 558, a thorn in the side of the British government since it began broadcasting in May 1984 outside the UK's 12-mile limit anchored in the North Sea, went off the air last week (11-5).

Following force-9 gale winds and problems with the electrical generators, LASER 558's vessel, the "MV Communicator," was forced to summon help. Ironically, the nearest ship was a British vessel which had been keeping LASER 558 under surveillance in accordance with directives from Britain's Department of Trade & Industry. Under her own steam, the MV Communicator was escorted to shore at Harwich, England.

Over the last several months, pressure from Britain has increased,

with the government reportedly attempting to disrupt supply deliveries from other European countries. With LASER 558 reaching over 5 million British listeners a day during the week and 8 million on weekends, according to GM John Catlett, the station has represented a threat to the government-operated BBC and local commercial stations.

Since the station was not broadcasting when the ship entered British waters, repairs can be effected without jeopardizing the station's operation. LASER 558 can resume broadcasting after leaving England and returning to a point beyond the 12-mile limit. However, Catlett declined to say when (or if) it would return to the air. He estimated repair work on the MV Communicator should be completed with a few weeks, but said it will have to pass a "rigorous in-

spection at the hands of the government."

Catlett responded to British press reports of troubles at sea: "Reports of mutiny, scurvy, and dysentery were not true. While there was an occasional problem with fresh water and a supply of fuel for the generators, it never reached a critical point where any shortages interfered with the ship's operation either mechanically or on a programming basis. The surveillance boats did make things a bit tense from time to time, and everyone did a marvelous job of putting up with this distraction."

He did acknowledge reports of payroll problems, but asserted that all monies would be paid out in a matter of days. He concluded, "Our offices in New York have been flooded with phone calls, and it would seem to us there are a lot of people who want us back."



Jim Moyer

## Moyer GSM At KYTE-AM & FM

At Music Of Your Life/Classical combo KYTE-AM & FM/Portland, Jim Moyer has been named GSM, succeeding Charlie King, who has resigned.

A 20-year industry veteran, Moyer previously served nearly five years with cross-town KCNR-AM & FM, starting as an Account Executive before moving up to Regional Sales Manager and GSM. He earlier worked for advertising agencies Petzold & Associates and Pihos, Schmidt, Westerdahl. Moyer said, "I'm thrilled to represent two radio stations which have such strong appeal to adults in the peak earning years of 35-54."

Gilbert

Continued from Page 1

Register & Tribune Co., Gilbert moved steadily up through the ranks, from Director/Corporate Development to President of subsidiary Quad Cities Communications to head of the Des Moines Register Broadcast Group; he became acting President/COO of the parent company in 1984. Gilbert said, "Park Communications is clearly a company on the move. Its strategy, management philosophy, and outstanding operating performance have made the company an industry leader in a relatively short period of time. I'm pleased to have Roy Park's assurance that he'll remain active with the company."

Park's radio holdings include WPAT-AM & FM/New York (pending FCC approval), KEZZ/Seattle, KRSI & KJJO/Minneapolis, KWJJ & KJIB/Portland, WTVR-AM & FM/Richmond, WHEN & WRRB/Syracuse, WDEF-AM & FM/Chattanooga, WNAX/Yankton, and WNCT-AM & FM/Greenville, NC.

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Stern

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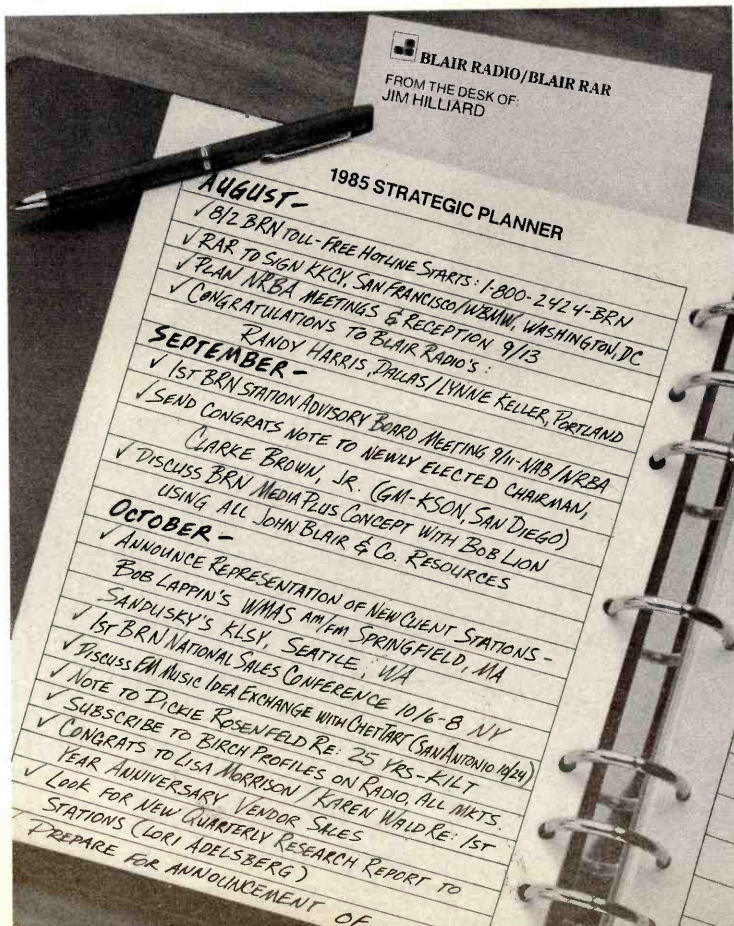
reflects my attitude."

### Questioned WNBC Firing

Stern continued, "The people who own K-Rock have been listeners of mine, and enjoy the show I do. At NBC, I don't believe the radio division fired me. It's my conjecture that someone who sits close to the chairman of (NBC parent) RCA heard me for the first time and decided to pull the plug because he didn't like something. It was not a business decision, and I think if you caught (NBC Radio President) Randy Bongarten off guard, he'd be the first to admit it wasn't his decision to fire me; it was his decision to rip up the contract six months ago and pay me more money."

Stern added, "In the three years I was at WNBC, I could never figure out its format. I never really had a mental picture of who was listening to me at 'NBC' cause I could never figure out who the audience was."

Will Stern be toned down for WXRK? "K-Rock has expressed its desire for us to be as outrageous as ever."





Scott Shannon's

# ROCKIN' AMERICA

## THE TOP 30 COUNTDOWN

**"R**ockin' America keeps Kiss 108 rockin' on the weekends. Scott Shannon grabs listeners and holds them all the way to the Number One record every Sunday night here in Boston."

—Sonny Joe White, Program Director,  
WXKS-FM/Boston

**"W**e're damned impressed with Rockin' America. Some stations view countdowns as simply an attraction for teens. However, we went up to a 13.6 in men 18-24 in this time segment. In teens, we went from a 3.9 to a 9.6 (up 146%). It's definitely helping our station. I've never had a countdown perform so well."

—A.J. Roberts, Program Director,  
KHIT/Seattle

**"S**cott Shannon's Rockin' America Top 30 Countdown hits our target audience right between the ears. Every week, the record research is reliable and Scott's bits are first-rate."

—Jack Silver, Program Director,  
KMEL-FM/San Francisco

**"R**ockin' America is not your basic wimp countdown. It fits in very well with the rest of our station's programming."

—Rick Freeman, Program Director,  
WDCG/Raleigh, NC

**"S**cott Shannon's Rockin' America Top 30 Countdown is a flame-throwin' monster! It's the perfect complement to our regular programming. Our listeners love it!"

—Gary Berkowitz, Program Director,  
WHYT-FM/Detroit

**"W**e think it's the personality of the show that makes Rockin' America so successful. It kicked ass for us in both ratings and services. We're very pleased with it!"

—Scott Robbins, Program Director,  
WKSE-FM/Bufalo, NY

**"A**stronomical response! Listeners want copies of the show for themselves—it's talked about everywhere in town. Scott appeals to every demo in the market."

—Mike Grace, Program Director,  
WWKZ-FM/New Albany, MS

**"B**righter, cleaner, tighter and more entertaining than any other countdown I've heard. That Scott Shannon success puts power in our Sunday night programming. Our listeners love Rockin' America."

—Russ Monroe, Program Director,  
WAYV-FM/Atlantic City

**"F**irst-class show, and it reaches every demo our station shoots for. Shannon is the best addition our station has had for years."

—Tom Oliver, Program Director,  
WMGZ-FM/Youngstown, OH

**"S**cott Shannon's Rockin' America brings excitement and energy to our station. For us, it's a perfect way to top off the week."

—John Driscoll, Program Director,  
KRXY-FM/Denver

**"I**n the short time we've been running Rockin' America, we've had tremendous response. Thanks to Westwood One for another winner."

—Jim O'Rourke, Program Director,  
KLIZ/Brainerd, MN

**"M**y favorite countdown on radio. I love Scott's style."

—Bruce Washington, Program Director,  
WADZ-FM/Americus, GA

**"I** don't particularly care for his voice, but it's my favorite countdown."

—Program Director,  
Z-100/New York

# "SHANNON'S THE BEST!"

—Norm Pattiz



## THOMOPOULOS RESIGNS

## Pierce Oversees ABC Broadcast Group

ABC President/CEO Fred Pierce will now supervise the operating divisions of the Broadcast Group, including ABC Entertainment, News, Sports, TV, and Radio. He takes over the duties held by President/Broadcast Group Anthony Thomopoulos, who has resigned.

A lifetime company executive, Pierce commented, "This structure will enable me to be more closely involved with the creative process. It also emphasizes the importance I attach to close coordination of financial decision-making and cost consciousness throughout our operations."

Thomopoulos, who earlier headed up ABC's Entertainment Division, said, "ABC will be entering a new era, and I felt it was time for me to move on. I also wanted to permanently relocate to L.A. to be with my family."

Broadcast Group Exec. VP

Mark Cohen, who now also reports to Pierce, will continue to coordinate the Group's financial and day-to-day operating aspects, while returning responsibilities for the L.A.-based business affairs department. Company Presidents Ben Hoberman (ABC Radio), Her-

bert Granath (ABC Video Enterprises), and Robert Burton (ABC Publishing) also report to Pierce.

Separately, R&R has learned that the Cap Cities/ABC merger plan, including requests for certain waivers, was scheduled for the FCC's Thursday (11-14) agenda.

## Stone Appointed KIKI & KMAI Program Director

After a year as PD at KLRZ/Salt Lake City, Jay Stone will become PD at A/C-CHR combo KIKI & KMAI (194)/Honolulu beginning November 25. The post had been vacant since late August, when Kamasami Kong took over the morning show on 194.

VP/GM Jeff Coelho said, "We must have talked to 100 different candidates before hiring Jay. I'd be real happy if we can bounce into the top three within a year; after that we want to be number one.

Our immediate emphasis is on the FM, and then we'll shore up any deficiencies on the AM. We've come to play hardball."

Parker Communications Director Of Programming Bobby Christian added, "Jay has been an innovator in the industry for more than 15 years. He was an integral part of our success at 96KX/Pittsburgh, and I'm delighted to bring aboard his talents and creativity. Jay will be autonomously responsible for all aspects of programming

## NEWS IN BRIEF

● **TINA MYRICK** is the new General Sales Manager at **WCBM/Baltimore**. Most recently, she was GSM at cross-town **WCAO & WXYV**.

● **CHUCK JEWELL** becomes General Sales Manager at **WHO/Des Moines**. A 13-year station veteran, Jewell was previously National Sales Manager for **WHO & KLYF**.

● **CYNTHIA RUSSELL** has been named Local Sales Manager for **WLPN/Norfolk**.

● **BOB O'NEIL** is the new PD at **KITE/Corpus Christi**; he was formerly Asst. PD/PM driver at **KHYT/Tucson**. At the same time, **KITE** promoted former PD **DAVE PARKS** to Operations Manager.

● **CHRISTINE BARNHURST** joins **KUTR/Salt Lake City** as Sales Manager. She comes from **Bookcraft Publishing**, where she was Director/Marketing & Advertising.

at both 194 and KIKI. I'm confident he'll shatter the status quo."

Stone remarked, "This is the kind of job most people only get to dream about — megabucks to live and work in paradise. I'm also

reunited with Bobby Christian, with whom I share a similar programming philosophy. I can't wait to help turn Honolulu radio upside down."

Stone's replacement is being sought.

### MCA Chief Execs Meet



MCA and Motown's leaders met before the MCA Distributing fall sales meetings in Palm Springs. Pictured at the planning sessions are (l-r) MCA Canada Exec. VP/GM Ross Reynolds, Motown President Jay Lasker, MCA Records & Music Group President Irving Azoff, and MCA Exec. VP Myron Roth.

### Capitol Turns Out For Turner



Capitol Records held a party for Tina Turner during her Universal Amphitheatre L.A. stand recently. Pictured (l-r) are Capitol President Don Zimmermann, Turner, Capitol Chairman Bhaskar Menon, and labelmate Bob Seger.

### Warners Collects Jellybean



Producer/mixmaster John "Jellybean" Benitez has signed a production agreement with Warner Bros., with Jocelyn Brown's "Love's Gonna Get You" single his first release under the pact. Pictured (l-r) are WB President Lenny Waronker, Benitez, and VP/A&R Michael Ostin.

## First production library on compact disc

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most listened-to  
voices in all radio.**

Charles Osgood reaches nearly 11,000,000 listeners\* every week on the CBS Radio Network. For fans of *Newsbreak* and *The Osgood File* it's good news that he'll continue to make his unique contributions to the CBS Radio Network for many years to come.

Like Osgood, the news correspondents and reporters you see on the CBS Television Network are those you *hear* anchoring and filing stories for the CBS Radio Network. That association with the most prominent and respected news staff in the industry is an invaluable asset to affiliates and advertisers.

**CBS RADIO NETWORK**



## American Media Buys WELE For \$7.5 Million

### WELE/DAYTONA BEACH, FL

PRICE: \$7.5 million  
 BUYER: American Media Inc., which also owns WALK-AM & FM/Long Island, WLIF/Baltimore, and KSMG/San Antonio.

SELLER: Elyria-Lorain Broadcasting Co., headed by Otto Schoepfle, who also owns WEOL & WBEA/Elyria-Lorain, OH.

DIAL POSITION: 105.9 mHz  
 POWER: 76 kw at 590 feet, but holds a CP to increase antenna height to 1700 feet.

FORMAT: Country  
 BROKER: Americom Media Brokers

### KLLB & KRQK/LOMPOC-SANTA MARIA, CA

PRICE: \$1.75 million  
 BUYER: Quick Broadcasting, which also owns KUIC/Vacaville, CA.

SELLER: Sunshine Wireless of California  
 DIAL POSITION: 1410 kHz; 100.9 mHz

POWER: 500 watts; 3 kw at 800 feet  
 FORMAT: Country; CHR

BROKER: William Exline, Inc.

### WBTF/ATTICA, NY

PRICE: \$500,000, including a \$500,000 noncompete agreement.  
 BUYER: King Communications, headed by John King, who also owns WCLI & WZKZ/Corning. He also recently purchased WBTA/Batavia, NY (see below).

SELLER: Champion Broadcasting Systems of New York

DIAL POSITION: 101.7 mHz  
 POWER: 3 kw at 295 feet  
 FORMAT: A/C  
 BROKER: Kozacko-Horton Co.



ALL HANDS ON DECK — Lloyd B. Roach, Inc. completed the purchase of WQIQ/Chester, PA, previously owned by Robe Communications. Shown below signing the papers to transfer ownership are (l-r) George Rothacker, Larry Will, Lloyd Roach, Jonathan Rafal, and Robert Farniglio.

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“People are asking ‘What is Madonna’s last name?’, ‘What about Boy George?’ and ‘Sting?’ Well, needless to say, Mr. Music has come to the rescue once again...  
**Thanks, Norm, you’ve made my job a lot easier.”** —MARTHA C. QUINN

**“Factual, accurate, and, on top of that, fun to read.”** —NINA BLACKWOOD

**“Life is so much sweeter when you ROCK ON!”** —MARK GOODMAN

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*Harper & Row*

### KTYD/SANTA BARBARA

PRICE: approximately \$3.5 million  
 BUYER: Home News Publishing, which also owns WINE & WRKI/Danbury, CT; KWG/Stockton, CA; KYBB/Tracy, CA; and WKPT & WTFM/Kingsport, TN.

SELLER: KTYD, Inc., jointly held by Robert Liggett and N.L. Benton. Liggett, as principal of the Liggett Broadcast Group, owns WHNN/Bay City-Saginaw, WLHT/Grand Rapids, WFMK/East Lansing. Benton is VP of the Mid-Continent Corp., a Sioux Falls group owner.

DIAL POSITION: 99.9 mHz  
 POWER: 34 kw  
 FORMAT: AOR  
 BROKER: Chester Coleman of American Radio Brokers

### KMGQ/SANTA BARBARA

PRICE: \$2.35 million cash  
 BUYER: Radio Santa Barbara, Inc., controlled by James Olerich, J. Patt Wardlaw, Burke Kaplan, and Alex Shetler. They also own KIST/Santa Barbara. KIST & KMGQ will be operated by Radio Santa Barbara.

SELLER: Goleta Communications Corp., owned by Emmett Shipman, Stephen Shipman and six other shareholders.

DIAL POSITION: 106.3 mHz  
 POWER: 365 watts at 879 feet  
 FORMAT: A/C  
 BROKERS: Blackburn & Co. represented the seller of KMGQ; Elliot Evers of Chapman Associates represented the buyer.

### WLPR/MOBILE

PRICE: \$1,364,000  
 BUYER: Faulkner-Phillips Media, Inc.  
 SELLER: Sound Broadcast Corp.  
 DIAL POSITION: 96.1 mHz  
 POWER: 40 kw at 420 feet  
 FORMAT: Easy Listening

### WBTA/BATAVIA, NY

PRICE: \$504,000, including an \$87,500 noncompete agreement.  
 BUYER: King Communications, headed by John King, who also owns WCLI & WZKZ/Corning, NY. He also has purchased neighbor WBTF (see above).

SELLER: Batavia Broadcasting  
 DIAL POSITION: 1490 kHz  
 POWER: 500 watts days/250 watts nights  
 FORMAT: A/C  
 BROKER: Kozacko-Horton Co.

### KSPO/SPOKANE

PRICE: \$400,000  
 BUYER: Unicom Broadcasting, headed by longtime programmer John Rook. He also holds a CP for a 100 kw FM licensed to nearby Cheney, WA, which serves the Spokane metro. In addition, Rook owns KCDA/Coeur d'Alene, ID, and has a CP for a Class A FM in the Tri-Cities, WA area. Rook recently reached an agreement to sell KEYG & KEYF/Grand Coulee, WA for \$210,000 to Wheeler Broadcasting.

SELLER: Read Broadcasting, owned by Tom and Malinda Read.  
 DIAL POSITION: 1050 kHz  
 POWER: 5 kw daytimer, but an application is pending to extend to fulltime operation.  
 FORMAT: Religious, although a format change is expected

### KLAZ-AM & FM/LITTLE ROCK

PRICE: \$3,375,000  
 BUYER: Capitol Cities Broadcasting, Inc.  
 SELLER: Estate of Ron Curtis  
 DIAL POSITION: 1250 kHz; 98.5 mHz  
 POWER: 1 kw days/250 watts nights; 100 kw at 880 feet  
 FORMAT: Black; A/C  
 BROKER: Americom Media Brokers



# IT USED TO BE SAID THAT CHAPMAN ONLY DID LITTLE DEALS

*Below is a list of less than half of our 1985 sales*

KBZT-FM	San Diego, CA	\$ 9,700,000
KVEE/KIIO	Grand Junction, CO	1,100,000
KDAB-FM	Ogden, UT	2,200,000
WQEZ-FM	Ft. Myers Beach, FL	3,500,000
KPOM-TV	Ft. Smith, AR	6,362,000
WWCN-AM	Albany, NY	1,150,000
KSCQ-FM/KSAC-FM	Manteca, CA/Sacramento, CA	11,000,000
KLCL/KHEZ	Lake Charles, LA	2,000,000
KJEZ-FM	Poplar Bluff, MO	1,150,000
WMNX-FM	Tallahassee, FL	1,250,000
KAMX/KFMG	Albuquerque, NM	2,125,000
KKAL/KZOZ	Arroyo Grande, CA	3,250,000
WGH/WNSY	Newport News, VA	3,200,000
KKAT-FM	Ogden, UT	2,800,000
WJYA-AM/FM	LaGrange (Atlanta), GA	5,000,000
KOAK-FM	San Francisco, CA	6,400,000
KFKZ-FM/WPLC-FM	Key Largo/Marathon/CP Key West, FL	1,365,000
KFLG/KAFF	Flagstaff, AZ	1,283,000
KBHV-FM	Spanish Fork, UT	1,400,000
KNDE/KNTN	Visalia, CA	1,330,000
KREX-Y-Z TV	Grand Junction, CO	7,500,000
WGUL-AM/FM	New Port Richey, FL	1,725,000
WHTZ-FM	Tallahassee, FL	1,150,000
Drake-Chenault	Canoga Park, CA	3,500,000
WBTB/WZYC	Beaufort, NC	1,400,000
KIIZ/KIXS	Killeen (Austin), TX	6,100,000
KRLA-AM	Pasadena, CA	10,500,000
WCRJ-AM/FM	Jacksonville, FL	4,000,000
KCCY-FM	Pueblo, CO	2,100,000
KSRN-FM	Reno, NV	2,100,000
WKAB-TV	Montgomery, AL	10,275,000
KMLB/KWEZ	Monroe, LA	1,700,000

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## FIVE TOP MARKETS ADDED

# FCC Overhauls Docket 80-90 Channels, Communities

After the FCC issued its original list of 689 communities to get FM drop-ins under Docket 80-90, it was deluged with dozens of requests to make changes, such as adding or dropping sites or changing channels. Last week the Commission dealt with those requests in one fell swoop.

In the process, it created new drop-ins in five communities of over 300,000 population. Previously, the Commission ruled that Class A signals wouldn't cover these large cities entirely. But last week it waived the city grade coverage rules so it could place new FMs in Indianapolis, Columbus, Albuquerque, Tucson, and Omaha. A similar proposal for Phoenix was rejected.

The Commission said it acted "in

response to the large number of comments expressing interest in these cities" and from its own desire "to provide additional service to larger communities where possible."

### Florida Keys Stations Lose Battle

The FCC stood by its earlier proposal for three new FMs in the

Florida Keys, despite protests from local broadcasters that the market is already glutted with stations. "Here, two of the communities would be receiving a first local service," the FCC noted. "As for Key West, potential applicants can take into account the amount of competition already existing when they make their decision to apply."

In cases where channels were changed last week, the timetable for accepting applications on a community's new FM remains unchanged. The filing window for each community will be based on the randomly-selected place assigned to the old channel, rather than the new one.

At left are the major changes in the Docket 80-90 lineup announced by the Commission last week.



**WEEKEND EDITION** — National Public Radio has launched a new weekend morning magazine program aired on over 100 NPR member stations. Shown above at the November 2 inaugural broadcast in NPR's Washington studios are (l-r) host/chief correspondent Scott Simon and executive producer Jay Kernis.

### New Channels

Columbus (107.5)  
 Indianapolis (96.3)  
 Omaha (105.9)  
 Tucson (104.1 MHz)  
 Albuquerque (101.3)  
 Mt. Vernon, KY (99.7)  
 Alexandria, LA (93.9)  
 Cameron, MO (92.3)  
 East Prairie, MO (105.3)

### Deleted Channel

Yuma, AZ (97.9)

### Changed Channels

Earlmar, CA (to 93.5)  
 Pensacola, FL (to 98.7)  
 Casey, IL (to 104.3)  
 Royal Center, IN (to 103.7)  
 Shreveport, LA (to 102.9)  
 Nicholasville, KY (to 102.5)  
 North Cape May, NJ (to 106.7)  
 Wildwood Crest, NJ (to 93.1)  
 Margate City, NJ (to 96.1)  
 Everett, PA (to 104.3)  
 Rio Grande, PR (from B1 to A)

### Changed Communities

Century Village, FL to Century, FL (105.1)  
 Fort Oglethorpe, GA to Trion, GA (95.7)  
 Patterson, NC to Banner Elk, NC (100.7)  
 South Boston, VA to Semora, NC (106.7)  
 Crab Orchard, TN to Graysville, TN (95.7)

## 32 MILLION PROTEST

# Imaginary Threat To Religious Programming Haunts FCC

Each working day the FCC's efficient public affairs office cranks out literally hundreds of pages of press releases and official notices of things the Commission and its staff have done. But last week one of those pages addressed something the FCC hasn't done, has never thought of doing, and never intends to do.

The release was headlined, "FCC Reiterates It Is Not Considering Banning Religious Programming." Nobody is sure how it all started, but for the past decade the Commission has been inundated with calls and letters from people who believe it is thinking of abolishing religious programming on radio and television.

### World's Biggest Chain Letter?

The peak occurred in 1982 when letters arrived at the rate of 15,000 a month. The volume appears to pick up as Christmas, Thanksgiving, and Easter approach. Today the inquiries persist, prompting

last week's latest attempt to squelch the rumor. The Commission estimates it has gotten 16 million letters and a similar number of phone calls on the issue in the past decade, making it the victim of what may be the largest chain letter scheme in history.

Evidently, some kind of organized force is behind the mysterious campaign — or was in the beginning. Many of the letters use identical wording, and often refer to an alleged petition by Madalyn Murray O'Hair, the woman who got prayer out of the classroom. But diligent tracking by the FCC staff has never been able to trace the rumor back to its original source.

### 1975 Case Vaguely Related

The only remotely-related proceeding before the FCC happened in 1975, when it unanimously denied a petition asking for a freeze application for religious stations on educational FM and TV channels. Many of the mistaken protests bear that proceeding's docket number, RM-2493.

So, last week the Commission once again reminded the public "that it is not considering, nor has it ever considered, a petition by Madalyn Murray O'Hair, or anyone else, to ban religious programming . . . the FCC is not empowered by any statute to prohibit radio and television stations from presenting religious programming, nor can it direct any broadcaster to present, or refrain from presenting, announcements or programs on religion."

And the cards and letters keep coming.

## NEWS BRIEFS

### Hot Hits Foes Seek Filing Extension

At least two parties planning to challenge Mike Joseph's trademark application for Hot Hits have asked the Patent and Trademark Office for an extra 60 days to file their oppositions, which were to be due November 15. The requests were filed by KEZB/E Paso and JAM Creative Productions of Dallas.

An attorney for KEZB said he anticipates four or five separate filings against the bid to trademark Hot Hits. Joseph's original application was turned down on March 13, 1985. The Trademark Office is now considering new evidence furnished by Joseph in an attempt to prove that Hot Hits is uniquely descriptive of his CHR format,

rather than a generic descriptive term with no "secondary meaning" in a trademark sense.

### High-Powered Cuban Action On 710, 1160 kHz

Within the past two weeks, Cuba has put new highpowered AM signals on 710 and 1160 kHz, although there's still been no attempt to interfere with Radio Marti on another channel.

The 710 kHz action is an apparent attempt to jam the signal of WAQI/Miami. Formerly, WGBS, the station launched a Spanish format three weeks ago that reportedly takes a hard anti-Castro stance. In response, Cuba has started simulcasting Radio Rebelde from Santa Clara Island on 710 at pow-

er the FCC says may be as high as 100 kw. An annoying buzzing tone is heard in the channel in Havana proper.

Despite reports of a new 100 kw signal on 1160, three of the four U.S. stations on the channel — KSL/Salt Lake City, WJJD/Chicago, and WKCM/Hawesville, KY — told R&R they were unaware of any problem and have had no new interference complaints in recent days.

### Other Key Developments:

- WTVH-TV/Syracuse, the only station in recent years found by the FCC to have violated the Fairness Doctrine, has appealed that finding to the U.S. Court of Appeals.

- RTNDA President John Spain says his association "deplores" the

South African government's decision to restrict news coverage of race-related rioting in that country.

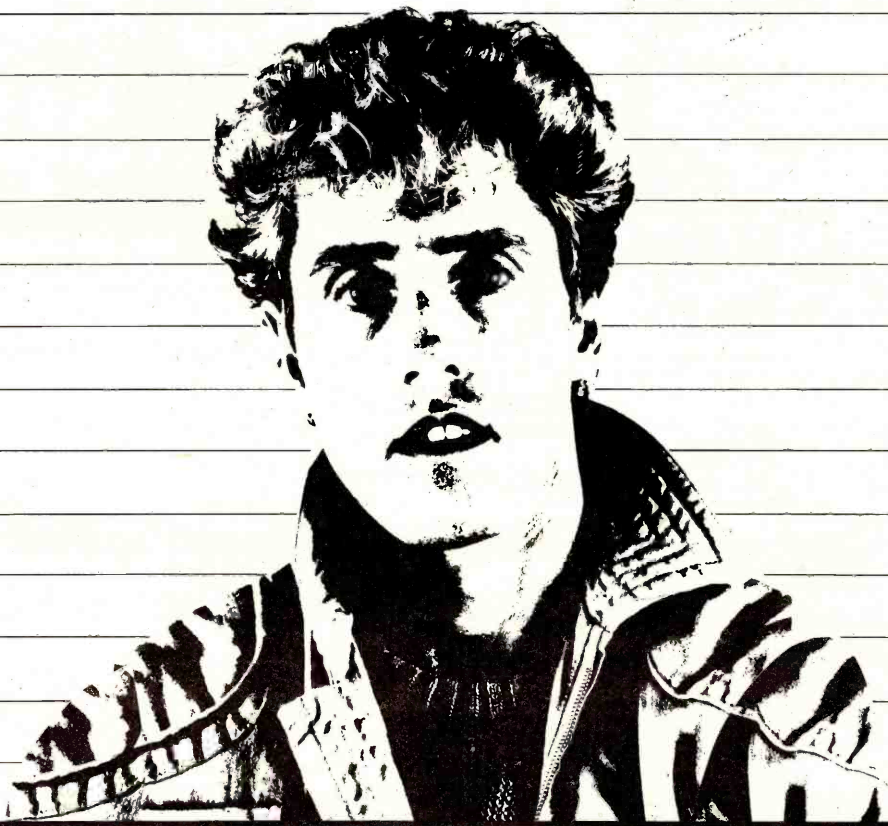
- Full-service FM stations do not have to protect pre-existing FM or TV translators, the FCC has ruled. The decision was issued after local officials tried to condition a use permit for KJSN/Klamath Falls, OR on its protection of translators at a common antenna site.

- The FCC has ruled that Bishop L.E. Willis may sell WESL/St. Louis to Gateway Communications and WSAY/Salem, VA to Crusade International Ministries. The sales had been held up until the Commission determined that Willis was not the "real party in interest" behind a TV application filed by his daughter.



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## See-Thru Briefcase



Described as the "only perfectly clear, seamless briefcase in the world," the Crystal Attache is as rugged as it is eye-catching. Made from Lucite, this brand new bag features gold-plated steel corners, hinges, and handle.

Made in France, this attache with cachet weighs 4½ pounds, measures 10½" by 14½" by 3¾," and comes with a one-year warranty. Retail price: \$79.

## "Screw The I.R.S." — Legally!

Now anyone can "Screw The I.R.S." anytime, (almost) anywhere! Now America's third-favorite national past-time is legal! That is, providing you're only playing the novel card game, "Screw The I.R.S.," available from the St. Louis, MO-based Century Game Co.

Designed for two to six players, the object of the game is to make a million dollars and not pay one cent in taxes. This is accomplished by getting your deductions to equal your salary. You must either be able to substantiate those deductions, or — just like in real life — bluff. Your opponents, however, can call such a bluff by demanding to audit you at any time.

The company notes that the game is designed for fun, not tax specialists. It doesn't advocate persons cheating on their taxes, but encourages them to play the game (retail price: \$16) instead.



## Portable Promotion Office

Now you can conduct business from the nearest phone jack with this all-in-one communications center from Magnavox. Consisting of an AM/FM clock radio, a cassette recorder, an electronic telephone, a hands-free speakerphone and a voice-synthesized answering machine, the unit weighs under five pounds.

Let the synthesized voice greet your callers and record their 30-second messages. Answer the call over the handset or speakerphone. You can record conversations at the press of a button or dictate notes as well.

The portable handset, which plugs into any phone jack, features switchable pulse/tone dialing, last number redial and an on/off ringer. Meanwhile, the quartz-accurate digital clock sports a nine-volt backup battery and can be set to wake you by alarm, cassette, or radio station. Note that the radio shuts off automatically when the telephone is in use.

Magnavox's Phone Center measures 2½" by 12¼" by 9½" and retails for \$149.

# Some of the Guard's most important people don't wear uniforms.

Every year, thousands of teachers, broadcasters, business executives and other Americans like you encourage young people to join the Army or Air National Guard.

We want to thank you for giving your time and talents so generously. And we hope you will continue to lend us your invaluable support.

To us, you're not ordinary civilians. You're extraordinary citizens.

So from one group of Americans at their best to another, thanks.



## National Guard

Americans At Their Best.

## Hi-Tech In Our Homes

While 91% of American homes sport at least one color TV, 87% of these same homes have some sort of audio system, making these items far and away the most popular electronic appliances in the U.S. According to a recent survey conducted by the Electronics Industry Association and the Yankee Group, the next most-popular pieces of hi-tech equipment are video games (found in 25% of U.S. households), videocassette recorders (23%), personal computers (13%), cordless telephones (10%), phone-answering machines (5%), large-screen TVs (2%) and satellite dishes (1.2%).

Contrast these numbers with those for the "techie" — that nine percent of America's population which is most technologically advanced. A concurrent Yankee Group survey reports that 100% of these so-called "techie" own TVs, 80% have VCRs, and an incredible 79% have their own personal computers — 55% with modems. Not surprisingly, 26% of these technologically advanced households are proud owners of compact disc players as well.

Obviously, certain hi-tech items are hotter than others. Even if a recent survey showed 61% of Americans were likely to buy a home computer within the next four years, the reality of that happening is doubtful. Far more likely inroads are to be made by stereo TVs, dual audiocassette decks, portable CD players (just about the hottest hi-tech item on the market this holiday

season), electronic typewriters and portable automatic telephone dialers. After all, these gizmos are more affordable and have wider practical applications for a greater number of Americans.

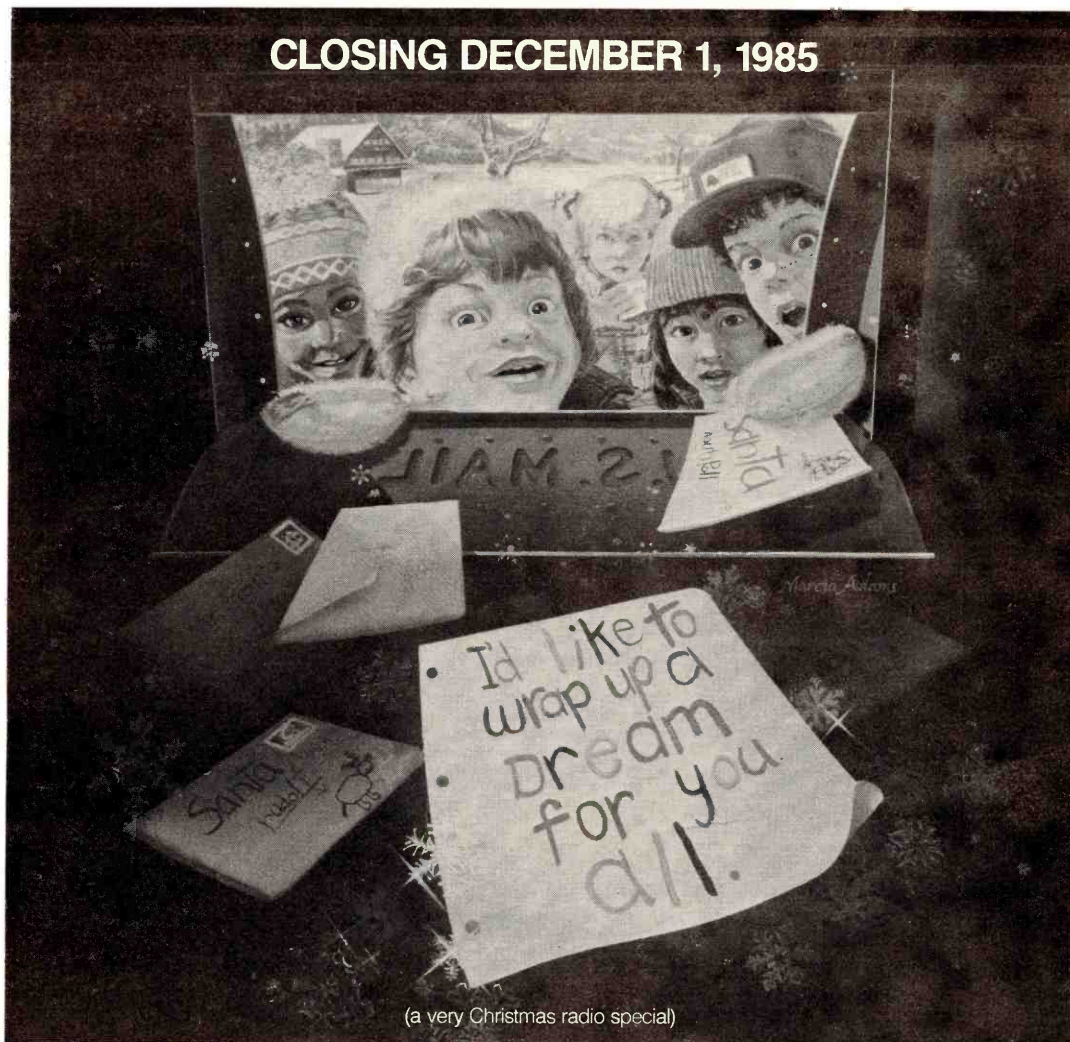
## World's Smallest Cellular Phone



A portable cellular phone tiny enough to fit in the pocket of your shirt or sports jacket has recently been introduced by the Walker Telecommunications Corp. Described as the "world's smallest cellular phone," the unit measures 7¼" by 2¼" by 1¼" and weighs 15 ounces.



**CLOSING DECEMBER 1, 1985**



(a very Christmas radio special)

"When I was programming, my Christmas wish was to permeate the air with the real feel of the season. This is it and it's irresistible. It took 25 years but it was worth the wait. This will be a Christmas programming staple for years and years to come."

*Chuck Blore, Chuck Blore & Don Richman, Inc., Hollywood, California*

"We listened to it once and bought it for every one of our markets!"

*Toney Brooks, Sandusky Broadcasting, Denver, Colorado*

"As soon as I heard it, I wanted it!"

*Tom Griffiths, Daily News, Los Angeles, California*

"It's radio's answer to the timeless Miller TV spot, with kids as the horse drawn sleigh and bells. A great way of saying 'I love you' to a radio audience!"

*Don Richman, Chuck Blore & Don Richman, Inc., Hollywood, California*

"Just when you're tempted to think Christmas is all hype, this comes along. What a wonderful feeling!"

*Carolyn Johnson, Cochran Chase Livingston & Company, Saatchi & Saatchi Compton Worldwide*

"My only regret in endorsing this beautiful Christmas package is that I do not have access to it. It is definitely a winner!"

*Lew Bedell, Dore Records, Los Angeles, California*

"Premiere Christmas programming. We're delighted!"

*Jhani Kaye, KOST, Los Angeles, California*

"The best I've ever heard!"

*Gary Bates, KIDO, Boise*

**Premiering this Christmas season on:**

WJR/Detroit,  
KFI, KOST-FM/L.A.,  
WHDH, WZOU-FM/Boston,  
KBPI/Denver,  
KEGL/Dallas-Ft. Worth,  
KLSY/Seattle,  
KLSI/Kansas City,  
KDKB/Phoenix,  
KBZT/San Diego,  
WDUZ/Green Bay,  
WHON/Richmond (IN),

WIRE/Indianapolis,  
KKCW/Portland (OR),  
WKHX/Atlanta,  
KCEE, KWFM/Tucson,  
WOKY, WMIL-FM/Milwaukee,  
KALL/Salt Lake City,  
KNMQ/Santa Fe,  
WLVK/Charlotte,  
WTQR/Winston-Salem,  
WKDD/Akron,  
KLLS/San Antonio,

KIDO/Boise,  
WGVN, WDM5-FM/  
Greenville (MS),  
WYAT, WLTS-FM/New Orleans,  
Q-105/Tampa,  
WAIA, WIOD-FM/Miami,  
WPTC, WDEN-FM/Macon,  
KKBG/Hilo (HI),  
KUAD/Windsor (CO),  
WHIO/Dayton,  
WKEA/Scottsboro,

KHAR, KKLV-FM/Anchorage,  
KNUS/Muskogee,  
WSBM, WQLT-FM/Florence,  
KDKP/Water-town-Pierre,  
WXRI/Norfolk,  
WEBE/West Port,  
WZYQ/Frederick,  
WFQX/Front Royal,  
WOCB, WJFK-FM/Cape Cod,  
WZGO/Philadelphia,  
KICV/Norve,

KBOZ/Bozeman,  
WSCO/Columbia (SC),  
WVVA/Wheeling,  
KEZA/Fayetteville,  
WHNN/Saginaw,  
KROC/Rochester (MN),  
WJET/Erie,  
KYKY/St. Louis,  
WOW/Omaha,  
KTTS/Springfield (MO),  
KFDI/Wichita,

KUOO-FM/Spirit Lake,  
KQAD/Luverne,  
KMRS/Morris,  
KEEZ-FM/Mankato,  
KXIQ/Bend,  
KLXL/Dubuque  
and the exclusive  
Canadian radio rights  
have been purchased by  
McDonald's of Canada.

Thank you to every one of you. And to everyone else who'd like to wrap up the exclusive radio rights in their market to a Christmas programming staple for years and years to come, we'd love to hear from you, but please remember...our show will be available only until December 1st.

**P.S. PRODUCTIONS (800) 231-9208  
(805) 251-4493**



# PRO:MOTIONS

## Satriano National Director At Capitol



Sue Satriano

Sue Satriano joined Capitol Records as National Director/Media and Artist Relations. For the past eight years Satriano was with Elektra, first as West Coast Publicity Director/National Tour Director and for the last five years as Director/National Publicity and Artist Development.

## Jem Taps Wuelfing Head Of Media Services

Howard Wuelfing has been named Media Services Manager for JEM Records and Label Manager for the Passport, PVC, and affiliated labels distributed by JEM. Wuelfing formerly managed the company's National Publicity Department. Lynda Kady has been appointed as Wuelfing's Assistant in Media Services.

## CHANGES

Lori Earl, formerly of Rogers & Cowan in the music division, has joined Bridenthal Public Relations as publicist.

Anne Marie Foley, formerly Warner/Elektra/Atlantic staffer at the Boston Sales Office, has been appointed Field Merchandiser of WEA.

## Schor Counsel Broadcasting For Viacom



Edward Schor

Edward Schor has been appointed Counsel/Broadcasting for Viacom International, and will be responsible for the legal affairs of the company. Previously, Schor served as Senior Attorney for Viacom, having joined the legal department in 1981. Schor earlier served as Counsel to the Broadcasting Group of Meredith Corporation and was an attorney with ABC and the U.S. Department of Health, Education, & Welfare.

## Lovio Controller WNIC

Garrett Lovio has been named Controller of WNIC-AM & FM/Detroit. Lovio joins the Price Communications stations from WQRS/Detroit, where he served as Business Manager.

## Suite Beat Forms Chameleon Records

Hawthorne, CA-based Suite Beat Music Group has formed a new label, Chameleon Records. Suite Beat's other licensed labels include American, Epitaph, Missing Link, and Poshboy.

## Irby Named Valley People OM



Tom Irby

Tom Irby has been appointed Operations Manager of Valley People. A 13-year veteran of the audio industry, Irby brings experience in technical support, engineering, sales, and studio design.

## CBS/Nashville Taps Buckingham

Producer Steve Buckingham has been appointed Director/A&R-Producer for CBS Records/Nashville. Most recently, Buckingham served as the musical supervisor for the Warner Bros.' film "Follow That Bird," and produced the soundtrack to the Sesame Street film.

## MARS Elects New Officers

New officers have been elected to serve one-year terms for the Milwaukee Area Radio Stations (MARS). They are President Mike Jorgenson (WOKY & WMIL); VP Al Aslakson (WFMR); Secretary Kathy McCombe (WEMP & WMYX); Treasurer Stu Stanek (WKTI); and serving the remaining board position as past President is Bob Lind (WEZW).

## Bernstein Announces Consultation Services



Sid Bernstein

Sid Bernstein, President of Sid Bernstein and Associates, has announced he is accepting requests for consultation from entertainment professionals. For more information, call Bill Soderberg at (212) 645-5817.

## WCMS Appoints Three

At WCMS/Norfolk, Ken Ferebee has been promoted from Local Marketing Consultant to Regional Marketing Director; Cynthia Ferguson was upped from Local Marketing Consultant to Regional Marketing Consultant; and Michell McKee joined the staff as Local Marketing Consultant from Pentamation Enterprises.

## Salisch Christal's Research Manager

Christal Radio has named Arthur Salisch Research Manager. Salisch joins the company from WABC and WPLJ/New York, where he was Co-Director/Research. He earlier worked for Arbitron as a Client Service Representative and for the Radio Information Center in New York as Director of Operations.

## Republic Names Wolotsky Research Manager

Audrey Wolotsky has been named Research Manager for Republic Radio. She previously worked at WCBS/New York, where she was Manager/Market Research. She has also served with Columbia House as Marketing Analyst and CBS Radio Spot Sales as Research Assistant.

## PROS ON THE LOOSE

Mike Benson — Weekends  
WHYT/Detroit and WIBM/Lansing  
(517) 750-1116

Chris Carson — Nights LASER  
558 (319) 351-4236

Janice Ginsberg — Promotions  
Director WXRK/New York (212)  
750-7550 (until 11-22) or (212)  
548-6858

Pat Riley — Afternoons WIBC/Indianapolis (317) 848-5495

Jeff Rivers — Nights KBFM/  
McAllen-Brownsville (409)  
860-3385

Shardan Sandoval — Production/Copywriter WJXQ/Jackson-Lansing (501) 922-1355

Neil Sullivan — Operations Manager WCIB/Cape Cod (617) 385-4402

B I O	TO	PROGRAM DIRECTORS	AIR DATE	EVERY WEEK	TIME	2 HOURS
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M E S S A G E		ROCK WEEK AMERICA'S ONLY ALBUM				
		COUNTDOWN HOSTED BY JACK SNYDER				
		FEATURING: ROGER SCOTT'S "LONDON REPORT"		LISA RICHARDS KENDALL'S "ENTERTAINMENT NEWS"	DENNIS ELSAS' ROCK HISTORY	
	<input checked="" type="checkbox"/>	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY				



# IDB

*Salutes*

# CBS

***IDB Communications Group, Ltd. wishes to congratulate The CBS Radio Network on its successful Major League Baseball "Game of the Week" 1985 schedule. For the first time in 25 years, baseball was heard on a regular basis on national radio. The last time was 1960—when the Kansas City A's were in the cellar of the American League.***

***1985 marks a breakthrough year for IDB. As the satellite transmission company for 19 of the 26 Major League baseball teams, IDB transmitted over 2,000 baseball games via the IDB Sports Satellite Interconnect.***

***And we are proud to have provided The CBS Radio Network with satellite backhaul transmission for the "Game of the Week" broadcasts as well as the All Star Game, both leagues' playoff games and The World Series.***

**IDB and CBS ... back to back home runs.**



THE  
IDB COMMUNICATIONS  
GROUP, LTD.



JHAN HIBER

## WEEK IN REVIEW

# Continuous Measurement: Arbitron Vs. Birch

Several years ago Birch Radio threw down the gauntlet to Arbitron. The challenge: We (Birch) can succeed by giving people more frequent measurement and offering the telephone approach versus the diary. Now Arbitron has taken up that challenge.

During the last several months Birch has begun to secure major commitments from key local, regional, and national agencies. At the same time Arbitron's parent, Control Data Corporation, has been suffering financially. Perhaps given the coincidental overlay of those circumstances, Arbitron decided to roll the dice. The way the dice fell has to be the research story of the year: 48 weeks of sweeps will be injected in the top 75 markets that aren't already on a four-time cycle.

In order to give you a unique perspective on this development, I arranged a faceoff interview between the two principal players, Arbitron President Rick Aurichio and Birch founder Tom Birch.

### Arbitron's Big Gamble

**R&R:** Why did you decide to go forward on continuous measurement now?

**RA:** The thought process has been on for several years, but the decision was made pretty rapidly. What brought it to a head was the feedback we're getting from our customers, both stations and advertisers. I'd like to repeat a comment that came to me from Ted Shaker (Arbitron Chairman), who was told by Allen Banks, Media Director of Dancer-Fitzgerald-Sample. Banks said he thought the idea was great; that it would put radio on the map.

**R&R:** Did the CDC financial pressure or the competitive inroads by Birch come into play in your decision?

**RA:** If Control Data was trying to milk the company due to its financial situation, I don't believe we'd have gotten approval to go ahead with this expansion. It certainly isn't going to make us any money in the short term. As for Birch, I'd hate to ever say we made a decision from a competitive point of view. But certainly the feedback we've gotten from agencies using Birch is that continuous measurement is important to them.

**R&R:** Is it continuous measurement or the telephone approach

that's swaying some to Birch?

**RA:** I've heard that the telephone is an edge from maybe one or two companies, but I've heard the idea of continuous measurement from at least a dozen.

**R&R:** So far, industry feedback runs the gamut from benign acceptance to outrage. How would you characterize the response so far?

**RA:** We've seen the same range of responses. Naturally, we always



Rick Aurichio

hear first from those who are unhappy with a decision. However, we are getting commitments, and I'd have to say the reaction is more positive than we had expected.

**R&R:** How much of a gamble is this?

**RA:** It doesn't take very much to look at the kinds of rates we're referring to here — with the customer having an option to buy with no penalty — to see that there's significant risk in our plan.

**R&R:** What if, in say 40 markets, no one subscribed to next year's new summer book? Would Arbitron then relent and return to its previous sweep cycles in some metros?

**RA:** I guess it becomes a question of how much of a masochist we want to be. You know the syndicat-

ed research business as well as anyone, and you know we can't make a decision on a one-report basis. The expansion has to go for a period of time before we can decide how well it's working.

**R&R:** You are giving stations until the end of 1986 to sign up for the rates you recently announced. What if someone has a new summer sweep next year, doesn't subscribe up front, but wants to do so after receipt of the sweep results? Will there still be a post-publication purchase surcharge?

**RA:** Yes, that surcharge will still be in effect for any post-publication subscribers.

### Birch Reacts

**R&R:** Tom, how do you feel about Arbitron's announcement?

**TB:** If you want my candid opinion, the main reason they are doing this is the pressure from the mother company, Control Data. Arbitron TV is embroiled in a very costly battle with Nielsen and AGB for TV meter business, thus putting more of a squeeze on Arbitron Radio for profits. One indicator of the problem is that apparently all CDC employees are being asked to take four days off this fall without pay. All these things are coming to bear on Arbitron Radio.

As a result, Arbitron is now rolling out a service they guaranteed the industry they wouldn't do just five years ago. Ted Shaker pledged that Arbitron would not add in additional surveys without the support of the broadcasting industry.

**R&R:** Perhaps your success this year has gotten their attention.

**TB:** Yes, I think our success is being used as an excuse to basically finance CDC's survival on the backs of radio broadcasters.

**R&R:** Did you expect this move from Arbitron?

**TB:** Yes, we expected they would probably do something like this at some point in time. However, doing it in 75 markets seems to us like overkill. We were surprised by the magnitude of what they did. I really didn't think they'd go this far.

**R&R:** Do you see any problems ahead for Arbitron in this move?

**TB:** I wonder how they are going

### Birch Signs McGavren, More Ad Agencies

Birch Radio VP Bill Livek has announced that the McGavren Guild rep firm has become the first to sign Birch's national rep package. This agreement entitles McGavren access to all Birch estimates even though stations it's repping in its respective markets may not be Birch subscribers locally. Other major rep firms are also reviewing this Birch package.

Livek also announced the signing of two additional ad agencies that will be switching to primary usage of Birch: VanSant Dugdale of Baltimore and Lake-Spiro-Sherman (the in-house agency for Shearing Plough). Among the accounts handled by Lake-Spiro-Sherman is Maybelline. Both agencies expect to begin using Birch effective this fall.

to handle current clients in the markets already surveyed four times annually. Will they be giving those folks some rate reductions, or will past four-time subscribers be on a higher rate tier? If Arbitron doesn't watch out — if they have to cut better deals with past subscribers in four-time markets — they could be in a financial bind.

**R&R:** Birch only surveys two weeks a month, and your rolling

**TB:** First of all, we are reviewing the idea of sampling two weeks per month. That portion of our methodology may change next year. We are examining whether that has any impact which might affect the quality of our estimates.

As for the monthly approaches, their (Arbitron's) problem is an inherently flawed method. Their response rate nationally is about 41%, while ours is approaching 59%. We also feel that for monthly reports to be useful they must be able to track movement. When you throw three months' data into the computer, it tends to water down the impact of any one month, thus disguising real up or downward shifts. The real difference between us and them is not the frequency issue, it's the methodology issue. That's the message we're taking to advertisers.

**R&R:** Any final thoughts concerning the Arbitron juggernaut heading your way?

**TB:** I'd just like to remind the industry what impact competition has had. If we weren't here or if we go away, do you think Brand A would be offering these bargain basement prices? We're going to succeed in the long run, but I hope broadcasters will look very hard at whether they are going to subscribe to this expanded Arbitron approach.



Tom Birch

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REED BUNZEL

## Filling A Hole With "Heart & Soul"

Drawing on a growing crossover acceptance of the Black/Urban format, Satellite Music Network today (11-15) kicks on its new "Heart & Soul" Black-oriented format. The 24-hour programming is targeted to a 25-44 audience, which is somewhat older than the typical Urban Contemporary listener. Preliminary research shows a strong crossover appeal among whites and blacks, an element necessary for strong advertiser acceptance.

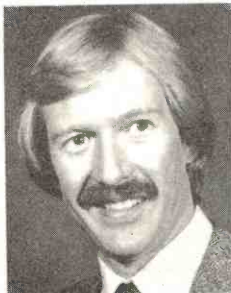
SMN developed "Heart & Soul" as a mass audience format, looking for a wide listener base to attract national advertising. VP/Programming Robert Hall explains, "This format's appeal starts at 25 and peaks at about 40, with a 50-50 black-to-white mix. Blacks seem to perceive that this is the music that has been taken away from them by contemporary radio, while whites feel there is a significant portion of Motown rock and roll that was taken away from them by the A/Cs."

Questions regarding market and regional differences can blur the value of any prepackaged format. While conceding some "miniscule" variations in taste, H&S PD Jerry Boulding insists SMN conducted extensive research to test music on regional and demographic bases. "We have seen very few regional differences," he says. "The key is the presentation and the research, and paying a lot of attention to the songs we do and don't



Jerry Boulding

play. We have to stay on top of everything. If we look at the image artists and try to be as early as possible with the music that is eventually going to chart, we'll be strong. We may tend to be a little late on the regional hits, but we'll make up for it by being early on the currents and very strong on the currents."



Robert Hall

Following is a sample morning drive hour from the "Heart & Soul" format:  
"My Cherie Amour" Stevie Wonder  
"Don't Leave Me This Way" The- ma Houston  
"We're A Winner" Impressions  
"Reunited" Peaches & Herb  
"Cherish" Kool & The Gang  
"Baby, I Love You" Aretha Frank- lin  
"Ooh, Child" Five Stairsteps  
"Can I Change My Mind" Tyrone Davis  
"Love's Theme" Love Unlimited Orchestra  
"Rhythm Of The Night" DeBarge  
"Easier Said Than Done" Essex



### WHAT'S UP, DOC?

## Fifteen Years Of Dementia

The date was October 23, 1970 when Barry Hansen first waded into the airwaves with his collection of aberrant and deviant recordings. Now, 15 years later and responsible for enshrining such bizarre oddities as "The Cockroach That Ate Cincinnati," "The Ballad Of Ben Gay," and "Shaving Cream" in the dementia hall of fame, Dr. Demento recently celebrated the crystal radio anniversary of his battle with musical dementedness.

The doctor's infamous debut was remembered with a special edition of the "Dr. Demento Show" on Westwood One, which now distributes the program to 150 stations. During the broadcast Dr. Demento preferred his own list of favorites, drawn from his private library of over 200,000 records. He also received a visit from "Weird" Al Yankovic (whose own question-

able musical taste got its first national recognition on the show). The good doctor also previewed his new six-album collection available from Rhino Records, "Dr. Demento Presents The Greatest Novelty Records Of All Time."

Following the taping session Westwood One President Norm Pattiz (l) and "Weird" Al (r) congratulated Dr. D while other WW1 staffers joined in the festivities.

"Midnight Train To Georgia" Gladys Knight & Pips  
"Hold Me, Thrill Me" Mel Carter  
"One Of A Kind Love Affair" Spinners  
"Saving All My Love For You" Whitney Houston

The "Heart & Soul" package is designed as part of an overall marketing plan, not simply 24 hours of music each day. Hall says that advertiser and audience perception is

largely predetermined by the way a station presents itself, which can dictate success or failure. "Advertisers perceive radio stations based on how they allow themselves to be perceived," he explains. "When an Urban station with a 50-50 audience is not getting general market buys, there's something definitely wrong. If you classify yourself as being one thing or another, you run the risk of being stereotyped by the agencies and the audience."

### MAKING UP SUN CITY

## MJI Producing Apartheid Special

MJI Broadcasting is distributing this weekend (11/16-17) its anti-apartheid special on the making of Steven Van Zandt's "Sun City" record. The record itself features over three dozen performers from rock, jazz, rap, reggae, Latin, and African music, all of whom are collectively known as Artists United Against Apartheid.

The hour-long "Sun City" radio special features music from the album, interviews with many of the performers, and a review of the issues surrounding South Africa's apartheid policies. MJI President Josh Feigenbaum says, "This is a program which both explains and entertains. We're offering it to stations in order to facilitate the understanding that there is a problem in



South Africa, and to show how the artists have gotten together to make a real statement about it. It's a consciousness-raising event, and radio stations can also make a statement by participating."

Several corporate sponsors volunteered to become involved with the program, but MJI decided to

foot the production/distribution bill itself. The show is available free of charge on a nonexclusive basis, and the few breaks contain PSAs announcing where contributions to the cause may be sent.

For more information, call MJI at (212) 245-5010.



TM CHR VOA USA — Worldwide radio network Voice of America has contracted with TM Communications of Dallas to create and produce a new personality-oriented CHR format for use in western Europe. Broadcasts will be uplinked via stereo satellite from VOA's Washington, DC studios, and are designed to correct what the agency considers an "information deficiency" overseas. Pictured (l-r) are VOA's Dan Alexander, TM's Neil Sargent, VOA's Terry Hourigan (seated), and TM's Pat Shaughnessy.



# MUSIC CALENDAR

## NEWS & INFORMATION FEATURES

November 18-22

### The Weekend

November 23-24

**American Country Portraits** (BRE)  
Country Thanksgiving

**Christian Countdown America** (CCA)  
Anne Herring

**The Countdown** (WO)  
Bernard Wright/Lionel Richie

**Countdown America With Dick Clark** (USR1)  
Stevie Wonder

**Country Music's Radio Magazine** (CRN)  
Gary Morris/Juice Newton

**Country Report Countdown**(WRN)  
Stevie Warner/Jimmy Fortune/  
Mel McDaniel/Alabama

**Dick Clark's Rock, Roll, & Remember** (US)  
Billy Joel

**Dr. Demento** (WO)  
Thanksgiving/winter

**Entertainment Coast-To-Coast** (CBSR)  
Billy Crystal/Foreigner

**Gary Owens' Supertracks** (CRN)  
Tommy James

**Great Sounds** (US)  
Lawrence Welk

**Hot Ones** (US)  
Christopher Cross

**King Biscuit Flower Hour** (DIR)  
Hooters

**Musical!** (WO)  
Wanda Richart/Barbra Streisand/  
"Anything Goes"

**On The Radio** (NSBA)  
Pointer Sisters

**Power Cuts** (GSN)  
Pat Benatar/Cars (11-24)

**Rick Dees' Weekly Top 40** (US)  
DMD

**Rock Chronicles** (WO)  
Mark Knopfler/Jeff Beck/A-Ha/  
Joe Lynn Turner/John Fogerty

**Rock Over London** (RI)  
DMD/Elvis Costello

**Rock Reunion** (BRE)  
Sixties review

**Rock Week** (WO)  
Roger Daltrey/Sting

**Scott Shannon's Rockin' America Countdown** (WO)  
Olivia Newton-John/ZZ Top/Mr. Mister

**Silver Eagle** (DIR)  
Forester Sisters/Rockin' Sidney

**Solid Gold Saturday Night** (USR2)  
Drifters (11/23)

**Street Beat** (BRE)  
Curtis Mayfield

**Super Gold** (TRAN)  
Diana Ross & The Supremes (11-23)

**Superstar Portraits** (BRE)  
Herb Alpert

**Superstars Rock Concert** (WO)  
Night Ranger

**That's Love** (WO)  
David Gates/James Woods/Griffin Dunne

**Top 30 USA** (CBSE)  
Don/Eton John/Anne Murray

**Weekly Country Music Countdown** (US)  
Mickey Gilley

### The Week Of

November 25-29

**Country Closeup** (NP)  
Rosanne Cash/Charlie Daniels

**Country Today** (MJJ)  
Thanksgiving special

**Earth News** (WO)  
Little Steven/Toh Campbell/Kim Miyori/  
Susan Clark

**Encore With William B. Williams** (WO)  
1951: Johnnie Ray

**Interview** (IN)  
Hooters

**Live From Gilley's** (WO)  
Johnny Paycheck

**Metalshop** (MJJ)  
Armored Saint

**Off The Record** (WO)  
ZZ Top/Simple Minds/Jan Hammer

**Off The Record Special** (WO)  
Roger Daltrey

**Shootin' The Breeze** (WO)  
Jan Hammer/Dennis Edwards/  
Isley, Jasper, Isley

**Special Edition** (WO)  
Maurice White Pt. 1

**Star Trak** (WO)  
Sheena Easton/Simple Minds/Tommy Shaw

**Star Trak Profile** (WO)  
Sheena Easton

### MONDAY

November 25

**American Music Magazine** (US)  
Bryan Adams

**Country Report** (WRN)  
Randy Owen/Jimmy Fortune

**Line One** (WO)  
REO Speedwagon

**Solid Gold Country** (US)  
Feature year 1981

### TUESDAY

November 26

**American Music Magazine** (US)  
Thompson Twins

**Country Report** (WRN)  
Nitty Gritty Dirt Band/Teddy Gentry

**Solid Gold Country** (US)  
Producer Ron Chaney

### WEDNESDAY

November 27

**American Music Magazine** (US)  
Donne Warwick

**Country Report** (WRN)  
Mel McDaniel/Randy Owen

**Solid Gold Country** (US)  
Eddie Rabbit

### THURSDAY

November 28

**American Music Magazine** (US)  
Stevie Wonder

**Country Report** (WRN)  
Nitty Gritty Dirt Band/Randy Owen

**Solid Gold Country** (US)  
Thanksgiving Day salute

### FRIDAY

November 29

**American Music Magazine** (US)  
Night Ranger

**Country Report** (WRN)  
Mel McDaniel/Teddy Gentry

**Solid Gold Country** (US)  
Country music "mind"

**Ticket To Ride** (DIR)  
John Lennon 5th anniversary show

### COMEDY

**Comedy Express** (CWW)  
Raneesh going-out-of-religion sale

**Daily Feed** (DCA)  
Summit TKO/what hunger?/double agent directory/Quaddah shoots Woodward/hello?

**Laugh Machine** (PRN)  
Rich Little/Rowan & Martin/Gallagher/  
Henry Youngman/Monty Python

**Party Drop-Ins** (ASR)  
Conan the librarian/comedy jingles/Bob's  
hostage service/phone sex/protest chess set.

**Radio Hotline** (ASR)  
My roommate is trying to kill me/horoscopes for  
the deaf/mini-rado

**Stevens & Grdnic's Comedy Drop-Ins** (ASR)  
Dual therapy/Channel 1 news/nothing on TV/  
John & Jennifer/headache

**United Spots Of America** (ASR)  
Petrovich beer/frivolous litigation/unpleasant  
wetness/Scum-Mart/Scum-tone 3000

### GENERAL INFORMATION

**Ed Busch Talk Show** (AP)  
Furniture refinishing/conservative thought/  
James Watt (11-16)

**Dungeons & Dragons/dating myths** (11-17)

**Computer Program** (PRN)  
Cybernetics/computer sight-music-  
art/ministures

**Health Care** (PIA)  
Heart care (11-17)

**News Blimp** (PRN)  
Women detectives/Playboy image change/  
fear of sex/beer drinking/no platinum guarantee

**Public Affairs** (PIA)  
Wounds of war (11-17)

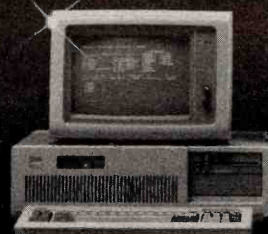
**Reviewing Stand** (PIA)  
Frank Napione/James Knauus/Dave Barry  
(11-17)

**Sound Advice** (PRN)  
Car radio/car speakers/booster amps

**Waldenbooks Review** (WO)  
Irving Stone/Casparos/Clii Jones/  
"The Fish"

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## Jefferson Pilot Data Systems

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501 Archdale Drive  
Charlotte, NC 28210



**SUN SPOT** — Little Steven discussed his anti-apartheid effort, "Sun City," during a recent broadcast of "Live From The Hard Rock Cafe" on NBC's Source. Pictured (l-r) are Steven, show host Paul Shaffer, and NBC's Rona Elliot.



# Generating Revenue

That was the topic Erica Farber, VP/GM of Interep Marketing Systems, addressed during the NYMRAD Fall Breakfast Seminar. To stay ahead in the radio game, given the increased competition on the broadcast and the advertisers' side, she recommended the following guidelines:

- Determine exact goals:
  - Yours for the station
  - Potential advertiser (revenue enhancers)
- Involve everyone at the station prior to approaching the client with your specific plan (reacting to his needs), not after you have the dollars.

- Be specific
  - Is your idea realistic
  - Can it, in fact, actually be accomplished

- Tailor any ideas originated at the client level to your radio station. From a listening standpoint, you never want to intentionally exclude anyone.

- Always be prepared to modify.



Gathered together after the fall seminar are (l-r) WINS/New York VP/GM and NYMRAD Chairman John Waugaman, NYMRAD Marketing Director Shirley Baker, NYMRAD Chairman Maury Webster, and Interep VP/GM Erica Farber.

NYMRAD also recently released its "Buyer/Planner Guide," an analysis of the New York radio market listening trends based on spring '85 Arbitron information. According to this study, Saturday daytime (10am-3pm) is the market's most attractive advertising opportunity. Over half of the New York metro's total population 12+ (56.7%) listens once or more between the aforementioned hours. In fact, the average 12+ listener spends two hours and 25 minutes with radio during that Saturday slot, which is almost twice the time (one hour and 17 minutes) the average listener devotes daily to weekday morning drive fare.

Because your listeners need to know fast when snow closes schools, factories, businesses, or events, here's

## SNOWTIME

Transform your IBM PC into an instant, computerized, "closing" control center.

### CONVENIENT FEATURES

- Recall file entries by name, not number
- Automatic time "window" for adding/deleting listings
- List by five different formats
- "Searching modes" quickly locate file entries even when spelled incorrectly
- Extra space for your own comments and notes
- Mailing list generator

EARLY BIRDS SAVE \$50.00! SPECIAL INTRODUCTORY PRICE THROUGH NOVEMBER 30, 1985 IS ONLY \$275.00 (REGULARLY \$325.00)

### SNOWTIME

HML SOFTWARE  
P.O. Box 12226  
Columbus, OH 43212

SEND ME COPIES OF "SNOWTIME" AT \$275.00 (Price good through November 30, 1985)

SEND ME MORE INFORMATION ON "SNOWTIME"

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

All payments must be in US dollars. sorry, no COD or purchase orders.

# How To Buy Radio

Owing to radio station demand, Metroplex Communications' Norman Wain and Robert Weiss are making their "How To Buy Radio Advertising" booklet available to the industry at cost. Initially produced as a "leave-behind" for Metroplex salespeople when calling on retailers and distributed at the Radio '85 convention in Dallas, the publication offers handy tips on station selection, budget, copy, and in-store merchandising.

Station managers or sales managers may order the booklet by writing Robert Silverman, Inc., 1375 Euclid Avenue, Cleveland, OH 44115. It's \$35 for the first 100 copies, \$10 for each additional 100, and \$2.50 for postage and handling. Ohio companies must add sales tax.



**INCREASING SALES PRODUCTIVITY** — Canoga Park, CA-based Business Systems International is marketing SalesBASE/pc, a sales/contact management system for the IBM PC, XT, and compatibles. This system allows the user to perform a number of functions, including scheduling and controlling follow-up actions, creating selected or mass mailings, forecasting sales, recording customer purchase history, and automatically dialing contact phone numbers directly from the data base. Direct inquiries to (818) 998-7227.



**CRMCs UNITE** — Besides strong ratings, KIIS Radio in Los Angeles earned another accolade when its entire Sales staff earned RAB certification as Certified Radio Marketing Consultants. Also sharing that distinction is McGavren Guild Radio's Dallas office, which is also all-CRMC. In the upper photo is the KIIS contingent; (standing, l-r) Bruce Massie, Karen Abrams, Tracy Meehan, Tom Thornton, Debra Soden, Louise Heifitz, Carol Sibenac-Short, and Jeff Williams; (seated, l-r) Cheryl Quiroz, Peg Schiavo, Lynn Anderson-Powell, and Frances Murrieta. Not shown are Dennis Powell and Julius Harper. In the lower photo is the McGavren Guild staff; (l-r) VP/Regional Manager Shane Fox, Robert Bordelon, Andrea Fa-tool, and Don Hall.



# THE BILLY JOEL STORY



## PROFILE OF THE PIANO MAN

The many sides of Billy Joel. A 2-hour program profiling his life and music.

The timeless classics:

"Only The Good Die Young,"

"Just The Way You Are,"

"My Life" and

"It's Still Rock 'n' Roll To Me."

His current hits:

"You're Only Human (Second

Wind)" and "The Night Is Still

Young," from the Columbia lp

"Greatest Hits, Volume I & II."

Plus Billy in a rare in-depth interview.

From "Piano Man" to "Innocent Man" and much more. Join us for the complete Billy Joel story. Call Shirley Maldonado at (212) 664-5538.

Produced exclusively for NBC Radio Entertainment by Torus Communications.

Broadcast Thanksgiving Weekend Nov. 28-Dec. 1.



**NBC Radio  
Entertainment**  
America's Music Network



HARVEY MEDNICK

# IMAGE & MARKETING

## YOU AND THE USA

# Passion'll Soon Be National

One of the lines in the old standard "Love Is Sweeping The Country" reads "Seems like passion'll soon be national." Well, that song title and verse certainly describe the way public sentiment is running as we head into 1986.

And for good reason. The country has endured recent international crises (the Achille Lauro cruise ship takeover, TWA skyjacking) which netted increased national pride. President Reagan is enjoying one of the highest levels of support since taking office, and the economy is still on a roll. Bruce Springsteen's "Born In The USA" tour was a smash, and Chrysler has adopted "An American Revolution" as its new positioning statement. Add to this the renovation/

rededication of the Statue of Liberty and Hands Across America, and you have a year that's 100% all-American.

If I were a station promotion director, I'd make myself a promise to think nationalistically while drawing up my '86 marketing plan. The car given away during the first quarter wouldn't be a 300ZX this time but a Trans-Am. That incentive trip for our advertisers wouldn't be to Cancun, but Colorado's Grand

Canyon. And that VCR on a Christmas wish winner's dream list would be manufactured by RCA, not Sony. I'd strive very hard to make my plans revolve around a trip to New York for the Liberty lady's reopening, booking hotel rooms now and getting tickets for the July Fourth celebrations.

I'd also make sure my outlet was a participating "Hands Across America" station, especially if the route went through my town. If not, I'd work a deal with a neighboring broadcaster (through whose community the line did pass) to allow some of my people to stand in that line. (I might even buy places or match funds with listeners/donors to fight hunger in America.) And what about sending listeners to all-American events: the Super Bowl, NBA championships, the U.S. Open tennis championships, and the World Series?

**The American Calendar**  
To sharpen the focus, I might

create a station calendar that highlighted events occurring coast-to-coast. Or build a salable news bump which spotlighted a different event daily like this year's 150th anniversary of Mark Twain's birth in Hannibal, MO. My objective would be threefold: Keeping the pride and awareness level high, encouraging listeners to vacation in these spotlighted places, and occasionally giving away trips to these events/locations. Such actions also keep the dollars at home which, in turn, keeps the economy on an even keel.

Both *Chase's Calendar* and the *Hammond Almanac* are great date resources. Don't forget your local college or university, newspaper archives and the public library, either. Established businesses have stories to tell and, who knows, they might even buy time on your special "Made In The USA" 1986 rate card. This could be designed to help celebrate America by having a percentage of every ad dollar paid within 15 days donated to a lo-

cal cause. More and more companies, following the lead of American Express, are pushing advocate advertising whereby the firms return to the community some of the dollars spent by its residents.

It's a great time to be an American. Many positive things are happening on the national and international fronts, so don't miss your chance to be a part of them. Make sure your passion'll be national in 1986.



## ONE YEAR AGO TODAY

- Denise Oliver PD at WYNY/New York
- Todd Ralston PD at XTRA-FM/San Diego
- Ron Foster PD at KIKK-AM & FM/Houston
- Mike Schaefer PD at KIIS-AM
- John Michaels PD at KLUV/Dallas
- Bob Abernethy GM of WBOS/Boston
- #1 CHR: "Wake Me Up Before You Go-Go" — Wham (Columbia)
- #1 A/C: "Penny Lover" — Lionel Richie (Motown) (3 wks)
- #1 BIJ: "Solid" — Ashford & Simpson (Capitol)
- #1 Country: "Why Not Me" — Judds (RCA/Curb)
- #1 AOR Track: "Run To You" — Bryan Adams (A&M)
- #1 LP: "Reckless" — Bryan Adams (A&M) (2 wks)

## FIVE YEARS AGO TODAY

- Al Brady GM of WYNY/New York
- Jay Lasker President/COO of Motown
- Tom Casey PD at KZLA/Los Angeles
- Gary Rodriguez VP/IGM of WDRV & WLVV/Statesville, NC
- WCFL/Chicago goes A/C
- #1 CHR: "Lady" — Kenny Rogers (Liberty) (2 wks)
- #1 A/C: "Woman In Love" — Barbra Streisand (Columbia) (6 wks)
- #1 BIJ: "Master Blaster (Jammin)" — Stevie Wonder (Tambra) (6 wks)
- #1 Country: "Lady" — Kenny Rogers (Liberty)
- #1 LP: "The River" — Bruce Springsteen (Columbia) (3 wks)

## TEN YEARS AGO TODAY

- Stanley Mouse President of Cox Broadcasting
- Don Kelly PD at WFYR/Chicago
- #1 CHR: "Island Girl" — Elton John (MCA) (3 wks)
- #1 A/C: "The Way I Want To Touch You" — Captain & Tennille (A&M)
- #1 Country: "It's All In The Movies" — Merle Haggard (Capitol) (2 wks)
- #1 LP: "Who By Numbers" — Who (MCA)

## NEW DATE AND ROUTE

### Merle's Train Is Back On Track

According to a recent announcement, Merle Haggard has resurrected his train trip across America to benefit the American farmer (R&R 9-20). The train, dubbed "The American," was sidetracked when corporate sponsors failed to raise the \$606,000 needed to help underwrite the train's base cost.

The train was originally slated to hook up with Willie Nelson's Farm Aid concert in Champaign-Urbana, IL. Now Haggard wants the trip to culminate in Washington, DC, where he plans to stage a gala concert. He says the trip's purpose is still the same: "It's not a fund raiser but an attention-getter." The new departure date is April 27, 1986. R&R will keep you posted on Haggard's progress.

## Put USA For Africa On Your Christmas Gift List

This is the time of year when we all start racking our brains and going through a lot of advertising specialty catalogues in search of the client, advertiser, or supplier Christmas "goodie" we normally send out in the spirit of the season.

Well, here's a two-sided thought: How about a copy of the "We Are The World" LP? This way you give a gift of music that will be appreciated by the recipient, and you also make a donation in their name to a worthwhile effort.

That's one side. The other is that if you are a distributor or vendor, don't send back the product you have on hand. Instead, get in con-

tact with your local cooperating radio station and make them aware of how well received an album or a piece of merchandise from USA For Africa would be as a holiday season "thank you" item.

One of the great dangers of a campaign such as USA For Africa is that it has that rocket-ship syndrome — off with a flash of brilliance, sustained fight for a short period of time, and then crashing to earth with little notice. It is up to us to keep it alive, to make it return to fly again like the shuttle. The gift concept may be just one of many techniques we can employ.

## DATELINES

November 22-24

Intercollegiate Broadcasting System  
1985 West Coast Regional Convention  
Sainte Claire Hilton, San Jose

## Here's a hot new promo item . . . that'll keep your listeners cool!

Think about this mobile stationary billboard in thousands of cars parked at shopping centers, concert locations and sporting events . . . all promoting YOUR STATION!

DASHGUARD/JAM ENTERPRISES  
P.O. Box 2243, Culver City, CA 90231



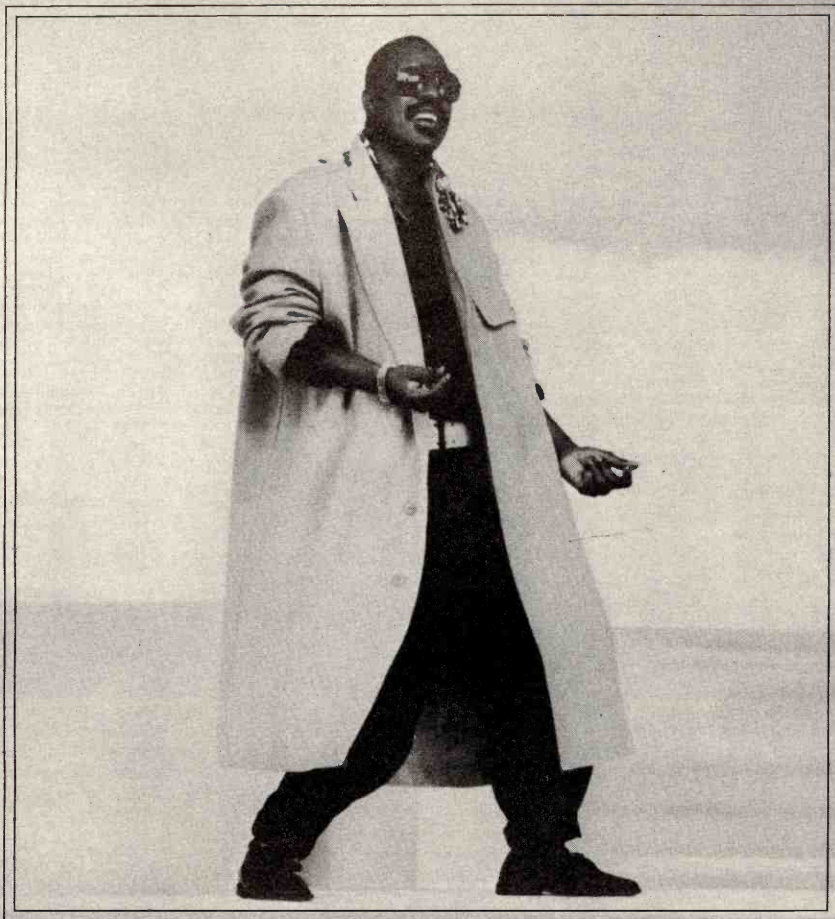
NOW AVAILABLE . . .  
Customized for your station • Format exclusive basis  
in your market • Attractive, useful, inexpensive  
• Design staff available • Group rates

Don't be left out in the hot . . . order now,  
while it's still cool: (213) 483-1059 Collect



# STEVIE WONDER

ALBUM  
PARTY



NBC Radio Entertainment is proud to present the magic of Stevie Wonder in a very special live Album Party. NBC's Rona Elliot talks with Stevie about his latest creation, "In Square Circle," the new lp on Tamla/Motown Records. Featuring "Go Home," "Overjoyed,"

"Land Of La La" and "Part-Time Lover." Join the circle. Call Shirley Maldonado at (212) 664-5538.

Thursday, November 21,  
10PM Eastern, 9PM Central  
8PM Mountain, 7PM Pacific

 **NBC Radio  
Entertainment**  
America's Music Network



# CAREER OPPORTUNITY

At SuperSpots, the critical link in the client/creative chain is the Executive Producer. At this time, we're expanding—searching for a future media superstar for our Broadcast Programming & Promotional Services Division. We expect to find, hire and train an energetic people person—one who exudes self-confidence without letting ego get in the way. The right individual is a detail person, an excellent communicator who knows how to listen, an honest, career-minded broadcast professional who loves the industry and can see beyond the local station level.

Our clients now include more than 50 of the top AOR and CHR FM stations in the USA. Our Executive Producer will act as our liaison with some of the most prestigious and accomplished executives in the industry. A knowledge of programming, promotion and audio-video production is essential. Direct a small staff in the management of our creative services, participating in the process as the client's personal representative.

The special domain of this executive position will include SuperSpots Formatic Production Aids, SIGNATURES, MarkeTrends Programming & Promotional Consultation and Super-Vision video software. Career growth potential is incredible!

If you are qualified and think you are ready for an exciting opportunity with the hottest electronic marketing company in the world, make application by sending letter and resume to JOE KELLY, SUPERSPOTS, 216 WEST OHIO ST., CHICAGO, IL 60610. Excellent salary, bonus plan, benefits. All travel and entertainment expenses. Applications held in strict confidence.

**SUPERSPOTS.**

AN EQUAL OPPORTUNITY EMPLOYER



# STREET TALK

Reporting around the clock from helicopters, planes, cars, boats — even from the crow's nest of an STL tower, station staffers throughout Virginia and West Virginia braved rising floodwaters to provide news, weather, and emergency information to millions of listeners last week. Tying in with the Salvation Army, churches, musicians, and the Red Cross, dozens of stations are now busy filling trucks with food, clothing, and money for flood victims. While media cooperation was impressive, broadcasters of all formats can be proud of their individual efforts, which again proved radio's backbone is community service.

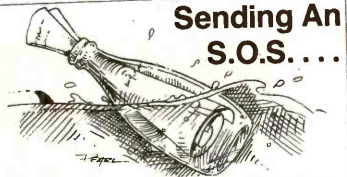
On a lighter note, the first 102 people who came to **WRXL/RICHMOND** with a donation received souvenir mud from the '85 flood in a zip-lock baggie, complete with a certificate signed and numbered by 'RXL's morning team. The item is "suitable for your next political campaign, facial, or 102 other uses."

Forty employees of the **CBS RECORDS** division lost their jobs last Friday (11-8). The cuts, part of CBS's ongoing drive to reduce costs (to offset the debt burden incurred while defending against Ted Turner's hostile takeover attempt), involved posts characterized by a company spokesperson as administrative and support functions. Affected were staffers in New York, L.A., and Nashville, whose time with CBS reportedly ranged from one week to 12 years. Those let go are reportedly being given outside/phone facilities for job hunting.

Meanwhile, **JAMES ROSENFELD**, #2 man at the **CBS BROADCAST GROUP**, made an 11th-hour decision to accept the company's early retirement offer. Rosenfeld, 56, supervised finance, operations, and development for CBS's TV/radio operations, and has decided to go into business for himself. James's position will be eliminated as part of a possible reorganization plan that may be announced soon.

The *Kansas City Star* reported last Monday (11-11) that **KCKM & KFKF GM TOM BRESNAHAN** and PD **ANDY HOLT** had been temporarily suspended by parent **SCONNIX**, reportedly in the wake of a complaint filed with the FCC. The *Star* quoted Sconnix principal **TED NIXON** as saying, "The suspension of Bresnahan and Holt does not indicate the two were guilty of any irregularities. We took the steps . . . to protect the license."

While Nixon declined to specify the nature of the complaint for the *Star*, KC "Rumor Central" indicates it may have something to do with contesting irregularities. When contacted by **R&R**, Nixon was not available for comment, but it's believed that Sconnix will conduct its own investigation.



## Sending An S.O.S....

As the pirate radio ship came in for repairs (see Page 6), Laser 558's Erin Kelly flung into the sea a message in a bottle to all PDs searching for a creative personality. The vessel washed ashore on the **R&R** beachfront this week, and part of the scrolled parchment reads:

"You received a tape from the perfect choice the one that has the pirate's voice In Europe there are no debates Fourteen million think she rates Ahoy, me mate! Don't hesitate You'll be reaching for your teley (phone) It'll blow ye down when ye hear the sound Of Laser's Erin Kelly!"  
We're still trying to figure out how she got the tape into the bottle . . .

Also in Royaltown, it appears **KZZC** morning man **RANDY MILLER** has been suspended. The *KC Times* quoted **KZZC** PD Todd Chase as saying Miller was suspended from the air pending a complete review of his remarks about the gay community.

Now that **HOWARD STERN** has returned to the airwaves (see Page 1), the big lotto in New York is who'll be his afternoon replacement at **WNBC**. The leading ticketholder seems to be **MAX KINKEL**, who handles the "All Night Radio Show" for **WCBS-FM**.

Would you believe that **WLS/CHICAGO** is about to experiment with "sex, talk, and rock 'n' roll?" Talk in town says **PHYLLIS LEVY** will join up to host a new late-night talk show.

Longtime talk host **OWEN SPANN** is returning to the air for an hour each day at **KGO/SAN FRANCISCO** via satellite from New York, where he still does an **ABC TALKRADIO** program. Spann's local show was cancelled on **WABC**, yet he was a popular talk host on **KGO** for 22 years.

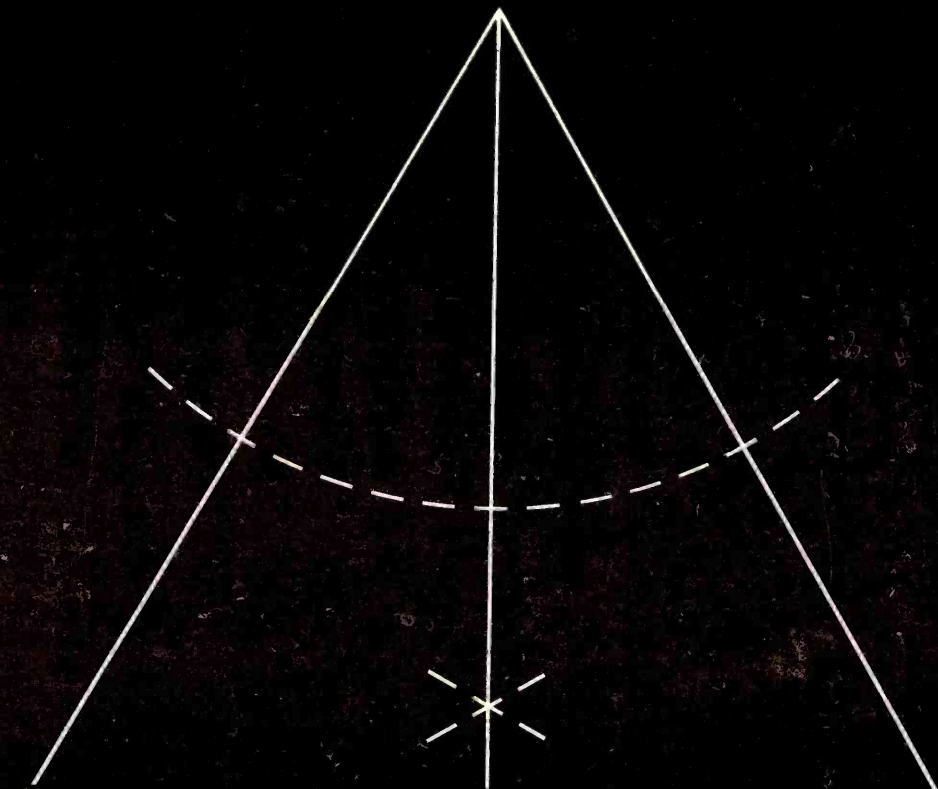
More "Talk" talk? Sure. A two-alarm fire in the skyscraper next door disrupted programming on **WOR/NEW YORK** for 45 minutes last Thursday night (11-7). Although there was no immediate threat to **WOR**'s studios, talk host **LESTER KINSOLVING** complied with a police request to evacuate when told that "if he did not get off the air, he'd be in it." Backed up by several brave engineers, newsman **MORRIE TRUMBLE** stayed behind and gave listeners a running commentary on the fire until Lester returned with his new guests — the cops who ordered him to evacuate.

Continued on Page 28

B I O	TO	Program Directors	AIR DATE	the Week of Dec. 2	TIME	ONE HOUR
	FROM	<b>WESTWOOD ONE</b>	AREA CODE	(213)	NUMBER	204-5000
M E S S A G E	"The Words & Music of JOHN LENNON"					
	A B.B.C. EXCLUSIVE from WESTWOOD ONE					
O	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					



# Our best angle for airplay!!!



90479



**STEVIE NICKS**  
"Rock A Little"

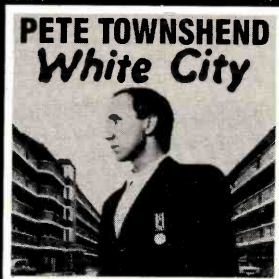
Her third solo album is her best one yet. Eleven great new songs. Leading the charge is the smash single, "Talk To Me." "Rock A Little" has got a lot!

Management: Frontline Mgmt. /  
Rebecca Alvarez

on Modern Cassettes, Records  
and Compact Discs  
Distributed by Atco,  
Division of Atlantic Recording Corp.



90473



**PETE TOWNSHEND**  
"White City-  
A Novel"

Pete's long awaited return to the spotlight is dazzling. The lead track, "Face The Face" has established itself as a hit single at CHR and AOR radio. Long live rock!

Management: Bill Curbishley

on Atco Cassettes, Records  
and Compact Discs  
Division of Atlantic Recording Corp.



90474



**YES**  
"9012LIVE-  
The Solos"

Captured on vinyl, the definitive live YES! This EP contains "Hold On," which is just one of the great tracks taken from their Home Video Concert. "9012LIVE-THE CONCERT" completes the multi-media blitz!

Management: Tony Dimitriades & Elliot Roberts  
for Lookout Management

on Atco Cassettes and Records  
Division of Atlantic Recording Corp.  
Video available on Atlantic Video





# STREET TALK



## TOO GOOD TOO NEW "TOO YOUNG"

THE NEW SINGLE FROM

# JACK WAGNER

**CHR NEW & ACTIVE**

### Check These Moves!

B104 add	WZOU 14-6	94Z 17-12
WXKS-FM 24-21	WKRZ-FM 36-30	WKFR deb 40
WPLJ 22-19	WTLQ 31-28	Z104 37-31
Z100 17-14	WBBQ deb 36	WRQN 24-15
Z106 10-6	WBCY add	KIYS add
PRO-FM 34-28	WROQ 30-27	KIKX 1-1
93FM add	WNOK-FM deb 38	KCAQ 18-15
Q105 21-19	WZLD deb 37	103CIR 30-22
WCZY 26-22	WDCG 23-20	WJAD add
WHYT 16-14	WANS-FM deb 36	WJZR add
KBEQ add 31	Y107 29-24	WYKS add
KKRZ deb 38	BJ105 11-10	KTRS 16-11
KMJK add	Y106 29-27	KBIM 20-18

### A/C BREAKERS

Produced by Cliff Magness and  
Glen Ballard for .  
From the album  
*Lighting Up The Night.*

Manufactured and  
Distributed by Warner Bros.  
Records, Inc. • © 1985 Qwest  
Records

Continued from Page 26

You can expect word from **ISLAND** shortly that **DELORES GONZALEZ** will officially assume the R&B promotion slot vacated suddenly by **RUBEN RODRIGUEZ**. She was his assistant.

While defending the honor of the **Q105/TAMPA** "Super Trooper Jeep," Program Director **RANDY KABRICH** got into a small tussle with a sauced listener who decided to give the vehicle a "spit shine." Reports of Randy's hospitalization are untrue, but he's earned the station's "purple heart" for the shiner he's sporting. The following morning "Muhammed Hagler" Kabrich was on the phone with Q-Zoommaster **CLEVELAND WHEELER**, who opened up the phones to give away a "Randy Kabrich Spit Kit." The listener has been charged with assault and battery.

**Q107/WASHINGTON** afternoon personality "Shadow" had a brush with royalty as Prince Charles and Lady Di were tooling around a J.C. Penney store where British goods are being sold. "Shadow," who was one of the limited number of the invited guests, got the chance to say "Cheerio" as Prince Charles made his way around. "Shadow, you say?"

Looking for a choice AOR programming gig? How about **WCMF/ROCHESTER**? If you've got a track record, contact GM **PETE COUGHLIN**.

Eight months in the making, "Eyes Of The Children" is being released on **BUZZARD/MCA**. That must mean it's from **WMMS/CLEVELAND**, which in conjunction with **WKYC-TV**, put together a \$4.99 12" by **CLEVELAND ARTISTS RECORDING FOR ETHIOPIA** (C.A.R.E. Session). Talent includes the **MICHAEL STANLEY BAND**, **DONNIE IRIS & THE CRUISERS**, **JOE VITALE**, **BLACKFOOT**'s **RICKY MEDLOCKE**, **CARS**' **BEN ORR**, and local folk star **ALEX BEVAN**. 'MMS DJ **DENNY SANDERS** was the exec. producer. Half the money goes to the Cleveland Hunger Task Force; the other to Africa.



**CLIFFHANGER IN DETROIT** — As we return for another chapter in the continuing story of Detroit morning team Jim Johnson & George Baier, we see their former employers, **WRIF**, asking for a contempt of court order against them (up to 30 days in jail). Seems **WLLZ**, which the pair are slated to join in December after sitting out a no-compete, has been doing a "Free J.J. & The Hostages" campaign, including an outdoor "protest" (see above). It's said that **WLLZ** has been reading fictitious letters from "jail," one of which included a phone number for Baier's answering machine. **WRIF** wants the judge to figure out whether this constitutes a breach of its temporary restraining order that keeps the duo off **WLLZ**'s airwaves.

Next time you're in Mission Beach, CA (between L.A. and San Diego), look up Rocky's Balboa Restaurant. **COS CAPPELLINO** just might have a table for you.

Get-well wishes to **WHO/DES MOINES** farm reporter **BOB QUINN**, who's laid up at Mercy Hospital after suffering broken ribs in a car crash following the Iowa-Illinois game. At least the victory was sweet (Iowa won, 59-0).

Clarification note on the new Talkradio schedule: the first hour's with Dr. **DEAN EDELL**; then two hours with Dr. **TONI GRANT** on Mon-Tues, Dr. **DAVID VISCOTT** Wednesday-Friday.

While **WBMX/CHICAGO** decides on a new pilot since **LEE MICHAELS** left last week as PD, **MARCO SPOON** is navigating the ship.

Shortly after NYC **ARBITRON** subscribers voted for a change in their metro definition, it looks like the same thing's happening in Washington, DC. If 80% of the subscribers there vote to revert to the area's original map, it'll probably happen next year.

Former **KMET/L.A.** News Director **ACE YOUNG** has rejoined the Mighty Met, while leaving were evening talent **MAX HUNTER** (**RICK ANDERSON**), newswoman **LORI LERNER**, and parttimer **DAVID CHANEY**. Taking over for Max is **CYNTHIA FOX**, while former Asst. PD **JACK SNYDER** was upped from weekends to late nights.

john enrico 7144 fulton avenue #11  
north hollywood, CA 91605

**extra sensory promotion** (818) 765-8707

**jazz** multi-format action on radio: R & R jazz reporters \* AOR \* A/C





**EVERY-  
THING  
IN MY  
HEART**

B8300

The New Single from  
**COREY HART**

**ON YOUR DESK NOW!**

Produced by Phil Chapman  
& Jon Astley, Corey Hart

© 1985 EMI America Records, a division of Capitol Records Inc.





KEN BARNES

# ON THE RECORDS

## Singing Comedians: Serious Business

Eddie Murphy's "Party All The Time" was Top 10 Black/Urban and is charting CHR. It's a fairly rare phenomenon — a straight vocal record by a comedian. Comedy records are, of course, common as alligator shirts, and even the realm of satirical musical waxings by comedians (ranging from Bill Cosby's "Little Ole Man" to Rodney Dangerfield's "Rappin' Rodney" and Joe Piscopo's many works in the field) is far too populous to consider here.

Cases of comedians going straight seem fairly scarce. (Subsequent response to this column may prove me dead wrong; I certainly underestimated the number of TV themes recorded — see below.) I suppose you could count Jackie Gleason's orchestral albums of the '50s and '60s (a better

example is his show's Frank Fontaine, who crooned straightforwardly as part of his bit and cut several LPs).

Stretching the point a little, you could say Dean Martin first came to prominence as a comedian and moved into singing, while Chevy Chase reversed the pattern, singing with the band Chamaeleon Church in the late '60s and then hitting the comedy big time with "Saturday Night Live."

While most SNL-derived records, from Piscopo's Sinatra satires to Billy Crystal's marvelous recent disk, fall into the parody category, you'd have to count the Blues Brothers, who made generally sincere attempts to sing the blues and R&B. Garrett Morris also did an album which straddles the line between comedy and straight music.

In England the Frank Fontaine concept is commonplace, with a number of comedians (Harry Secombe and Ken Dodd are two names that come to mind) scoring chart-topping hits with mind-numbingly soppy ballads. One UK comic, Jimmy Tarback, even secured an unreleased Rolling Stones song, "Wasting Time," for a single (the Stones' version later showed up on their "Metamorphosis" LP).

Most recently before Murphy went straight, Sandra Bernhard released an LP of songs. You could lengthen the list by including actors on TV sitcoms (Lawrence Hilton-Jacobs, Kim Fields, Danny Bonaduce, and even John Travolta would count under those guidelines, which I would rather not toy with for space considerations). But comics, as singers in all seriousness, are a rare breed.

### Down The Tube

Well, I didn't think I was going to get near mentioning all the TV themes on record in my recent column, and I was right! Mark John Astolfi, PD at WSLB/Ogdensburg, NY, dashed off a note to me with about 75 additions "off the top of my head"; this is one serious scholar. A few selections from Mark's list: "Taxi" by Bob James, "Soul Train" by the Soul Train Gang, "Shogun" by Meco, "Seat-

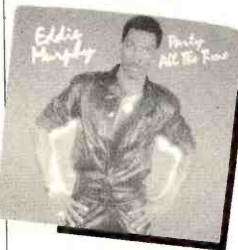
tle" by Perry Como from "Here Come The Brides," "Love American Style" by the Cowells, Jack Jones's "Love Boat," "Movin' On" by Merle Haggard, and the "People" theme by Sacco, actually Lou Christie using his real surname.

Also, Joe Ryan of WKIP/Poughkeepsie, NY wanted to mention "Chick A Boom" by Daddy Dewdrop came from the cartoon series "Sabrina & The Groovy Goolies." (The Goolies themselves had a whole album, as did the Globe-trotters when there was a cartoon show built around their basketball exploits.)

Meanwhile, as "Miami Vice" places two singles in the CHR Top 5 simultaneously, "Dallas" is next. Longtime producer/entrepreneur Artie Ripp, who recorded Billy Joel's first solo LP (much to Joel's subsequent displeasure), is producing "Dallas, The Music Story." This LP, coming out this year on Warner Bros. in association with



Chevy Chase (third from left) played drums and keyboards and sang with Boston's Chamaeleon Church before deciding comedy was more promising



Eddie Murphy pulls off a rare comedy crossover with a serious party jam



You can tell the Blues Brothers were serious about their singing

## Everything's Yup To Date At KLAC



When the going gets tough, the tofu gets cloying

In this fairly fertile period of air personalities making records (Bob & Zip's "Just A Big Ego" was a clever one I previously neglected to mention), one of the funniest I've heard in a while is the Unknown Yuppie's "Don't Mess With My Tofu." It's a parody, needless to say, of "Don't Mess With My Toot Toot," and the Unknown Yuppie identity thinly masks KLAC/Los Angeles morning man Scott Carpenter.

Intoned in what can best be described as a "posh nerd" vocal style, the lyrics cut to the bone as far as BMWs, power suits, and other accoutrements of the upwardly mobile lifestyle go. But I'm especially fond of the choruses, which lay down the law quite simply and directly: "Don't mess with my tofu/Don't mess with my tofu/You may have a little sushi (or, alternatively, 'You may have a piece of Brie')/But don't mess with my tofu." Profits go to Farm Aid, and my compliments to the chef.



J.R. decided to save Ewing Oil and give up the record business after this single came out

Lorimar Records, features a combination of WB country artists and "Dallas" actors on such songs as "A Few Good Men (Pam And Jenna's Song For Bobby)" (the Forrester Sisters); "The Loneliness In Lucy's Eyes (The Life Sue Ellen Is Living)" by Johnny Lee, who is formerly married to Charlene "Lucy" Tilton; "Who Killed Jock Ewing" by Steve Kanaly (Ray from the show); and "J.R.! Who Do You Think You Are?" by Howard "Clayton Farlow" Keel.

This isn't the first time "Dallas" stars have ventured into recording; Keel is a longtime singer, while Larry Hagman recently tried his hand with the record pictured. Audrey Landers and Christopher Atkins, who used to be semi-regulars, also cut records.

### Material World

Following my recent column on name changes, a new duo came

along to take it to the limit — literally. Dutch duo the Limit changed its name to Oattes & Van Schaik on single #2 and then to OVS on #3 — three name changes on the last three releases, a record that even Max Carl Gronenthal would find hard to beat.

Speaking of name changes, Dave Schulp of MJI Broadcasting tells me that he interviewed Eddie Kendrick, who told him that Kendrick was his real name, but that Motown added the "s." Dave also mentioned that David Bowie had a brief period in the midseventies when he was known simply as "Bowie."

Phil Collins's new duet partner, Marilyn Martin, was heard earlier singing Stevie Nicks's "Sorcerer" on the soundtrack of "Streets Of Fire." A background vocalist, Martin came to Collins's management's attention through Nicks, who like Collins records for the Atlantic family of labels.

Another radio song? How about the MTV theme song, "Video Killed The Radio Star" (as mentioned by United States' Joni Silverman, And Quest's Julie Rosenstein (an illustrious former R&R staffer) adds to the doomsday song list: "Bad Moon Rising" by Creedence ("I know the end is coming near").

Another hit-that-got-away story from WBUF/Bufalo PD Jay Meyers: Frankie Valli had recorded "Native New Yorker" on a 1977 solo LP, "Lady Put The Light Out," but with Valli's label Private Stock in its terminal stages the song was never released as a single. Next year it became a monster disco hit for Odyssey.

Random observation: R.J. Lange wrote Loverboy's current hit, "Lovin' Every Minute Of It." The last hit he wrote was Billy

Ocean's "Loverboy." Cosmic, eh?

WDHA/Dover, NJ personality Mary Chayko points out a recent error in a note, as follows:

"ABACAB is not a chord progression but rather an acronym for the distinct musical sections of the song. Musicians label each separate and complete passage of a piece of music with a letter — for example, the verse is often labeled 'A' to distinguish it from the chorus, which is then labeled 'B,' and then when a separate and new strain is added, it is labeled 'C,' and so on. ABACAB refers to the order in which three sections of music —



Phil Collins's "Abacab": The verse that could happen

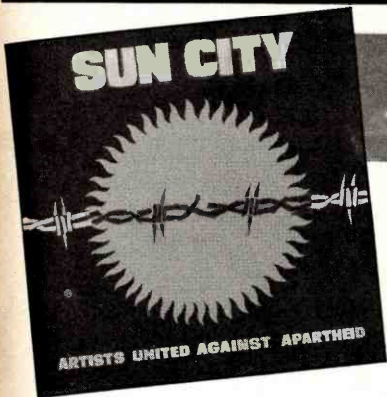
A, B, and C — are arranged within that song. Listen closely, and you'll see what I mean: three separate melodies — first A, then B, then A repeated, C, then A again and finally B again.

"It's standard notation for musicians, but admittedly an unusual way to name a musical composition. Now, what in the world is 'Parlante'?"

Point eminently well taken — I should have realized "ABACAB" is a pretty unusual and generally unusable chord progression anyway. Now I'm even wondering if "Badge" really represents the Cream riff.



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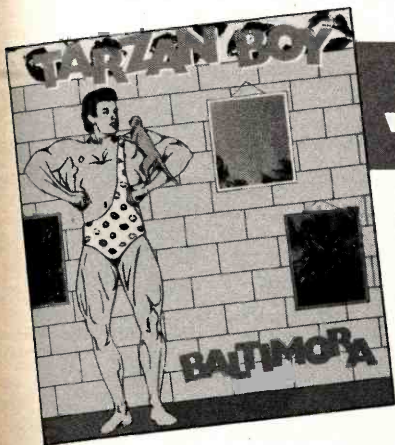
## ARTISTS UNITED AGAINST APARTHEID

### CHR NEW & ACTIVE

Now On Over 90 CHR Reporters!

K106 22	CHUM add	WCZY add	98PX add	94TYX 34-31	KLUC 33-30	WHSL 36-32
WBEN-FM 37-26	93FM deb 25	KITS 27-17	WPST 34-30	WOKI 36-31	KFIV add	WBWB add
WKSE 37-33	195 deb 27	KMEL 28-21	WRCK 40-36	Z98 28-23	WIGY 39-35	KCMQ add
WPHD 28-20	Y100 deb 24	Q100 40-34	WKRZ-FM deb 39	KZIO add	WGAN 24-15	99KG add
CKGM deb 39	WGCL deb 31	WWSR 39-36	WTLQ 18-15	KQKQ add	WFXX 28-24	KTRS add
Z100 28-25	WMMS 34-28	WERZ 39-36	WSSX add	KMGX add 40	KWES add	

**Black/Urban: 39**      **AOR Tracks: 40**  
Produced by Little Steven and Arthur Baker



## BALTIMORA "TARZAN BOY"

### CHR NEW & ACTIVE

NOW ON OVER 60 CHR REPORTERS!

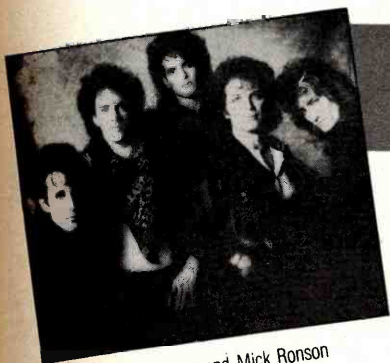
CHECK THIS ACTION:

WHHT add	CFTR 29-16	WMMS 40-33	KITS deb 29	Y106 37-32	WPFM 30-23
WXKS-FM 35-29	CHUM 11-7	WHYT on	KMEL 15-13	Z104 24-19	OK95 25-20
WKSE 26-21	93FM add	ZZ99 34-30	KWSS deb 28	KIKX 30-22	
WPHD 34	KRBE on	KWK on	KPLUS 29-20	KDON-FM 28-24	
CKGM 36-33	195 28-22	KZZP on	WTLQ 33-29	95XXX 21-16	
WCAU-FM 31	Y100 deb 30	KKRZ 26-31	BJ105 31-28	KWES 26-23	

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### A/C NEW & ACTIVE

Now On Over 45 A/C Reporters — 41%  
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Produced by Ian Hunter and Mick Ronson  
with Additional Production by Jim Steinman

**M A N**  
**H A T**  
**T A N**



# Sheila E

*A Love  
Bizarre*

WKSE 17-10      WCZY deb 30  
WNYS add      WHYT 31-26  
WPLJ add 24      KITS deb 30  
I95 deb 33      KMEL 20-16  
WXKS-FM on      KTUX 24-22

Black/Urban Chart: 5-**3**

The new single from the Paisley Park album Romance 1600, as featured in the film "Krush Groove."



Produced, Written and Arranged by Sheila E. and Prince  
Marketed by Warner Bros. Records Inc.  
Management: Cavallo, Ruffalo & Fargnoli  
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## DATEBOOK

SEAN ROSS

# Parker Rolls

As of a few weeks ago, there was still at least one pink-vinyl copy of the "Pink Parker" floating around Los Angeles. Issued during 1977's colored-vinyl craze, Parker's four-song 45 (the lead track was a remake of the Trammps' "Hold Back The Night") sold well, at least until the pink copies ran out . . . thus making it unusual to still see one. Parker will be 35 on Monday. He grew up around Gibraltar and Morocco and, during his adolescence, played with a covers band in that area. He also held a number of unusual day jobs, including gas-station attendant (Parker wears his old uniform on the cover of "Heat Treatment") and breeder of lab mice. After nine years of recording, Parker finally managed a minor hit with "Wake Up (Next To You)," which had the odd distinction of doing better on both the A/C and AOR charts than its #37 CHR showing.

### MONDAY, NOVEMBER 18

1970/Jerry Lee Lewis and his third wife/third cousin Myra Gale Brown are divorced after nearly thirteen years. Brown publicly states that the relationship "has turned into a nightmare."

1975/"White Man In Hammersmith": Bruce Springsteen makes his European debut at London's Hammersmith Odeon, but not before tearing down lobby posters reading, "Finally, the world is ready for Bruce Springsteen."

1975/Commander Cody appears on "Police Woman" and is told by an assistant director not to stare at Angie Dickinson's breasts.

1983/DeBarge's "Time Will Reveal" is #1 B/U; "Say Say Say" is #1 CHR.

Birthdays: Kim Wilde 1960, Herman Rarebell (Scorpions) 1949.

### TUESDAY, NOVEMBER 19

1968/Diana Ross interrupts the Supremes' Royal Command Variety Performance in London and makes a plea for interracial harmony. The audience applauds for two minutes, but many British papers disapprove.

1979/Chuck Berry is released after serving half of his second prison term, this one for tax evasion. During his incarceration, "Free Chuck Berry" signs had sprung up around Lumpoc Prison Farm.

1982/Due largely to Phil Collins's willingness to share his "kill the drums" trademark with outsiders, Frida's "I Know There's Something Going On" debuts on the AOR chart more than two months after its U.S. release and about a month before debuting CHR.

### WEDNESDAY, NOVEMBER 20

1970/For the second time that year, Ray Davies flies to London to rerecord one word of a single. Davies is compelled by the BBC to take the term "a foggin' up" out of "Apeman" because it sounds like something else. (Earlier he had to change Coca-Cola to cherry cola as a rhyme for "Lola," owing to BBC rules against mentioning commercial products.)

1973/Keith Moon collapses twice during the Who's tour opener in San Francisco. Finally a 19-year-old from Muscatine, IA is drafted from the audience to finish the last three songs.

1974/The Chicago Daily News accuses Larry Lujack and WCFL of deliberately giving incorrect timechecks to mislead ratings diaryholders. By giving the time as one minute too late, the News asserts, diarykeepers are being tricked into giving the station an extra 15 minutes credit.

Birthdays: Joe Walsh 1947, Norman Greenbaum, now a farmer in Ohio, 1942. Duane Allman would be 39.

### THURSDAY, NOVEMBER 21

1967/"The Who Sell Out" is released. Its cover is apparently the excuse for Ken Russell to include a



"reveling in pork & beans" scene in the film "Tommy."

1975/Urb Aid: Terry Cashman & Tommy West (who is now MTM's staff producer) release their "A Friend Is Dying" single as a tribute to New York's fiscal crisis. All royalties, which turned out to be on the meager side, are earmarked for the city.

1980/Don Henley is arrested in Los Angeles for possession of cocaine, Quaaludes, and marijuana, and contributing to the delinquency of a minor, a 16-year-old girl who is treated for drug intoxication.

### FRIDAY, NOVEMBER 22

1963/In the Mel Brooks/Carl Reiner routine "Fabiola," the rock star protagonist describes this as "the worst day of his life." When the narrator points out that 11/22/63 was a bad day for many people, Fabiola responds, "I know, that's when my comb broke."

1965/Bob Dylan and Sara marry. The union isn't announced until February.

1969/Singer Sandy Denny and guitarist Tyger Hutchings exit Fairport Convention, leaving Richard Thompson as lead singer.

Birthdays: Steve Van Zandt 1949, Tina Weymouth (Talking Heads) 1950.

### SATURDAY, NOVEMBER 23

1973/Great promotions from the "Q" era: R&R reports that while KUPD/Phoenix is giving away "boogie shirts," its crosstown competition KRIZ is giving away "barf shirts."

1976/Maybe his comb broke also. Jerry Lee Lewis is arrested outside Graceland for brandishing a pistol and demanding to see Elvis.

### SUNDAY, NOVEMBER 24

1972/ABC's first "In Concert" airs, produced by Don Kirshner and featuring performances from Alice Cooper, the Allman Brothers, Chuck Berry, and Blood Sweat & Tears.

1978/Alicia Bridges's only hit, "I Love The Nightlife (Disco Round)," reaches its peak CHR position at #12. When last heard from on vinyl, Bridges was signed to Olivia's pop subsidiary, Second Wave, and playing women's clubs.

Birthdays: Lee Michaels 1945.



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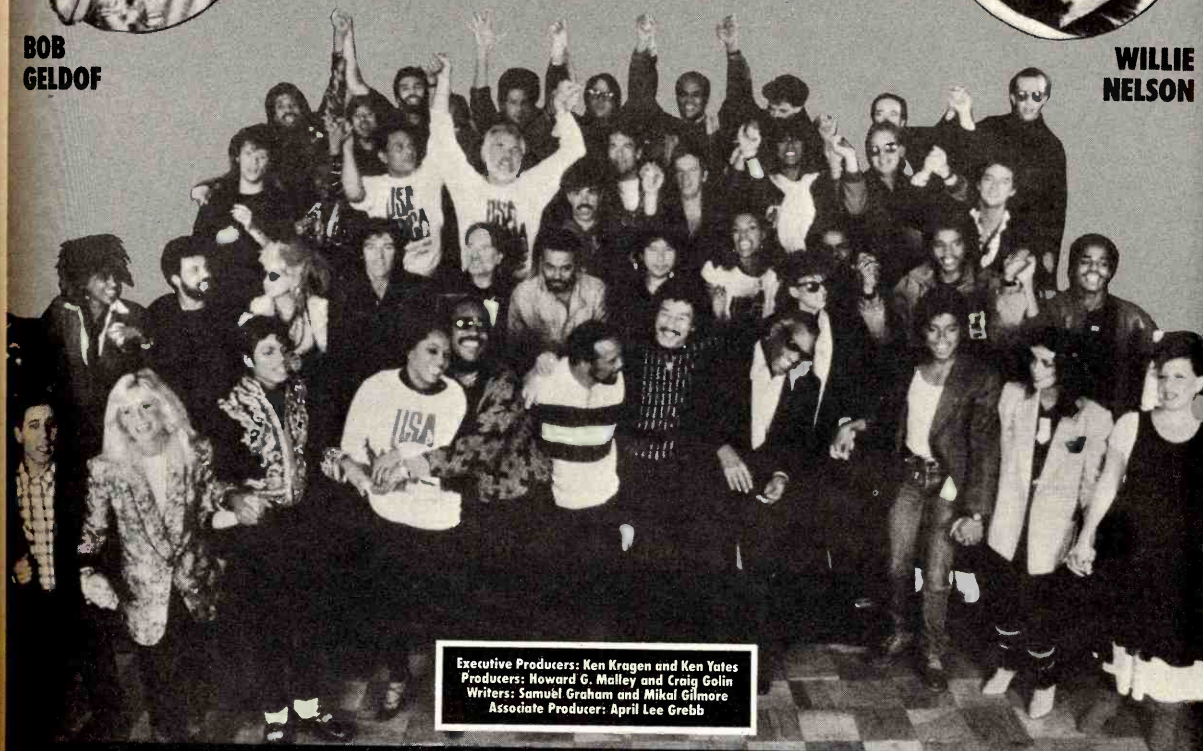


**BOB  
GELDOF**



**WILLIE  
NELSON**

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8:00 PM / 7:00 PM CENTRAL**



Executive Producers: Ken Kragen and Ken Yates  
Producers: Howard G. Malley and Craig Golin  
Writers: Samuel Graham and Mikal Gilmore  
Associate Producer: April Lee Grebb

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ADAM WHITE

# RECORDS

## A/C Promotion — It's No Picnic

It's week three of my five-week look at record promotion in the major radio formats, and Adult/Contemporary is the topic. The label executives quoted here definitely aren't reluctant to voice their concerns and offer suggestions about how A/C can and should develop (they wouldn't be in promotion if that were so).

But they also recognize the realities of working this particular format. They're dealing with a very fluid and, for them, often frustrating environment. Here's one typical response: "I'm not sure that at least half the A/C stations know where they're going with the format."

Warner Bros. recently enjoyed an A/C-only hit with Michael Franks and looks like it's repeating that feat with Bryan Ferry. So I talked to National Promotion Director Dino Barbis. "This is no picnic in the format right now," he says. "The problem is a lot of the music-intensive A/Cs are competing with different kinds of stations in their markets, and it's so volatile. I've got a couple of major market stations that tell me they won't play anything that's too Adult/Contemporary-oriented. That's crazy! But still they're in the format, although the only reason is because they're not quite hard enough to compete with the CHRs. They keep shuffling back and forth between the two."

"There were five stations out there that didn't play Michael Franks, and it's a shame they didn't join the party. They said the record was too soft. But the fact that it went to number four bullet (in R&R) without any other format support just shows you that if A/C gets behind a record, they can make it happen, make it successful. That was a major breakthrough. I'd like to see people in A/C remember that and not be so gun-shy."

"The format is really split on where it stands . . . there doesn't seem to be a real direction."

—Charlie Minor

### Ferry Is Hip

"Likewise, we're very proud of the Bryan Ferry hit," continues Dino. "To me, that's a very hip thing — Ferry on A/C. Today's 25-49 demo grew up with Roxy Music; that's why the record is so perfect

for the format. I wish more people would open their minds to things like that. Music-intensive means that they're into music, that they're supposed to be stepping out and playings records like Ferry. The key from our point of view is picking the right one and sticking with it, so the A/C stations will be believers in us, know that we can deliver. That's what happened in CHR. Those guys know when we choose a record, there's a reason; we are committed to it."



Charlie Minor

Charlie Minor, Senior VP/Promotion at A&M, picks up on another aspect of A/C's relationship with CHR — one that worries him. "We're finding that as A/C goes with the CHR hits, it's reacting so late to them that they're already burned out and, to an extent, over with in the marketplace. When a record's been on the radio for 10-12 weeks in a major market, and the last 4-6 weeks in power rotation once every three hours, by the time we've put the A/Cs together, no one's excited about it anymore."

"OMD is a good example. A/C decides all of a sudden that this is something that will fit the format. The same thing was there six weeks before when we approached them with it, but they were content to sit and let it burn. For me, the timing on their approach to pure top 40 hits has been a little off. If that gap were less, it would obviously benefit us, but I believe it would also benefit them. It makes the record much more exciting for the public, which is probably testing three or four stations in the market — probably another A/C and a couple of CHRs. Very few

## Country: Kiss Of Death?

"It's almost like I'm afraid to say 'country crossover' — it's almost like the words are the kiss of death." That's Warner Bros.' Dino Barbis fretting about A/C's attitude toward music that was once strongly represented in the format. Worse still, he's not certain it's going to get any better despite the emergence of a newer generation of Nashville talent.

"We have some great artists — the Forester Sisters and Gary Morris, for example — and they draw a lot of noncountry fans when they tour. But if you mention that word to radio, it doesn't matter if they believe in the act. They're reluctant to put it on. I'm sure there's an audience, but nobody

seems to want to go for it right now."

No less concerned are other label promotion chiefs, like MCA's Steve Meyer. "There are a lot of very strong country artists today making records that are pretty much A/C. I don't necessarily feel the format should go back and play 35% country crossovers just be-

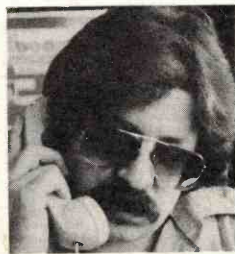
cause they once did. But I also don't think they should ignore those records, because the Country stations in many markets have tremendous ratings. In terms of audience appeal, Country radio's demographics are very close to A/C's in certain markets."

Adds Steve, "Lee Greenwood had 'I.O.U.,' which was top ten A/C. He still has songs like that on his albums; same with Barbara Mandrell, who cuts records that are just as contemporary as Anne Murray. I just hate to see some of these records pigeonholed as country."

people are locked into just one radio station. We all punch the button."

### The First A/C On

Charlie elaborates, "If you're going to sit back and react, you have to do it when the record's moving up rather than when it's going away. That allows you to claim being the first A/C on the record when it's still a current. I'm sure the station which takes that approach in a market where there may be two or three A/Cs is going to win."



Steve Meyer

It's an industry assumption that people in promotion would like to see A/C move to longer playlists. Steve Meyer, Senior VP/Promotion at MCA, gets specific. "I would like to suggest these A/Cs with monster ratings in major markets, which are selling records, open their minds to the possibility of a 40-record list. They're competing with CHR for the same demographics in many markets. In the last several years, CHR has shown that by going to a 40-record list, rotating the hits properly and exposing new artists, they can win big — keeping the adults in some markets as well as not losing their teen base."

"If CHR had died a miserable death and gotten its pants kicked by other formats, you would have seen a complete reversal toward a shorter playlist. But we've seen more people go back to 40, with extras and everything." That obviously makes life easier for record people as Steve acknowledges: "For us, it's better to go from 40-36 than go extra-extra-extra-30. But it also gives new artists a little more advantage in competing with other records; that's what happened in

CHR. To break top 30 at a radio station today, with a new act that's not a crossover, is very difficult when you're competing with established acts and records that are selling on their way down."

### Feather In Their Cap

"What the 40-record playlist does," concludes Steve, "is provide a little more breathing room for the PD to show his marketplace as well as the record companies what's selling, and for him to show that some of the active records at the bottom of the list are moving



Dino Barbis

up. I'm not saying the whole industry should change, but I do feel that in some markets A/C can go to

a longer playlist and compete head on with CHR, and also show record companies they're selling records. The fact is when A/C does get on a record and break it, that's a real feather in their cap."

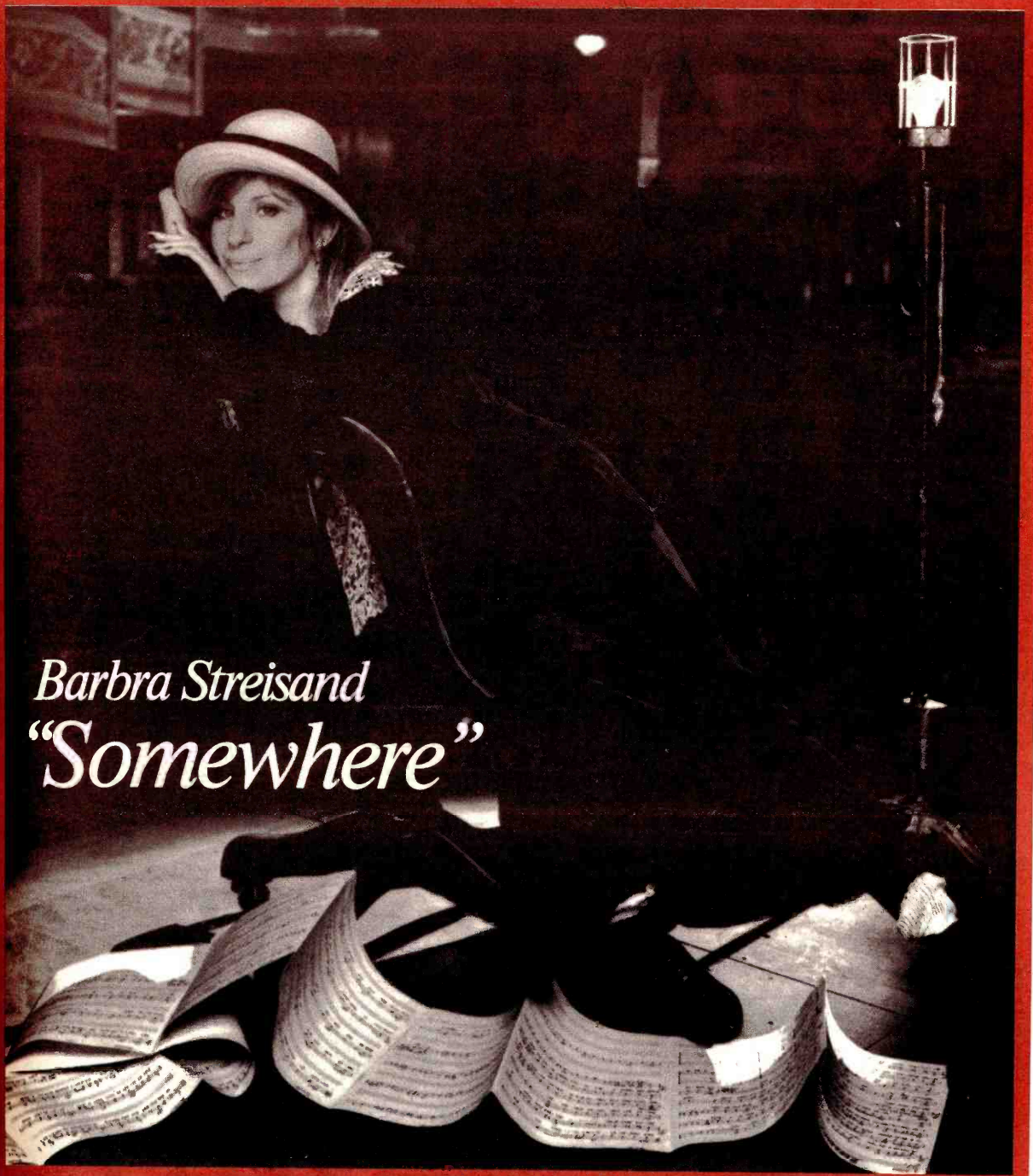
In light of CHR's continuing influence on A/C, I asked about prospects in '86 for pure Adult/Contemporary artists. Charlie Minor sees it as a Catch-22. "The A/C chart has slowed down so terribly that there's very little room for strict A/C artists." A Barry Manilow may make a beautiful A/C record, but maybe it goes and maybe it doesn't. If a record doesn't have a chance to have some kind of top 40 appeal, then half of your A/C programmers don't want to deal with it. If it's too top 40, the other half of the programmers don't want to deal with it.

"So the format is really split on where it stands with its own core artists; there doesn't seem to be a real direction. No one's looking to play a hard rock & roll record, but they're also hurting A/C acts that don't have immediate top 40 appeal. It's confusing. In fact, if A/C were to be more aggressive with its own core artists, it would force CHR to be more aggressive with them, too."



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your  
man"**

**In This Week's R&R**







JOEL DENVER

# CONTEMPORARY HIT RADIO

## Gary Bond's Top 40 Success Report

An interesting book came to my attention recently, "The Top 40 Success Report," authored by Gary Bond. A consultant specializing in small markets and Arbitron analysis, Gary also possesses a law degree from the University of Arizona. He has a keen overview of why CHR is so successful today and looks to be for years to come.

The 73-page book is a comprehensive study on the format's history, ratings, programming, and statistics. Gary details the intricacies of audience composition, time spent listening, hot clocks, recurrences/oldies, tight vs. loose lists, research, and a playlist comparison between Los Angeles stations KIIS-FM and KKHR.

### The Actives Will Win

I spoke with Gary for a firsthand summary of the book and some in-depth ideas about where his programming sentiments lay. "I am an active programmer and I think any active station has a better chance for success," he declared. "You have to be in touch with everything, as the world is ever-changing. When I hear old songs, it really makes a station sound boring. Any programmer looking to hold big ratings on a consistent basis has to listen to the market and his own station with an active ear."

"I am an active programmer and think any active station has a better chance for success . . . Any programmer looking to hold big ratings on a consistent basis has to listen to the market and his own station with an active ear."

Gary talked about the number of stations that've jumped on the CHR format bandwagon and what effects the glut might have on the long-range forecast. "From everything I see, CHR's prognosis is excellent. The only problem is the overcrowding. One must realize that the format is not an automatic ticket to ratings success.

"Historically, there will be ratings increases in a format, then people jump on it until it becomes oversaturated. Then the cycle swings backwards, and these same people are left scratching their heads, unable to figure out why it didn't work for them."

### Beware The Gold

"Formats are like the stock market," he compared. "They buy while it's heading up the mountain



Gary Bond

and think the increases will go on forever, but it doesn't happen that way. Take a look at the increases at some AORs. Then study the lack of direct competition for AOR in a market where there are three or more CHRs."

Gary mentioned that back in the '60s when CHR (then-Top 40) was making its big move "no one was programming oldies to any great degree. Then Oldies stations had big successes, and everyone figured on counterprogramming them by adding oldies to the mix. By the mid-'70s everyone operated on the false assumption you had to be 40-50% gold.

"The overriding reason CHR has returned to such a powerful position is the concentration on current music. Oldies soon cease to be anything more than burned-out records, not unlike anything that's overplayed on your current list."

### Avoiding The Same Mistake

"The questionable period for CHR appeared when programmers and GMs tried to broaden their stations demographically with oldies. Instead, they got what turned out to be a bad-sounding CHR with diminished audience in all demos. I don't think we'll make the same mistake again."

Not totally condemning the use of oldies, Gary cautioned, "The biggest danger with oldies is that you'd better be playing the right ones. The quality really has to be there. There is a big trap in using callouts. When a song tests familiar it doesn't mean it's correct to play. If I were using callouts, I'd check to find out when the hell to get off the record. It's crucial to

understand that this will make a difference between burning out your audience and keeping the station fresh."

In discussing why CHR is generating such great record sales, Gary offered a clue as to what many sales departments and advertisers are doing. "CHR's can do very well selling the median listening age. Many advertisers and salespeople underestimate the power of the median age."

"Simply spending a lot of money, as KIIS-FM does, will not guarantee instant success. You have to look at the fabric of what makes KIIS so successful, and there are a lot of things which go into that mix."

### Median Age Means Money

"That one number can really bring in some dollars for your station. Many PDs find 30-year-olds listening to their CHR station and wonder why. The perception of CHR being a teen-only format is wrong. As long as programmers can keep active minds, the format will continue to do well.

"After analyzing 173 stations around the country, I've wondered how much teen audience is too much or too little, but the same goes for 25+. Broadcasters should track other stations with demographic makeups similar to their own. Those with a median age of 26 shouldn't rely on the music profile of a station with a median age of 21 for music information.

"We all complain about rating services, but what you can learn is far beyond what most people think. This goes for sales, programming, and overall planning. A large sample from across the country can spell out a lot, such as a national median age, audience composition, cume ratings, and TSL, which are in this report."

### Outperforming The Market

"Eighty percent of the CHRs we sampled outperformed the market average in the 12+ share. The format is in the body-business. Those stations which are playing a good variety of music, mixing teen and 18+ music, will find they've got a great demographic spread.

"Simply spending a lot of money, as KIIS-FM does, will not guarantee instant success. You have to look at the fabric of what makes KIIS so successful, and there are a lot of things which go into that mix."

"The questionable period for CHR appeared when programmers and GMs tried to broaden their stations demographically with oldies. Instead, they got what turned out to be a bad-sounding CHR with diminished audience in all demos. I don't think we'll make the same mistake again."

Gary did point out some of the common-thread items of most successful CHRs:

- You must have creative people
- Great on-air personalities
- Well-structured format with great execution
- Current-based music, staying on top of trends
- Promotions and programming utilizing right and left-brain functions.

For a copy of Gary's book (\$195), contact him at 3725 Yaqui Drive, Flagstaff, AZ 86001; (602) 774-7926.

## Somebody Listen To Me!

How much do you want to be listened to? Well, WLOL-FM/Minneapolis was so intent on this matter that it built a radio which simply could not be avoided. "The World's Largest Radio" is actually that, with broadcasting facilities tucked inside the cassette deck and speakers inside the speakers!

WLOL assembled the contraption for the Minnesota State Fair and will continue to use it for live remotes. This particular shot features an overflow of Pepsi cans in front of the deck area. The listener who guessed the correct amount of cans won a trip to J.A. to see Tina Turner.

\*DON-FM/Sanitas PD Kirk Clett sent us this still from a recent TV campaign plugging "KC In The Morning." In the spot, Kirk was featured writing on the floor with



an 11-foot, 60-lb. python snake. "You never know what he'll put on next!" was the theme. Maybe some pants, eh, Kirk?



## Show Us Your Skin, Honey!



Knowing the music industry's love for those revealing photographs, we try to expose as many of these shots as possible. Here are a few we found remaining in the depths of our photo file.

The top photo features a bevy of beauties who turned out to audition for the Denver Nuggets Dance Team, which Q103/Denver and Diet Coke cosponsor. Twelve lucky girls were chosen after two hours of strenuous twirling and tapping, choreographed by Hollywood dancer Lisa Holz. Pictured here is Q103's OM/morning man Jack Reagan with the winners.

The next one is from 105FM/LA Crosse, WI, which held a series of



live shows throughout the summer at area beaches. Here's PD/afternoon personality Chuck Knight get-

ting behind as much action as possible with some newfound friends.

## MOTION

Larry Green is the new morning man at WCKN/Greenville, and former WOKI/Knoxville staffer Tim Wilson is named MD to replace Steve Chris ... KISZ/Cortez, CO switches to the live CHR format with former KNYN/Santa Fe PD Dan Kelley at the helm; Dan is also doing mornings. The rest of the lineup includes Jeff Holliday 9-2pm (from KODFM/North Platte), MD Jay Taylor 2-7pm (KFRX/Lincoln), Chip Knight 7pm-midnight (KQNM/Gallup, NM), and overnights Patty Seaton (KRTZ/Cortez). Weekenders are Bill Cooper, Ni McCabe, and Chris Halcomb.

Bill Matthews gives up PM drive to become Station Manager at WIKZ/Chambersburg as PD Rick Alexander is upped to OM, midday man Chris Edwards is named Production Director, and Lisa Harding moves from WYCR/York-Hanover to fill the open afternoon slot ... Ric Gonzalez exits late-nights at KITE/Corpus Christi for the same at croststown KZFM. He succeeds Della Adame, who moves to KZFM.

Lou Orr joins KO93/Modesto as Promotions/Traffic Director ...

K106/Baltimore ups overnighter Tim Watts to MD/Production Director, and hires Michael McMillan for the all-night show ... Sue Hall returns to KMEL/San Francisco as part of the morning team ... Rhett Walker joins the morning team at Y107/Nashville from WCKF/Miami ... WFMI/Lexington overnighter Bill Kelly takes on MD/PM drive duties at WJAD/Bainbridge ... Dave North is new to weekends at WAZY-FM/Lafayette ...

Ginger Warden is named Promotions Director at Z98/Tampa from WMAL/Washington ... WVBS/Wilmington boosts afternoon man Fred Allen to PD, replacing Brian Krysz who moved to WJXQ/Jackson-Lansing.

John Howl is upped from weekends to afternoons at WJFM/Grand Rapids, replacing Chris Mitchell, who exits to croststown WKLO for nights ... WZOU/Boston midday personality Steve York joins the night shift at croststown outlet WVBF ... KLRZ (Z95)/Salt Lake City loses 6-10pm MD/Assistant PD Myke Kross to WZOU/Boston, where he'll do nights

J. Randal Harvey replaces Chris Phillips as midday man at KNIN/Wichita Falls, TX, from KLBO-FM/El Dorado, AK.

Dave Jackson segues to middays at KKAZ/Cheyenne from WYCR/York, PA ... WJZR/Charlotte MD Jack Daniels slips into the Production Director slot, and becomes the latest addition to WJZR's Morning Zoo.

## BITS

In Search Of Her Royal Highness — WAVA/Washington invited all listeners not invited to the Royal Reception to stage their own extravaganza, featuring D.C.'s own version of Princess Di. It's the Princess Diana Look-A-Like Contest! Prospective "Dianas" can register at any Hair Cuttery or Georgetown Cotton store in town. WAVA will pick out the winning princess next week. One lucky lady will win two round-trip tickets to London, a



## Keep Those Cards & Letters Coming

A lot of radio stations this fall put their local P.O.'s to the test as they solicited thousands, and in some cases, millions of postcards for contests.

Z106/Philadelphia's "Bruce In The U.S.A." promotion was held in conjunction with the Philadelphia Inquirer, where entry blanks were published daily for two weeks preceding the contest. Over 87,000 entries poured into the station, which awarded 16 grand prizes — 32 lucky listeners went all over the country to see Bruce Springsteen. Limo rides were furnished for the surrounding area shows, including the ten winners who saw him at Philadelphia's Veteran's Stadium. Runners-up received complete Bruce Springsteen catalogues. Drowning in entries in the top photo are (l-r) Z106 PM driver

Andre Gardner, Promotions Director Matt Farber, and night personality Chris Trane.

Another episode in postal gridlock involved KMEL/San Francisco, which received over seven million cards with the handwritten message, "106 KMEL MEANS MUSIC" in a recent School Spirit Contest. El Camino High School in South San Francisco won a free concert with Chrysalis recording groups Go West and Eric Martin. Shown reviewing the entries (top, l-r) are Go West's Richard Drumme and Peter Cox; (bottom, l-r) Chrysalis Nat'l Promotion Director Daniel Glass, KMEL Asst. PD Jack Silver, Chrysalis Regional Promotion rep Robert Nesbitt, and KMEL Assistant Promotions Director Chantay Taylor.

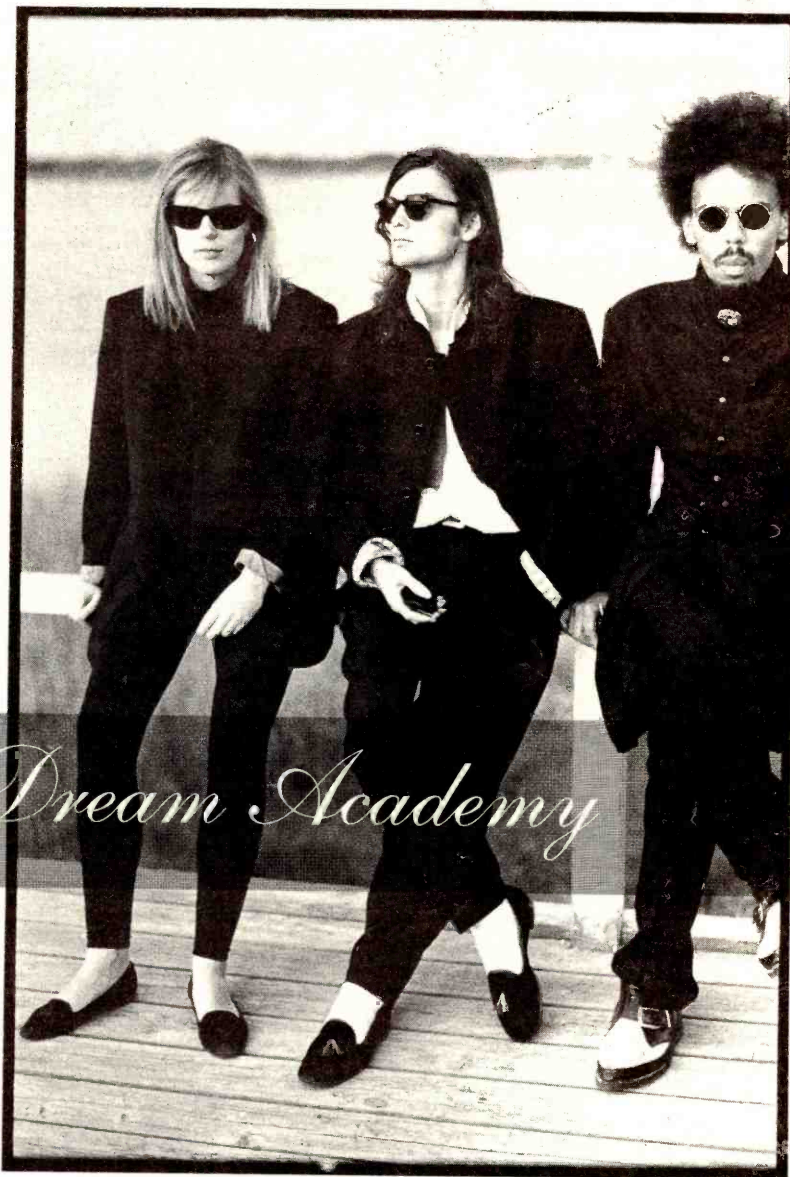
selection of British fashions from Georgetown Cotton, a year of Hair Cuttery's hair styling, and a Hollywood contract with the Ron Smith Celebrity Look-A-Like agency.

"Do Re Mi ... Mi Mi Mi!" — KDWB-FM/Minneapolis, while giving away tickets to the local Foreigner concert, entered all winners in a drawing to determine four fans who could help sing "I Want To Know What Love Is." A quartet of lucky listeners got to

mount the stage and join in the chorus. • A Dream Home, For You! — KFYE/Fresno and TV station KMPH are giving away a new house under construction in a local development. Registrants must either watch Channel 26 or listen to Y94 for their name. When a name is broadcast, that person has five minutes to call in to qualify. Qualifiers will be given a key, and on Thanksgiving Day, the person holding the right key will win the house.



Travel to "Life In A Northern Town" with



# *The Dream Academy*

WPHD 95XIL  
CKGM WGAN  
CKOI WKSF  
CHUM WCGQ  
94Q Q104  
WMMS WZYP  
K104 WPFM  
WRCK WHSL  
WBBQ KKXL-FM  
KX104 KKLS-FM  
Z98 KGOT  
K11K KTRS  
KPOP KKAZ  
OK100 KBIM

"Life In A Northern Town," the first transporting single  
from The Dream Academy.  
Already Top Ten in England and Top Five in Australia.

From their debut album, *The Dream Academy* on Warner Bros. Records and Cassettes.  
Produced by David Gilmour/George Nicholson/Nick Laird-Clowes.







STEVE FEINSTEIN

SELLING NEW UPPER DEMOS

# How AOR Is Re-Imaging Itself

Rock radio has changed. It used to attract primarily 12-24 year-old males; now it focuses 18-34 and has become the leading format for 25-34 year-old men.

Concurrently, AOR's image in radio circles has improved; we're now seeing stations switch to the format more often than out of it. Even its harshest critics have done an about-face and now tout AOR as alive 'n' kickin', rather than on death's door.

But it's most important for another group of people to understand the "new" AOR — advertisers, some of whom may have deeply ingrained images of the AOR audience as low-income druggies in black T-shirts. Is rock radio communicating to advertisers that it's changed, and now attracts the upscale, 25+ consumers they want to reach?

DC101/Washington certainly is. VP/Sales Jeff Hedges recalls the old image of AOR as "great for selling jeans, concert tickets, records, beer, movies, and motorcycles. Now this format has finally harvested the 'money demo' — the 25-40 year-old who grew up with the music. While not chasing away the other business, we've added accounts such as financial institutions, over a half-dozen airlines, a dozen real estate projects, and 30 automotive schedules for dealers ranging from the predictable Nissans and Toyotas to Volvo and Mercedes."

### Educational Process

Those primo advertisers won't automatically flock to AOR without some prompting. The first step in reaping what you've sown is to come clean with an advertiser and explain the format's evolution, says KYYS/Kansas City GSM Mike Campbell. "You admit that a few years ago it was 12-24, and explain exactly how and why it's changed," he says.

That requires an account exec who's knowledgeable about station history and music. KISW/Seattle, says VP/GM Steve West, will take a client "back through a whole story process: from where this station started, into disco demolition and torn T-shirts, all the way to where we are now."

### Divide & Conquer

Since the majority of buys coming down are for the 25-34 demo, the next is showing "how important 25-34 year-olds are in the 25-54 demo. In Kansas City, they make up over 60% of it," says Campbell.

An advertiser must realize that he needs AOR if he wants to cover the 25-54 demo effectively. He can't simply buy just the #1 25-34 station.

Instead, he should spread his buy around the top performers in each cell. KOMP/Las Vegas GM Nancy Reynolds notes, "What station can actually deliver 25-34? You've got to break it down 25-34, 35-44, and 45-54."

### First-Time Consumers

Costello notes that AOR's 25-34 listeners are likely to be first-time purchasers of big ticket items, such as homes and major appliances. It's an opportune time for an advertiser to earn their loyalty. A furniture dealer, for instance, who advertises to them can win a satisfied customer who'll be back when he decides to redecorate.

Similarly, KISW's West suggests to banks, "Let's get these people (25-34s) into your bank when they're young and opening up accounts. Once they're with you and receive good service, they'll never leave."

### Breakthroughs

With better upper demos, stations are landing advertising from client categories and specific companies who have previously excluded AOR from their campaigns. Airlines, in particular, are starting to use AOR, says Campbell, since a 25-34 is often "the middle management person who's more likely than the older executive to be traveling on business for his company." American Airlines not only

# Programming's Role In Telling The Story

A PD can help the sales effort by starting with the basics — showing respect and cooperation in dealing with the sales department, and creating promotions and programs that (ideally) lend themselves to the goals of both programming and sales.

He also keeps the sales staff informed of programming developments, both in-house and in the market, so they can intelligently discuss with advertisers the station's product and position. A PD himself should also be expected to occasionally go on sales calls to explain his station's programming, particularly when it's been adjusted or overhauled. "He's the expert who explains the music, and who we're reaching then and who we reach today," says KOMP/Las Vegas GM Nancy Reynolds.

KYYS/Kansas City GSM Mike Campbell asks a PD "to understand the objections we run into on the street every day from agencies and direct accounts. PDs often get involved only with the bigger clients that have budgets to do major promotions, like Coke or a concert promoter. They don't see what it's like calling on the motorcycle dealer and trying to convince him to buy your station."

Campbell praises KYYS PD Joe McCabe for understanding "budgets and how he can help out with a promotion at a time of the year when sales are down."

About four times a year, KISW/Seattle PD/Assistant Station Manager Beau Phillips joins the

station's GM, GSM, Promotion Director, and fulltime graphic design artist for a two-day getaway to come up with ideas on how to meet client needs. For example, a meeting last year yielded an idea on how to tie in a restaurant chain to the station's "Electric Lunch" show. The client spends around \$70,000 a year now.

Air personalities, as well as PDs, have a role in selling the station. DC101/Washington GSM Jeff Hedges lauds the station's high-profile morning star Greaseman. "He's client-sensitive, great with advertisers one-on-one. This guy is also an old-time pitch artist, in terms of his ability to sell a product on the air. We have to limit live spots on his show, otherwise practically all the spots would be live if we allowed every client request."

bought time at KATT/Oklahoma City, says GM Bill Knobler, but participated in a station promotion.

When United Airlines resumed full service after a strike, it used WSHE/Miami to reach its 25+ business traveler. "SHE has also landed a number of accounts whose primary audience is over the age of 25, such as an upscale Miami jeweler and Macy's department store."

When a station gets a buy from a client in a category that's resisted AOR, that "breakthrough" can be used to help melt resistance from that account's competitors. "Once you get one airline, bank, or home builder, that gives you a track record," says KOMP's Reynolds. WSHE will "make sure a client's competitors know that they believe in our story," says VP/GM Chuck Bortnick.

Having these upscale accounts on the air benefits a station in more ways than just increased revenue. They reinforce the station's image to an older listener, says KISW's West. "If you're going to tell a 32-year-old he should listen to your station, you better have commercials he's attracted to. I can play Steely Dan and Springsteen, but lots of commercials for wet T-shirt contests can undo the right programming."

### Problem Areas

Though there's no one product category that excludes AOR across the board, some generally need more convincing and educating than others. Bortnick mentions real estate, banking, and particularly the personal computer business, noting the irony of an industry, one that came about because of the baby boom generation, being biased against AOR. "IBM, an aggressive company, targets 25-54 men. I'm #1 in that demo, but because I'm AOR and too much of my audience is 25-34, they won't buy me. Who are they trying to reach — the comptroller in his early 30s making purchasing decisions, or the president of the company?"

KOMP has high-end furniture dealers, but has yet to land a local home-improvement store, although 25-34s presumably do as much home maintenance as home owners of other demographic groups, says GM Reynolds.

### Sold Differently

The image presented by AOR account executives has changed over the years, observes KATT's Knobler. Whereas once they may have reflected a station's counterculture or rebellious image, "if you lined up our salespeople today, you couldn't tell if they sold Beautiful Music, Adult/Contemporary, or rock," he says.

Similarly, the AOR audience has become more mainstream. Says WKDF/Nashville VP/GM Bill Byram. "They've grown up with the radio station, and instead of fighting the establishment, have become the establishment themselves. We can document that they're above average in education and income. They've got to be spending their money somewhere." The message to a client is simple, he says: "We'd rather have them spend their money with you than with someone else."

### Promotions

Correct promotions image a station not only with listeners, but with the business community as well. KATT and WSHE do broad-appeal events like Food Fairs. KISW is holding a wine-tasting event that will raise money for charity. For the past eight years, WKDF's annual "One For The Sun" benefit concerts have raised thousands of dollars for local charities. KOMP sister station KLPX/Tucson is sponsoring a \$100-per-ticket Celebrity Golf Tournament.

### Consistency

The quality mentioned most often as being important by these executives was that of formative tenure and consistency. Most of their stations have been in the format at least ten years, and profit from the clearly-defined niche they enjoy with both audience and advertisers.

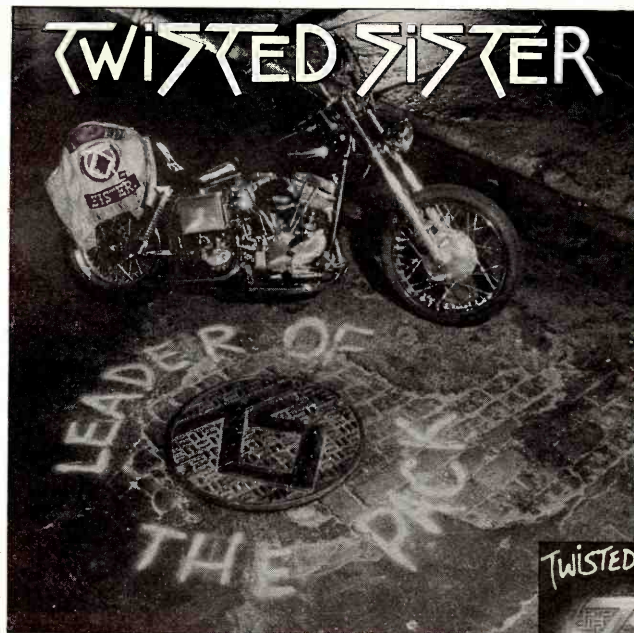
At the same time, most of these broadcasters saw the need to begin upgrading their demos before it became the standard operating procedure among AOR stations. They explained to advertisers what they were doing as they started their evolution, and now can present themselves as having grown up as promised.



COME BLOW YOUR KA-ZOO — WMMR/Philadelphia's Morning Zoo duo is crazy 'bout kazoos. During an April Fools Parade earlier this year, it claimed a world's record by leading 15,000 merry kazoos players in a rousing version of "Louie Louie." Now it's topped itself. Everyone attending late-season Phillies-Padres game received a free Ka-Zoo and, during the seventh inning stretch, John DeBella and Mark "The Shark" Drucker conducted a crowd of 30,000 in the Kingsmen classic. From left, the Philly Phanatic mascot, DeBella, and The Shark.



TWISTED SISTER  
IS READY TO  
COME OUT AND PLAY FOR YOU.



**"LEADER OF THE PACK"** (7-89478)  
THE NEW SINGLE FROM THE FORTHCOMING ALBUM,  
**COME OUT AND PLAY** (81275)  
PRODUCED BY DIETER DIERKS FOR BREEZE MUSIC

LOOK FOR THE NEW VIDEO, "COME OUT AND PLAY," AVAILABLE SOON.

**LOOK FOR TWISTED SISTER ON TOUR WITH SPECIAL GUEST, DOKKEN,  
STARTING JANUARY '86.**

**TWISTED SISTER TOUR DATES**

**January** 8-Binghamton, NY/10-Portland, ME/12-New Haven, CT/14-Pittsburgh, PA/15-Rochester, NY/16-Toronto, ON/18-Philadelphia, PA/19-Glens Falls, NY/21-Worcester, MA/22-Largo, MD/24 & 25-New York City, NY/28-Cleveland, OH/29-Chicago, IL/30-Detroit, MI/31-Milwaukee, WI **February** 3-Minneapolis, MN/4-Cedar Rapids, IA/5-Kansas City, MO/8-Houston, TX/9-San Antonio, TX/10-Dallas, TX/12-El Paso, TX/14-Denver, CO/16-San Diego, CA/17-San Bernadino, CA/19-Los Angeles, CA/21-San Francisco, CA/22-Sacramento, CA/25-Portland, OR/26-Spokane, WA/28-Seattle, WA **March** 2-Salt Lake City, UT/4-Omaha, NE/5-Des Moines, IA/7-St. Louis, MO/8-Cincinnati, OH/9-Indianapolis, IN/11-Buffalo, NY/12-Providence, RI



**ON ATLANTIC RECORDS AND CASSETTES**

© 1985 Atlantic Recording Corp. © A Warner Communications Co.





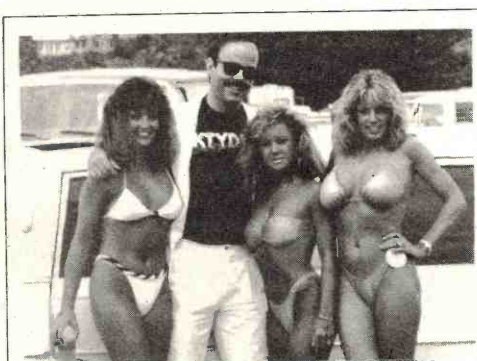
**AND WE POSED** — The Hooters popped into WRXL/Richmond en route to an in-store appearance. From left, the band's Rob Hyman and Andy King, 'RXL AE Susan McPhee, Hooter David Uosikkinen, MD Paul Shugrue, personality Dick Hungate, the band's Eric Bazilian and John Lilley, and PD Tom Evans.



**FARMER AID** — WNOR-FM/Norfolk morning ace Henry Del Toro came to the aid of a local farmer who lost an arm in a tractor mishap. Del Toro, whose own family includes farmers, raised over \$10,000 in donations during ten days of live telemotes. Del Toro (right) is pictured with two donors.



**A CAKE THAT GOES CRUNCH** — KRQR/San Francisco's Michael Knight estimates he's read one million animal stories during his newscasts. To celebrate, Knight (right) shared a cockroach-shaped cake with morning partner Peter B. Collins.



**SCENIC SANTA BARBARA** — KTYD PD Rick Williams was coerced into judging a Miller High Life "Miss Miller Contest." Maintaining his impartiality behind a pair of shades, Williams considers the virtues of (l-r) contestants Terry Clay and Polly Parsons (daughter of Gram Parsons), and KTYD promotions assistant Judy Smalley.

SEGUES



Mike Boyle

WMGM/Atlantic City PD Mike Boyle takes on programming chores at the "Jersey Giant," WDHA/Dover . . . Ex-WGRQ/Buffalo PD Tim Smith will replace Reggie Jones at WKLC/Charleston . . . Look for former KUFO/Odesa PD Mark Lapidus to take KBAT/Midland AOR on December 2. Reach him at 915-697-7500 . . . Tim Siegrist from WWCK/Flint replaces Jeff Crowe as WMMQ/Lansing's PD . . . At WCMF/Rochester, Assistant PD Simon Jeffries is now officially Acting PD . . . WXL/Davenport Assistant PD Terri Dugan is promoted to OM/ PD.

Afternoons at WKQQ/Lexington are open, as Christopher Randolph leaves for CHR WDJX/Louisville.

WXRK/New York Promotions Director Janice Ginsberg resigns as of 11-22 . . . KLOS/Los Angeles ups Ann Cerussi to Assistant Director of Advertising & Promotions, and names Ava Hubbard Promotions Coordinator . . . At AOR oldies WCGY/Lawrence, MA, Christine Kinney is named Promotions Director and Barry Nelson takes on late-nights . . . Cynthia Stanford is WFNX/Boston's new Promotions Manager . . . Michael Swanson is on weekends at KRNA/Iowa City.

Effective 11-25, Ace Entertainment moves to 4204 Longridge Ave., Sherman Oaks, CA 91423. Same phone number.

RADIO ACTIVITY

Program Notes

KLOL/Houston's "40-Minute Rock 'n' Roll Power Play" means a 40-minute sweep of uninterrupted music (from :55 to :35) every hour except between 6-9am. KLOL is giving \$1000 to people who, when called and asked for their favorite station, respond with "K-101, the home of the 40-minute rock 'n' roll power play." The giveaway will total \$128,000. Another new feature, the "Daily Dan," has KLOL playing a Steely Dan song every day at 11am.

Walter Mondale joined his daughter Eleanor one morning when she was the guest newscaster for a week on John Landecker's WCKG/Chicago morning show.

Bits 'n' Pieces

WRIF/Detroit morning man Ken Calvert is pulling PA announcer chores for Pistons home games . . . A WXRT/Chicago Christmas fundraiser concert for a children's hospital starred "St. Nick" (Island artist Nicholas Tremulis). The event kicked off Maxell Month, during which proceeds from every Maxell audio and video tape will be donated to the hospital . . . KRSP/Salt Lake City gave away an estimated 17,000 pounds of pumpkins for Halloween.

The Waterboys' single *Whole Of The Moon*  
**"MESMERIZING"**  
 The Waterboys' album *This Is The Sea*  
**"MAJESTIC"**  
**"THIS IS THE SOUND THAT IS WAKING UP AMERICA"**

Album Network  
 Editorial





## a-ha

Their international success has made 1985 the year of a-ha. Their first video and single "Take On Me" came seemingly out of nowhere and was soon everywhere, topping the charts in America, England, Japan, Germany, Holland and Australia.

Watch for "The Sun Always Shines On T.V." to do the same. This great new video and single from a-ha (Pal Waaktaar, Morten Harket and Mags) is sure to shine.

HUNTING HIGH AND LOW (1/4-25300) by a-ha.  
Includes "The Sun Always Shines On T.V." available on 7" single (7-28846) and 12" maxi-single (10-20410).  
Produced by Alan Tarney.  
On Warner Bros. Records, Cassettes and Compact Discs.  
© 1985 Warner Bros. Records Inc.

# Futures

## The Del Fuegos

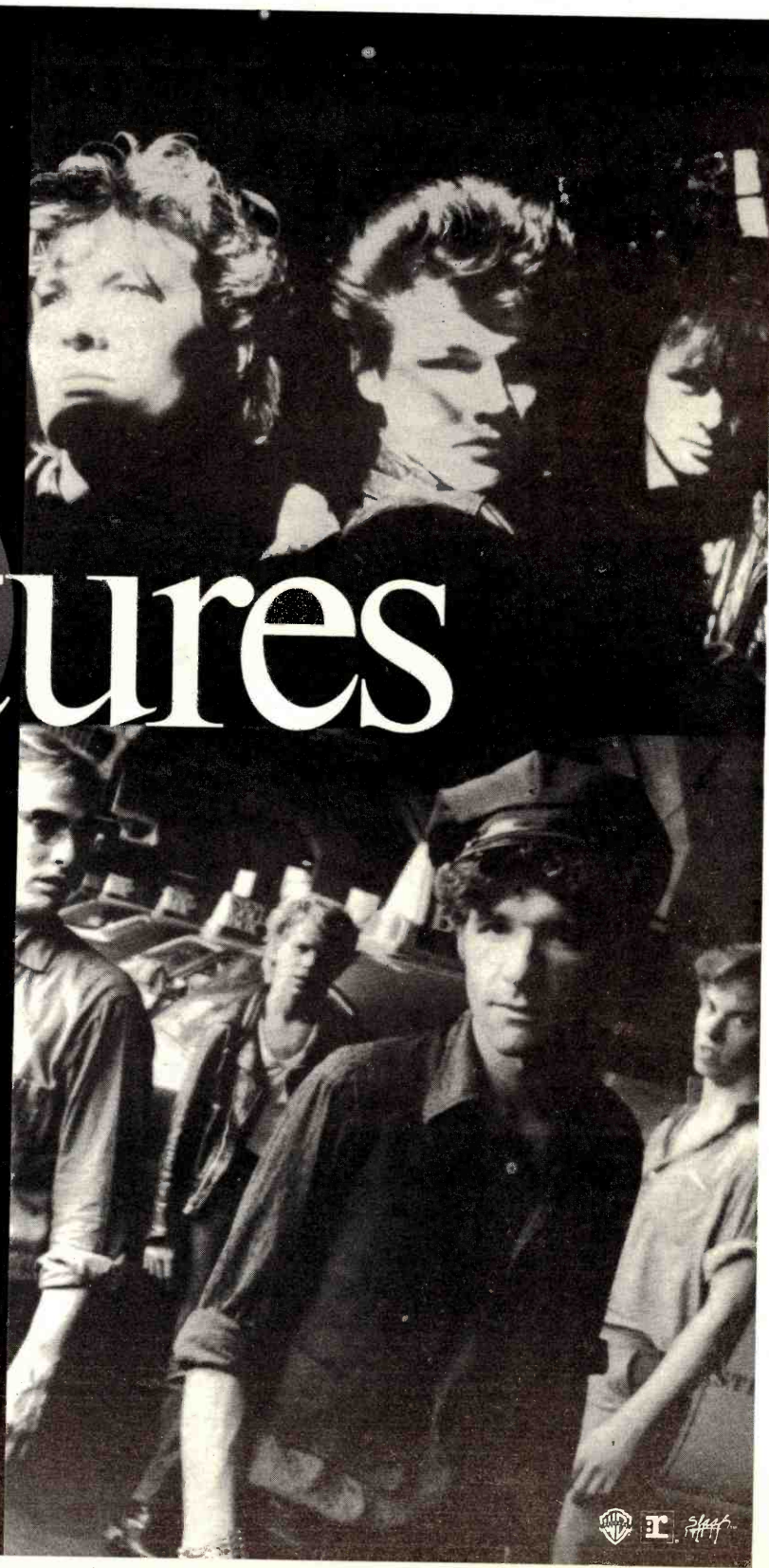
First there was The Boston Tea Party. Then, considerably later, came rock and roll. Now there is *Boston, Mass.*, the second album by The Del Fuegos, one of the more noteworthy American bands around.

"Don't Run Wild" is the lead track and video. The Del Fuegos utilize the direct approach with maximum effectiveness. On guitar and vocals, Dan Zanes. Brother Warren Zanes also on guitar. Woody Giessman on drums. And Tom Lloyd on bass and vocals. The Del Fuegos.

BOSTON, MASS. (1/4-25339) by The Del Fuegos.  
Includes "Don't Run Wild."  
Produced by Mitchell Fromm.  
Available on Slash/Warner Bros. Records and Cassettes.  
© 1985 Warner Bros. Records Inc.

You can stop saving yourself for "Mr. Wright." He's here.  
And he's brought his new album *I Have A Pony* with him.

I HAVE A PONY (1/4-25335) by Steven Wright.  
Produced by William E. McEwen.  
On Warner Bros. Records and Cassettes.  
© 1985 Warner Bros. Records Inc.



"IT'S A SMALL WORLD, BUT I WOULDN'T WANT TO PAINT IT?"





DONNA BRAKE

# ADULT/CONTEMPORARY

## KDKA'S 65TH

# The Pioneer Broadcasting Station Of The World

"This is KDKA of the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pennsylvania . . . We'd appreciate it if everyone hearing this broadcast would communicate with us as we are anxious to know how far the broadcast is reaching."

Those are some of the first words spoken on the first commercially licensed radio station in this country, KDKA/Pittsburgh. At 6pm on November 2, KDKA was 65 years old, marking another radio milestone.

It all started as experimental radio station 8XK with Westinghouse engineer Frank Conrad operating from his garage in suburban Pittsburgh. He played phonograph records on a couple of victrolas periodically during the day. The radio station was later moved to the Westinghouse Electric meter factory in East Pittsburgh. The transmitter was on the roof and a coat room served as the studio. (The coats were used to absorb the noise.) Then on November 2, 1920 the federal government gave Dr. Conrad permission to begin regularly scheduled broadcasts.

Of course, the real reason KDKA was born was so Westinghouse could sell receivers. The company realized that by creating regular programming on the air, it could create a public demand for the receivers. They were right. By 1925, the demand had grown like wildfire, and stations began springing up all over the country.

In the early days, KDKA's entire broadcast day was 6pm-8pm, then extended to 10pm, and by the '30s, the station was broadcasting from 5am 'til midnight.

### Someplace Special

Over the decades the station has had many slogans. In the beginning it was the humble statement, "The Pioneer Broadcasting Station Of The World." KDKA resurrects that one at least a few times a decade. If you tuned in during the '40s, you'd hear "Night And Day It's KDKA." By the '70s it was "The Pulse Of Pittsburgh," and for the last 15 years the station's been "Someplace Special." "Someplace Special" is a slogan that over the years has been adopted by the entire city.

KDKA is someplace special indeed — a station rich in history and tradition. It was the first to do most of the elements that have become



**RADIO'S FIRST FULL TIME ANNOUNCER** — Harold Arlin was KDKA's first fulltimer. He handled the first play-by-play baseball and football games.



**TESTING - TESTING** — An experimental antenna carried aboard a dirigible is tested in Pittsburgh by KDKA engineers.



**KDKA'S FIRST BROADCAST** — On November 2, 1920, KDKA kicked off with Harding-Cox presidential election return coverage.



**THE K TEAM** — KDKA's highly successful morning team: (l-r) Jay Pochapin (traffic), Dave James (news anchor), John Cigna (morning personality), Fred Honsberger (news anchor), Goose Goslin (sports), and Bob Kudzma (meteorologist).



PD Chris Witting, who's programmed the station for two years and spent ten years with parent Westinghouse.



such a big part of full-service radio. I talked with PD Chris Witting as he was preparing for the 12-hour 65th Anniversary Special broadcast which would begin precisely at 6pm November 2.

Chris, who's been PD at KDKA for the past two years, has spent ten years with Westinghouse, having worked at WIND/Chicago, WBZ/Boston, and (then-owned) WOWO/Ft. Wayne.

Regarding the special, Chris said, "I've gotten into the lore and the history of the station. There are so many firsts, from the first baseball game to the first church broadcast. The first announcer for KDKA was Leo Rosenberg, who is still living today in New York. He went on to become one of the first managers here and had some great stories. We interviewed him for the special, and also talked with the first fulltime announcer, Harold Arlin."

Rosenberg, now 89, told a story of what is probably the first problem with a disc jockey. In the early days the station signed off with "This is the Pioneer Broadcasting Station of the World . . . KDKA . . . Good Night."

It seems the sign-off guy had a rather lackluster way of saying "Good Night." Rosenberg coached him for weeks trying to get him to say it in a more commanding, enthusiastic manner. Finally, one night Rosenberg listened at sign-off only to hear, "This is the Pioneer Broadcasting Station of the World . . . KDKA . . . Good Night . . . and go to hell!" That must have been quite a shock to listeners in 1921.

### Live Performances

Chris also talked about the early days of live performances. "The management decided it would be a good idea to have live performances, but more room was needed, so they put a tent on top of the building next to the tiny studio.

"Once a tenor was performing when a moth flew right in his mouth. Another time a soprano was singing when a freight train came by and blew soot all over her. The old timers say that every night at 8:30, no matter what show was on, you could hear the train go by and whistle."

### KDKA Today

And so they were off making radio history at every turn and building one of the great radio stations in America. How have they been able to keep it up all these years? Chris said, "A key thing about Pittsburgh is that this is a market



# ADULT/CONTEMPORARY



**THE FATHER OF RADIO BROADCASTING** — Dr. Frank Conrad, Westinghouse engineer and scientist, conducted the experimental broadcasts which led to the establishment of KDKA.



**EARLY WALKMAN** — This is a 1923 ad designed to win the public over to radio. It's a one-tube set equipped with batteries.



**CHILD AUDIENCE SOUGHT EARLY** — "The Bedtime Story" began November 19, 1921 on KDKA.

## The Pioneer Broadcasting Station Of The World

Continued from Page 44

where many residents were born here and grew up here. It's a perfect match between the station and the market. Many of the people who still listen were listening once on the old crystal sets. The listeners have helped the station continue the tradition we've had over the years."



Chris Cross



Doug Hawkes



Mike Pintek

But a big part of the success has to be attributed to those ingredients that keep great stations great: continued commitment to providing the services for which KDKA is famous, and the longevity of the air personalities.

KDKA features "The K Team" with popular host John Cigna in morning drive, Doug Hawkes in the midday shift, Trish Beatty afternoons, Bill Steinbach 4:30-6pm with the all-news block "90 to 6," Mike Pintek 6-9pm, Chris Cross 9pm-midnight, and Perry Marshall midnight-5:30am. KDKA is also the flagship station for Pirates baseball, Penguins hockey, and Penn State football.

Chris talked about KDKA's programming policy. "When the station was founded, the management realized this was a very powerful medium and that they should set up a programming policy including

these points: to have regular feature shows at regular times, to work hand in hand with the press, to avoid monotony, and to have shows that would serve the greatest number of people. The station still follows those guidelines."

### Children's Hospital Campaign

Since the '50s, KDKA has cosponsored a fundraising campaign with the *Pittsburgh Press* to benefit the Children's Hospital. About ten years ago KDKA-TV came on board as a sponsor. The effort raises millions of dollars each year for the charity.

Chris explained, "We take the whole station out for the month of December and broadcast from store windows in downtown Pittsburgh. People actually line up around the block to give money. As amazing as it may seem, for hours at a time all we'll have on the air is people saying why they want to give money.

"Our personalities keep it interesting because they're able to control it and get interesting comments out of the people who come up. Everyone seems to have an amazing story about their experiences with Children's Hospital."

### The Pittsburgh Authority

When your station's the authority on practically everything that happens in the community, it becomes the library, the archives, even directory assistance at times. Chris related a story demonstrating



Perry Marshall



Trish Beatty



Bill Steinbach

## KDKA Firsts

- **November 1919** — First radio advertiser: The Hamilton Music Store, Wilkesburg, PA.
- **November 2, 1920** — First broadcast by a commercially licensed radio station: The Harding-Cox presidential election returns.
- **January 2, 1921** — First broadcast of a regularly scheduled church service.
- **January 1921** — First fulltime radio announcer hired: Harold Arlin. Arlin introduced such celebrities as William Jennings Bryan, Marshall Foch, Will Rogers, Lillian Gish, Babe Ruth, and Herbert Hoover over KDKA airwaves.
- **March 4, 1921** — First broadcast of a presidential inaugural address: Warren G. Harding.
- **March 10, 1921** — First broadcast from a theater: The Davis Theater in downtown Pittsburgh.
- **April 11, 1921** — First broadcast of a sporting event: a 10-round, no-decision fight between Johnny Ray and Johnny Dundee in Pittsburgh's Motor Square Garden.
- **May 19, 1921** — First broadcast of government market reports, which laid the groundwork for future farm programs.
- **July 2, 1921** — First broadcast of the World Heavyweight Boxing Championship. The match was between titleholder Jack Dempsey and French challenger Georges Carpentier.
- **August 5, 1921** — First play-by-play radio coverage of a professional baseball game: The Pittsburgh Pirates' 8-5 victory over the Philadelphia Phillies.
- **September 20, 1921** — First radio newsroom, with remote pickup facilities at the *Pittsburgh Post*.
- **October 8, 1921** — First play-by-play of football: Pitt's 21-13 victory over West Virginia University.
- **December 4, 1922** — First musical group established exclusively for radio broadcast: The KDKA Little Symphony.
- **March 30, 1925** — First radio appearance of explorer Lowell Thomas, discussing "Man's First Flight Around the World."

the power of KDKA. "Last year one of our people was reading school closings and accidentally reported the wrong school as being closed. Out of that school's 3000 students, only 50 showed up. That was the result of one newscast in morning drive."

### Competition

KDKA, like most other big full-service stations, has had to deal with increased competition from all sides. Said Chris, "Because we are a multiformatted station, we have many competitors. Years ago when we had Party Line as our talk show in the evening, we were it for talk shows. Now there are a number of stations doing them. There's an all-News station now competing with us for news and many A/Cs challenging us on a music front.

"Our competition is different in practically every daypart. WTAE used to be our main competitor,

but over the last couple of years that hasn't been the case. Maybe with the changes over there (hiring Dave Mason as PD), that'll also change. We're looking forward to TAE waking up again.

"Actually, I welcome competition. It's improved radio in Pittsburgh. To meet the challenge, we've been reexamining everything we've been doing."

### KDKA's Future

What about the future of KDKA? On its 65th anniversary KDKA became the only AM stereo station in Pittsburgh. Looking ahead, Chris commented, "Our news department is by far the best in the market, and we have the biggest and best personalities in town. We have to make sure we continue to do what we do best, which is to inform people. Those are the things KDKA must continue to do and build upon."





WALT LOVE

# BLACK/URBAN

## ISSUES AND ANSWERS

# The YBPC: On The Move

The YBPC (Young Black Programmers Coalition) is celebrating its eighth annual conference at the Hilton Hotel in New Orleans, November 15-17. This year's conference theme is "Radio & Records Pulling Together To Make The Difference."

Workshops will focus on three major areas: life after radio & records, handling stress in radio & records, and women in the media. Robert Rosenthal, Editor of YBPC's monthly newsletter and author of "Who's Who In Black Music," took time to discuss other issues the organization hopes to touch on during the conference.



Robert Rosenthal

"One of the problems we've identified is the lack of communication between the radio and record industries."

### Helping Mom And Pop

"One of the problems we've identified is the lack of communication between the radio and record industries," said Robert. "Mom and pop record stores are a good example of what we're talking about. Most of these people have close relationships with the Black radio stations in their areas. They're not getting any cooperation, however, from the one stops and distributors. The cost discounts go to the larger organizations and never filter down to the little guys."

I asked Robert to explain what the YBPC proposes to do about this ongoing situation. "We think smaller accounts should be allowed, and the larger organizations should help the people (who can't financially afford to purchase the product they need to stay in business). They sell a lot of records that some organizations don't give them credit for. We're advocating these people be given the opportunity to get the product on a COD basis. That way they could also get a break on costs just like the larger record outlets."

"Our organization wants to expand. We feel there's strength in numbers and unity."

Robert also said the YBPC thinks some of the advertising dollars that go to one stops and distributors should be shared with the mom and pop stores since they're usually located in the black community. He noted, "The RIAA doesn't keep statistics on the millions of dollars these types of outlets are responsible for. They sell a lot of product on an ongoing basis."

### Membership Drive

Then there's the YBPC membership drive. "We are presently corresponding with 283 Black/Urban radio stations on a monthly basis. Our organization wants to expand by having chapters in different

parts of the country. We feel there's strength in numbers and unity."

One of the last topics Robert discussed was the black concert promoters. The controversy about major black acts only doing concert dates with white promoters still continues. The YBPC is supporting efforts aimed at involving more black concert promoters with the top acts; i.e., Michael Jackson, Tina Turner, Prince, and Stevie Wonder. "We advocate that black promoters who can handle a large promotion be given the opportunity to do so. This is something we think

the artists themselves should look into. If they were to use their influence to help blacks get more dates, then more blacks would be able to promote more of their concert appearances," concluded Robert.

### Who's Who

"Who's Who In Black Music" is a project Robert has been working for a number of years. He described it as "a reference book, updated once a year, that can help a person find his way around the industry. It lists the names and addresses of broadcasting corporations, record companies, and radio GMs/PDs

around the country. The book's a useful guide with a lot of information.

"Portia Maulsby, who teaches at Indiana State University, contributed a lot of information. She has spent the past two and a half years researching the music industry. She also interviewed a number of individuals in Black radio so we could chronicle the movements of our people within the broadcasting industry."

If you're interested in obtaining a copy of "Who's Who In Black Music," write P.O. Box 11243, Jackson, MS 39213.

# The Fall '85 Ratings Wars

By Sean Ross

Is it a good time to be working in Black/Urban radio? Well, in 14 summer books B/U stations topped three markets (Dallas/Ft. Worth, Houston and New York), and placed second in four others (Chicago, Detroit, Philadelphia, and Washington). Houston's champ, KMJQ, long a key station in B/U programming annals, apparently became the single most expensive station in radio history when Amaturro sold its broadcast properties to Keymarket. And there was a trickle of growth in B/U facilities (in Atlanta, Winston-Salem, the Quad Cities — of all places — and the

where "The Roof Is On Fire" several months after that song had run its course elsewhere.) How well Roberts does depends largely on how much the "Music Bus" can overcome its signal limitations.

Roberts was super-serving teens when he programmed WIGO. Now Byron Pitts has moved that station more toward a musical center. WAOK, meanwhile, plays gospel until noon and does a live remote from a teen club each night. PD Larry Tinsley's major charity campaign this fall is a "Can-A-Thon" hunger drive throughout November.

The trendspotters smiled on this format soon after the summer book came back. (Without pointing out, of course, that the teens were out of school and there was a lot more partying in public places, two factors that usually help B/U stations.) That behoves Black/Urban outlets to work harder this fall, even without the kids and the picnics. Otherwise, the trendmakers will start moaning again pretty quickly.

Some stations are promoting very heavily to make sure that follow-up book happens. Others are depending on community image events, rather than giveaways, or not promoting at all past the free concert-ticket/LP level. In general the major FMs are handing out Porsches and the AMs are working the streets. Quantitative music imagery is everywhere in this format, even as "more music, less talk" positioning begins to fade elsewhere.

That slogan's been with us for years; B/U's other calling card, "Strong Songs," can be easily tracked back to WJLB/Detroit and PD James Alexander, who should probably be drawing residuals on it. A year ago, it was still possible to list the stations using his slug line; this year, it's easier to name cities

where "Strong Songs" hasn't been used. Whether the folks below are playing strong songs or wrong songs should be known shortly.

	Atlanta		Chicago	
	F '83	Sp '84	F '84	Sp '85
WAOK	4.0	4.6	2.9	2.3
WIGO	1.5	3.1	2.0	1.3
WVEE	10.8	9.1	8.5	11.0

Even at its ebb, V103 always had twice the shares of its B/U competition. The real battle was with CHR's Z93 and 94Q; Scotty Andrews and staff managed to ace out the latter when WVEE came roaring back to second place overall this spring. This fall V103 will be celebrating its ninth birthday with a Bar-Kays/Con Funk Shun/Starpoint/Atlantic Starr/Doug E. Fresh show to raise money for sickle cell research and a "phrase that pays" promotion built around its "More Music, Less Talk" positioning.

What's different this fall is that V103 will have some FM competition for the first time ever from Ragan Henry's new WBUS. PD Mike Roberts has assembled a staff consisting largely of market veterans. MD B.J. Taylor is running a much shorter list than V103 and aiming mostly at teens and the HDBA. (For example, signing on

	Chicago			
	F '84	W '85	Sp '85	Su '85
WBMX-FM	4.5	4.5	5.3	7.0
WGCI-FM	6.1	5.5	5.4	4.8
WJPC	1.2	0.8	1.4	1.5
WVON	1.1	1.4	1.2	1.3
WGCI	0.9	0.7	0.7	0.5
WBMX	0.3	0.3	0.0	0.4

This market has sure changed over the last two years. At that time, WBMX-FM was quasi-progressive and apparently trying to beat WGCI-FM at its own game. WJPC, too, was being "adult" and running artist-image promos mentioning Barry Manilow, Melissa Manchester, Grace Jones, and Sylvester in the same breath. Now WBMX's ascent to second place has made this city the probable successor to Detroit for fiercest B/U competition. All three mainstream outlets, WBMX-FM, WGCI-FM and WJPC, are running their tightest lists ever. WBMX plays eight "strong songs" in a row; WGCI has countered with an equal number of "heavy hits." WGCI brought back Tom Joyner; WBMX countered with former

Continued on Page 50

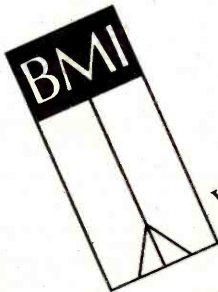


BERNIE RAINS, TINA REIGNS — Tina Turner (l) recently presented WLUM/Milwaukee PD Bernie Miller with a triple platinum award for his co-authorship of "I Can't Stand The Rain," which appeared on her "Private Dancer" LP.





**BMI. Aretha Franklin's heart  
and soul are with us.**



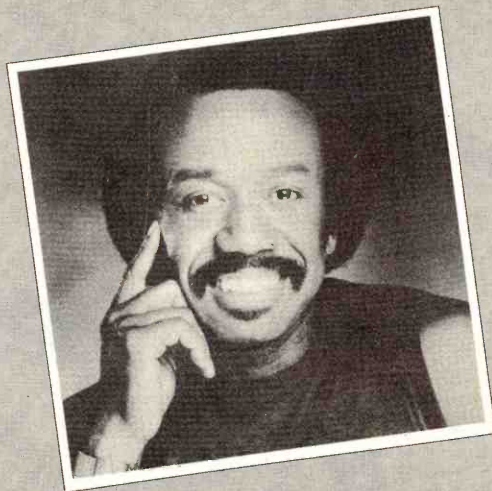
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The Smash New Single From The  
"MAURICE WHITE" Album

Just Released & Already On:

WHRK	WTLC	KPRS
XHRM	WZEN	WHUR
WAOK	KDKO	WIGO
WDPN	KUKQ	WRXB
WAAA	WCIN	KAPE



## LISA-LISA & CULT JAM with FULL FORCE "Can You Feel The Beat"

The Follow-Up To The Top 10 Single  
"I WONDER IF I TAKE YOU HOME"

**BLACK/URBAN NEW & ACTIVE** BILLBOARD: 83\*

WDJY	WYLD-FM	WDMT	KSOL
WVEE	K94	WLUM	Z93
WDIA	WOWI	KACE	WJYL
HOT105	WTMP	KDAY	Z103



## L.L. COOL J "I Can't Live Without My Radio" B/W "I Can Give You More"

The Most Requested Song From The  
Motion Picture Soundtrack "KRUSH GROOVE"

WWIN	WDIA	KDAY
WXVY	WDMT	WIGO
WDAS	WBMX	WRAP
WUSL	KRE	WTLC
WVEE	WPDQ	WDJY
KMJQ	WAOK	WQQK





**ANDRÉ CYMONE**  
**"Lipstick Lover"**

The Follow-Up To His Top 10 Single  
**"THE DANCE ELECTRIC"**

Second Week Out & Already On:

WXYV	KAPE	WRAP	WQMG
WDAS	KZEY	KQXL	WQFX
WDJY	KRXB	WTKL	WKXI
WHUR	WWIL	WXOK	WJYL
WYLD-FM	WGIV	WPEG	KHYS
			WAAA



**FULL FORCE**  
**"Alice, I Want You Just For Me"**

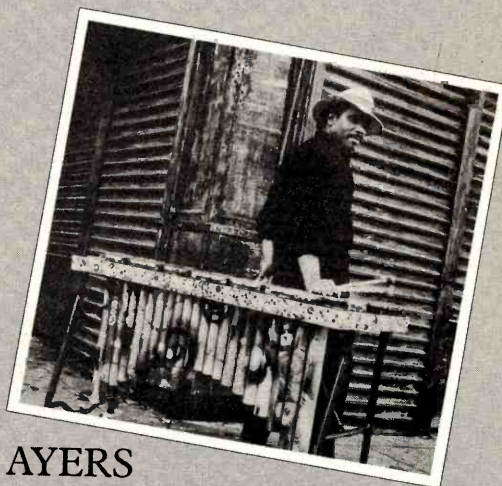
**BLACK/URBAN BREAKERS** 55 Reporters - 65%  
**BLACK/URBAN CHART: 30 BILLBOARD: 47\***  
 ...And Getting Stronger Each Week!



**RAMSEY LEWIS**  
**"This Ain't No Fantasy"**

Just Released,  
 The Hot New 12" Remix

WDAS	WFXA
WDJY	WFXC
WHUR	WKXI
WGCI	KOKA
WNHC	WAAA
	WTLC



**ROY AYERS**  
**"Slip N' Slide"**

**BLACK/URBAN NEW & ACTIVE**

Breaking Out In Washington, Baltimore,  
 New Orleans, Cleveland, Houston,  
 And The Carolinas!

WWIN	WZAK
WXYV	WJLB
WDAS	WLUM
WDJY	KMJM
WHUR	KSOL
KMJQ	WPEG
WYLD-FM	WALT
WOWI	WANM
WTMP	Z103
WDMT	WZEN

**BILLBOARD: 63\*-51\***

 **COLUMBIA RECORDS**  
 Salutes The  
**Young Black**  
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*Congratulations!*



From the  
man who's given you  
"ROCK ME TONIGHT"  
and  
"YOU ARE MY LADY,"

# FREDDIE JACKSON'S

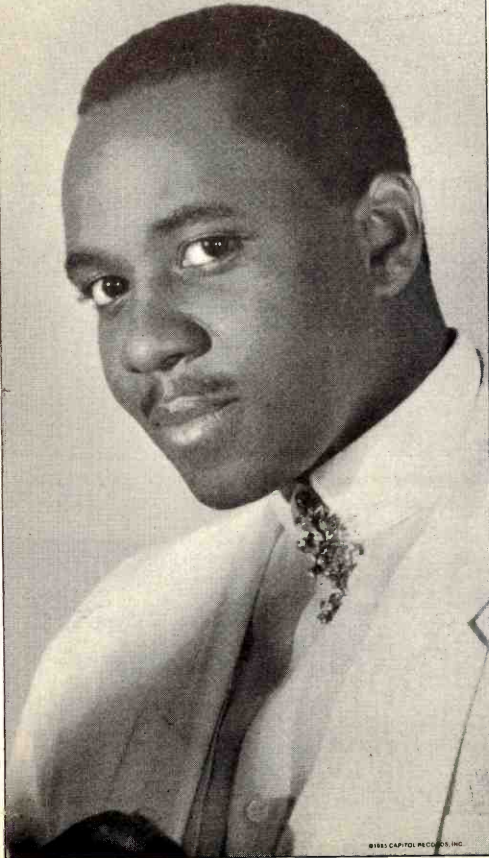
next hit single is  
**HE'LL NEVER LOVE YOU**  
(LIKE I DO)

HEADED FOR THE TOP ON CAPITOL

Capitol

Produced by Barry Eastmond for Orpheus Productions

ORPHEUS



## BLACK/URBAN

# The Fall '85

Continued from Page 46

Miss America Suzette Charles, who may or may not be permanently added to afternoons.

WGCI is giving away at least \$2000 a day in its "powerplay" song-of-the-day promotion, and PD Graham Armstrong promises to raise that figure by the end of the book. WBMX is handing out \$1000 prizes in a series of song collages. Because WBMX's comeback was built heavily on outside research, don't look for a lot of changes at that station, regardless of who succeeds Lee Michaels.

WJPC, under Program Manager Dee Henley, is concentrating mostly on community promotions; i.e., a beauty contest, Halloween party, etc. The station has quietly signed on its sister FM in the south suburbs with a Black/Adult hybrid billed as "Soft Touch" and a larger push planned for the beginning of 1986.

### Cincinnati

	F '83	Sp '84	F '84	Sp '85
WBLZ	5.7	5.7	5.2	6.3
WCIN	4.1	2.7	3.0	2.3

Cincinnati's two contenders are barely the same animal. Brian Castle's WBLZ is very revamped-up and crossover-oriented, essentially serving as Cinco's second CHR and maintaining very steady ratings for the past two years. 'BLZ's fall cash giveaway is built around the number of times listeners can say "Cincinnati's Best Music FM is WBLZ" in a given time period.

WCIN, on the other hand, has been living up to its on-air billing as "the best kept secret in Cincinnati," fluctuating between 2.3 and 4.1 in two years. GM Earnest James and PD Steve Harris have taken to the streets to rebuild the veteran AM. Harris does color on the station's Friday night high school football; James hosts the weekend talk show. Promotions are community-oriented, including one with the county adoption agency.

### Columbus

	F '83	Sp '84	F '84	Sp '85
WZZT	0.0	0.0	2.1	3.1
WVKO	7.7	7.1	2.6	2.7
WCKX	1.0	1.4	1.1	1.9

If you combine the spring shares of Columbus's three B/U facilities, they add up to exactly what WVKO had two years ago before it got some competition. So either new listeners have to be drawn into the format, or somebody has to change format. Originally signed on as an automated outlet, WZZT (Z103) is now live in all but two dayparts. Billing his station as "Columbus's Hot Stereo FM," PD Mike Davis will give away trips to New York, Las Vegas, Hawaii, Atlantic City, Florida and other locales this fall.

Across town, WVKO has just gone fulltime for the first time since being exiled to AM. PD K.C. Jones has reshuffled his staff, added more oldies, and brought "more community involvement" to "Columbus's Real Rhythm Station."

Rick Stevens, PD at WCKX (Miracle 106) is billing his outlet as "The Only Station You Need" and hoping to translate some healthy Birch numbers into a stronger Arbitron showing this time around.

### Dallas/Ft. Worth

	F '84	W '85	Sp '85	Su '85
KKDA-FM	6.7	7.8	7.4	8.3
KDLZ	2.5	2.5	3.0	2.3
KKDA	1.0	1.1	1.2	1.0

Dallas/Ft. Worth's first summer book was the one in which K104 finally overtook longtime leader KVIL-FM (8.3-7.5), something the A/C station has reportedly not taken gracefully. KVIL responded by pulling out its traditional "Incredible Prize Catalog" giveaway this fall; K104 has countered with a "grand guarantee" promotion in which the station promises to distribute \$1000 a day or else give away \$10,000 the following day.

Across town, Kelly McCann is still working to put KDLZ on the map. He's using a much longer playlist than K104 and "laying back promotionally" until things come together. Woody Wood and Rogn Mitchell are now working a team show in the mornings, trying to offset K104's bi-polar Tom Joyner, and a "Quiet Storm" has been added at nights. McCann professes admiration for CHR KTKS, so it's not surprising that outsiders often call Z107's new tack an Urban version of that station.

### Greensboro/Winston-Salem/High Point

	F '83	Sp '84	F '84	Sp '85
WQMG	8.5	8.1	10.6	7.5
WAAA	3.3	2.6	1.7	2.5
WAIR	2.2	3.3	3.0	1.9
WEAL	3.5	2.6	1.0	2.5

The Greensboro/Winston-Salem/High Point market is up to five B/U outlets now, and only one of them, WQMG, covers the whole region. Billed as "the Original Sound Of The City," WQMG is centering its fall promotional efforts around a Porsche 944 giveaway. In Winston-Salem, WTHP managed to get its new B/U format in place under WFXC/Durham PD Alvin Stowe right before being sold. With little outside promotion, a 3 kw signal that only covers the immediate area, and automation in two dayparts, WTHP is depending on a tight list and morning personality Jae Jackson's return to put the station on the map.

All three AM stations continue to fluctuate from book to book. Winston-Salem's WAAA is celebrating its 35th anniversary under new PD Benny Jones and MD Tina Carson. "Triple-A" ties in heavily with its sports coverage of Winston-Salem State and runs gospel in middays. Rival WAIR shadows sister CHR WSEZ during the drivetimes, plays gospel overnights, and offers a somewhat CHRish music mix in the remaining slots. Greensboro's WEAL has had nearly a ten-share in teens at one point and remains the most hip-hop-oriented of the market's B/U stations.

### Jacksonville

	F '83	Sp '84	F '84	Sp '85
WJAX-FM	6.5	8.3	8.4	9.7
WZAZ	2.5	4.0	3.5	4.7
WPDQ	5.5	6.4	2.8	1.9
WJAX	0.7	0.6	0.9	1.7

Last book there were four B/U outlets in this market. Now WJAX-FM is rumored to be on its way to CHR (albeit a very Urban CHR, according to most reports), WJAX is switching to rock oldies, and the war may be relocated to AM. WJAX-FM already had a very CHRish demographic profile (and was Urban at least two-thirds of the way through this book), so how many listeners it would turn over to other stations remains to be seen.

The big surprise has been WZAZ's success. "ZAZ 140" is one of the South's last true old-line AM's with a PD known on-air as Jack "Have Mercy" Bellboy, and jocks named Brown Sugar, Pressure Cooker, and Funky Finley. The station added some currents to its soul gulf format last year and suddenly became a significant entity. Much of its progress was at the expense of WPDQ, which had a 6.4 when PD Marc Little left and a 1.9 when he returned. WPDQ's slogan for the fall book is "The Legend Lives," with Little trying to revive his charge through a tight list and two cash giveaways with prizes up to \$1000.

### Los Angeles

	F '84	W '85	Sp '85	Su '85
KJLH	2.0	1.9	2.1	2.5
KACE	1.2	1.3	1.6	1.7
KDAY	1.7	1.7	1.9	1.5
KGFJ	0.7	0.6	0.7	0.7

KJLH may only have eight-tenths of a lead over its competition, but that's more than anyone's managed in recent memory. GM Jim Maddox and PD Doug Gilmore have given this city its most hit-oriented FM outlet in ages. (There are still some KJLH oddities, like "Break My Heart" by Jimmy G & The Tackheads.) For the fall, KJLH is giving away cash in a song-of-the-day promotion and cars in a scrambled song contest. KJLH also picked up morning talent Steve Woods, following his ten-year tenure at KDAY.

One KJLH accomplishment was finally cutting into KDAY's huge teen audience (a demo in which KDAY still leads). That station had been on its way to becoming a total funkbox; now there's an apparent policy at the station to play more songs and not quite as many raps. KDAY also has a "daily cash payoff" type promotion called the "\$50,000 Song Search." Across the AM dial, Kevin Flemming and KGFJ have turned over some of that station's jock lineup after years of union hassles, and Philadelphia legend Dr. Perri Johnson is now taking his shot at the night-time audience.

KACE's music, geared toward adults and containing an occasional shock-effect number (like LTD's "Stranger" or Jellybean's

Continued on Page 52



# DEVELOPING CAREERS AND BREAKING RECORDS AT MANHATTAN RECORDS



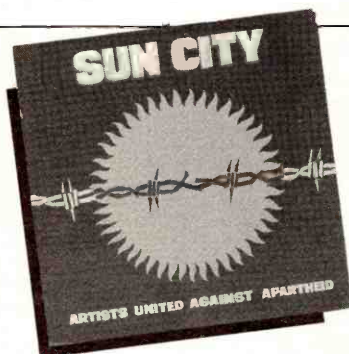
## BERNARD WRIGHT

### "WHO DO YOU LOVE"

RADIO & RECORDS BLACK/URBAN: **18**

72 B/U REPORTERS — 85%!

BILLBOARD: 18\*



## SUN CITY

ARTISTS UNITED AGAINST APARTHEID

**BLACK/URBAN BREAKERS** 54/20 — 64%

#1 MOST ADDED!!

BLACK/URBAN: **DEBUT** **39**

BILLBOARD: 52\*



## O'JAYS

### "WHAT A WOMAN"

**NEW & ACTIVE**

NOW ON 28 B/U REPORTERS — 33%

BILLBOARD: 71\*



## GRACE JONES

### "SLAVE TO THE RHYTHM"

**SIGNIFICANT ACTION**

**NOW ON OVER 20 B/U REPORTERS!**

BILLBOARD: 76\*

**M A N  
H A T  
T A N**



# The Fall '85 Ratings War

Continued from Page 50

"Was Dog A Donut"), has always been a large part of its act. So the PD transition from Alonzo Miller to MD Pam Robinson was fairly smooth. KACE remains a musically influential station, having made a local B/U hit of the Art Of Noise's "Moments In Love" 18 months after its release.

## Louisville

	Sp '84	F '84	W '85	Sp '85
WLOU	10.8	8.3	6.2	8.4
WJYL	5.7	5.1	3.5	4.3

After one book where nobody looked too healthy, WLOU still leads the River City, and WJYL is still trying to get itself entrenched. WLOU's list remains relatively long and rap-oriented. WJYL PD Jim Williams came on board determined to outflank WLOU with adults. In recent weeks, WJYL's list has been trimmed, and the station is being modeled more on sister WYLD-FM/New Orleans. The market's wild card is new AM WDGS, programmed by Williams's former MD Keith Landecker. It's aiming at Louisville from across the river in Indiana and running "adult Urban" music similar to that of WJYL. When WDGS goes 24-hours shortly, the station expects to have a better night signal than WLOU.

## Miami/Ft. Lauderdale

	Sp '84	F '84	W '85	Sp '85
WHQT	2.2	1.9	4.5	3.9
WEDR	3.4	4.9	2.7	3.5
WRBD	0.9	1.3	1.2	0.9
WTHM	0.0	0.0	0.0	0.3

So far Miami/Ft. Lauderdale is conforming to a classic B/U market pattern: slick "dance-rock" WHQT zoomed into first in one book; older, more community-oriented WEDR roared back into contention several months later. Hot 105 PD Bill Tanner and MD Colleen Cassidy are sticking to their original game plan of playing primarily uptempo, dance-club product and staying away from big-ticket giveaways. WEDR PD Leo Jackson and MD George Jones have surprised the market by making "Star Force 99" more promotionally active than ever. Giveaways this fall (most of them apparently sponsor promotions) include a trip to anywhere in the U.S. and a 1985 Trans AM. Despite the much-heralded differences between the two stations, they were deadlocked for teens in the spring, and both play a lot of local music.

## New York

	F '84	W '85	Sp '85	Su '85
WRKS	5.3	6.0	5.4	6.0
WBSL	3.7	3.5	3.3	3.8
WNJR	0.5	0.6	0.5	0.6

In a city of eight million people, it's hard to be lonely anywhere, much less at the top. WRKS is leading the city with a 6.0, and Tony Quartarone is still trying to put two #1 books together. Z100 has a 5.9; WPLJ, now billing itself as "Power 96," is close behind with a 5.6. Both

play a lot of crossover music. (WPLJ followed WRKS on Val Young's "Seduction" while it was still an LP cut.) There are also cases where the CHR ends up on B/U product that WRKS doesn't play; i.e., "Oh Sheila."

For four years, WRKS's "More Music, Less Talk" imagery has remained constant. A lot of other things have changed, however. The CHR crossovers pretty much left when Z100 signed on. (At one time, WRKS had actually played "I Love Rock & Roll" by Joan Jett.) Rotations have become tighter than ever, and street music seems to have been reduced to only the obligatory titles from that genre. Kiss's latest positioning line is "All the variety you love without the unnecessary interruptions." WBSL is attacking its rival with production pieces and T-shirts sporting the tag line "Kiss-Busters." BLS's music has always been very wide and flexible. And with WRKS as tight as it is now, the difference is quite noticeable. This will also be

WBSL's first full book since the return of Ken "Spider" Webb to mornings.

## Norfolk-Newport News/Richmond

	F '83	Sp '84	F '84	Sp '85
WOWI	7.8	4.8	7.5	7.1
WMYK	3.5	6.9	5.0	6.1
WRAP	5.2	3.9	3.1	3.4
WPLZ	9.2	9.2	10.5	11.4
WKIE	3.3	0.8	1.5	2.7
WANT	5.1	3.4	4.2	2.2

Given the generally interlocked nature of these two markets, they really need to be discussed together. There are six B/U outlets between the two cities, and all but one have recently undergone leadership changes. Chris Turner's replacement at WOWI was going to be Don Allen, who exited several days later for WMYK. That leaves WOWI currently without a PD. After several months under Rocky Nelson and a brief attempt at being less street/teen-oriented, WRAP is being programmed again by Chester Benton. K-94 is giving away a

Porsche 944 in a direct mail/bumper sticker promotion; WOWI has countered with three cars.

Up the road in Richmond, Steve Crumbley, who set this all in motion by leaving K-94, is now OM at WPLZ (Magic 99). Crumbley has tightened WPLZ's music but promises not to add the crossovers he's worked with in the past. WANT is still billed as "All Hit Music," but new PD LaDonna Monet has announced her intention to flesh out the station's music in some day-parts. That actually makes Donnie Deane the market veteran (at least for longevity in one job). His WKIE continues to bill itself as "Adult Urban Contemporary."

## San Francisco

	F '84	W '85	Sp '85	Su '85
KSOL	4.0	3.4	4.4	3.8
KBLX	2.5	2.6	2.7	2.6
KRE	0.0	0.8	1.1	1.1

There's some irony in KSOL's being licensed to suburban San Mateo since, according to a station

spokesperson, the station suffers in the books that heavily sampled San Mateo County. CHR KMEL's being located next door may also contribute to PD Marvin Robinson's travails. (When new PD Steve Rivers tightened KMEL's list, the one thing that remained was a lot of crossover product.)

On AM it's the "Beat Of The Bay." Jeff Harrison's KRE, versus the "Boss Of The Bay," the newly-revived KDIA. KRE is revved-up musically and relatively current; its fall promotion is a \$10,000 bumper sticker campaign with cash prizes in \$140/1400 increments. Meanwhile, Harrison's employer KDIA is trying to blast its way back into the community with lots of long mixes (including 15-minute straight of "Oh Sheila," occasionally played at the wrong speed) and a promotional emphasis on its weekend gospel blocks. There's also been a controversial top-of-the-hour editorial by GM Ray Hawkins, during which he attacked the other Bay Area B/U stations for neglecting the black community in KDIA's absence and invited listeners to "crawl back out from under their rocks."

## Washington

	F '84	W '85	Sp '85	Su '85
WHUR	6.4	6.5	5.6	7.8
WKYS	7.3	8.0	7.1	7.5
WDJY	2.8	3.3	2.8	3.1
WOL	1.2	1.1	0.5	1.0

Howard University's WHUR is nothing but resilient. The GM left amidst a major scandal and the star jock, Melvin Lindsey, announced his intention to join rival WKYS. Yet WHUR beat WKYS for the first time in recent memory and became the city's #1 contemporary music station. Lindsey's "Quiet Storm" will remain on WHUR without him. The station is complementing the night block with mellow music during middays and an apparent musical softening overall.

Conversely, new WDJY PD Brute Bailey has dropped crossover music, shuffled the airstaff, put himself in mornings, widened the list, changed the station's monicker to DJ-100 (shades of its former nickname, OK-100), eliminated most talk (records are occasionally segued into commercials), and began playing five to seven "strong songs" in a row.

With WHUR getting mellow and WDJY becoming more of a funk-box, Donnie Simpson and WKYS are working the middle ground. WKYS's promotions remain geared to the city: A sixth annual "Food For Christmas" ball to be co-headed by Whitney Houston and Mark Russell; co-sponsorship of the mayor's New Year's Eve celebration with James Brown. Its list — which has gone to 80 titles at times — has been tightened somewhat, but it's still at least as loose as its competitors (all of whom play a lot of music). Lindsey's arrival means that night jock Candy Shannon goes to early afternoons, and former "Nightlight 93" host Paul Porter will handle overnights.



VEE NEAR ME — The O'Jays recently dropped in on WXYV/Baltimore and PD Roy Sampson. Shown (l-r) are the group's Sammy Strain, Walter Williams, Sampson, and O'Jay Eddie Levert.



IN THE BELLY OF THE OBESE — WKYS/Washington hosted the local premiere of "Krush Groove" in which PD Donnie Simpson has a speaking part. Simpson (c) is flanked by his co-stars, the Fat Boys and Kurtis Blow.



# EVELYN

*"Champagne"*

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**"YOUR**

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"Champagne" is back on top!  
Her new single, "Your Personal Touch" (PB 14201)

**BLACK/URBAN BREAKERS** 11-1-85

Black / Urban: **25**  
Billboard: **39**  
Cashbox: **40**

**EVELYN "Champagne"**

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Now on all major stations across  
the country! The new album  
"A Long Time Coming" now in stock.

**TOUCH"**

RCA Records salutes the YBPC on their 8th annual  
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**RCA**  
Records and Cassettes



ON SALE FRIDAY, NOVEMBER 7, 1985





BARBARA BARNES

# JAZZ

## Marketing A Non-Mass Appeal Format

Building station listenership and revenue is a challenge for any crack promotional/sales staff. But it's even more of a challenge when the station is Jazz-formatted. Promotion budgets are often small, and the music doesn't enjoy the same mass appeal of pop or rock.

Despite the drawbacks, the format has more than its share of successful marketing strategies. Offering their insight behind these winning campaigns are a few of the creative conductors who orchestrate the feat of Jazz station promotion.

### Exploiting The Difference

Whether commercial or public, Jazz stations are unique simply because there just aren't that many of them around. And that's the premise on which most Jazz promotions are built. The "alternative sound" tagline, therefore, is used quite frequently. However, KJAZ/San Francisco goes one step further. Promotion Director Robin Boyce says, "We sell ourselves on the fact that we are the only Jazz station in the Bay Area." She feels this is an edge which makes the station easier to promote.

Being unique also alleviates the pressure of "keeping up with the Joneses" in terms of campaign dollars. KJAZ GM Ian Epstein points out, "Five stations with the same format end up having to work up a different angle to distinguish themselves from the others. All we have to do is make people know we exist." Besides, he adds, "No Jazz station can afford to promote like the CHRs do, and we're not competing for the same type of listeners, anyway. Our major concern is securing the loyalty of our audience, and then expanding it."

### Being Cost-Effective

When money is needed for promotional campaigns, it's usually

drawn from a "contingency" expense account that often serves advertising, sales, and promotions. Although 5% of WBGO/Newark's budget is earmarked for promotions, Development Director Michael Jones feels (as does many of his counterparts) a higher allotment would be more effective. But he manages to accomplish the job with what he's given. "Paid advertising in this market is very expensive and, as a result, we have chosen our promotional vehicles which prove very cost-effective for our station."

One of the most commonly used promotional methods — outside of bumper stickers — is associating the station with jazz concerts. "We've worked very hard to integrate our promotional activities with the jazz community as a whole," says Jones. Our success is evident in our relationships with several jazz concert and festival production companies, namely the prestigious George Wein's group. WBGO not only benefits from underwriting revenues from the production company and any related co-op buys, but also earns free press. Furthermore, the station's image is fortified by its association with such events.

### Jello Jumps?

Many Jazz stations project an image of affluence and sophistication, almost to the point of exclusivity. The music itself probably dictates a lot of that because don't you have to be cool to dig that swing? Everyone wants to be cool and part of a hip group. And that can open

doors as KJZZ/Phoenix Development Director Bob Glazar explains. "Since we've solidified our jazz image, we've been receiving a lot of contacts for promotions. That's one reason why we try to stay within our jazz image."

So what other kinds of promotions fit the "jazz image?" There are on-air contests which usually consist of album and concert ticket giveaways. Others promotions are done as trade-outs with travel agencies for vacation trips or international jazz festival tours.

Interestingly, none of the jazz promotion directors I spoke with have given away a car, the prize mainstay for other formats. KJAZ's Boyce says she'd rather give away a trip because "our listeners already have cars. Furthermore, our audience would probably be turned off by a 'wheel of fortune' contest. We try to be subtle and tasteful."

KKGO/Los Angeles Corporate Sales Manager Bob Bordonau says that if his station was approached "we could probably give away a BMW or a Porsche, but no Cadillacs." He feels Cadillacs wouldn't fit into the station's young, urban professional-oriented format. KKGO's Promotion Director Deborah Ashin adds, "Everybody likes to win something, and it's a good way to generate audience loyalty. But the promotions we do must suit our air of style." Well, I guess we won't be seeing longtime KKGO personality Chuck Niles doing a jello jump for jazz anytime soon. Gary Owens maybe?

When asked if there'd ever been a situation where the prize didn't go over well with the listening audience, Ashin noted, "When we had some computer software to give away, I momentarily thought it might not be enough of a general interest item. But usually, there's never a problem. If we're going to ask our listeners to write in for something, our premiums need to be something very special for them." With that in mind KKGO gives away Playboy Jazz Festival tickets, vacation trips, and backstage passes. Listeners must respond with a postcard to win a premium. Therefore, those who take the time to write in are very interested in the prize.

### Quality Not Quantity

Just who are the listeners Jazz radio is reaching? Since conventional ratings research generally doesn't reflect eye-popping numbers for Jazz radio, some stations elect to do research on their own. KKGO is one station that does this because, as Ashin reports, "We don't use ratings to sell the station, we use concept." Bordonau also



KMCR/Phoenix switched its calls to KJZZ earlier this year, but not before it had printed bumper stickers fashioned after Arizona's red and white license plate. Instead of throwing away the remaining 20,000, KJZZ printed renewal stickers to cover the old calls. The renewals were also made available to those who had the old bumper sticker.

notes that KKGO's audience tends to be active and upscale.

Many public stations conduct annual surveys using their donors. KPLU/Tacoma-Seattle Director of Development and Promotion Dean Zuch finds that his "audience is not much different from the public radio audiences nationwide, which are well-educated and upscale. But ours tend to be a little younger and more male dominated." Out of a 30% return, the survey shows that 70% of KPLU's listeners are 25-49 years old, 50% are 25-39, and 65% of the men are professional. "This is what I use to help me sell the station," Zuch adds.

### Record Relations

Record companies also play an important role in Jazz station promotion. When referring to her station's relationship with record labels, Jazz Director Linda Yohn of WKSU/Kent says, "One hand washes the other." For example, "KSU fosters a strong record label relationship and effective promo-

tion campaigns through fund drive giveaways. Labels donate albums which are used to encourage donations from listeners, and then some of the money is filtered back to the label to purchase catalogue items the station doesn't have.

KKSN/Portland held a listening party at a local club featuring Blue Note product. WBGO and Gramavision, as well as KIFM/San Diego and GRP, cohosted instore performances/appearances that not only benefited the station and label, but also the record store. And a local WB rep helped public station WFAE/Charlotte stage a co-promotion with a cross-town commercial outlet to bus listeners to a Pat Metheny concert.

Whatever the promotion, the end result is the same — making the public (and sponsors) aware of your station. As KJAZ GM Ian Epstein advises, "Every Jazz station must make an effort to promote itself, or it will just wither and end up a relic on the dial."

## ALL THAT JAZZ

WYRS/Stamford, CT, along with sister station WSTC, will be bought from Radio Stamford this month and merged with the Ten Eighty Corporation (owner of WTIC-AM & FM/Hartford) to form Chase Broadcasting. Named GM for the Stamford stations is WTIC-AM Sales Manager Warren Lada. The outlets' Dennis Donahue and Jeffrey Donahue remain, becoming GSM and Business/Operations Manager, respectively. And Radio Stamford President A.J. Donahue also stays on as Chairman of the Executive Committee. WYRS will continue its Jazz programming.

University of Missouri's KBIA/Columbia GM W. Theodore Eldredge named GM of WRTI/Philadelphia... WBFO/Buffalo OM John Werick adds interim Jazz Director to his duties... Replacing Ed Garrett as KTCJ/Minneapolis PD is Syl Jones. The station is also adjusting its format to encompass more contemporary jazz... PD Terry Wilson reports WBBY/Columbus is leaning toward a more contemporary sound... WNOP/Cincinnati has gone 24 hours. MD Chris Wagner requests additional record service... WYBC/New Haven is back on the air; Jerry Et-kind remains as PD, with jazz programming every weekday from 6am-1pm

WGCI/Gainesville dropped its Jazz-A/C format and joined the Satellite Music Network.

WYRS/Stamford, CT PD Rick Perrone hosts a new syndicated Jazz program called "The Great American Music Contemporary Countdown." Call him at (203) 327-1400... NBC Radio Entertainment announces "The Jazz Show With David Sanborn," a two-hour weekend program set to premiere in early '86. Call (212) 664-2594... KKGO/Los Angeles has a new show "Friday Featured Artists," which runs 9pm-midnight and is hosted by Chuck Niles. It includes interviews with major jazz artists... "Behind The Scenes" is a new bi-weekly show on KUOP/Stockton featuring music and interviews... Undlyne now counts KIFM/San Diego as a client, offering sales, traffic, and logging services to the station.

Independent producer Ralph Jungheim (the producer Joe Williams's Grammy-winning "Nothin' But The Blues") adds jazz promotion to the services offered by his Ralph Jungheim Associates Inc. Call (213) 396-7848... Congratulations to WFAE/Charlotte personality Paul Stribling, who has set January 25 as his wedding date.



KPLU/Tacoma-Seattle promotes its calls via theater boards and buscards.



# THE FINEST IN JAZZ



## 2 McCOY TYNER/ JACKIE McLEAN

The first collaboration between McCoy, piano and Jackie, alto sax, is a gem. Features Ron Carter, bass, Jon Faddis, trumpet, Al Foster, drums, Marcus Miller, electric bass.

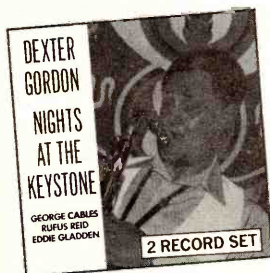
“ITS ABOUT TIME”



## 6 OTB

The bright new players on the Jazz scene in the historic Blue Note acoustic ensemble tradition.

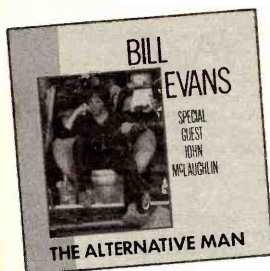
“OUT OF THE BLUE”



## 12 DEXTER GORDON

A live, two-record set of Dexter at the top of his form. With George Cables, piano, Rufus Reid, bass, Eddie Gladden, drums.

“NIGHTS AT THE KEYSTONE”

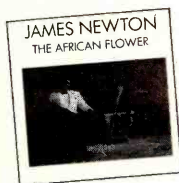


## 26 BILL EVANS

Multi-talented Miles Davis alumnus Bill Evans, joined by John McLaughlin, acoustic guitar and Marcus Miller, bass.

“THE ALTERNATIVE MAN”

### NEW AT RADIO



## JAMES NEWTON

The #1 Jazz Flutist in the Downbeat Critics Poll plays Duke Ellington and Billy Strayhorn. Featuring Roland Hanna, Arthur Blythe and more greats.

“THE AFRICAN FLOWER”



## CHARLIE PARKER

Live Bird, with his only recordings of “Dancing on the Ceiling” and “I’ll Walk Alone” plus bop standards. Includes Red Garland, piano and Roy Haynes and Kenny Clark, drums.

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WKEE	WHOT	KISR
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WZLD	KSND	99KG

Produced by Alan Tarney

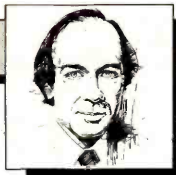
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56/R&R FRIDAY, NOVEMBER 15, 1985



BRAD MESSER

**CALENDAR**

**First Aid For Old News**

One of the most discouraging ways to begin an airshift in the newsroom is to have only old, stale stories from yesterday, or even the day before . . . but there's a quick-fix technique that is widely used to buy some time until legitimate fresh news can be gathered.

Many stories have lifespans of more than one day before they die. There are usually several predictable developments before expiration. The quick fix is to write a "today" angle into an old story by jumping to the next anticipated development.

For instance, yesterday's murder: why harp on "yesterday"

when there are likely to be lab test results or the autopsy report or formal charges against the suspect sometime later today?

Playing down that revealing word "yesterday," by stressing what's likely to happen next, can at least make the vintage of an aging news item less obvious to many listeners.

It is no secret that rewriting to stress now or soon in place of then is only first aid if there are no new facts to go with the old story, but in virtually all cases the "today angle" rewrite at least produces a better broadcast product than one that endlessly wallows around in the past tense.

It's assumed that at the earliest opportunity, the reporter will call a source who will be knowledgeable about the next development, to get fresh tape and new facts.

**How Teddy Bear Got His Name**

**MONDAY, NOVEMBER 18** — A Brooklyn toymaker gave the Teddy bear its name 83 years ago today, based on an incident in the life of President Theodore "Teddy" Roosevelt (1902). The President had gone on a hunting trip. He got a bear in his gunsights, but when he saw it was a female with cubs, the President refused to pull the trigger. That incident inspired a political cartoon in the *Washington Evening Star*, and Brooklyn toymaker Morris Michton saw the cartoon. He and his wife had just created a fuzzy, button-eyed stuffed bear toy, and the cartoon inspired the name. Michton's Teddy Bear was an immediate commercial success.

1978 — People's Temple mass suicide 900+ in Jonestown, Guyana.

1913 — First airplane to fly a loop.

1307 — William Tell shot apple from son's head using crossbow.

**Birthdays:** Brenda Vaccaro 46. First U.S. astronaut in space (1961) Alan Shepard Jr. 62.

**"Pie In The Sky"**

**TUESDAY, NOVEMBER 19** — The phrase "pie in the sky" means empty promises. It was made up by labor organizer and troubador Joel Emmanuel Haaland, better known as Joe Hill, author of songs including "Casey Jones the Union Scab" and the still-sung "Solidarity Forever." Joe Hill was executed in Utah 70 years ago today (1915) for murder. His followers have always claimed he was framed. Hill's last words were "Don't mourn for me... organize!"

1977 — Equal Rights Amendment endorsed by National Women's Conference.

1976 — Patty Hearst released from prison.

1874 — Women's Christian Temperance Union founded at Cleveland.

1863 — Abe Lincoln's Gettysburg address.

**Birthdays:** Designer Calvin Klein 43. CNN founder Robert Edward "Ted" Turner 47. Richard "Dick" Cavett 49. Baseball Hall of Fame member Roy Campanella 64.

**Workers Liked Time Clock**

**WEDNESDAY, NOVEMBER 20** — The time clock was patented 97 years ago (1888). Some people consider the time clock just another way of squealing on someone who gets to work late or leaves early, but the first time clocks didn't have such a negative connotation. A century ago, it was common for employers to make people work until sundown, and sundown comes mighty late this time of year. Time clocks proved that workers had put in their hours and could go home before dark.

1983 — ABC-TV movie "The Day After" drew audience of 100,000,000.

1962 — JFK stopped U.S. "quarantine" to end Cuban Missile Crisis.

1945 — Nuremberg War Crimes trials began, 24 top German leaders tried for WWII actions.

1820 — Whale rammed and sank ship "Nantucket."

**Birthdays:** Musician Joe Walsh 38. Comedian Dick Smothers 46. Actress Estelle Parsons 58. Journalist/TV narrator Alistair Cooke 77.

**Frenchmen First to Fly**

**THURSDAY, NOVEMBER 21** — The first men to fly did it 202 years ago today — over Paris, France — in a hot-air balloon made mostly of layers of paper (1783). Francois Laurent and Jean-Francois Pilatre rose to an estimated 3,000 feet and drifted ten miles during their 23-minute flight. (It was the first free flight: A man had flown in a tethered balloon about a month earlier.)

1980 — MGM Grand Hotel fire at Las Vegas killed 84.

1980 — "Dallas" episode "Who Shot J.R.?" drew TV audience of 41,470,000 households.

1973 — Richard Nixon's 18.5-minute Watergate tape gap revealed.

1877 — Tom Edison announced "talking machine" (demo Nov. 29).

**Birthdays:** Goldie Hawn 40. Marlo Thomas 42. Baseball Hall of Fame member Stan "The Man" Musial 65.

**S-O-S Distress Signal**

**FRIDAY, NOVEMBER 22** — Not long after radio was perfected, ships at sea began using radio to broadcast calls for help. To standardize the distress signal worldwide, the code S-O-S was officially adopted on this date in 1906. One of the earliest emergency S-O-S's was broadcast about three years later when two ships, the "Republic" and the "Florida," collided in thick fog off Massachusetts. All passengers were saved before the Republic sank, reportedly carrying over \$100 million in gold. Treasure hunters are still actively hunting the wreckage of the Republic.

1982 — MX densepack missile base mode endorsed by Reagan.

1963 — President John Kennedy assassinated in Dallas at 12:31 pm.

1842 — Mt. Lassen volcano erupted in California.

**Birthdays:** Baseball player Greg Luzinski 35. Billie Jean King 42. Actor Robert Vaughn 53. Actress Geraldine Page 61.





LON HELTON

# COUNTRY

## KCCY SPOTLIGHT

# The Best Show In Pueblo

Not long ago I was sent an aircheck of KCCY/Pueblo, and was totally knocked out by what I heard. The overall presentation of the station was great, but the music was especially fascinating. I was somewhat prepared for what I was to hear because in the two and a half years I've been taking music reports here at R&R, KCCY has been unique in its musical approach.

Some of the songs I've punched in under the KCCY banner in the last year are: David Lee Roth/"I'm Just A Gigolo," Don Henley/"Not Enough Love In The World," Beach Boys/"Getcha Back," and Kool & The Gang/"Cherish." This past week's playlist included James Taylor/"Everyday," Whitney Houston/"Savin' All My Love For You," Carrie Lucas/"Hello Stranger," and as a new add, Nick Lowe/"I Knew The Bride When She Used To Rock & Roll."

Nick Lowe? Yep, Nick Lowe. Prior to getting into the musical specifics, here are some particulars you should know.

• KCCY has been number one 12+ for at least the last four Arbitron surveys. From spring '82 through '85, its shares have been 12.1, 15.1, 23.8, 20.2.

"One of the problems with country today is that too many people believe country music is a religion. Many of the more popular traditional artists fuel that fire. It's a music form — that's all. It has variations and we're choosing to play the more uptempo, bright, positive, less-twangy songs. There's nothing wrong with the more traditional music. We just choose not to play it."

— Michael John

In addition, the spring '85 Arbitron shows KCCY:

• #1 adults 18+ — over ten shares ahead of its nearest competitor.

• #2 18-34 — only a little more than a share behind nearby Colorado Springs AOR KIL0.



Michael John

• #1 18-49 — over seven shares ahead of number two.

• #1 25-49 — more than a dozen shares in front of its nearest challenger.

• #1 25-54 — more than 14 shares ahead.

• #1 35-64 — again, more than 12 shares ahead of number two.

Looking at the 12+ numbers, you may notice that a quantum leap took place between spring '83-'84. Also, before you think, "Awww, that's Pueblo, Colorado. They've got things to themselves," understand that all of the FMs from Colorado Springs (35 miles north) get in there. That effectively makes Pueblo an 18-signal market (with a Class C Docket 80-90 FM yet to come). This week focuses on KCCY's success in the face of solid competition, and we'll also take a look at the reasons behind its ratings climb.

### Avoiding The Decline

According to KCCY GM Mike John, the increases were due largely to a change in thinking away from the traditional Country mode. "KCCY's philosophy has been to approach Country as if it were a nonethnic format. We've positioned ourselves as a mass appeal station. We do things atypical of the format, with both the music and the activities we get involved in. We don't do 'teen' or 'country' kinds of things; we do adult kinds of things."

John explained that KCCY also changed its musical philosophy. "We felt that if we took out all the heavy-country, twangy stuff while keeping the overall feel of the music uptempo, we'd be more interesting to a wider group of people. We wanted to be mass appeal."

Unfortunately, being mass appeal isn't as easy as it sounds. John explains, "It wasn't hard to be mass appeal during the Urban Cowboy days. But to do it today requires a different sound. With many artists and record companies taking a more traditional

music approach, we've had to struggle to stay contemporary. To do so we had to look beyond the country arena for music which was palatable to our audience. We began adding Adult/Contemporary product."

"The second most important element is personality. We have an on-air energy level reminiscent of old rock 'n' roll days, while still being adult.

"The third-place element is music. The people in this market perceive us as Country — but with a difference. It's that difference which separates us from the average station. The bulk of what we play are the same songs that appear on most Country stations. The A/C records we play are only the spice of our sound. The real difference is what we don't play.

"For us, it's not a matter of 'Is this song Country or A/C?' The real criteria is 'Will the people who listen to KCCY accept this as an OK song?' You have to listen to every record with this attitude. It's wrong for guys to sit there looking at the trades, simply plugging songs into their playlists."

As one might expect, KCCY takes its share of heat for being a Country station while choosing not to play all of the country product released. In particular, KCCY shies away from anything it deems "traditional." Outspoken on the subject, John opines, "One of the problems with country today is that too many people believe country music is a religion. Many of the more popular traditional artists fuel that fire. It's a music form,



Mike Daniels

KCCY also went that direction strictly for survival reasons. John said, "We knew that country would begin to fade after its early '80s boom and we wanted its impact on us to be as negligible as possible. We looked to A/C for songs that would fit our sound so we could broaden our appeal."

KCCY Music Director Mike Daniels added, "Every time a station chooses to play an A/C record, the result is one less country record it can play. KCCY makes that choice because we believe that is where this format is headed; that's the kind of music people want to hear. Look at the trends around the country. On the whole, the Country format as it has existed in the past is failing. We don't want to see it fail to the point where we go down the tubes with it. We want to try to be one step ahead of everyone else. We've implemented this A/C texture to increase our ratings."

In the music discussion which comes later, MD Daniels notes that only five or six titles out of the 30-record playlist are A/C. Mike John points out that while music is important, he feels KCCY transcends the music. In the scheme of things, the music on this station comes in third. "First is a feeling of a 'fun, here and now' kind of thing. We're part of the city. We smile and laugh a lot. We're a very comfortable station. And we're not dead on our ass — we've got sparkle.

"Each individual record stands on its own. Whether it's an A/C or Country record, we listen to it to decide if it fits the sound we want."

— Mike Daniels

that's all. It has variations and we're choosing to play the more uptempo, bright, positive, less-twangy songs. There's nothing wrong with the more traditional music, we just choose not to play it."

Contrary to those who think this attitude hurts country as a whole, John believes contemporary-sounding stations like his will expose more people to the music, thus expanding its appeal.

John added, "What we have is a station that appeals to people who like music as a whole. Not that they

Continued on Page 58

## KCCY Sample Hours

Oct. 31, 8-9am

JUICE NEWTON/Queen Of Hearts  
B.J. THOMAS/Touch The Part Of Me

JIM GLASER/In Another Minute  
DOLLY PARTON/Don't Call It Love

BOB SEGER/Fire Lake  
SAWYER BROWN/Betty's Bein' Bad

LEE GREENWOOD/I Don't Mind The Thorns

ROY ORBISON/Pretty Woman  
JANIE FRICKE/Somebody Else's Fire

GLEN CAMPBELL/Dream Boy  
ROSANNE CASH/Never Be You

Oct. 31, 4-5pm

JOHNNY LEE/Hey Bartender  
LEE GREENWOOD/I Don't Mind The Thorns

ROSANNE CASH/I Don't Know Why You Don't Want Me

BILLY JOE ROYAL/Burned Like A Rocket

JIMMY BUFFETT/Changes In Latitudes

MARIE OSMOND/There's No Stopping Your Heart

BELLAMY BROTHERS/Lie To You For Your Love

EXILE/Hang On To Your Heart  
ELVIN BISHOP/Fooled Around And Fell In Love

SAWYER BROWN/Betty's Bein' Bad  
EDDIE RABBITT/Gone Too Far  
EARL THOMAS CONLEY/Nobody Falls Like A Fool  
SYLVIA/The Matador



# The Best Show

Continued from Page 57

like country music necessarily, although they probably do have a preference for country or some kind of music in particular. In some ways we're winning by default. Where is there another up-tempo format targeted to adults?"

## Positioning

Mike John is extremely happy with the "Best Show" jingle package KCCY bought from JAM. The station uses the positioning slogan "The Best Show In Pueblo" to keep from labeling itself into a corner. Says MD Daniels, "Too many stations have to live down the reputation of being a 'Country' station. An awful lot of listeners — especially those in their late 20s to late 30s — just won't give a Country station a chance.

"We stay away from jamming 'country' down people's throats. We let them perceive what they want to about us. We don't use the word 'country' anywhere; indeed, we do our best to avoid it. This is another reason we're attracting A/C listeners. In making our music selections we go for the real 'now, today' country sound."

## From The MD

So there's the thinking behind what is done. For the musical nit-gritty, I went to MD Mike Daniels, first getting his reasoning for adding A/C material. He explained that there's no set percentage of A/C records he shoots for, noting that five or six A/C records on his playlist of 30 is "about normal, depending on the product available."

KCCY doesn't need a lot of A/C records since it plays one current A/C song an hour. Daniels said, "We feel these songs separate our sound from the competition. The A/C records are basically for the texture. They're our way of fine-tuning KCCY to how we want it to sound. They make us fresh, exciting, and unpredictable."

While bringing those qualities to the station as currents, AC records

do not automatically become part of the oldies library. "Only the strongest A/C records become part of our gold library," Daniels added.

## Freedom Of Choice

The jocks have a tremendous amount of freedom in picking the music on KCCY. Although all of the currents are locked in, the jocks are free to pick the gold that goes around them. Each cart has a color-coded label corresponding to its category, and it's the jock's responsibility to make sure the A/C records are always surrounded by country product. If a locked-in A/C current is coming up, the adjacent records are obviously country. When an A/C oldie is available for play, it will be placed next to country songs for balance.

As for the station's musical selections, Daniels said, "There aren't any artists we absolutely will not play. We always listen to every record 'cause there might be some surprises. We let each individual record stand on its own. Whether it's an A/C or country record, we listen to it to decide if it fits the sound we want."

Listening to everything results in the revelation, says Daniels, that there's "very little separating some of the contemporary country and A/C product that's out."

Moving to oldies selection, Daniels said, "The only slow oldies we play are those that were monsters. We just added a lot of old rock records to the oldie library. Old Chuck Berry, Johnny Burnette, Bill Haley and the Comets, Fats Domino, and early B.J. Thomas and Righteous Brothers, to name a few. We also play nearly everything by Creedence Clearwater Revival, except their heavier rock stuff. These songs don't come up too often but when they do, the airwaves really light up."

KCCY also makes liberal use of album cuts. "We use them as a control to keep the tempo of the

# CLOSE-UPS

• **WOKQ/Dover** held a Halloween Ball for its listeners. To get an invitation, participants had to call in when they heard the "key" song for the hour. The correct caller won a ticket for two to the ball and a chance to win the \$1000 prize offered for the best costume.

• **KRWQ/Gold Hill** celebrated its fifth anniversary with **Hank Williams Jr.** and the **Bama Band** in concert at the Central Point Expo. The festivities also included preconcert parties and belt buckle giveaways.

• **WLQ/Williamsport** recently co-

sponsored a par-three golf tourney, and the entire "Q-Crew" participated. The event was free to anyone who wanted to play, and people matching the "Q-Crew" scores won prizes; those who did better won trophies and cash awards. Word has it the station parted with a lot of stuff.



**THAT TOOK A LOT OF (MEAT) BALLS!** — KVEG/Las Vegas competed in the fourth annual Meatball Festival, which raised some \$15,000 for Opportunity Village. The charity offers services to intellectually and multihandicapped adults in Southern Nevada. KVEG's team consisted of (standing) morning man Walt Reno and (sitting, l-r) air talent Stacey Ruben, ND Ted Marvell, and 7-midnight personality J.C. Simon. Also pictured is one of the KVEG Cheerleaders from the Lido De Paris Show at the Stardust Hotel. On the left, J.C. Simon shows his winning form.

station way up," Daniels says. "Our goal is to have three out of five records uptempo. We also try to limit 'negative content' records. We stay away from them as much as possible and will never play two of them back-to-back."

Finally, I had to ask where the Nick Lowe add came from. Daniels explained, "We share an awful lot of audience with KILQ. We started getting a lot of calls from our listeners requesting the record, so we gave it to them." He went on to emphasize that KCCY is "an adult station with adult appeal."

As outspoken as his boss, Daniels added, "I was surprised to hear

Ricky Skaggs's comments on the CMA award show when he criticized Country stations for not playing traditional country product. There are almost two different Country formats out there. People have to realize not every record is right for every station."

## The KCCY Lesson

KCCY is a prime example of a radio station listening to its market and then providing the music its listeners want to hear.

While much of the discussion concerned A/C product, please note that the bulk of the KCCY playlist is not A/C. In the 12-hour

aircheck I listened to there's a lot of Anne Murray, Kenny Rogers, and Crystal Gayle. It's that middle-ground country sound which is predominant on the station. KCCY plays A/C records for reasons determined by its marketplace. For them — or you — to do anything else is absurd. KCCY is playing to Pueblo. And killin' 'em.

One final note: I would be remiss if I didn't mention former KCCY PD Jack Carter — a key architect in the station's success. Jack left KCCY, which is in the process of being sold, a few months ago for a fulltime job on a Pueblo television station.

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SHARON ALLEN

# NASHVILLE THIS WEEK

## Wrangler Showdown Time

Country music acts from across the nation compete this week on the Grand Ole Opry stage in the Wrangler Country showdown finals. Gail Davies and Moe Bandy are hosts for the fourth annual show, spotlighting budding talent from 40 regional winners. Also performing during the finals are comedy act Williams and Ree as well as previous winners Denise Price, the John Arnold Band, and the Debonaires.

As you know, prizes are designed to be practical items to help further aspiring artists' careers. The grand prize is \$50,000 in cash, a recording contract, a Dodge Mini Ram Van, a booking contract with Limelights, Inc., and Wrangler sportswear and boots. Second prize is \$15,000, a Dodge Mini Ram Van, and Wrangler sportswear and boots. Third prize is \$10,000, a Dodge Mini Ram Van, and Wrangler sportswear and boots.

In addition to co-hosting the finals, Moe Bandy hosted 27 of the 40 regionals. His band also backed up some of the contestants during the competitions.

### Opryland Auditions

If someone you know is interested in performing in Nashville, one way to break into show business is by working at Opryland. Each year the theme park employs hundreds of people in a variety of positions, ranging

from singers and dancers to technical positions. In order to fill those positions the Opryland audition team is once again going on a coast-to-coast talent search beginning this week.

The 29-city tour begins in Memphis with stops in Boston, Orlando, Seattle, and other cities before the last road stop January 17 in Carbondale, IL and the last audition January 18 in Nashville. The audition team searching for performers consists of the park's entertainment director, entertainment manager, choreographer, musical director, a pianist/accompanist, and a coordinator. For more information on auditions in your city phone (615) 889-6600.

**Bits and Pieces:** Lacy J. Dalton will accompany the Nashville Network's "Country Sportsman" crew on its first venture to South America for a six-day fishing expedition in Peru's Amazon jungle ... Look for the Forester Sisters

to appear on "Good Morning America" November 26. The show will feature the strengths of the American family. While in New York they will perform at the Lone Star in a show simulcast on WHN. By the way, the ladies will be traveling to the Big Apple in their new tour bus, formerly owned by Dolly Parton. It's decorated with leaded glass from Parton's childhood church in Sevierville, TN ... Mel Tillis recently performed at a swank party given by Metromedia's John Kluge and his wife Patricia to celebrate the completion of their new home, Albemarle, near Charlottesville, VA. When Gen. Douglas MacArthur's widow requested "Tennessee Waltz," Mel said he'd rather dance it with her than sing it. After Mel whirled her around the floor, she told him it was the first time she had danced since "my general" died ... Crystal Gayle and Gary Morris's duet "Makin' Up For Lost Time" is part of the "Dallas The Music Story" LP, which features songs about the characters on the prime time soap. The LP includes songs from WB artists Johnny Lee, and the Forester Sisters as well as songs by cast members Howard Keel, Steven Kanaly, and Jenilee Harrison ... Hank Williams Jr.'s 50th career album, "Five-0," just reached gold status, making it the eighth gold LP for Bocephus ... Congratulations to the Nashville Network's video jockey Shotgun Red on his nomination for an ACE (Award for Cable Excellence) from the National Academy of Cable Programming. Red hosts TNN's "Countryclips." He was nominated in the "music host"



**CAPITAL T'S** — Tanya Tucker and T. Graham Brown go for a spin in a classic '57 T-Bird, driven by its proud owner, Capitol's National Director of Promotion/Nashville Paul Lovelace. Tucker and Graham were the label's nominees as "Homecoming King and Queen" for the NARAS "Lost in the Fifties" Homecoming Parade, which was held to promote NARAS's homecoming dance. Proceeds from the dance, featuring Ronnie Milsap, went to the NARAS scholarship program.

category ... The Bellamy Brothers are currently touring Europe and promoting their current LP "Howard and David." The tour began with an awards

presentation and concert in Vienna, Austria, continuing through Luxen bourg, Brussels, Germany, and Hollan. Just thought you'd like to know!



**TOASTING SUCCESS** — The winning team behind Steve Warner's #1 single "Some Fools Never Learn" celebrates its success with MCA labelmate Nicolette Larson. Pictured (l-r) are first engineer Steve Tillisch, songwriter John Scott Sherrill, Larson, Warner, and producer Tony Brown.

## Who's New

**Billy Joe Royal** on Atlantic Records. It's true this artist isn't new to the music business, but he's new to the Country chart. Here's some background information: Billy Joe Royal is from Marietta, GA. In high school he formed his first band, the **Corvettes**. During his early days he came into contact with other fledgling Atlanta musicians — **Joe South**, **Freddy Waller**, **Mac Davis**, **Jerry Reed**, and **Ray Stevens**. All under the tutelage of **Bill Lowery** were destined to have a meteoric impact on the history of the music business.

Joe South penned Royal's first hit, "Down in the Boondocks," on **Columbia Records**. Royal had hit after hit: "I Knew You When," "Hush," "I Got To Be Somebody," "Greatest Love," and "Yo-Yo." The British invasion changed the course of music and Royal's career drastically. Nonetheless, his million-seller "Cherry Hill Park" followed soon after. Between recording contracts Royal spent a lot of time performing in Reno, Vegas, and Tahoe.

In the late '70s he cut an album with **Chips Moman** on **Kat Family Records**. After that, Royal met **Nelson Larkin**. There was a brief studio collaboration, but the project

died quietly. Several months ago Royal came to Nashville looking for material. He and Larkin met again and renewed their studio association. Later, **Harold Kleiner** sent Larkin "Burned Like a Rocket," a familiar sound that Royal heard as a hit.

It's now charting in **R&R's** top 50. The single was shopped to no avail to every label in Nashville. So **Bill Lowery** released the single on his own **Southern Tracks** label. "Burned Like a Rocket" was added on 10-12 reporting stations, but didn't chart nationally. Falling off all but two stations, the song hit #1 at **WQYK/Tampa** and topped out at #3 on **WPAP/Panama City**. It also crossed over to **A/C** and **CHR** in Florida.

Stopping in Nashville on vacation, **WQYK's** MD **Bill Pine** was touting the record to **Chart Attack's** **Stan Byrd** when **Atlantic's** **Vince Faraci** called. Pine asked Byrd to mention the single to Faraci and Byrd replied, "You tell him." Faraci moved on it immediately — researching, affirming, and then picking it up. So there you have it. The story of a record that had every opportunity to die, but instead became a new chapter in the continuing success of **Billy Joe Royal**.



**ASCAP SIGN STOREY** — Epic artist **Lewis Storey** recently signed with ASCAP. His debut release is slated soon. Pictured (l-r) are Storey, CBS/Nashville VP/A&R **Bonnie Garner**, Storey's manager **Dixie Gable-Bowen**, and ASCAP Associate Director **Merlin Littlefield**.

## NASHVILLE IN MOTION

**Helen Cornelius** and husband **Jerry Garren** just sold Nashville Unlimited Booking to former partner **Walt Barden**. The company represents **Little Jimmy Dickens**, **Shotgun Red**, **Tina Carol** and the **Nashville Satin**, **Jimmy C. Newman**, **Michael Twitty**, and **Kyle and Kelly**. Under a new business arrangement, Cornelius will be represented by **Headline International Talent**. ... **Henson Cargill** combined his new company, **Henson Cargill Inc.**, with **Johnson and Shockley Productions**. **Edwin Z. Meadows** joined the firm to handle advertising and national promotion ... **Mack Sanders** is now Co-Chairman of the Board of Directors for the **Jim Halsey Company**. He will act as advisor and consultant for Halsey's radio promotions division and direct other worldwide areas of broadcast interest to the company.



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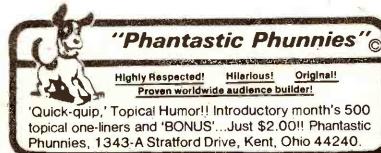
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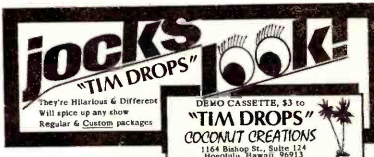
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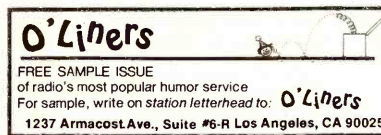
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announcers, news people, programmers, male and female, for all size markets. If you  
are ready for a move let NATIONAL help. We make the complete presentation for you.  
For complete confidential details and registration form, enclose \$1 postage and  
handing to:



**BROADCAST TALENT COORDINATORS**  
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

### PROMOTION SECRETARY FOR MAJOR RECORD LABEL

Must have strong secretarial and  
organizational skills to work with  
Director of Promotion. Must work  
efficiently in hectic detail,  
deadline-oriented office as well  
as work well with people. Inter-  
face with trade publications,  
radio stations and management.  
Must be bright, intuitive and a  
dedicated worker. Send resume to  
Radio & Records, 1930 Cen-  
tury Park West, #182, Los  
Angeles, CA 90067. EOE

### We're Looking For Talent!

- Morning Talent
- News Talent
- Programming Talent

If you have it — can work well with people  
and have a desire to win — send cassette,  
resume, and references to:



**Broadcasting Unlimited**  
16 Coltsway  
Wayland, MA 01778

## EAST

Radio news: Energetic individual to join award-winning/mid-  
coast news team. Experienced reporter preferred. T&R: James,  
ND, Box 329, Bath, ME 04530. EOE M/F (11-15)

## OPENINGS

Know news? Know Country? We need you now. Great gig for  
right person. Women strongly encouraged. T&R/writing  
samples: C. Bulet, Box 330, Lewiston, ME 04240. EOE M/F  
(11-15)

Looking for bright, up tempo parttime announcer with produc-  
tion skills for Philadelphia. No calls! T&R: WIOD, Box 1002,  
Bala Cynwyd, PA 19004. EOE M/F (10-18)

Need experienced news/sports person for PM/nighttime shift.  
T&R/writing sample: Ron Plock, ND, WJNB, Box 707, N.  
Adams, MA 01247. EOE M/F (11-15)

### A/C Morning Personality

Looking for a solid morning per-  
sonality that can do Adult-Full  
Service radio. Aircheck must in-  
clude samples of reflecting  
lifestyles and understanding of  
what it takes to do morning drive  
on a market leader. If you really  
know 35-64s, we really want to  
know you! Send T&R to: Radio &  
Records, 1930 Century Park  
West, #183, Los Angeles, CA  
90067. EOE

## OPENINGS

### CRB BROADCASTING

Seeks experienced adult communicator/Assis-  
tant PD due to recent expansion. Candidate  
must have at least 5 years experience, and  
clearly understand the meaning of "Adult,"  
"Communication," "Relatability," "Listener  
awareness," and "Personalization." Qualified  
candidates should send latest resume, current  
salary, best aircheck, and cover letter with  
philosophy of "Adult Communication" to: CRB  
Broadcasting, Corporate Director of Program-  
ming, P.O. Box 2727, Lehigh Valley, PA 18001.  
EOE M/F



**Jersey Shore Metro CHR FM**  
Needs fulltime "Personality" announcer  
who can do more than time & temp. Good  
salary and benefits. T&R to Lance DeBock,  
VP/PD, WJPR 100FM, P.O. Box 100,  
Toms River, NJ 08754. EOE

## Western Maryland FM

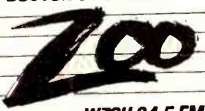
Has opening for strong on-air personality. Minimum 1 year experience.  
CHR format. Females encouraged. Send tape and resume to: P.O. Box  
2318, Hagerstown, MD 21740.



# OPPORTUNITIES

## OPENINGS

**BOSTON'S HOT HITS**



**WZOU 94.5 FM**

WZOU-FM/BOSTON is conducting a nationwide search for one of America's top morning talents to join "The Boston Morning Zoo." If your specialties are strong comedic writing and character voice, rush T&R to Pat McKay, OM, WZOU, 441 Stuart St., Boston, MA 02116. Do it today! EOE M/F

**Are You The One?**

Looking for an announcer/communicator for a New England A/C. Females encouraged to apply. Send T&R to Radio & Records, 1930 Century Park West, #171, Los Angeles, CA 90067. EOE.

ME coast top-rated A/C, CHR needs news anchor for award-winning news staff. No beginners. Some gathering. T&R: Stu Macknoon, KISS 94FM, Ellsworth, ME 04605. EOE M/F (11-15)

WINE needs nearby, professional weekend air talent. We're flexible... are you? C&R: Bruce Goldsen, Box 95, Danbury, CT 06810. EOE M/F (11-15)

FM-100 needs conversational newperson for AM. Knowledge of Central PA. Females encouraged. T&R: Tony Rose, WFUM, Lebanon, PA 17042. EOE M/F (11-15)

**NE CHR PROMOTION DIRECTOR**

Image-conscious, hard-working with contemporary creativity. On-air experience a plus. Send resume to Radio & Records, 1930 Century Park West, #169, Los Angeles, CA 90067. EOE

**WANTED**

For award-winning New Jersey AM-FM combo, "take charge" News Director who can lead by example of covering news, writing & airing story... Also wanted... additional news person. Send tape & resume to Radio & Records, 1930 Century Park West, #174, Los Angeles, CA 90067. EOE

**PROGRAM MANAGER**

WARM, Scranton/Wilkes-Barre full-service leader, seeks program manager. Prefer candidates with experience at successful full-service stations. Must be a communicator, not a jock. Strong people and promotion skills. T&R: Al Saunders, Susquehanna Broadcasting Co., 3405 Piedmont Rd., Atlanta, GA 30305. EOE.

**SOUTH**

MD/Evening CHR personality. T&R/production samples/references: Keith Richards, Q-107, Box 956 Canyon, Amarillo, TX 79015. EOE M/F (11-15)

100kw Country FM needs professional people. Airshift/production. Team player for Little Rock market. T&R: KFXX, 920 Commerce Rd., Pine Bluff, AR 71601. EOE M/F (11-15)

FM Country needs experienced news reporter/anchor. Good writing skills, fleegree in journalism. T&R: WQYK, Box 200, 87th St., Petersburg, FL 33742. EOE M/F (11-15)

• KGGG • WDAO • WBNF • KHAK •  
 Stoner Broadcasting System Inc.  
**SALES PROFESSIONALS**  
 One of the fastest-growing broadcast companies has immediate openings for proven professional sales people. If moving up in 1986 is your goal, then mail your resume to:  
 Stoner Broadcasting System, Inc.  
 901 E. Summit Hill  
 Suite 200  
 Knoxville, TN 37915  
 • WIMZ • WHWK • KGGG • WDAO •

## OPENINGS

AOR powerhouse wants experienced, streetwise salesperson. List waiting. Resume & sales record: Ernest Huntsman, Box 1731, Laredo, TX 78044. EOE M/F (11-15)

Anchor/reporter wanted for San Angelo medium market. Greg: (915) 653-3387. EOE M/F (11-15)

**NEWS DIRECTOR and/or MORNING DRIVE ANCHOR**

Needed in the sunny South. Need a people person who is a total person first and a great communicator second. If you're looking to do information radio geared toward adults and are looking for a position with longevity, excellent benefits, and pay, you may be what we are looking for. Send picture, resume, and audition tape now. Radio & Records, 1930 Century Park West, #171, Los Angeles, CA 90067. EOE

Modern FM Country seeks well-rounded air talent. Production skills a must. T&R: Glenn Moore, Box 1060, Avon Park, FL 32825. EOE M/F (11-15)

Top-rated FL A/C with full-service news department, looking for anchor/street reporter. T&R: Nancy Frost, Box 189, Cape Coral, FL 33910. EOE M/F (11-15)

**OPPORTUNITIES IN BROADCASTING**

We are seeking the Right People for positions in **MANAGEMENT, SALES MANAGEMENT, PROGRAMMING, and AIR TALENT.** Small, medium, and large market opportunities. Send Tapes and Resumes in confidence to:  
 Resort Broadcasters, Inc.  
 Edward F. Seeger, Chief Operating Officer  
 121 Wyck St., Suite 300, Richmond, VA 23225  
 (no calls please)  
 An Equal Opportunity Employer

Experienced announcer wanted for Country small market FM. T&R: Bill Thompson, WFAC, Box 2106, Clewiston, FL 33440. EOE M/F (11-15)

Rock & Roll on Carolina Coast has opening for talented, cheap on-air/production person. C&R: Kris Kelly, WXQR, Box 760, Jacksonville, NC 28541. EOE M/F (11-15)

**STAR SEARCH**

Looking for winning drivetime entertainer for successful high-profile Southeast Rocker. Only creative zany performers, ready to work hard, need apply. Send T&R to Radio & Records, 1930 Century Park West, #180, Los Angeles, CA 90067. EOE

Anchor/reporter with three years' experience, needed for 100kw FM/50kw AM in Central FL. T&R: ND, WHOO, Orlando, FL 32808. EOE M/F (11-15)

LOVE 94FM seeks weekend announcers. T&R: Beau, 94FM, 194 NW 186th St., Miami, FL 33169. EOE M/F (11-15)

Fulltime news AM/FM South Central LA. Salary & benefits. Someone who can be their own boss. T&R/salary requirements: Raleigh, Box 1360, New Iberia, LA 70561-1360. EOE M/F (11-15)

Hot CHR KFMN has first opening in ages. Absolutely no beginners. Rush T&R: Dom Testa, Box 473, Abilene, TX 79604. EOE M/F (11-15)

## OPENINGS

**WANTED**

Experienced personnel for immediate positions as **NEWS DIRECTORS, REGIONAL and STATE ANCHOR PERSONS, and REPORTERS.** Send Tapes, Resumes, and Salary Requirements in confidence to:  
 Edward F. Seeger, Chief Operating Officer  
 121 Wyck St., Suite 300, Richmond, VA 23225  
 An Equal Opportunity Employer

**A/C Morning Personality**


Group operator in major Sunbelt market needs A/C morning personality. Bright delivery, topical input to interact with newperson within constraints of music-intensive format. Working knowledge of sports helpful. Send T&R to Radio & Records, 1930 Century Park West, #178, Los Angeles, CA 90067. EOE

**ADULT AOR**

Need great staff for adult AOR. Desirable Top 50 market. Terrific opportunity for morning talent, all other dayparts, Production Director with writing ability. Send best aircheck, examples of production, resume, references ASAP. Radio & Records, 1930 Century Park West, #173, Los Angeles, CA 90067. EOE

**PD Needed For Urban Hit Music-Oriented Ratings Dominator**

Salary in the low 20s, plus ratings bonus. Strong leadership and administrative abilities necessary. Do you expect to grow into management? Do it with us. Resume with references and tapes to: Radio & Records, 1930 Century Park West, #175, Los Angeles, CA 90067. Also future openings for air talent. EOE M/F

AM1230  
  
 Adult-oriented station with a strong commitment to information programming looking for high-energy news anchor with strong reporting skills. If you're comfortable dealing with community leaders and want a station that will appreciate your delivery style, call (205) 534-3521. Extremely competitive salary.

**MIDWEST**

WMBN/WWPZ seeks overnight announcer with automation experience. T&R: Dennis Martin, Box 286, Potosky, MI 49770. EOE M/F (11-15)

**175,000 WATTS**

If you want to work with 175,000 watts of power in one of the best companies in the country... Send T&R immediately to: Bill Richards, WNCI-FM, One Nationwide Plaza, Columbus, OH 43215... State-of-the-art facilities, creative environment, decent bucks to the right persons. No phone calls please. Include references. EOE M/F

## OPENINGS

Newperson needed, 1-2 years' experience preferred. Lifestyle reporting helpful. T&R: Randy Hugg, Box 1390, Sandusky, OH 44870. EOE M/F (11-15)

**ADULT COMMUNICATOR**

A/C Top 50 AM looking for fulltime and parttime talent, 3 years experience minimum. Stable, creative team player, not afraid to work. Big bucks for big talent. Send T&R to Radio & Records, 1930 Century Park West, #176, Los Angeles, CA 90067. EOE M/F

14WSAM/Saginaw needs parttime talent. T&R: Dave Wenton, Box 1776, Saginaw, MI 48605. EOE M/F (11-15)

Soon to be top-rated/mid-MI hit rockin' CHR, needs hi-energy pros for future openings. C&R/photo: Brian Krysz, WJXQ, 1700 Glenshire Dr., Jackson, MI 49201. EOE M/F (11-15)

WCVS/WVMB needs newperson with great writing, gathering, & delivery skills. T&R: Charles McBaron, ND, Box 2989, Springfield, IL 62708. EOE M/F (11-15)

**PROGRAM DIRECTOR**

Medium market, dominant Top 40 FM. An exceptionally creative individual, he or she needs an extensive background in research, the ability to motivate and lead a major market-quality staff. The PD must possess the ability to plan future strategies to keep our station dominant against stiff competition. Our new PD will have all the tools needed to win: excellent working conditions and facilities, large promotion budgets, and a management's commitment to winning. If you are this bright, diligent individual, and can effectively demonstrate your skills, please send a resume, scope of your station, and a personal aircheck to: Radio & Records, 1930 Century Park West, #154, Los Angeles, CA 90067. EOE

Immediate opening for ND/PBP sportscaster. Interested? T&R: Chris Alexander, KDSV-FM, Box 2128, Rock Spring, WY 82901, or (307) 362-3793. EOE M/F (11-15)

Looking for dedicated newperson who can develop local stories. Mature. C&R: Chuck Urban, WKTY, 704 Lacrosse St., Lacrosse, WI 54601. EOE M/F (11-15)

**74 KRMG**

74KRMG has a rare fulltime on-air opening. We're a full-service, clear channel A/C with heavy emphasis on news, sports, community involvement, and great personalities. If you can add to our outstanding lineup of stable, creative, high-visibility personalities, send your materials to prove it. Good production is a must, as are lots of personal appearances. For your chance to join a longtime market leader in one of America's most beautiful cities, ship your T&R immediately to: Kelly Carls, Program Director, 84KRMG Radio, 7136 S. Yale, Tulsa, OK 94136. No calls, please. EOE M/F



# OPPORTUNITIES

## OPENINGS

**Attention Creative Geniuses!**  
 Top 50 CHR-A/C operation needs innovative copywriter/promotion pro. Production skills and good voice also desirable but not mandatory; we need your mind! Send samples of your best work to Radio & Records, 1930 Century Park West, #177, Los Angeles, CA 90067. EOE M/F

NW MI six-station group seeks on-air/newsperson. T&R: Corporate GM, Box 666, Traverse City, MI 49685. EOE M/F (11-15)

Experienced A/C PD for medium market near Chicago. Strong on-air/promotions. T&R/salary: Craig Jacobus, New Horizons Communications, 1605 Colonial Pkwy, Inverness, IL 60067. EOE M/F (11-15)

A/C, CHR has future openings for great production. Females encouraged. T&R: D.L. Bogart, KCLU, Box 728, Rolla, MO 65401. EOE M/F (11-15)

## WEST

Accepting applications for future on-air openings. T&R: Chris Alexander, Q-36, Box 2128, Rock Springs, WY 82901. EOE M/F (11-15)

PD/ND/air talent for all formats. T&R: Peterson Media, 4535 White Oak Pl., Encino, CA 91316. EOE M/F (11-15)

## Southern California Contemporary Needs

Morning Drive Personality or Team. Entertaining. Adult-appeal communicator gets this opportunity. Send cassette aircheck, resume, photo, promotional material and salary requirements to: Calif. GM c/o Box 1290, San Bernardino, CA 92404. EOE

A/C needs midday announcer, yesterday. T&R: David Wilson, 920 Commerce Rd., Five Bluff, AZ 71601. EOE M/F (11-15)

Aggressive ND needed for A/C. Five years' experience desired. T&R: Carter B., 9200 Lake Otis Pkwy., Anchorage, AK 99507. EOE M/F (11-15)

## Top-Rated Northwest AOR

Looking for future fulltime air talent and newperson. Must have excellent production skills. Minimum three years experience. Send T&R to Radio & Records, 1930 Century Park West, #179, Los Angeles, CA 90067. EOE M/F

KEZY has immediate & future openings for weekends & CHR relief DJs. Please send T&R: Jeff Salgo, 1190 E. Ball Rd., Anaheim, CA 92805. EOE M/F (11-15)

Rocky Mountain A/C wants ND/anchor with experience & mature delivery for interactive morning show. T&R: KSTR, 680 Road Ave., Grand Junction, CO 81501. EOE M/F (11-15)

## Top Northern California CHR

Looking for promotionally, music-minded personalities for future openings. Send tape & resume to Radio & Records, 1930 Century Park West, #161, Los Angeles, CA 90067. EOE

## We've Got The Straight Man... KJQ

now we need a crazy person for our morning team. Creative copywriting/production and natural delivery a must. T&R to: Paul Wilson, PD, KJQ FM & AM, 1506 Gibson Avenue, Ogden, UT 84404. EOE M/F All formats welcome.

KYGO, Denver's top-rated Country station seeks parttime weekend help. C&R: Bob Call, 1095 S. Monaco Pkwy., Denver, CO 80224. EOE M/F (11-15)



Major West Coast group currently winning in Eugene, Reno, Boise, and Albuquerque is expanding again! Positions are available for top-notch Programmers and Air Talent. Send your best to: Brian Burns, National PD, Constant Communications, Rt. 2, Box 502, Eugene, OR 97401. EOE M/F

## OPENINGS



Dominant Northwest CHR Hybrid has a rare opening for hungry team player. Rush T&R to Brian Burns, National PD, Constant Communications, Rt. 2, Box 502, Eugene, OR 97401. EOE M/F

ND needed for KVFC/KISS 98. High energy person to head local news operation. T&R: Dan Kelley, Box 740, Cortez, CO 81321 or (303) 565-1212. EOE M/F (11-15)

Leading Central CA full-service A/C seeks quality announcers. Two openings. Immediate. Experienced only, please. T&R: Jeff Harris, Box 1240, Santa Maria, CA 93456. EOE M/F (11-15)

**News Director/Personality**  
 Leading full-service A/C is seeking a professional who can host 3-hour morning news slot, and direct our new staff. CBS Radio affiliate. Upbeat, comfortable delivery required. Immediate opening. T&R to Jeff Harris, KSMA, Box 1240, Santa Maria, CA 93456. EOE

## POSITIONS SOUGHT

### RETRACTION

An ad that was printed in this section of Radio & Records, Issue #607, October 25, 1985 concerning TK (Joel Cella) was placed entirely in jest and its intent was sarcastic and farcical. Please disregard the prior ad.

ND in Top 100 SW market looking to grow. Prefer South/SW. DAVE: (512) 462-9360. Leave message. (11-15)

Talented six-year pro seeks position in medium/large market. A/C, Country. Winners only. DON: (817) 773-6041 (11-15)

Anywhere now! Trained broadcaster. A/C, CHR, MOR. Good production. HENRY: (201) 836-5166 (11-15)

Five years' experience & very dedicated. Air personality for A/C, AOR, CHR. Community involvement is my middle name. MIKE: (616) 627-9553 (11-15)

Enthusiastic, creative morning talent seeks fulltime opportunity at medium market A/C, Country. Communication degree, team player. CHRISTY: (517) 738-8489 (11-15)

Hey, Albuquerque! Seasoned copywriter seeks position in NM. MARC: (318) 443-7454 (11-15)

Six years' experience in CHR, A/C, seeks position in small/medium market in FL. RICK: (305) 574-3579 (11-15)

W-O-R-K! I need those call letters & you. Personality wants to get back in action anywhere in NY/NJ/CT area. Eight years' experience. STEPHEN: (914) 657-6674 (11-15)

PD/MJ/jock of all trades. Humor, promotion, management skills. Ready to explode. Eight years of excellence. Can't fill my talent on a tape. VICTOR LENTINI: (312) 354-3274 (11-15)

Announcer seeks station dedicated to winning. Five years' experience jock/PD/MD. Currently employed. BRIAN: (806) 293-7903 (11-15)

Morning talent, on-air/production seeks A/C, Country. Excellent background, team player. All shifts considered. MW preferred. Will relocate. DAVE: (515) 955-5879 (11-15)

## POSITIONS SOUGHT

### NEED A PROGRAM DIRECTOR?

Veteran CHR Assistant PD/MD, with research background and morning drive experience, ready to program largemidsize CHR. Currently #1 in tough major market. Inquiries: Programming, Box 540381, Houston, TX 77254.

Need an experienced news/morning man, PD, copywriter/producer? Look no further! Available now, all locations. Prefer South FL. LARRY KAY: (717) 653-2500

PD/MD seeks new music station that plays the 1st Tears For Fears LP. Desperately seeking the true meaning of alternative. FC: (312) 354-3274 (11-15)

Not just another pretty (funny) phrase. Writes/ad-lib. Fast & funny theatre of the mind/multi-voice. Seeks medium/major AOR/CHR/on-air. JOHN: (602) 782-2746 (11-15)

Nine years' experience. Seek medium/major Country/Oldies, A/C in East. MARK ANDERSON: (703) 943-4959 (11-15)

TOP 100 market CHR with great numbers/production & references wants to make PM/afternoon drive sizzle for you. J.R.: (409) 860-3385 (11-15)

Top air talent available now. PD/good producer/excellent promotions. Prefer TX, will consider right station. ROBERT: (915) 695-4144 (11-15)

Oldies expert, eight-year pro. Award-winning copy/production. Seek medium/major market gig in East/MW. Available now. BILL: (316) 267-2539 (11-15)

Five-year pro looking for MD/air talent position. I am ready for new challenge, now! Will relocate. Prefer MW. MARK: (512) 578-7785 (11-15)

Altering the sound of your station? Ability to relate to audience. Experienced small/medium CHR, A/C, BU on East Coast. MARK: (914) 623-6372 (11-15)

Six-year pro seeks challenge. AM/afternoons/PM. Your format, my Top 50 market experience. A/C, CHR. Employed, but looking. MIKE: (317) 659-3917 (11-15)

Rick Dees and I have nothing in common, other than we are both good. I'm in 56th market. VINCE: (717) 346-4646 (11-15)

A.A. in radio broadcasting. DJ/commercial copy, etc. STEVE ANGLIN: 815 16th Pl., Apt. #204, Kenosha, WI 53140 or (414) 551-0613 (11-15)

News anchor/OM/ND. Premium agency voice talent wants to consolidate paycheck in Top 50 market. Prefer NE. C. BULLETT: (207) 783-7418 collect; after 4pm EST (11-15)

CHUCK ROBERTS, formerly of WJLB/Detroit, KMJM/St. Louis seeks news challenge. (313) 837-1935 (11-15)

Just wanting to live on! That's all I need for my first break in radio. CRAIG: (216) 777-3790 (11-15)

Talented air personality seeks work in Chicago metro area. Five years' experience, great production & engineering skills. Hardworking. BEN: (312) 248-0741 (11-15)

Entertainer... not announcer. Mature, smooth. Experienced in all formats. Major/medium markets. Familiar with news. JIM DAVIS: (419) 962-4481 (11-15)

Looking for PD position. Black. Excellent production/voice. Nine years' experience. Serious replies only. RON FOLKS: 52133% Ridgewood Camp Rd., Columbus, SC 29203 (11-15)

Just startin' out, but run a tight ship. Have bouncy personality & promise to do you proud. DI: (305) 598-3626 (11-15)

Canadian looking to move South. Spotscaster/newsman. 10 years' broadcast experience. RANDY PIKE: 1021 Simpson St. #21, Thunder Bay, Ontario, Canada, P7C 3X8. (807) 622-1698 (11-15)

## OPPORTUNITY FORM

OPENING  POSITION SOUGHT

Region \_\_\_\_\_  MISCELLANEOUS

PD Name: \_\_\_\_\_ NAME: \_\_\_\_\_

GM Name: \_\_\_\_\_ PHONE: ( ) \_\_\_\_\_

1. Please type or print clearly, using 24 words or less to include address/phone number.
2. Do not use abbreviations.
3. All ads are subject to editing.

Mail to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

## POSITIONS SOUGHT

PD/MD: Six years' announcing, want opportunity to program my first station. Highly motivated, A/C, MOR. Small/medium market. DM: (601) 371-2207 (11-15)

Four years in CHR, A/C, AM/afternoons. Love creative production, personality radio. Top 50 experience. A bit weird at times! BOBBY: (502) 458-5584 (11-15)

Attention DJ shoppers! Experienced in Top 100 market, bright voice, creative. Excellent PBP/copy/production/news. Broadcast school graduate. TIM: (319) 355-4212, or 263-6551 (11-15)

NY/NJ/MC/SC & now doing afternoon drive in MD. Air talent/production pro seeks PM/overnight gig in CHR/Hot Hits/Oldies. JAMES: (501) 749-6303, or 749-4899 (11-15)

Talented air personality seeks work in Chicago metro area. Five years' experience, great production/engineering skills. Hardworking. BEN: (312) 248-0741 (11-15)

WANTED: GM with the brains & guts it takes for the adult format of today. Take a chance. BOB: (804) 346-1086 (11-15)

Seven years' experience announcing CHR, A/C. Prefer WA/Rockies. Open to any offer. Call Collect. MICK: (814) 677-3429 (11-15)

Contemporary Christian radio jock seeks work. Smooth delivery, eager to work hard. Will relocate, prefer Bible Belt. GREG: (214) 793-1238 (11-15)

Morning maniac. Top 50 pro, dreams of sleeping in, brightening your afternoons. Call BILL MORRIS: (213) 821-6433 (11-15)

Top-rated Cheyenne announcer seeks overnights in Denver. KEVIN MEE: 13270 E. Jewell, #201, Aurora, CO 80012. (11-15)

Talk pro/ace interviewer, open dates/humor. Currently Top 20 team player. Any market for night desk. ED BENEDECIT: (813) 397-0677 (11-15)

I'm checking my current market value. Topical, witty, good phones. In #56. VINCE: (717) 346-4646 (11-15)

Hot production! Experienced PD with strong voice/writing skills/multitrack/agency work. Available now! ROD LEWIS: (503) 344-2036 (11-15)

MARK ST. JOHN, seven-year veteran at CK-102, seeks new challenge. Any shift, but I love mornings. Personality for your radio. Call: (205) 288-3088 (11-15)

Lethargic promotions? Creative workaholic seeks Promotions Director gig. Currently working at top-rated CHR. Call now, operators are standing by. PAIGE: (612) 872-4632 (11-15)

Personality/PM divelives. PD in Top 50 seeks CHR/creative AOR. C.J.: (615) 381-4657 (11-15)

Radio pro now available for all markets. Experienced PD/newsroom/board. Excellent references. ANDY JOHN: (208) 734-2527 (11-15)

Parttime experience, small market news. Broadcast/Journalism degree with news specialty. Need good fulltime position, will relocate. TARA: (301) 745-5478 (11-15)

Seventh-year rocker with dominating ratings, one-to-one (personality, programming & engineering) experience. TRACY BARNES, III: (512) 647-0575 (11-15)

Assistant MD/MD. Do you need someone to get product/promotions & fill your airshift? I've got T&R/strong references. STEVE: (615) 297-0137 (11-15)

Attention all PDs. I'm young and ready to work. 10 years' experience. Anywhere in USA, CHR/Country. KEVIN O'NEAL: (806) 358-0680 (11-15)

I'm looking for CHR underdog for first PD gig. Major market experience, killer ideas. Only dedicated winners need respond. Get ready to exploit! Jon: (919) 760-4273 (11-15)

## MISCELLANEOUS

WFGM Desires record service from all labels. CHR, A/C preferred. Mark Mayhugh: 1101 Fairmont Ave., Fairmont, WV 26554. (304) 368-8980 (11-15)

New programming consultant needs record service. All formats. Mike Weiner: c/o The Image Generators, Box 42, Burtonsville, MD 20866. (301) 890-8833 (11-15)

## R&R Opportunities Advertising

Radio & Records provides free (24 words) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

### Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

### Display advertising

Display: \$30 per inch per week (maximum 35 words per inch), includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch), includes border, box number and postage/handling.

### Payable In Advance!

Display & Blind Box advertising orders must be type-written or printed and accompanied by check mailed to our office in advance.



# BEASTIE BOYS



## "SHE'S ON IT"



ON YOUR DESK  
THIS WEEK!

# BEASTIE BOYS



## NATIONAL MUSIC FORMATS

Added This Week

### Bonneville Broadcast System

Michael Kralcisin (800) 631-1600

#### Love Sounds

ABC "Be Near Me"  
JAMES TAYLOR "Everyday"  
BARBRA STREISAND "Somewhere"  
LIONEL RICHIE "Say You, Say Me"  
DIONNE & FRIENDS "That's What Friends Are For"  
EL DeBARGE with DeBARGE "The Heart Is Not So Smart"

#### Easy Listening

PIA ZADORA "Maybe This Time"

### Broadcast Programming

John Sherman/Bob English (800) 426-9062

#### Adult Contemporary

KLYMAXX "I Miss You"  
STEVIE NICKS "Talk To Me"  
MR. MISTER "Broken Wings"  
KENNY LOGGINS "I'll Be There"  
LIONEL RICHIE "Say You, Say Me"  
DIONNE & FRIENDS "That's What Friends Are For"  
EL DeBARGE with DeBARGE "The Heart Is Not So Smart"

#### Modern Country

OAK RIDGE BOYS "Come On In (You Did The Best...)"  
RESTLESS HEART "Heartbreak Kid"  
WAYLON JENNINGS "The Devil's On The Loose"  
C. GAYLE & G. MORRIS "Making Up For Lost Time"  
JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

NIGHT RANGER "Goodbye"  
STEVIE WONDER "Go Home"  
PAT BENETAR "Sex As A Weapon"  
PETE TOWNSHEND "Face The Face"  
PAUL McCARTNEY "Spies Like Us"  
JOHN CAFFERTY "Small Town Girl"  
A-HA "The Sun Always Shines On T.V."

#### The AC Format

OMD "So In Love"  
JACK WAGNER "Too Young"  
DIRE STRAITS "Walk Of Life"  
SHEENA EASTON "Do It For Love"

#### Super-Country

MARK GRAY "Please Be Love"  
JOHN ANDERSON "Down In Tennessee"  
GLEN CAMPBELL "It's Just A Matter Of Time"  
SYLVIA & MICHAEL JOHNSON "I Love You By Heart"  
CHARLY McCLAIN "You Are My Music, You Are..."

### Concept Productions

Elvin Ichiyama (916) 782-7754

#### CHR

NIGHT RANGER "Goodbye"  
STEVIE NICKS "Talk To Me"  
PETE TOWNSHEND "Face The Face"  
PAUL McCARTNEY "Spies Like Us"  
WANG CHUNG "To Live And Die In L.A."

#### Country

MARK GRAY "Please Be Love"  
EMMYLOU HARRIS "Tombelaine"  
VINCE GILL "Oklahoma Borderline"  
GLEN CAMPBELL "It's Just A Matter Of Time"  
T. GRAHAM BROWN "I Tell It Like It Used To Be"  
GEORGE JONES "The One I Loved Back Then"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

KLYMAXX "I Miss You"  
STEVIE NICKS "Talk To Me"  
PAUL McCARTNEY "Spies Like Us"  
EDDIE MURPHY "Party All The Time"  
DIONNE & FRIENDS "That's What Friends Are For"

#### Contempo 300

KLYMAXX "I Miss You"  
DIONNE & FRIENDS "That's What Friends Are For"

### Great American Country

JUICE NEWTON "Hurt"  
MARIE OSMOND "There's No Stopping Your Heart"

### Peters Productions, Inc.

George Junak (619) 565-8511

#### Country Lovin'

MARIE OSMOND "There's No Stopping Your Heart"  
CHARLY McCLAIN "You Are My Music, You Are My Song"

#### The Great Ones

DIANA ROSS "Chain Reaction"  
LIONEL RICHIE "Say You, Say Me"  
BARRY MANILOW "In Search Of Love"  
DIONNE & FRIENDS "That's What Friends Are For"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

STEVE WARINER "You Can Dream Of Me"  
MARIE OSMOND "There's No Stopping Your Heart"  
OAK RIDGE BOYS "Come On In (You Did The Best...)"  
GEORGE JONES "The One I Loved Back Then"

#### Soft Contemporary

JACK WAGNER "Too Young"  
STEVIE WONDER "Go Home"  
SADE "The Sweetest Taboo"  
JOHN DENVER "Dreamland Express"  
MATT BIANCO "More Than I Can Bear"

#### Sound 10

JUICE NEWTON "Hurt"  
JACK WAGNER "Too Young"  
STEVIE WONDER "Go Home"  
STEVIE NICKS "Talk To Me"  
DIRE STRAITS "Walk Of Life"  
PAUL McCARTNEY "Spies Like Us"

### Satellite Music Network

Pat Clarke (214) 991-9200

#### The Starstation

MR. MISTER "Broken Wings"  
DIONNE & FRIENDS "That's What Friends Are For"

#### Country Coast-To-Coast

JOHN CONLEE "The Old School"  
GENE WATSON "Memories To Burn"  
RESTLESS HEART "Heartbreak Kid"  
FORESTER SISTERS "Just In Case"  
EDDIE RABBITT "A World Without Love"

#### Rock 'N' Hits

KLYMAXX "I Miss You"  
NIGHT RANGER "Goodbye"  
STEVIE NICKS "Talk To Me"  
SHEENA EASTON "Do It For Love"  
OLIVIA NEWTON-JOHN "Soul Kiss"  
LIONEL RICHIE "Say You, Say Me"  
EDDIE MURPHY "Party All The Time"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

PETE TOWNSHEND "Face The Face"  
LIONEL RICHIE "Say You, Say Me"  
STING "Love Is The Seventh Wave"  
KATE BUSH "Running Up That Hill"  
EDDIE MURPHY "Party All The Time"  
DIONNE & FRIENDS "That's What Friends Are For"

#### TM AC

KLYMAXX "I Miss You"  
LIONEL RICHIE "Say You, Say Me"  
DIONNE & FRIENDS "That's What Friends Are For"

#### TM Country

REBA McENTIRE "Only In My Mind"  
NEIL YOUNG "Get Back To The Country"  
MAC DAVIS "I Feel The Country Calling Me"  
MARIE OSMOND "There's No Stopping Your Heart"  
OAK RIDGE BOYS "Come On In (You Did The Best...)"

### Transtar

#### Adult Contemporary

Dave Bogart (303) 578-0700

ABC "Be Near Me"  
JAMES TAYLOR "Everyday"  
MR. MISTER "Broken Wings"  
DIONNE & FRIENDS "That's What Friends Are For"







# BLACK/URBAN

## BREAKERS

### READY FOR THE WORLD Digital Display (MCA)

71% of our reporting stations on it. Rotations: Heavy 8/0, Medium 32/8, Light 20/10, Total Adds 18 including WWIN, WUSL, WVEE, K94, WGCI, KJLH, WPEG, WFXX, WQFX, WPDQ, KOKA, KUKQ. A Most Added Record. Debuts at number 26 on the Black/Urban chart.

### PRINCE America (WB)

66% of our reporting stations on it. Rotations: Heavy 13/0, Medium 27/1, Light 16/6, Total Adds 7, WWIN, WEDR, WQMG, WKXI, KIIZ, WLOU, KDKO. Moves 32-27 on the Black/Urban chart.

### FULL FORCE Alice, I Want You Just For Me (Columbia)

65% of our reporting stations on it. Rotations: Heavy 14/0, Medium 23/1, Light 18/7, Total Adds 8, WXYV, WDJY, K94, WJLB, WKXI, WKWM, KBUZ, KUKQ. Moves 36-30 on the Black/Urban chart.

### ARTISTS UNITED AGAINST APARTHEID Sun City (Manhattan)

64% of our reporting stations on it. Rotations: Heavy 3/0, Medium 14/4, Light 37/16, Total Adds 20 including WXYV, K104, KDZL, KMJQ, WDA, KDAY, KJLH, OC104, WXOK, WJYL, WLOU, WPLZ. This Week's Most Added Record. Debuts at number 39 on the Black/Urban chart.

### KASHIF Condition Of The Heart (Arista)

64% of our reporting stations on it. Rotations: Heavy 8/0, Medium 24/1, Light 22/4, Total Adds 5, K94, WDMT, WFXA, JET94, KBUZ. Debuts at number 36 on the Black/Urban chart.

## NEW & ACTIVE

- DIONNE & FRIENDS "That's What Friends Are For" (Arista) 50/15**  
Rotations: Heavy 3/0, Medium 25/7, Light 22/8, Total Adds 15, WXYV, WBXK, WGCI, KDAY, WKND, KOXL, Z93, WDPN, WFXC, WQMG, WJAX, WPLZ, WAAA, Z103, WZEN. Debuts at number 38 on the Black/Urban chart.
- WINANS "Let My People Go" (Qwest/WB) 44/12**  
Rotations: Heavy 2/0, Medium 13/0, Light 23/12, Total Adds 12, WILD, WEDR, WGCI, WDMT, KJLH, KSOL, Z33, WQMG, WKXI, KHYS, Z103, WTLG. Heavy: WDJY, WWWW.
- ZAPP "It Doesn't Really Matter" (WB) 44/5**  
Rotations: Heavy 15/0, Medium 15/1, Light 14/4, Total Adds 5, WGCI, WDMT, KSOL, WKXI, WQOK. Heavy: WDA, WTMP, WZAK, WULM, KDAY, KOXL, WPEG, WHYZ, WQFX, KJCB, WLOU, WALT, WDAO, WTLG, WWWW. Debuts at number 37 on the Black/Urban chart.
- CON FUNK SHUN "Tell Me What (I'm Gonna Do)" (Mercury/PolyGram) 43/8**  
Rotations: Heavy 2/0, Medium 20/1, Light 21/7, Total Adds 9, WWIN, WVEE, WHRK, WZAK, WDPN, WJAX, KDKO, KUKQ, Heavy: WJMI, WTLG.
- ROY AYERS "Slip 'N Slide" (Columbia) 43/5**  
Rotations: Heavy 9/0, Medium 22/3, Light 12/2, Total Adds 5, WPEG, WALT, WANM, Z103, WZEN. Heavy: WYLD-FM, KSOL, WFXC, WQMG, KIIZ, KJCB, WJYL, WLOU, WAAA.
- ATLANTIC STARS "Secret Lovers" (A&M) 39/13**  
Rotations: Heavy 9/0, Medium 17/8, Light 19/7, Total Adds 13, K104, WDA, XHRM, WFXC, WJAX, KJCB, WLOU, WALT, KHYS, KOKA, WANM, WAAA, WVOI. Heavy: WWIN, WUSL, WDJY, WQVI, OC104, WDPN, WPLZ, WANT, WDDM.
- POINTER SISTERS "Freedom" (RCA) 39/10**  
Rotations: Heavy 3/0, Medium 16/2, Light 20/8, Total Adds 10, WDA, K94, WTMP, KJLH, WKND, WFXA, WQMG, WPDQ, WPLZ, WVOI. Heavy: WVEE, WAKO, WQFX.
- SHANNON "Urgent" (Mirage/Atco) 38/11**  
Rotations: Heavy 3/0, Medium 15/4, Light 20/7, Total Adds 11, WDJY, WDA, WEDR, WULM, WTKL, WENN, WQFX, WFLC, WQMG, WTLG, KDKO. Heavy: WQMG, WJMI, WAAA.
- KURTIS BLOW "If I Ruled The World" (Mercury/PolyGram) 38/8**  
Rotations: Heavy 1/0, Medium 14/1, Light 23/7, Total Adds 8, KDAY, XHRM, KOXL, WTKL, KJCB, WLOU, KHYS, WDDM, Heavy: WDJY.
- CHOICE MCS featuring FRESH GORDON "Gordy's Groove (Mayberry Mix)" (Tommy Boy) 38/5**  
Rotations: Heavy 2/0, Medium 15/4, Light 20/7, Total Adds 5, WHNC, WENN, WPEG, KIIZ, WZEN. Heavy: WANM.
- 9.9 "I Like The Way You Dance" (RCA) 37/11**  
Rotations: Heavy 0/0, Medium 14/3, Light 23/8, Total Adds 11, WHRK, WTMP, WULM, WAKO, WFXA, WXOK, WENN, WQMG, WJAX, WBLX, KOKA.
- LUSHUS DAIM & PRETTY VAIN "More Than You Can Handle" (Cancelled/Motown) 36/2**  
Rotations: Heavy 4/0, Medium 12/0, Light 20/2, Total Adds 2, KAPE, KBUZ. Heavy: WBXK, WGCI, KMJM, WFXA.
- TEMPTATIONS "Do You Really Love Your Baby" (Motown) 35/19**  
Rotations: Heavy 0/0, Medium 14/5, Light 21/4, Total Adds 19, K104, KDZL, WDA, WQVI, WDMT, WZAK, WHNC, WQMG, WENN, Z93, WPEG, WDPN, WQMG, WJAX, KIIZ, WANT, WZEN, KBUZ, KDKO.
- JOYCE KENNEDY "Hold On (For Love's Sake)" (A&M) 35/5**  
Rotations: Heavy 1/0, Medium 9/0, Light 25/5, Total Adds 5, KDZL, WTMP, WQOK, Z103, WTLG. Heavy: KAPE. Medium: WUSL, K104, WZAK, WFXA, WDPN, WKXI, WANT, WWWW.
- ALEXANDER O'NEAL "A Broken Heart Can Mend" (Tabu/CBS) 34/6**  
Rotations: Heavy 3/0, Medium 18/0, Light 13/8, Total Adds 6, WDAS, WBXK, KHYS, KAPE, WKWM, WVOI. Heavy: WXOK, WJMI, WLOU.
- TAKA BOOM "Middle Of The Night" (Mirage/Atco) 33/8**  
Rotations: Heavy 0/0, Medium 8/0, Light 25/8, Total Adds 8, WWIN, WYLD-FM, WDMT, WULM, WPDQ, WJYL, Z103, WDAO. Medium: WHUR, WQVI, KSOL, WFXC, WKXI, KAPE, WANM, WWWW.
- BOOGIE BOYS "You Ain't Fresh" (Capitol) 30/1**  
Rotations: Heavy 0/0, Medium 17/0, Light 13/1, Total Adds 1, KBZL. Medium: WDAS, WUSL, K104, WDA, WHRK, WQMG, WZAK, KMJM, WQMG, WDDM, WANM, WAAA, WGRP, WKWM, WWWW, WVOI.
- O'JAYS "What A Woman" (PIR/Manhattan) 28/14**  
Rotations: Heavy 1/0, Medium 5/2, Light 22/12, Total Adds 14, WWIN, WDAS, KDZL, KMJQ, WDA, WJLB, WULM, WAKO, KJCB, WLOU, KHYS, WANM, WZEN, WVOI. Heavy: WZAK. Medium: WDMT, KDAY, WAAA.
- OSBORNE & GILES "I'll Make You An Oiler" (Red Label/Capitol) 28/7**  
Rotations: Heavy 0/0, Medium 8/0, Light 22/7, Total Adds 7, WHRK, WDMT, WULM, KMJM, KAPE, WVKO, WDAO. Medium: WDA, WFXA, WQMG, WWWW, WZEN, WVOI.
- BOBBY WOMACK "Let Me Kiss It Where It Hurts" (MCA) 28/5**  
Rotations: Heavy 3/0, Medium 11/0, Light 14/5, Total Adds 5, WHRK, WEDR, WFXC, WPLZ, WDDM. Heavy: WDA, WZAK, WQMG, WDMT, WQMG, WALT, WANT, KAPE, WANM, WAAA, WWWW, WTMP.
- NICOLE "Always & Forever" (Portrait/CBS) 28/2**  
Rotations: Heavy 0/0, Medium 15/0, Light 13/2, Total Adds 2, WDA, WJLB. Medium: KDZL, WEDR, WQVI, WDMT, WZAK, KAPE, KOXL, WXOK, WENN, WQMG, WKXI, WORL, KHYS, KOKA, WANM.
- FIVE STAR "Let Me Be The One" (RCA) 27/15**  
Rotations: Heavy 2/0, Medium 8/4, Light 17/11, Total Adds 15, WILD, WDAS, K104, KDZL, HOT105, WTMP, WKWM, WDMT, KOXL, WDPN, KJCB, WQOK, KOKA, WANM, WAAA. Heavy: WDJY, KDAY.

- ### MOST ADDED
- ARTISTS UNITED AGAINST APARTHEID (20)**  
Sun City (Manhattan)  
**TEMPTATIONS (19)**  
Do You Really Love Your Baby (Motown)  
**READY FOR THE WORLD (18)**  
Digital Display (MCA)  
**STARPOINT (16)**  
What You Been Missin' (Elektra)  
**DIONNE & FRIENDS (15)**  
That's What Friends Are For (Arista)  
**FIVE STAR (15)**  
Let Me Be The One (RCA)

- ### HOTTEST
- ARETHA FRANKLIN (51)**  
Who's Zoomin' Who (Arista)  
**ISLEY JASPER ISLEY (45)**  
Caravan Of Love (CBS Associated)  
**STEVIE WONDER (35)**  
Part-Time Lover (Tania/Motown)  
**SHEILA E (34)**  
A Love Bizarre (WB)  
**MORRIS DAY (32)**  
The Oak Tree (WB)

- LISA-LISA & CULT JAM with FULL FORCE "Can You Feel The Beat" (Columbia) 27/9**  
Rotations: Heavy 1/0, Medium 7/0, Light 19/8, Total Adds 9, WDJY, WDA, WYLD-FM, WTMP, WDMT, WULM, Z93, WJYL, Z103, Heavy: HOT105, Medium: WQVI, KSOL, WKND, OC104, WDPN, WDDM, WAAA.
- FIREFOX "Fire" (Atlantic) 25/7**  
Rotations: Heavy 0/0, Medium 7/1, Light 18/6, Total Adds 7, WEDR, WDMT, WZAK, KMJM, WENN, WPEG, WDDM. Medium: WQVI, WTMP, WFXA, WTKL, KJCB, WANM.

## SIGNIFICANT ACTION

- GENE CHANDLER "Haven't I Heard That Line Before" (Fastfire) 24/5**  
Rotations: Heavy 1/0, Medium 11/1, Light 12/4, Total Adds 5, WYLD-FM, Z93, WPEG, KJCB, WJYL. Heavy: WKXI. Medium: WDAS, WEDR, WBXK, WGCI, WHNC, WFXC, WQMG, WLOU, KHYS, WTLG.
- GRACE JONES "Slave To The Rhythm" (Manhattan/Island) 21/12**  
Rotations: Heavy 2/1, Medium 7/3, Light 12/8, Total Adds 12, WDAS, K104, WHRK, HOT105, KDAY, KJLH, WHNC, WDPN, WBLX, WANT, WDDM, WVOI. Heavy: KACE. Medium: WWIN, WDMT, WULM, WAKO.
- JESSE JOHNSON'S REVUE "Let's Have Some Fun" (A&M) 20/2**  
Rotations: Heavy 0/0, Medium 11/0, Light 9/2, Total Adds 2, KMJM, KAPE. Medium: KMJQ, WQVI, WTMP, WATV, WPEG, WDPN, WQMG, WQFX, KDKA, WWWW, KDKO.
- EURYTHMICS & ARETHA FRANKLIN "Sisters Are Doing It For Themselves" (RCA) 19/3**  
Rotations: Heavy 1/0, Medium 11/0, Light 7/3, Total Adds 3, WZAK, WJLB, WFXA. Heavy: JET94. Medium: WAMO, WHRK, K94, WULM, OC104, WPEG, WDPN, WQFX, WJAX, WJJS, KSOL.
- SUPER NATURE "Show Stoppa (Is Stupid Fresh)" (Pop Art) 19/3**  
Rotations: Heavy 5/0, Medium 7/1, Light 7/2, Total Adds 3, WDMT, WPEG, WFXC. Heavy: WRKS, WDAS, WDA, WEDR, KDAY. Medium: WXYV, WZAK, WQVI, WATV, WENN, WANM.
- RAY, GOODMAN & BROWN "Say You Will" (Panoramic) 18/4**  
Rotations: Heavy 0/0, Medium 7/0, Light 11/4, Total Adds 4, KMJQ, WQVI, WXOK, KDKO. Medium: WWIN, WEDR, WHNC, WTKL, WQMG, WBLX, WDAO.
- BOBBY BLAND "Members Only" (Malaco) 18/2**  
Rotations: Heavy 1/0, Medium 7/1, Light 6/1, Total Adds 2, WANM, WKWM. Heavy: WDJY, WXOK, WATV, WKXI, WAAA. Medium: WFXA, KOXL, WENN, WJMI, WALT, WBLX.
- BAR-KAYS "Banging The Walls" (Mercury/PolyGram) 17/11**  
Rotations: Heavy 0/0, Medium 5/1, Light 13/10, Total Adds 11, WDJY, WQVI, WQMG, KSOL, KOXL, WTKL, Z93, WDPN, WLOU, KAPE, WVOI. Heavy: WTMP. Medium: K104, WANM.
- SCRITTI POLITI "Perfect Way" (WB) 17/2**  
Rotations: Heavy 2/0, Medium 12/0, Light 3/2, Total Adds 2, HOT105, WJAX. Heavy: WULM, JET94. Medium: WBLZ, KMJM, WFXA, WPEG, WDPN, WQFX, WJJS, WQOK, WANT, WVKO, Z103, K94.
- CONCEPT "Mr. DJ" (Tadpole) 15/3**  
Rotations: Heavy 4/0, Medium 5/1, Light 7/2, Total Adds 3, WQVI, WULM, KSOL. Heavy: WDJY, WBXK, WGCI, WTLG. Medium: WWIN, KMJM, KJLH, WKWM.
- TOTAL CONTRAST "Takes A Little Time" (London/PolyGram) 16/2**  
Rotations: Heavy 0/0, Medium 3/0, Light 13/2, Total Adds 2, WQVI, JET94. Medium: KACE, WWWW, WZEN.
- ANDRE CYMONE "Lipstick Lover" (Columbia) 15/10**  
Rotations: Heavy 0/0, Medium 11/0, Light 12/2, Total Adds 2, WQVI, WYLD-FM, KOXL, WTKL, WXOK, WPEG, WQMG, WQFX, WKXI, WJYL, KHYS. Medium: WQVI, WAAA.
- KLYMAXX "Lock & Key" (Constellation/MCA) 15/6**  
Rotations: Heavy 0/0, Medium 9/3, Light 6/3, Total Adds 6, WAMO, KDAY, WKXI, KJCB, KOKA, WAAA. Medium: K104, KDZL, KMJQ, WDA, KOXL, KAPE.
- STEVIE WONDER "Go Home" (Tania/Motown) 14/9**  
Rotations: Heavy 0/0, Medium 10/7, Light 4/2, Total Adds 9, WUSL, WBXK, WGCI, WULM, KJLH, OC104, WPEG, WDPN, WWWW, Medium: WAMO, HOT105, WDMT.
- GLADYS KNIGHT & THE PIPS "I'll See You Again" (Columbia) 14/2**  
Rotations: Heavy 3/0, Medium 5/0, Light 6/2, Total Adds 2, WVEE, KOXL. Heavy: WYLD-FM, WANM, WTLG. Medium: K104, OC104, WJYL, WANT, WAAA.
- SADE "Sweetest Taboo" (Portrait/CBS) 13/9**  
Rotations: Heavy 0/0, Medium 5/1, Light 8/8, Total Adds 9, WVEE, KDZL, KJLH, KOXL, WXOK, WDPN, WANT, KAPE, WAAA. Medium: WWIN, WDA, HOT105, WDMT.
- GIVENS FAMILY "Ain't That Much Love In The World" (Sugar Hill) 13/6**  
Rotations: Heavy 0/0, Medium 5/2, Light 8/4, Total Adds 6, WDAS, WDJY, WDA, WAKO, WENN, WPEG. Medium: WFXA, WQMG, WBLX.
- YARBROGG & PEOPLES "Guilty" (Total Experience/RCA) 11/11**  
Rotations: Heavy 0/0, Medium 2/2, Light 9/9, Total Adds 11, WWIN, WEDR, KDAY, KSOL, WKXI, WLOU, KAPE, WAAA, WJYL, WZEN.
- CHAPTER 8 "How Can I Get Next To You" (Beverly Glen) 11/1**  
Rotations: Heavy 0/0, Medium 5/0, Light 6/1, Total Adds 1, KJLH. Medium: WJLB, KAPE, WGRP, WWWW, WVOI.
- NETWORK "Out Of Danger" (MCA) 11/1**  
Rotations: Heavy 0/0, Medium 3/0, Light 8/1, Total Adds 1, WULM. Medium: KDAY, KSOL, WJMI.
- L.J. REYNOLDS "Tomorrow" (Fantasy) 11/1**  
Rotations: Heavy 1/0, Medium 4/0, Light 6/1, Total Adds 1, WWWW. Heavy: WQVI, Medium: WWIN, WEDR, WTMP, KACE.
- WEATHER GIRLS "No One Can Love You More Than Me" (Columbia) 11/1**  
Rotations: Heavy 0/0, Medium 6/1, Light 5/0, Total Adds 1, WZEN. Medium: WDJY, WDMT, WKXI, KOKA, WAAA.
- LL COOL J "I Can't Live Without My Radio" (Columbia) 10/2**  
Rotations: Heavy 2/0, Medium 2/2, Light 6/0, Total Adds 2, WXYV, WUSL. Heavy: WDAS, KDAY.
- GRANDMASTER MELLE MEL "Vice" (MCA) 10/1**  
Rotations: Heavy 1/0, Medium 3/0, Light 6/1, Total Adds 1, WTMP. Heavy: WEDR. Medium: WDAS, WAMO, WWWW.
- PATTI LABELLE "Shy" (PIR/CBS) 10/1**  
Rotations: Heavy 1/0, Medium 5/0, Light 4/1, Total Adds 1, WENN. Heavy: WDAO. Medium: WDAS, KSOL, KOXL, WJYL, KAPE.

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.



# Prince and The Revolution "AMERICA"

Breaker



# Zapp "IT DOESN'T REALLY MATTER"

Debut  
37



# The Winans "LET MY PEOPLE GO"

New and Active



 © 1985 Warner Bros. Records Inc.

We Salute The Young Black Programmer's Coalition, Inc.



# BLACK/BLINDS & HOSTS

EAST	SOUTH	MIDWEST	WEST
<p><b>WVIM/Baltimore</b> De Ann O'JAYS YARBROUGH &amp; PEOP GAP BAND FAT BOYS READY FOR THE WOR PRINCE KIANA TARA ROOM CON PUNK SHUN Hostess: ARETHA FRANKLIN EUGENE WILDE ISLEY JASPER ISLE PRINCESS SHEILA E</p>	<p><b>WYD/FM-New Orleans</b> Del Spencer BROTHER JOHNSON LISA LISA FREDERICK TARA BOOM ANDRE CYMONE JOE SIMON GENE CHANDLER PROCESS &amp; DOO RAG LIONEL RICHIE LUTHER VANDROSS TA MARA &amp; SEEN EDDIE MURPHY DIANA ROSS</p>	<p><b>WJLJ/Charlotte</b> Michael Taylor none Hostess: MORIS DAY STEVIE WONDER ARETHA FRANKLIN EDDIE MURPHY DOUG E. FRESH</p>	<p><b>WVIM/Baltimore</b> Roy Sampson Full Force L.L. COOL J. KOLA &amp; THE GANG KRUSH GROOVE ALL OWN GUTHRIE ARTISTS UNITED DIONNE &amp; FRIENDS DEBARO</p>
<p><b>WVIM/Baltimore</b> Roy Sampson Full Force L.L. COOL J. KOLA &amp; THE GANG KRUSH GROOVE ALL OWN GUTHRIE ARTISTS UNITED DIONNE &amp; FRIENDS DEBARO</p>	<p><b>WJLJ/Charlotte</b> Michael Taylor none Hostess: MORIS DAY STEVIE WONDER ARETHA FRANKLIN EDDIE MURPHY DOUG E. FRESH</p>	<p><b>WJLJ/Charlotte</b> Michael Taylor none Hostess: MORIS DAY STEVIE WONDER ARETHA FRANKLIN EDDIE MURPHY DOUG E. FRESH</p>	<p><b>WVIM/Baltimore</b> Roy Sampson Full Force L.L. COOL J. KOLA &amp; THE GANG KRUSH GROOVE ALL OWN GUTHRIE ARTISTS UNITED DIONNE &amp; FRIENDS DEBARO</p>

### 65 Reporting Stations 78 Current Reports

These stations reported a frozen list this week:

**WGPR/Detroit, WHYZ/Greenville, WJMJ/Jackson, WJLJ/Lynchburg, WORL/Orlando, KACE/Los Angeles** — WHUR/Washington failed to report this week and its information was frozen.

**WJLJ/Charlotte**  
Michael Taylor  
none  
Hostess:  
MORIS DAY  
STEVIE WONDER  
ARETHA FRANKLIN  
EDDIE MURPHY  
DOUG E. FRESH





## COUNTY COVERAGE PUTS YOUR RADIO AUDIENCE ON THE MAP.



It's not just how large your audience is, but *where* your audience is that counts. That adds up to a better selling approach for your station.

With County Coverage, you can pinpoint your station's audience reach county by county. Show advertisers your station can deliver a target audience in their trading area.

Arbitron Radio 1985 County Coverage Study, with all field work conducted in 1984, will be published June 7, 1985. Order now and put your audience on the map.

Contact your Arbitron Radio representative for more information or call:

**(212) 887-1300**

**ARBITRON  
RATINGS**





# COUNTRY

## TOP 50

From Weeks Last

9	5	3	1	EARL THOMAS CONLEY/Nobody Falls Like A Fool (RCA)
13	9	5	2	JUDDS/Have Mercy (RCA/Curb)
10	4	1	3	BELLAMY BROTHERS/Lie To You For Your Love (MCA/Curb)
15	12	7	4	KENNY ROGERS/Morning Desire (RCA)
11	8	6	5	GEORGE STRAIT/The Chair (MCA)
12	10	8	6	MEL McDANIEL/Stand Up (Capitol)
3	1	2	7	LEE GREENWOOD/I Don't Mind The Thorns... (MCA)
5	3	4	8	STATLERS/Too Much On My Heart (Mercury/PG)
21	18	11	9	SAWYER BROWN/Betty's Bein' Bad (Capitol/Curb)
20	17	13	10	JANIE FRICKE/Somebody Else's Fire (Columbia)
16	14	12	11	T.G. SHEPPARD/Doncha (Columbia)
28	21	16	12	NITTY GRITTY DIRT BAND/Home Again In My Heart (WB)
22	19	15	13	RICKY SKAGGS/You Make Me Feel Like A Man (Epic)
18	16	14	14	WILLIE NELSON/Me And Paul (Columbia)
30	22	17	15	ROSANNE CASH/Never Be You (Columbia)
29	26	19	16	GAIL DAVIES/Break Away (RCA)
27	25	18	17	JIMMY BUFFETT/If The Phone Doesn't Ring, It's Me (MCA)
31	27	20	18	REBA McENTIRE/Only In My Mind (MCA)
32	28	22	19	DON WILLIAMS/It's Time For Love (MCA)
41	31	24	20	DAN SEALS/Bop (EMI America)
34	29	23	21	JOHNNY LEE/They Never Had To Get Over You (WB)
8	6	10	22	HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)
1	2	9	23	GARY MORRIS/I'll Never Stop Loving You (WB)
36	30	27	24	EDDIE RABBITT/A World Without Love (RCA)
50	39	32	25	FORESTER SISTERS/Just In Case (WB)
44	37	31	26	RESTLESS HEART/Heartbreak Kid (RCA)
40	34	30	27	GENE WATSON/Memories To Burn (Epic)
47	41	35	28	JOHN CONLEE/The Old School (MCA)
—	47	39	29	JUICE NEWTON/Hurt (RCA)
38	35	33	30	NEIL YOUNG/Get Back To The Country (Geffen)
48	42	36	31	CONWAY TWITTY/The Legend And The Man (WB)
24	23	28	32	JENNINGS/NELSON/CASH/KRISTOFFERSON/Desperados Waiting For A Train (Columbia)
<b>BREAKER</b>	35	33	33	GARY MORRIS & CRYSTAL GAYLE/Makin' Up For Lost Time (WB)
<b>BREAKER</b>	34	32	34	MARIE OSMOND/There's No Stopping Your Heart (Capitol/Curb)
<b>BREAKER</b>	35	33	35	T. GRAHAM BROWN/I Tell It Like It Used To Be (Capitol)
42	40	37	36	ROGER MILLER/River In The Rain (MCA)
46	43	40	37	MAC DAVIS/I Feel The Country Calling Me (MCA)
4	15	21	38	EXILE/Hang On To Your Heart (Epic)
2	11	26	39	ALABAMA/Can't Keep A Good Man Down (RCA)
<b>BREAKER</b>	40	38	40	STEVE WARINER/You Can Dream Of Me (MCA)
—	49	44	41	CHANCE/She Told Me Yes (Mercury/PG)
—	46	43	42	LARRY GATLIN & THE GATLIN BROTHERS/Runaway Go Home (Columbia)
—	46	43	43	WHITES/I Don't Want To Get Over You (MCA/Curb)
14	13	29	44	MICKY GILLEY/You've Got Something On Your Mind (Epic)
<b>DEBUT</b>	49	45	45	OAK RIDGE BOYS/Come On In (You Did The Best You Could) (MCA)
—	49	45	46	BILLY JOE ROYAL/Burned Like A Rocket (Atlantic America)
6	7	25	47	LOUISE MANORELL/I Wanna Say Yes (RCA)
26	24	38	48	JIM GLASER/In Another Minute (Noble Vision/MCA)
<b>DEBUT</b>	49	45	49	WAYLON JENNINGS/The Devil's On The Loose (RCA)
7	20	34	50	BARBARA MANDRELL/Angel In Your Arms (MCA)

NOVEMBER 15, 1985

Total Reports/Adds	Heavy	Medium	Light
166/0	144	18	4
168/0	140	25	3
166/0	142	21	3
158/0	129	39	0
165/1	131	25	9
164/0	125	29	10
148/0	117	18	13
144/0	102	30	12
159/2	81	65	13
160/2	65	84	11
139/0	87	41	11
166/1	41	107	18
147/1	65	69	13
143/0	71	59	13
160/2	40	102	18
157/5	39	103	15
155/4	43	89	23
156/4	42	88	26
159/3	23	110	26
160/6	39	92	29
154/1	18	111	25
134/0	76	36	22
122/0	67	35	20
151/4	16	105	30
153/10	9	89	55
149/7	5	99	45
138/8	17	83	38
137/10	8	81	48
144/27	3	72	69
118/3	9	73	36
122/7	5	68	49
81/1	21	48	12
123/79	4	24	95
124/25	3	47	74
108/9	6	57	45
100/4	8	52	40
102/4	2	68	32
71/0	26	25	20
68/0	12	34	22
107/30	1	29	77
94/13	3	46	45
77/5	1	46	30
93/12	1	44	48
67/0	17	30	20
95/59	0	23	72
75/10	5	32	38
63/0	9	36	18
56/0	7	34	15
81/27	1	19	61
43/0	4	23	16

## MOST ADDED

**GARY MORRIS & CRYSTAL GAYLE (79)**  
Makin' Up For Lost Time (WB)

**OAK RIDGE BOYS (59)**  
Come On In (You Did...) (MCA)

**GEORGE JONES (41)**  
The One I Loved Back Then (Epic)

**VINCE GILL (39)**  
Oklahoma Borderline (RCA)

**STEVE WARINER (30)**  
You Can Dream Of Me (MCA)

**GLEN CAMPBELL (28)**  
It's Just A Matter Of Time (Atlantic America)

**JUICE NEWTON (27)**  
Hurt (RCA)

**WAYLON JENNINGS (27)**  
The Devil's On The Loose (RCA)

**MARIE OSMOND (25)**  
There's No Stopping Your Heart (Capitol/Curb)

**SYLVIA & MICHAEL JOHNSON (24)**  
I Love You By Heart (RCA)

## HOTTEST

**KENNY ROGERS (87)**  
Morning Desire (RCA)

**JUDDS (73)**  
Have Mercy (RCA/Curb)

**GEORGE STRAIT (61)**  
The Chair (MCA)

**BELLAMY BROTHERS (61)**  
Lie To You For Your Love (MCA/Curb)

**EARL THOMAS CONLEY (56)**  
Nobody Falls Like A Fool (RCA)

**STATLERS (52)**  
Too Much On My Heart (Mercury/PolyGram)

**LEE GREENWOOD (49)**  
I Don't Mind The Thorns... (MCA)

**MEL McDANIEL (44)**  
Stand Up (Capitol)

**DAN SEALS (35)**  
Bop (EMI America)

**SAWYER BROWN (30)**  
Betty's Bein' Bad (Capitol/Curb)

**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

### MARIE OSMOND

#### There's No Stopping Your Heart (Capitol/Curb)

On 74% of reporting stations. Rotations: Heavy 3, Medium 47, Light 74, Total Adds 25 including WAJR, KIX106, WCOS, KPLX, WAMZ, WSIX, WQDR, WSLR, WGEE, WGDY, WIL, KVEG, KALF, KCKC, KIIM. A most added record. Moves 42-34 on the Country chart.

### GARY MORRIS & CRYSTAL GAYLE

#### Makin' Up For Lost Time (WB)

On 73% of reporting stations. Rotations: Heavy 4, Medium 24, Light 95, Total Adds 79 including WCAO, WYRK, WDSY, KIX106, WYAY, KASE, KIKK, WGKX, KISS-FM, WWKA, WMIL, K102, KFDI, KLZ, KNEW, KRAK. A most added record. Debuts at number 33 on the Country chart.

### T. GRAHAM BROWN

#### I Tell It Like It Used To Be (Capitol)

On 64% of reporting stations. Rotations: Heavy 6, Medium 57, Light 45, Total Adds 99, WPOC, KLVI, WYMI, KPLX, WQDR, WBOS, KXXY, KKCS, KCKC. Heavy: WCVR, WFNC, KIKK, WAMZ, KSO, KFDI. Moved 45-41-35 in three weeks on the Country chart.

### STEVE WARINER

#### You Can Dream Of Me (MCA)

On 64% of reporting stations. Rotations: Heavy 1, Medium 29, Light 77, Total Adds 30 including WQBE, WKYQ, WPOR, WCVR, WYNK, KILT-FM, KJNE, WTQR, KJJY, WGDY, WKCC, K102, KUUY, KUGN, KTOM, KGA. A most added record. Moves 48-40 on the Country chart.

**Breakers** are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are those receiving airplay at 30-59% of the stations. Records in **Significant Action** are receiving airplay at 5-29% of the stations. Records do not have to reach **Breaker** in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve **Breaker** status. Checkmarks signify the most added of the non-charted records.



# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

## NEW & ACTIVE

- DAK RIDGE BOYS "Come On In (You Oid The Best You Could Do)" (MCA) 95/59**  
Rotations: Heavy 0, Medium 29, Light 72, Total Adds 59 including WGN, WCAO, WTCR, WZZK, WESC, WLVI, WTKA, WKX, WMNI, WWWV, WYNG, KTKP, WTCM, KYGO, KUPL, KOLO, KSNL. Debuts at number 45 on the Country chart.
- CHANCE "She Told Me Yes" (Mercury/PolyGram) 94/13**  
Rotations: Heavy 3, Medium 46, Light 45, Total Adds 13, WPOC, WKYG, KHEY, KSSN, KYXX, WRNL, KRMD, WSLR, KBMR, WLLR, WTHI, KTKP, KALF, Heavy, WOK, WPAP, KRKT, Moves 44-41 on the Country chart.
- WHITES "I Don't Want To Get Over You" (MCA/Curb) 93/12**  
Rotations: Heavy 1, Medium 44, Light 48, Total Adds 12, WBOE, WTCR, WIXL, WFOR, WNYR, KEAN, KLVJ, KJNE, WIRK, WFOO, KVOC, KIGO. Moves 46-43 on the Country chart.
- WAYLON JENNINGS "The Devil's On The Loose" (RCA) 91/27**  
Rotations: Heavy 1, Medium 19, Light 81, Total Adds 27 including WBOE, WTSV, WRKZ, WDSY, WXBQ, WUSY, WFNC, KXYX, WUSQ, WUBE, WITL, WXCL, WTHI, KFDI, KIZN, KEIN. Debuts at number 49 on the Country chart.
- LARRY GATLIN & THE GATLIN BROTHERS "Runaway Go Home" (Columbia) 77/5**  
Rotations: Heavy 1/0, Medium 46/2, Light 30/3, Total Adds 5, WTCR, WAJR, WRNL, KKYX, WUSN, KSNL, Heavy, WFNC, Medium, WYAM, WBOG, KSN, WKIR, WDW, KYGO, KCCY, KRAX, Moves 43-42 on the Country chart.
- SYLVIA & MICHAEL JOHNSON "I Love You By Heart" (RCA) 75/24**  
Rotations: Heavy 1, Medium 13, Light 61, Total Adds 24 including WPTR, WCAO, WOKQ, WSOC, WUSY, WCM5, WTKA, WMO, WYNG, WITL, KXXY, WXCL, KYAK, KKCS, KYGO, KEIN.
- BILLY JOE ROYAL "Burned Like A Rocket" (Atlantic America) 75/10**  
Rotations: Heavy 5, Medium 32, Light 38, Total Adds 10, WGN, WTCR, WIXL, WRNL, KBMR, WYNG, WTSO, KTKP, KIZN, KYGO, Heavy, WYVA, KIKK, WAMZ, KRMD, KCCY, Moves 49-46 on the Country chart.
- KATHY MATTEA "Heart Of The Country" (Mercury/PolyGram) 69/8**  
Rotations: Heavy 1, Medium 30, Light 38, Total Adds 9, KIKK, KYXX, WUSN, KYMT, WFMS, WTHI, WTCM, KALF, Heavy, WOKK, Medium, WYAM, WOKQ, WAJR, WQYK, KVOC, KSOB.
- GLEN CAMPBELL "It's Just A Matter Of Time" (Atlantic America) 65/28**  
Rotations: Heavy 0, Medium 16, Light 49, Total Adds 28 including WPTR, WBOE, WRKZ, WCSR, WQVR, WXBQ, WTVY, KIKK, WJSD, WUBE, WMNI, WTCM, KRKT, KRWQ, KRSY, KTOM.
- KEITH STEGALL "Feed The Fire" (Epic) 65/3**  
Rotations: Heavy 0, Medium 29, Light 36, Total Adds 9, KIKK, WAMZ, KIGO, Medium, WOKQ, WYVA, WEZL, WCM5, WIRK, KFGO, WTSO, WQW, WKCO, KVOC, KSOB.
- SOUTHERN PACIFIC "Perfect Stranger" (WB) 58/17**  
Rotations: Heavy 0, Medium 13, Light 45, Total Adds 17 including WBOE, WFOR, WQVR, KASE, KXIX, WAMZ, WOKK, KYXX, WTKA, WKIX, KRMD, WXCL, WKCO, KVOC, KEIN, KRSY.
- JOHN ANDERSON "Down In Tennessee" (WB) 57/13**  
Rotations: Heavy 1, Medium 17, Light 39, Total Adds 13, WYMI, WDXE, WUSQ, KBMR, KSO, WKKQ, WCUZ, KGHL, KIZN, KRWQ, KEIN, KSN, KGA.
- GEORGE JONES "The One I Loved Back Then" (Epic) 50/41**  
Rotations: Heavy 1, Medium 10, Light 39, Total Adds 41 including WTCR, KX106, WYII, KASE, WEZL, WESC, WTOR, WMNI, WFMS, WDAF, WTCM, KNIX, KWJJ, KMPS, KIM.

## SIGNIFICANT ACTION

- CHARLY McCLAIN with WAYNE MASSEY "You Are My Music, You Are My Song" (Epic) 48/15**  
Rotations: Heavy 0, Medium 12, Light 36, Total Adds 15 including WFOR, WESC, WQYK, KJNE, WAXX, SMMT, WTSO, KKAL, KIZL, KIM.
- VINCE GILL "Oklahoma Borderline" (RCA) 46/39**  
Rotations: Heavy 1, Medium 8, Light 37, Total Adds 39 including CHOW, WYII, KASE, WESC, WDXE, WOUZ, WOV, KYAK, KKAL, KNIX.
- DAVID ALLAN COE "I'm Gonna Hurt Her On The Radio" (Columbia) 46/3**  
Rotations: Heavy 3, Medium 12, Light 31, Total Adds 8, WFOR, WUSY, KALO, Heavy, WOKK, KVOC, KFDI, Medium, WTSV, WAMZ, KTTS, WWJQ.
- JUDY RODMAN "I Sure Need Your Lovin'" (MTM) 45/10**  
Rotations: Heavy 0, Medium 5, Light 40, Total Adds 10, WTSV, WFOR, KYXX, WPAP, KJNE, WTSO, KVOC, KQIL, KTOM, KSN.
- B.J. THOMAS "The Part Of Me That Needs You Most" (Columbia) 45/9**  
Rotations: Heavy 1, Medium 11, Light 33, Total Adds 9, WTVY, WESC, WKIX, WXCL, WKCO, KIK-FM, KIZN, KRWQ, KALF.
- MARK GRAY "Please Be Love" (Columbia) 41/12**  
Rotations: Heavy 1, Medium 8, Light 34, Total Adds 12, WFOR, WXBQ, WFNC, WLVI, WCUZ, KXXY, KKAL, KUUY, KOLO, KSOB.
- TOM JONES "It's Four In The Morning" (PolyGram) 38/17**  
Rotations: Heavy 0, Medium 7, Light 31, Total Adds 16 including WYOR, KEAN, KILT-FM, WKIX, WUBE, WTCM, KFDI, KKAL, KVOC, KRSY.
- LORETTA LYNN "Wouldn't It Be Great" (MCA) 38/1**  
Rotations: Heavy 0, Medium 10, Light 28, Total Adds 1, WQVR, Medium, WDXE, KXYX, WOV, KTTS, WTCM, KFDI, KRWQ, KEIN, KTOM, KIGO.
- TOMMY RDE "Some Such Foolishness" (MCA/Curb) 30/10**  
Rotations: Heavy 0, Medium 2, Light 28, Total Adds 10, WYII, KASE, KYXX, KRMD, WQYK, WKKQ, WYNG, KXXY, KVOC, KOLO.

- ROBIN LEE "Safe In The Arms Of Love" (Evergreen) 28/7**  
Rotations: Heavy 0, Medium 3, Light 25, Total Adds 7, WGN, WKYG, KYXX, WIRK, WSLR, WAXX, KRKT, Medium, WYAM, WTVY, WFNC.
- MAINES BROTHERS "Some Of Shelly's Blues" (Mercury/PolyGram) 24/4**  
Rotations: Heavy 0, Medium 4, Light 20, Total Adds 4, WEZL, KXXY, WTCM, KRWQ, Medium, WQVR, KLL, KFDI, KRKT, Light, WOKQ, WPAP.
- TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 22/8**  
Rotations: Heavy 0, Medium 1, Light 21, Total Adds 8, WYII, WUSQ, KRWQ, KEIN, KWJJ, KRSY, KSOB.
- PATTY LOVELESS "Lonely Days, Lonely Nights" (MCA) 21/5**  
Rotations: Heavy 0, Medium 2, Light 19, Total Adds, WQVR, WTCM, KKAL, KRWQ, KSOB, Medium, KTTS, KRKT, Light, WTSV, WOKK, KXYX.
- LEW DEWITT "You'll Never Know" (Compaet/PolyGram) 21/3**  
Rotations: Heavy 0, Medium 3, Light 18, Total Adds 3, WYII, WKIX, KWMT, Medium, KLVJ, WOV, KTTS, Light, WGN, WYAM, KRKT, KRWQ.
- EMMYLOU HARRIS "Timberline" (WB) 19/8**  
Rotations: Heavy 0, Medium 3, Light 16, Total Adds 8, WYII, WGTQ, WFNC, WCM5, KIK-FM, KRWQ, KGA, KIGO, Medium, KTTS, KTOM.
- JOHNNY CASH "I'm Leaving Now" (Columbia) 14/1**  
Rotations: Heavy 0, Medium 5, Light 9, Total Adds 1, KIGO, Medium, KXYX, KTTS, KVOC, KFDI, KQIL, Light, WYII, WESC, KSN, KRKT.
- FAMILY BROWN "Feel The Fire" (RCA) 13/6**  
Rotations: Heavy 1, Medium 2, Light 10, Total Adds 6, WYAM, WKIX, WKCO, KRWQ, KEIN, KSOB, Heavy, WOUZ, Medium, WOV, KRKT, Light, WLVI.
- DOLLY PARTON "Think About Love" (RCA) 12/12**  
Rotations: Heavy 0, Medium 3, Light 9, Total Adds 12, WXTU, KASE, WSOC, WUSY, WGTQ, WIRK, WCXI, WKKQ, KRKT, KUZ, KGHL, KRWQ.
- BOBBY BARE "Reno And Me" (EMI America) 12/3**  
Rotations: Heavy 0, Medium 4, Light 8, Total Adds 3, WYAM, WFNC, WLVI, Medium, WQVR, KXYX, KFDI, Light, WYII, WCM5, KFQO, WOV, KVOC.
- JOHNNY PAYCHECK "Everything Is Changing" (AMI) 11/4**  
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 4, WQVR, WDXE, WIRK, KFDI, Medium, WTVY, Light, KRRV, WCM5, WPAP, KSO, KXXY, KVOC.
- SHELLY WEST "If I Could Sing Something In Spanish" (Viva) 10/4**  
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 4, WKSJ, WCM5, KRWQ, KCCY, Light, WOKQ, WYVA, KRKT, KVOC, KRSY.
- MOE BANDY "Can't Leave That Woman Alone" (Columbia) 10/2**  
Rotations: Heavy 0, Medium 3, Light 7, Total Adds 2, WPAP, KRSY, Medium, KXYX, KTTS, KFDI, Light, WYII, KFQO, WOV, KTKP, KVOC.
- JAMES TAYLOR "Everyday" (Columbia) 9/3**  
Rotations: Heavy 0, Medium 2, Light 7, Total Adds 3, KEAN, WCUZ, KLZ, Medium, KEIN, Light, WOKQ, WIXL, KCCY.
- CON HUNLEY "What Am I Gonna Do About You" (Capitol) 8/5**  
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 5, WEZL, WUSY, WCM5, WTOR, KVOC, Light, WYVA, WESC, WIKK.
- JERRY REED "What Comes Around" (Capitol) 8/1**  
Rotations: Heavy 0, Medium 2, Light 6, Total Adds 1, KFDI, Medium, KXYX, KTTS, Light, WTSV, KRRV, WOV, KRKT, KQIL.

## ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	<i>The Forester Sisters</i>
GARY MORRIS/100% Chance Of Rain (WB)	<i>Anything Goes</i>
GEORGE STRAIT/In Too Deep (MCA)	<i>Something Special</i>
BAMA BAND/Stone Cold And Country (Compaet/PG)	<i>Bama Band</i>
NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)	<i>Partners, Brothers, And Friends</i>
GEORGE STRAIT/Dance Time In Texas (MCA)	<i>Something Special</i>
JUDDS/Rockin' With The Rhythm Of The Rain (RCA)	<i>Rockin' With The Rhythm</i>
KENNY ROGERS/Tomb Of The Unknown Love (RCA)	<i>Heart Of The Matter</i>
SAWYER BROWN/Shakin' (Capitol)	<i>Shakin'</i>
JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB)	<i>Tokyo, Oklahoma</i>
ALABAMA/Down On Longboat Key (RCA)	<i>40 Hour Week</i>
GARY MORRIS/Anything Goes (WB)	<i>Anything Goes</i>
LEE GREENWOOD/Streamline (MCA)	<i>Streamline</i>
CONWAY TWITTY/Lay Me Down Carolina (WB)	<i>Chasin' Rainbows</i>
JUICE NEWTON/Let Your Woman Take Care Of You (RCA)	<i>Old Flame</i>

# BREAKERS THIS WEEK!!!

"There's No Stopping Your Heart" 5421

**MARIE OSMOND**

COUNTRY BREAKERS

34

Capitol RECORDS CURB RECORDS

"I Tell It Like It Used To Be" 5524

**T. GRAHAM BROWN**

COUNTRY BREAKERS

35

Capitol RECORDS







# RADIO & RECORDS NATIONAL AIRPLAY

## FULL-SERVICE A/C

### TOP 20

Three Weeks Last  
Weeks Weeks Week

3	2	1	1	PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
—	15	8	2	LIONEL RICHIE/Say You, Say Me (Motown)
12	10	6	3	JAMES TAYLOR/Everyday (Columbia)
7	5	4	4	FREDDIE JACKSON/You Are My Lady (Capitol)
8	6	3	5	KENNY ROGERS/Morning Desire (RCA)
1	1	2	6	STEVE WONDER/Part-Time Lover (Tamla/Motown)
2	3	5	7	DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
17	11	9	8	GLENN FREY/You Belong To The City (MCA)
—	—	15	9	DIONNE & FRIENDS/That's What Friends Are For (Arista)
15	12	10	10	BILLY JOEL/The Night Is Still Young (Columbia)
11	4	7	11	A-HA/Take On Me (WB)
10	9	12	12	TEARS FOR FEARS/Head Over Heels (Mercury/PG)
19	14	13	13	ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
—	—	20	14	BARRY MANILOW/In Search Of Love (RCA)
BREAKER	15	16	15	ABC/Be Near Me (Mercury/PG)
6	7	11	16	WHITNEY HOUSTON/Saving All My Love For You (Arista)
BREAKER	17	11	16	MR. MISTER/Broken Wings (RCA)
5	8	14	18	GINO VANNELLI/Hurts To Be In Love (CBS Associated)
18	16	18	19	BEACH BOYS/She Believes In Love Again (Caribou/CBS)
BREAKER	20	18	19	KLYMAXX/I Miss You (Constellation/MCA)

NOVEMBER 15, 1985

Total  
Reports/Adds Heavy Medium Light

43/0	38	5	0
42/4	27	13	2
40/0	29	10	1
38/1	33	3	2
38/0	29	8	1
37/0	25	11	1
34/0	20	13	1
30/1	22	7	1
37/4	11	24	2
30/0	12	16	2
29/0	11	16	2
26/1	18	8	0
27/0	14	12	1
32/6	5	19	8
26/2	8	15	3
22/0	9	9	4
26/6	8	13	5
23/0	6	14	3
20/0	5	12	3
22/9	2	12	8

### MOST ADDED

STEVE WONDER (14)  
Go Home (Tamla/Motown)  
PONTER SISTERS (10)  
Freedom (RCA)  
KLYMAXX (9)  
I Miss You (Constellation/MCA)  
MAURICE WHITE (9)  
I Need You (Columbia)  
JOHN DENVER (8)  
Dreamland Express (RCA)

### HOTTEST

PHIL COLLINS & MARILYN MARTIN (35)  
Separate Lives (Atlantic)  
GLENN FREY (21)  
You Belong To The City (MCA)  
LIONEL RICHIE (21)  
Say You, Say Me (Motown)  
FREDDIE JACKSON (20)  
You Are My Lady (Capitol)  
KENNY ROGERS (19)  
Morning Desire (RCA)

## BREAKERS

### MR. MISTER Broken Wings (RCA)

60% of our reporters on it. Rotations: Heavy 8, Medium 13, Light 5, Total Adds 6, WTAE, 55KRC, WTVN, WIBA, WTKO, WJBC. Debuts at number 17 on the Full-Service chart.

### ABC

### Be Near Me (Mercury/PolyGram)

60% of our reporters on it. Rotations: Heavy 8, Medium 15, Light 3, Total Adds 2, WTKO, KFQD. Moves 16-15 on the Full-Service chart.

### KLYMAXX

### I Miss You (Constellation/MCA)

51% of our reporters on it. Rotations: Heavy 2, Medium 12, Light 8, Total Adds 9, WISN, WCCO, KJR, WGY, WGOV, WIBA, WSPD, KBOI, WGBR. Debuts at number 20 on the Full-Service chart.

## NEW & ACTIVE

### ✓ PONTER SISTERS "Freedom" (RCA) 19/10

Rotations: Heavy 0, Medium 10/4, Light 9/6, Total Adds 10, WSB, WISN, KHOW, KFMB, KJR, WCHS, WBT, WSPD, WNNR, WGBR. Medium including WFBR, WKBW, KSL, WPOE, WPPA, KTWO.

### ✓ FRANKIE VALLI & THE FOUR SEASONS "Moonlight Memories" (Curb/MCA) 19/5

Rotations: Heavy 1/0, Medium 11/1, Light 7/4, Total Adds 5, WISN, WCHS, WHBC, KBOI, KVEC. Heavy: WTKO, Medium 11 including WFBR, WGY, WHBY, WSPD, KSL, WGBR, WJBC, KTWO.

### ✓ JOHN DENVER "Dreamland Express" (RCA) 16/8

Rotations: Heavy 0, Medium 11/5, Light 5/3, Total Adds 8, WKBW, WISN, WRVA, WIBA, WSPD, WPPA, WGBR, KVEC. Medium including WCCO, WHBY, KSL, WPOE, WJBC, WCIL.

### AMY GRANT "Everywhere I Go" (A&M) 16/3

Rotations: Heavy 0, Medium 13/1, Light 3/2, Total Adds 3, KHOW, WCHS, WSPD. Medium including WFBR, WKBW, WISN, WCCO, WHBC, WPOE, WGBR, WCIL, KTWO, KVEC.

### EDDIE RABBITT "A World Without Love" (RCA) 16/2

Rotations: Heavy 2/0, Medium 9/1, Light 5/1, Total Adds 2, WHBC, KVEC. Heavy: WHBY, WTKO. Medium including WFBR, WCCO, KSL, WPOE, WGBR, WJBC, WCIL, KTWO.

### ✓ STEVE WONDER "Go Home" (Tamla/Motown) 14/14

Rotations: Heavy 0, Medium 4/4, Light 10/10, Total Adds 14 including WCCO, WCHS, WING, KBOI, WNNR, WGBR, WJBC, WCIL, KFQD. Medium: KJR, WBT, WPOE, WPPA.

### JUICE NEWTON "Hurt" (RCA) 10/3

Rotations: Heavy 0, Medium 7/1, Light 3/2, Total Adds 3, WCCO, WBT, WING. Medium including WFBR, WKBW, WGY, WHBY, WPOE, WTKO.

### URGENT "Love Can Make You Cry" (Manhattan) 10/1

Rotations: Heavy 0, Medium 4/0, Light 6/1, Total Adds 1, WGBR. Medium: KFMB, WPOE, WJBC, KTWO.

### ✓ MAURICE WHITE "I Need You" (Columbia) 9/9

Rotations: Heavy 0, Medium 2/2, Light 7/7, Total Adds 9 including WHBY, KBOI, WPPA, WGBR, WJBC, WCIL, KTWO. Medium: WPOE, WTKO.

### DIRE STRAITS "Walk Of Life" (WB) 9/3

Rotations: Heavy 0, Medium 6/2, Light 3/1, Total Adds 3, WGY, WPPA, WGBR. Medium: WFBR, WING, WSPD, WPOE.

## SIGNIFICANT ACTION

### ✓ SADE "Sweetest Taboo" (Epic) 6/6

Rotations: Heavy 0, Medium 3/3, Light 3/3, Total Adds 6 including WJBC, WCIL, KTWO. Medium: WFBR, WPOE, WPPA.

### MARIE OSMOND "There's No Stopping Your Heart" (Capitol/Curb) 6/1

Rotations: Heavy 1/0, Medium 4/0, Light 1/1, Total Adds 1, WTKO. Heavy: WTKO. Medium: WCCO, WGY, WHBY, WJBC.

### DIANA ROSS "Chain Reaction" (RCA) 5/2

Rotations: Heavy 0, Medium 4/2, Light 1/0, Total Adds 2, WKBW, WTKO. Medium including WFBR, WPOE.

### ✓ SHEENA EASTON "Do It For Love" (EMI America) 5/0

Rotations: Heavy 0, Medium 4/0, Light 1/0, Total Adds 0, Medium: KFI, WING, WPPA, WGBR.

### ✓ DIANE SCHUR & JOSE FELICIANO "By Design" (GRP) 4/4

Rotations: Heavy 0, Medium 1/1, Light 3/3, Total Adds 4 including WCCO, WHBY, WCIL. Medium: WPOE.

### MATT BIANCO "More Than I Can Bear" (Atlantic) 4/3

Rotations: Heavy 0, Medium 2/2, Light 2/1, Total Adds 3 including WCCO. Medium: WKBW, WPOE.

### STEVE NICKS "Talk To Me" (Modern/Atco) 4/2

Rotations: Heavy 0, Medium 1/0, Light 3/2, Total Adds 2, WNNR, WING. Medium: WKBW.

### GLENN CAMPBELL "It's Just A Matter Of Time" (Atlantic) 4/1

Rotations: Heavy 0, Medium 2/1, Light 2/0, Total Adds 1, WPOE. Medium including WCCO.

### OMD "So In Love" (Virgin/A&M) 4/1

Rotations: Heavy 0, Medium 3/1, Light 1/0, Total Adds 1, WGY. Medium including KFI, WING.



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# ADULT/CONTEMPORARY

## BREAKERS

### DIRE STRAITS

#### Walk Of Life (WB)

58% of our reporters on it. Rotations: Heavy 3, Medium 26, Light 35, Total Adds 28, KUDL, KMG, KGW, WAEB, WSFM, KEY103, KQAV. Debuts at number 26 on the A/C chart.

### BARRY MANILOW

#### In Search Of Love (RCA)

58% of our reporters on it. Rotations: Heavy 1, Medium 37, Light 26, Total Adds 11 including WSNI, 2WD, WSNY, KS94, KMJ, KGW, KIFM. Moves 30-24 on the A/C chart.

### JACK WAGNER

#### Too Young (Qwest/WB)

55% of our reporters on it. Rotations: Heavy 8, Medium 25, Light 28, Total Adds 17 including WMJ, WMGF, WJDX, WIVY, 3WM, KDUK, KKPL, WTN. Debuts at number 23 on the A/C chart.

### BRYAN FERRY

#### Don't Stop The Dance (WB)

55% of our reporters on it. Rotations: Heavy 9, Medium 37, Light 15, Total Adds 7 including WSB-FM, WMYX, WDLT, WHNN, KCIX, KQSW. Moves 24-22 on the A/C chart.

### AMY GRANT

#### Everywhere I Go (A&M)

52% of our reporters on it. Rotations: Heavy 5, Medium 33, Light 20, Total Adds 5, WCLY, WEZC, KQAV, WAEV, KQSW. Moves 28-27 on the A/C chart.

### JOHN COUGAR MELLENCAMP

#### Small Town (Riva/PolyGram)

52% of our reporters on it. Rotations: Heavy 5, Medium 31, Light 22, Total Adds 4, WSNY, WMJ, WRKA, KQAV. Debuts at number 29 on the A/C chart.

### POINTER SISTERS

#### Freedom (RCA)

51% of our reporters on it. Rotations: Heavy 3, Medium 29, Light 25, Total Adds 11 including WSNI, WCLY, 97AIA, WMYX, KS94, KIFM. Moves 29-25 on the A/C chart.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PHIL COLLINS & MARILYN MARTIN	111/0	106	5	0
2 GLENN FREY	104/0	92	9	3
3 LIONEL RICHIE	111/3	82	27	2
4 FREDDIE JACKSON	106/0	76	26	4
5 TEARS FOR FEARS	106/0	81	17	8
6 ARETHA FRANKLIN	101/11	68	32	1
7 MR. MISTER	104/7	64	34	6
8 JAMES TAYLOR	106/2	58	38	10
9 STEVIE WONDER	83/0	43	30	10
10 KENNY ROGERS	96/1	47	42	7
11 DAVID FOSTER	86/0	40	38	8
12 ABC	94/6	43	44	7
13 DIONNE & FRIENDS	106/10	22	63	21
14 THOMPSON TWINS	91/2	32	49	10
15 KLYMAXX	93/10	28	50	15
16 A-HA	78/1	26	39	13
17 OLIVIA NEWTON-JOHN	76/2	16	48	12
18 GINO VANNELLI	65/0	7	43	15
19 BILLY JOEL	68/1	10	42	16
20 JAN HAMMER	59/0	16	35	8
21 WHITNEY HOUSTON	46/0	4	31	11
22 BRYAN FERRY	61/7	9	37	15
23 JACK WAGNER	61/17	8	25	28
24 BARRY MANILOW	64/11	1	37	26
25 POINTER SISTERS	57/11	3	29	25
26 DIRE STRAITS	64/28	3	26	35
27 AMY GRANT	58/5	5	33	20
28 BILLY OCEAN	54/1	6	33	15
29 JOHN COUGAR MELLENCAMP	58/4	5	31	22
30 BEACH BOYS	41/0	2	34	5

## MOST ADDED

STEVIE WONDER (50)  
Go Home (Tamla/Motown)  
STEVIE NICKS (29)  
Talk To Me (Modern/Atco)  
DIRE STRAITS (28)  
Walk Of Life (WB)  
MAURICE WHITE (23)  
I Need You (Columbia)  
SADE (22)  
Sweetest Taboo (Epic)

## HOTTEST

PHIL COLLINS & MARILYN MARTIN (92)  
Separate Lives (Atlantic)  
GLENN FREY (66)  
You Belong To The City (MCA)  
LIONEL RICHIE (59)  
Say You, Say Me (McLown)  
TEARS FOR FEARS (43)  
Head Over Heels (Mercury/PolyGram)  
FREDDIE JACKSON (42)  
You Are My Lady (Capitol)

## NEW & ACTIVE

STEVIE NICKS "Talk To Me" (Modern/Atco) 53/29  
Rotations: Heavy 0, Medium 1, Light 34/21, Total Adds 29 including WLTF, B100, WAEB, WXTX, WJDX, WIVY, WSFL, KQ99, WHNN, KVVU, Medium including WARM99, KYKY, V100, WKGW, WENS, WMG, KDUK, KWFM.  
STEVIE WONDER "Go Home" (Tamla/Motown) 50/50  
Rotations: Heavy 0, Medium 20/20, Light 30/30, Total Adds 50 including WCLY, KYKY, WKYE, WKGW, WJDX, WSFL, WAVE, WNAM, Medium including WPIX, WARM99, 97AIA, W101, WARM98, WQMC, KOST.  
URGENT "Love Can Make You Cry" (Manhattan) 45/4  
Rotations: Heavy 0, Medium 20/2, Light 25/2, Total Adds 4, WLAC-FM, WTN, WAHR, WORG, Medium: WKYE, KEY103, WNAM, KOIL, KATF, 104, KFSS, KKL.  
SHEENA EASTON "Do It For Love" (EMI America) 36/6  
Rotations: Heavy 0, Medium 17/0, Light 19/6, Total Adds 6, WNAM, KIOA, WKYX, WXUS, KKL, KALE, Medium including WPIX, WSB-FM, 2WD, KOST, WKYE, WSFL, WMG, WHNN, KDUK.  
MICHAEL McDONALD "Lost In The Parade" (WB) 36/1  
Rotations: Heavy 1/0, Medium 25/0, Light 10/1, Total Adds 1, KKPL, Heavy: KQSW, Medium including KGW, WAEB, KEY103, WAVE, WNAM, KWFM, WEIM, WMT-FM, KKL.  
STING "Love Is The Seventh Wave" (A&M) 35/15  
Rotations: Heavy 1/0, Medium 17/4, Light 17/11, Total Adds 15 including WCLY, B100, WSFM, WKGW, KQ99, WSKY, WJON, Heavy: WAVE, Medium including WARM99, WARM98, WTRX, KWF, WMMJ, KALE.  
OMD "So In Love" (Virgin/A&M) 34/7  
Rotations: Heavy 1/0, Medium 12/1, Light 21/6, Total Adds 7, WAEB, KEY103, KDUK, WKNE, WORG, WZLQ, Heavy: WSKI, Medium: KMG, WKYE, WSFL, WMG, WHNN.  
KOOL & THE GANG "Emergency" (De-Lite/PolyGram) 32/1  
Rotations: Heavy 1/0, Medium 12/0, Light 19/1, Total Adds 1, WRKA, Heavy: KQSW, Medium including WHTX, WKYE, WMG, WGLL, WSKI, WCKQ, KALE.  
CARS "Tonight She Comes" (Elektra) 29/4  
Rotations: Heavy 0, Medium 10/0, Light 19/4, Total Adds 4, WKYE, WHNN, KPPL, WSKY, Medium including WMG, WMMJ, WGLL, WCKQ, WCHV, KQSW, KALE.

## SIGNIFICANT ACTION

STARSHIP "We Built This City" (GrunT/RCA) 24/8  
Rotations: Heavy 7/1, Medium 11/1, Light 6/6, Total Adds 8, WLLT, KMG, WRKA, WAVE, WHNN, KRAY, KDUK, 194, Heavy including WHTX, KQ99, WJHE, KJUA, Medium including B100, V100, WKYE, WENS, WFMK, WMG.  
CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 24/4  
Rotations: Heavy 0, Medium 15/2, Light 9/2, Total Adds 4, WSN, WTRX, KDUK, WGLL, Medium including WHTX, 2WD, WXTX, WAVE, WMG.  
MAURICE WHITE "I Need You" (Columbia) 23/23  
Rotations: Heavy 0, Medium 1/1, Light 22/22, Total Adds 23 including K106, KELT, WSFL, WNAM, KIOA, WEIM, WSKI, WSKY, WCKO, KFSB, WBOW, KKL, KQSW, Medium: KTYL.  
SADE "Sweetest Taboo" (Epic) 22/22  
Rotations: Heavy 0, Medium 4/4, Light 18/18, Total Adds 22 including WARM99, WARM98, KIFM, WAVE, WNAM, KWF, WMMJ, WGSV, KFSB, KKL, Medium: WPIX, WCKQ, WAEV, KTYL.  
ELTON JOHN "Wrap Her Up" (Geffen) 22/0  
Rotations: Heavy 2/0, Medium 10/0, Light 10/0, Total Adds 0, Heavy: WGLL, KTYL, Medium: KEY103, WAVE, WEIM, WSKI, WCKQ, WKYX, WAEV, KATF, KRSS, KALE.  
BOB DYLAN "Emotionally Yours" (Columbia) 21/4  
Rotations: Heavy 0, Medium 2/0, Light 19/4, Total Adds 4, WLTF, WKYE, KIOA, WFX, Medium: WSKI, KALE.  
JUICE NEWTON "Hurt" (RCA) 20/4  
Rotations: Heavy 0, Medium 4/0, Light 16/4, Total Adds 4, WAEB, WNAM, WMT-FM, KRSS, Medium: KVL-FM, WSKI, WAHR, KMG.  
JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 19/15  
Rotations: Heavy 1/1, Medium 4/1, Light 14/13, Total Adds 15 including WSFM, WNAM, WMMJ, WEIM, WSKY, WORG, WKYX, WZLQ, KFSB, WJON, KKL, KQSW, KMG, KALE, Heavy: KTYL, Medium including WHTX, WAVE, KATF.  
MATT BIANCO "More Than I Can Bear" (Atlantic) 19/6  
Rotations: Heavy 0, Medium 3/0, Light 16/6, Total Adds 6, WAVE, WKNE, WORG, WAEV, WXUS, KQSW, Medium: WSKI, KTYL, KALE.  
DIANA ROSS "Chain Reaction" (RCA) 17/11  
Rotations: Heavy 0, Medium 6/2, Light 11/9, Total Adds 11, WQMC, KQST, KIFM, WEI, KELT, WSFL, WEIM, WSKI, WORG, WXUS, KKL, Medium including WARM99, WARM98, WGLL, WCHV.  
JON ANDERSON "Easter Said Than Done" (Elektra) 11/10  
Rotations: Heavy 0, Medium 0, Light 11/10, Total Adds 10, WEIM, WSKI, WSKY, WAEV, KTYL, WBOW, KKL, KQSW, KRSS, KFSB.  
PAUL McCARTNEY "Spies Like Us" (Capitol) 9/9  
Rotations: Heavy 0, Medium 0, Light 9/9, Total Adds 9, KEY103, WAVE, WEIM, WCKO, WORG, KTYL, KQSW, KRSS, KALE.  
JOHN DENVER "Dreamland Express" (RCA) 9/7  
Rotations: Heavy 0, Medium 1/1, Light 8/6, Total Adds 7 including WNAM, WKNE, WSKI, WGSV, KFSB, KRSS, Medium: WAHR.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 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.

Editor's Note: Due to the unusual diversity among musical approaches in the A/C format, and in order to keep the Breaker term within A/C as synonymous as possible with chart debuts, R&R has changed Breaker status from 60% to 50%, effective this week.







# AOR ALBUMS

Three Weeks	Two Weeks	Last Week	158 REPORTS	NOVEMBER 15, 1985	Total Reports/Adds	Power	Heavy	Medium
—	1	1	<b>1 ZZ TOP</b> /Afterburner (WB)	"Sleeping" (135) "Can't Stop" (122) "Stages" (68)	<b>149=</b> /0	<b>67+</b>	<b>144=</b>	<b>5=</b>
1	2	2	<b>2 JOHN C. MELLENCAMP</b> /Scarecrow (Riva/PG)	"Small" (144) "R.O.C.K." (51) "Rain" (44)	<b>149=</b> /0	<b>56-</b>	<b>142-</b>	<b>7+</b>
3	3	3	<b>3 RUSH</b> /Power Windows (Mercury/PG)	"Money" (124) "Manhattan" (80) "Territories" (60)	<b>135=</b> /0	<b>34=</b>	<b>105+</b>	<b>25-</b>
DEBUT	4	4	<b>4 PETE TOWNSHEND</b> /White City (Atco)	"Face" (147) "Blood" (52) "Hiding" (20)	<b>154</b> /4	<b>29</b>	<b>101</b>	<b>51</b>
6	6	5	<b>5 SIMPLE MINDS</b> /Once Upon A Time (Virgin/A&M)	"Alive & Kicking" (151)	<b>151=</b> /0	<b>55+</b>	<b>126+</b>	<b>23-</b>
13	7	6	<b>6 CARS</b> /Greatest Hits (Elektra)	"Tonight She Comes" (152)	<b>152=</b> /0	<b>56+</b>	<b>139+</b>	<b>13-</b>
4	4	7	<b>7 DIRE STRAITS</b> /Brothers In Arms (WB)	"Walk Of Life" (112) "One World" (31) "Far" (17)	<b>130=</b> /1	<b>35=</b>	<b>102-</b>	<b>25+</b>
15	12	8	<b>8 INXS</b> /Listen Like Thieves (Atlantic)	"This Time" (136) "What You Need" (10)	<b>143+</b> /3	<b>13-</b>	<b>62+</b>	<b>74-</b>
2	5	7	<b>9 ROGER DALTRY</b> /Under A Raging Moon (Atlantic)	"Raging" (111) "After The Fire" (46)	<b>129=</b> /0	<b>13+</b>	<b>55-</b>	<b>70+</b>
DEBUT	10	9	<b>10 ASIA</b> /Astra (Geffen)	"Go" (133) "Countdown" (13) "Too Late" (12)	<b>134</b> /6	<b>6</b>	<b>49</b>	<b>80</b>
9	11	11	<b>11 STEVIE RAY VAUGHAN &amp; DOUBLE TROUBLE</b> /Soul To Soul (Epic)	"Change It" (106) "Little Sister" (36)	<b>127=</b> /5	<b>5=</b>	<b>36-</b>	<b>82+</b>
7	8	12	<b>12 STING</b> /The Dream Of The Blue Turtles (A&M)	"Seventh Wave" (96) "Shadows" (13)	<b>106=</b> /2	<b>19=</b>	<b>70-</b>	<b>34-</b>
—	25	17	<b>13 MIKE &amp; THE MECHANICS</b> /Mike & The Mechanics (Atlantic)	"Silent Running" (144)	<b>145+</b> /19	<b>1+</b>	<b>29+</b>	<b>101-</b>
16	15	12	<b>14 PHANTOM, ROCKER &amp; SLICK</b> /Phantom, Rocker & Slick (EMI America)	"Men Without Shame" (121)	<b>124=</b> /1	<b>12=</b>	<b>42-</b>	<b>77+</b>
8	10	15	<b>15 MR. MISTER</b> /Welcome To The Real World (RCA)	"Broken Wings" (67) "Kyrie" (47)	<b>106=</b> /4	<b>18+</b>	<b>60-</b>	<b>41+</b>
—	18	16	<b>16 AEROSMITH</b> /Done With Mirrors (Geffen)	"Let The Music" (95) "Shela" (20) "Fire" (10)	<b>109=</b> /4	<b>2=</b>	<b>21+</b>	<b>75-</b>
—	22	17	<b>17 CLARENCE CLEMONS</b> /Hero (Columbia)	"Friend Of Mine" (111)	<b>113+</b> /11	<b>9+</b>	<b>44+</b>	<b>62=</b>
10	14	15	<b>18 STARSHIP</b> /Knee Deep In The Hoopla (Grunt/RCA)	"Sara" (71) "We Built" (29)	<b>94=</b> /5	<b>8-</b>	<b>36-</b>	<b>52+</b>
24	24	23	<b>19 WANG CHUNG</b> /To Live And Die In L.A. (Geffen)	"To Live And Die" (103)	<b>104=</b> /2	<b>4=</b>	<b>35-</b>	<b>59+</b>
17	14	20	<b>20 CRUZADOS</b> /Cruzados (Arista)	"Motorcycle Girl" (95) "Hangin' Out" (12)	<b>103=</b> /2	<b>1-</b>	<b>25-</b>	<b>72-</b>
12	13	21	<b>21 THOMPSON TWINS</b> /Here's To Future Days (Arista)	"Lay Your Hands" (69)	<b>84=</b> /1	<b>7-</b>	<b>44-</b>	<b>31-</b>
—	26	26	<b>22 ROCKY IV</b> /Soundtrack (Scotti Bros./CBS)	"Burning Heart" (99)	<b>102+</b> /5	<b>6+</b>	<b>27+</b>	<b>67-</b>
—	30	28	<b>23 DIVINYLS</b> /What A Life (Chrysalis)	"Pleasure And Pain" (112)	<b>112+</b> /15	<b>1+</b>	<b>13+</b>	<b>79+</b>
20	19	20	<b>24 JOE LYNN TURNER</b> /Rescue You (Elektra)	"Endlessly" (104)	<b>105=</b> /1	<b>4+</b>	<b>28+</b>	<b>68-</b>
22	21	25	<b>25 KATE BUSH</b> /Hounds Of Love (EMI America)	"Running Up" (92)	<b>92=</b> /3	<b>4=</b>	<b>33-</b>	<b>52+</b>
28	27	27	<b>26 ALARM</b> /Strength (IRS/MCA)	"Strength" (100)	<b>103+</b> /14	<b>4+</b>	<b>16+</b>	<b>70+</b>
19	20	25	<b>27 LOVERBOY</b> /Lovin' Every Minute Of It (Columbia)	"Dangerous" (79) "Lovin'" (14)	<b>88=</b> /7	<b>4-</b>	<b>19+</b>	<b>66-</b>
—	30	29	<b>28 JONI MITCHELL</b> /Dog Eat Dog (Geffen)	"Good Friends" (92)	<b>95+</b> /18	<b>3=</b>	<b>18+</b>	<b>65+</b>
27	28	28	<b>29 DREAM ACADEMY</b> /Dream Academy (WB)	"Life" (89)	<b>92+</b> /8	<b>5+</b>	<b>19+</b>	<b>56+</b>
11	16	19	<b>30 HEART</b> /Heart (Capitol)	"Never" (54)	<b>64=</b> /2	<b>13-</b>	<b>39-</b>	<b>21-</b>
14	18	16	<b>31 TALKING HEADS</b> /Little Creatures (Sire/WB)	"Stay Up Late" (59) "And She Was" (17)	<b>67=</b> /1	<b>6-</b>	<b>33-</b>	<b>31-</b>
DEBUT	32	32	<b>32 YES</b> /9012 Live (Atco)	"Hold On" (97) "Changes" (20)	<b>102</b> /14	<b>0</b>	<b>5</b>	<b>82</b>
—	34	33	<b>33 ARTISTS UNITED AGAINST APARTHEID</b> /Sun City (Manhattan)	"Sun City" (73)	<b>75+</b> /13	<b>1=</b>	<b>15+</b>	<b>49+</b>
33	32	34	<b>34 DEL FUEGOS</b> /Boston, Mass. (Slash/WB)	"Don't Run Wild" (66)	<b>73+</b> /3	<b>2=</b>	<b>7-</b>	<b>54+</b>
5	10	24	<b>35 MIAMI VICE</b> /Soundtrack (MCA)	"You Belong" (48)	<b>48=</b> /0	<b>7-</b>	<b>34-</b>	<b>12-</b>
—	37	36	<b>36 ROBERT PALMER</b> /Riptide (Island)	"Discipline" (66)	<b>72+</b> /6	<b>1=</b>	<b>4+</b>	<b>54+</b>
—	40	37	<b>37 CHARLIE SEXTON</b> /Pictures For Pleasure (MCA)	"Beat's So Lonely" (65)	<b>68+</b> /7	<b>0=</b>	<b>7+</b>	<b>45+</b>
40	34	38	<b>38 TRIUMPH</b> /Stages (MCA)	"Mind Games" (41)	<b>53+</b> /4	<b>0=</b>	<b>6-</b>	<b>36+</b>
36	40	39	<b>39 MARILLION</b> /Misplaced Childhood (Capitol)	"Lavender" (43) "Kayleigh" (11)	<b>53+</b> /12	<b>1-</b>	<b>6-</b>	<b>34+</b>
DEBUT	40	40	<b>40 WATERBOYS</b> /This Is The Sea (Island)	"Whole" (55)	<b>57+</b> /9	<b>2=</b>	<b>9=</b>	<b>34+</b>

**Gary Myrick**  
The New 12"  
Is Here!

**HEARTS POUND**

NETWORK  
Geffen RECORDS

## BREAKERS

**PETE TOWNSHEND**  
White City (Atco)  
97% of our reporters on it. 154/4 with adds at: CFOX, CHEZ, KFMZ, KQWB. Debuts at #4 on the Albums chart.

**ASIA**  
Astra (Geffen)  
85% of our reporters on it. 136/6 with adds at: CHOM, WNEW, Q107, CFOX, WBLM, KFMZ. Debuts at #10 on the Albums chart.

**ALARM**  
Strength (IRS/MCA)  
65% of our reporters on it. 103/14 including adds at: WYNF, KGB, WPYX, WKQO, KRIX, WWCT, WIOT, KMODO, KEZE. Moves 27-26 on the Albums chart.

**YES**  
9012 Live (Atco)  
65% of our reporters on it. 102/14 including adds at: KLLO, WLLZ, KSHE, WPLR, KKCI, KPOI, KSJU. Debuts at #32 on the Albums chart.

**JONI MITCHELL**  
Dog Eat Dog (Geffen)  
60% of our reporters on it. 95/18 including adds at: CHOM, Q107, DC101, WYNF, KGB, KRQR, WKDF, KDJK. Moves 29-28 on the Albums chart.

**CHARTS** — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

**BREAKERS** — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.



# AOR ALBUMS

## MOST ADDED

**MIKE & THE MECHANICS (19)**  
Mike & The Mechanics (Atlantic)  
**JONI MITCHELL (18)**  
Dog Eat Dog (Geffen)  
**NIGHT RANGER (17)**  
7 Wishes (Carnel/MCA)  
**DIVINYLS (15)**  
What A Life (Chrysalis)

## HOTTEST

**ZZ TOP (67)**  
Afterburner (WB)  
**CARS (56)**  
Greatest Hits (Elektra)  
**JOHN C. MELLENCAMP (56)**  
Scarecrow (Riva/PolyGram)  
**SIMPLE MINDS (55)**  
Once Upon A Time (Virgin/A&M)  
**DIRE STRAITS (35)**  
Brothers In Arms (WB)

## NEW & ACTIVE

### Y&T "Down For The Count" (A&M) 57/8 (49/17)

Adds: WBAB, WDHA, WYSP, WAQX, KKCI, WRKI, WTPA, KFMZ. Heavy 5: WBCN, WKQQ, KFMG, KKDJ, KRQU. Medium 39 including WNEW, WXRK, WHJY, KTXQ, KLOL, WYNF, WRIF, WQFM, KSHE, KUPD, KGB, KOMA.

### NIGHT RANGER "7 Wishes" (Carnel/MCA) 52/17 (36/12)

Adds including WNEW, WYNF, WYX, WPDH, WOUR, KICT. Heavy 8 including KQRS, WYSP, WAQX, KNCN, KRIX, WSKS, KRQU. Medium 37 including WBAB, KLOL, KSRR, WSHE, WQFM, KBPI, KRQR, WHEB, KLAQ, WDIJ, WAPL, KGGO, WWCT, KMDD, KILQ, KDJK.

### BLACK 'N' BLUE "Without Love" (Geffen) 40/2 (41/5)

Adds: WRQK, WRUF. Powers 2: Heavy 8 including WYNF, WQFM, WYSP, KRIX, WDIJ, KISS, KILQ. Medium 23 including KSRR, WRIF, WYX, KNCN, WKDF, KGGO, KMDD, KOMP, KDJK.

### JON BUTCHER AXIS "Along The Axis" (Capitol) 39/1 (42/8)

Adds: KZOO. Powers 2: Heavy 5 including KLBj, KKGR, KSPN, KRQU. Medium 23 including WHJY, Q107, WLUP, WQFM, KMET, KOMA, WHEB, WOUR, WAAF, WLAV.

### BRYAN ADAMS "Reckless" (A&M) 38/12 (32/9)

Adds including KSRR, WLVO, WIMZ, WLAV, KICT, K97, KPOI. Powers 1: Heavy 7: WKLS, WZZO, WAQX, WFBQ, KRSP, KFMZ, KOLA. Medium 24 including WDV, Q107, WNOR, WYX, KGGO.

### ELTON JOHN "Ice On Fire" (Geffen) 36/7 (32/10)

Adds: KTCZ, KAZY, WPDH, WONE, WTUE, KKGR. Powers 1: Heavy 11 including WBAB, WNEW, WIMZ. Medium 20 including WSHE, WXRT, KBCO, WQBK, WDIJ, WWCT.

### CURE "The Head On The Door" (Elektra) 33/11 (24/3)

Adds including KQRS, WQBK, WPDH, KILQ. Powers 4: Heavy 6: WXRT, KROQ, WHFS, WLIR, KTCL, KCGL. Medium 17 including WXRK, WLUP, WQFM, KBCO, 91X.

### BON JOVI "7800 Fahrenheit" (Mercury/PolyGram) 32/14 (18/16)

Adds including WHJY, WQFM, KSHE, WZZO, WAAF, KLAQ, WBLM. Heavy 1: WBCN. Medium 22 including WXRK, WHEB, KKDj, KTYD.

### HOODOO GURUS "Mars Needs Guitars!" (Big Time) 31/4 (28/5)

Adds: WQBK, WPDH, WHMD, WZEW. Heavy 3: WIZN, KROQ, KCGL. Medium 24 including WNEW, WHJY, WXRT, KROQ, 91X, WHEB, WAAF, WTUE, KILQ.

### SCORPIONS "World Wide Live" (Mercury/PolyGram) 30/4 (29/12)

Adds: WYNF, WHEB, WCMF, KWHL. Heavy 0: Medium 16 including WXRK, KLOL, KYYS, WQFM, KSHE, KUPD, KLAQ, WFBQ, KATT, WIOT.

### JETHRO TULL with the LONDON SYMPHONY ORCHESTRA "A Classic Case" (RCA) 26/7 (24/15)

Adds including KYYS, KAZY, WONE, WIZN, KLYV, WXCF. Heavy 2: WLUP, WHMD. Medium 16 including DC101, KTCZ, WQBK, WLAV.

### JAMES TAYLOR "That's Why I'm Here" (Columbia) 26/0 (27/1)

Powers 2: Heavy 12 including KBCO, WQBK, WTUE, KKGR. Medium 12 including WXRT, KTCZ, KICT.

### HEAVEN "Knockin' On Heaven's Door" (Columbia) 20/2 (18/3)

Adds: KNCN, KMDD. Heavy 4: KZEW, KLOS, WYSP, KRIX. Medium 15 including WNEW, WDV, KTXQ, KGB, KRQR, KISW, KISS.

### CLASH "Cut The Crap" (Epic) 19/10 (0/0)

Adds including KZEW, WNOR, WZZO, KILQ, KKDj. Powers 1: Heavy 5: KROQ, 91X, WLIR, KTCL, KCGL. Medium 7 including WBAB, WXRT.

### WRESTLING ALBUM "Wrestling Album" (Epic) 19/3 (19/11)

Adds: WBCN, WBAB, KLPX. Heavy 0: Medium 6 including WQFM, KROQ, WYV.

### CHRISTOPHER CROSS "Every Turn Of The World" (WB) 18/5 (15/3)

Adds including KAZY, WONE, WTUE. Heavy 3 including KTCZ, WCPZ. Medium 11 including KSRR, WYNF, KGB.

### CULT "Love" (Sire/WB) 18/5 (13/9)

Adds: WBCN, Q107, KTXQ, WYSP, KROQ. Heavy 1: WLIR. Medium 11 including WNEW, KROQ, KLAQ.

### BIG AUDIO DYNAMITE "This Is Big Audio Dynamite" (Columbia) 15/1 (15/0)

Adds: CFNY. Powers 3: Heavy 7 including WBCN, KROQ. Medium 6 including WBAB, WXRT, WPDH, KLAQ.

### BILLY THE KID "Sworn To Fun" (MCA) 15/0 (12/2)

Heavy 0: Medium 6 including WYNF, WYV, WIOT, KOMP.

### WALL OF VODDOD "Seven Days In Sammystown" (IRS/MCA) 13/2 (11/1)

Adds: WXRT, 91X. Heavy 3: WLIR, KTCL, KROQ. Medium 7 including KROQ, CHEZ, CFNY.

### STEVEN WRIGHT "I Have A Pony" (WB) 12/3 (16/7)

Adds: WKLS, WQBK, KTCL. Heavy 0: Medium 3 including KISW, WLIR.

### MADNESS "Mad Not Mad" (Geffen) 12/1 (13/1)

Adds: KCGL. Heavy 2 including KTCL. Medium 6 including WXRT, KROQ, WTUE.

### JON ANDERSON "3 Ships" (Elektra) 10/4 (7/7)

Adds: KSTM, KSPN, KTCL, KROQ. Powers 1: Heavy 1: KTCZ. Medium 7 including WPDH, WRDU.

**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.

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R&R FRIDAY, NOVEMBER 15, 1985/77



# AOR TRACKS

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Power	Heavy	Medium		
7	3	2	1	<b>CARS</b> /Tonight She Comes (Elektra)	152	=/0	56	139	13
2	2	1	2	<b>JOHN C. MELLENCAMP</b> /Small Town (Riva/PG)	144	-/0	55	139	5
4	4	4	3	<b>SIMPLE MINDS</b> /Alive & Kicking (Virgin/A&M)	151	+1	55	126	23
1	3	3	4	<b>ZZ TOP</b> /Sleeping Bag (WB)	135	-/0	62	131	3
—	8	5	8	<b>STEVIE NICKS</b> /Talk To Me (Modern/Atco)	149	+8	27	99	47
—	11	7	6	<b>PETE TOWNSHEND</b> /Face The Face (Atco)	147	=/3	28	97	48
5	5	7	7	<b>RUSH</b> /The Big Money (Mercury/PG)	124	-/1	34	101	21
14	9	8	8	<b>INXS</b> /This Time (Atlantic)	136	+2	12	61	69
11	8	6	9	<b>DIRE STRAITS</b> /Walk Of Life (WB)	112	-/2	29	90	20
—	28	13	10	<b>ASIA</b> /Go (Geffen)	133	+6	6	49	80
—	22	12	11	<b>ZZ TOP</b> /Can't Stop Rockin' (WB)	122	+8	6	55	61
55	31	17	12	<b>MIKE &amp; THE MECHANICS</b> /Silent Running (Atlantic)	144	+19	1	28	101
<b>DEBUT</b>	15	12	10	<b>PAT BENATAR</b> /Sex As A Weapon (Chrysalis)	129	/127	4	43	72
13	12	10	14	<b>PHANTOM, ROCKER &amp; SLICK</b> /Men Without Shame (EMI America)	121	-/1	12	42	74
15	14	11	15	<b>ROGER DALTRY</b> /Under A Raging Moon (Atlantic)	111	-/2	9	44	61
16	15	14	16	<b>STING</b> /Love Is The Seventh Wave (A&M)	96	-/3	18	65	29
25	20	18	17	<b>C. CLEMONS &amp; J. BROWNE</b> /You're A Friend Of Mine (Columbia)	111	+9	9	44	60
—	49	30	16	<b>STEVIE RAY VAUGHAN &amp; DOUBLE TROUBLE</b> /Change It (Epic)	106	+23	4	26	71
27	26	21	19	<b>WANG CHUNG</b> /To Live And Die In L.A. (Geffen)	103	=/2	4	35	58
22	19	20	19	<b>JOE LYNN TURNER</b> /Endlessly (Elektra)	104	-/1	4	28	68
—	39	29	21	<b>DIVINYLS</b> /Pleasure And Pain (Chrysalis)	112	+15	1	13	79
47	32	28	22	<b>SURVIVOR</b> /Burning Heart (Scotti Bros./CBS)	99	+4	6	27	66
6	8	15	23	<b>MR. MISTER</b> /Broken Wings (RCA)	67	-/0	18	52	14
19	17	16	24	<b>CRUZADOS</b> /Motorcycle Girl (Arista)	95	-/3	1	24	66
26	25	24	25	<b>KATE BUSH</b> /Running Up That Hill (EMI America)	92	-/3	4	33	52
23	25	26	26	<b>AEROSMITH</b> /Let The Music Do The Talking (Geffen)	95	-/0	2	19	66
33	33	32	27	<b>ALARM</b> /Strength (IRS/MCA)	100	+14	4	16	68
36	34	33	28	<b>RUSH</b> /Manhattan Project (Mercury/PG)	80	+7	1	28	46
—	44	38	28	<b>JONI MITCHELL</b> /Good Friends (Geffen)	92	+17	3	17	65
9	16	22	30	<b>HEART</b> /Never (Capitol)	54	-/0	13	36	15
—	46	39	31	<b>ZZ TOP</b> /Stages (WB)	68	+14	0	30	35
10	10	20	32	<b>THOMPSON TWINS</b> /Lay Your Hands On Me (Arista)	69	-/0	6	40	22
40	41	40	35	<b>LOVERBOY</b> /Dangerous (Columbia)	79	+13	2	15	61
—	38	36	34	<b>YES</b> /Hold On (Atco)	97	+11	0	5	79
46	45	43	35	<b>DREAM ACADEMY</b> /Life In A Northern Town (WB)	89	+8	5	16	57
42	37	37	36	<b>RUSH</b> /Territories (Mercury/PG)	60	+4	0	24	34
21	21	26	37	<b>TALKING HEADS</b> /Stay Up Late (Sire/WB)	59	-/3	3	28	28
18	24	34	38	<b>JOHN C. MELLENCAMP</b> /R.O.C.K. In The U.S.A. (Riva/PG)	51	-/1	0	28	22
—	54	49	39	<b>STARSHIP</b> /Sara (Grunt/RCA)	71	+11	1	20	43
54	47	44	40	<b>ARTISTS UNITED AGAINST APARTHEID</b> /Sun City (Manhattan)	73	+11	1	15	47
3	7	23	41	<b>GLENN FREY</b> /You Belong To The City (MCA)	48	-/0	7	34	12
41	42	42	42	<b>DEL FUEGOS</b> /Don't Run Wild (Slash/WB)	66	+3	2	7	48
<b>DEBUT</b>	43	43	43	<b>PETE TOWNSHEND</b> /Give Blood (Atco)	52	152	0	15	34
<b>DEBUT</b>	44	44	44	<b>PAUL MCCARTNEY</b> /Spies Like Us (Capitol)	74	174	0	7	51
8	13	27	45	<b>ROGER DALTRY</b> /After The Fire (Atlantic)	46	-/0	4	27	16
—	60	50	46	<b>ZZ TOP</b> /Rough Boy (WB)	51	+7	2	21	27
60	50	49	47	<b>ROBERT PALMER</b> /Discipline Of Love (Why Did You Do It) (Island)	66	=/3	0	3	51
34	43	48	48	<b>JOHN C. MELLENCAMP</b> /Rain On The Scarecrow (Riva/PG)	44	-/2	2	23	18
—	53	49	49	<b>CHARLIE SEXTON</b> /Beat's So Lonely (MCA)	65	+7	0	7	42
23	27	35	50	<b>KISS</b> /Tears Are Falling (Mercury/PG)	48	-/0	2	13	31
—	55	51	51	<b>Y&amp;T</b> /All American Boy (A&M)	56	+9	0	5	38
—	54	52	52	<b>WATERBOYS</b> /The Whole Of The Moon (Island)	55	+9	2	9	33
12	18	31	53	<b>STEVIE RAY VAUGHAN &amp; DOUBLE...</b> /Look At Little Sister (Epic)	36	-/1	1	16	18
32	40	41	54	<b>ALDO NOVA</b> /Tonite (Lift Me Up) (Portrait/CBS)	57	-/3	0	3	43
<b>DEBUT</b>	55	57	55	<b>MR. MISTER</b> /Kyrie (RCA)	47	+14	0	12	28
—	57	56	56	<b>JOHN C. MELLENCAMP</b> /Justice And Independence '85 (Riva/PG)	39	+6	0	14	24
—	58	57	57	<b>NIGHT RANGER</b> /Goodbye (Camel/MCA)	49	+17	0	7	35
24	36	51	58	<b>DIRE STRAITS</b> /One World (WB)	31	-/0	5	17	11
—	60	59	59	<b>TRIUMPH</b> /Mind Games (MCA)	41	+6	0	6	27
<b>DEBUT</b>	60	60	60	<b>MARILLION</b> /Lavender (Capitol)	43	+13	0	3	28

## MOST ADDED

- PAT BENATAR (127)  
Sex As A Weapon (Chrysalis)
- PAUL MCCARTNEY (74)  
Spies Like Us (Capitol)
- PETE TOWNSHEND (52)  
Give Blood (Atco)
- STEVIE RAY VAUGHAN & DOUBLE TROUBLE (23)  
Change It (Epic)
- YES (20)  
Changes (Atco)

## HOTTEST

- ZZ TOP (62)  
Sleeping Bag (WB)
- CARS (56)  
Tonight She Comes (Elektra)
- SIMPLE MINDS (55)  
Alive & Kicking (Virgin/A&M)
- JOHN C. MELLENCAMP (55)  
Small Town (Riva/PolyGram)
- RUSH (34)  
The Big Money (Mercury/PolyGram)

## BREAKERS

### PAT BENATAR

#### Sex As A Weapon (Chrysalis)

82% of our reporters on it. 129/127 including adds at: WBAB, WNEW, DC101, KZEW, KLOL, WEBN, KMET, KZAP, KGB. Debuts at #13 on the Tracks chart.

### STEVIE RAY VAUGHAN & DOUBLE TROUBLE

#### Change It (Epic)

67% of our reporters on it. 106/23 including adds at: WIYY, WNEW, WHJY, Q107, WYFN, WLVO, KUPD. Moves 30-18.

### ALARM

#### Strength (IRS/MCA)

63% of our reporters on it. 100/14 including adds at: WYFN, KGB, WPYX, WFVY, WKQJ, WWCT, WIOT, KMOD, KEZE. Moves 32-27.

### SURVIVOR

#### Burning Heart (Scotti Bros./CBS)

63% of our reporters on it. 99/4 including adds at: WRIF, WQFM, WQMF, KICT. Moves 28-22.

### YES

#### Hold On (Atco)

61% of our reporters on it. 97/11 including adds at: KLOL, WLLZ, WOUR, WLAV, KKCI, KPOI. Moves 36-34 on the Tracks chart.

## NEW & ACTIVE

- MARILLION "Lavender"** (Capitol) 43/13 (31/14)  
Adds including WKLS, WSHE, KAZY, WRGN, WONE, WSKS, WTUE, KICL. Heavy 3. WAQX, WOUR, WCPZ. Medium 28 including WQVE, WLVO, WQFM, KJWS, WPDH, KQDS, KATT, KMOD.
- BLACK 'N' BLUE "Miss Mystery"** (Geffen) 40/2 (41/6)  
Adds: WROK, WRUF. Powers 2. Heavy 8 including WYFN, WQFM, WYSP, KRXX, WDIJ, KISS, KILO. Medium 23 including KSRR, WLLZ, WRIF, WFLR, WHEB, WPDH, KOMP.
- JON BUTCHER AXIS "Sounds Of Your Voice"** (Capitol) 35/3 (35/10)  
Adds: WQFM, KTCL, KZQJ. Powers 2. Heavy 5 including WHJY, Q107, WLLP, KOME, WQGB, WHEB, WKQJ. Medium 20 including WHJY, Q107, WLLP, KOME, WQGB, WHEB, WKQJ.
- CURE "In Between Days"** (Elektra) 33/11 (24/3)  
Adds including KQRS, WQGB, WPDH, WEZZ, WHIF, KILQ. Powers 2. Heavy 6. WXRT, KRQJ, WHFS, WLIR, KTCL, KQGL. Medium 17 including WXRK, WLLP, WQFM, KBCC, 91X, WRGN.
- BON JOVI "Silent Night"** (Mercury/PolyGram) 32/14 (18/16)  
Adds including WHJY, WQFM, KSHE, WZZO, WAQX, WAFF, KLAQ. Heavy 1. WBCN. Medium 22 including WXRK, WPLR, WYSP, WHEB, KRXX, KFMG, KKDJ.
- BRYAN ADAMS with TINA TURNER "It's Only Love"** (A&M) 32/14 (20/14)  
Adds including WQVE, KSRR, WLVO, WIMZ, KMOD, KICT. Powers 1. Heavy 5: WKLS, WZZO, WAQX, WFBQ, KRSP. Medium 21 including WHJY, Q107, WLLP, KOME, WQGB, WHEB, WKQJ. Medium 20 including WHJY, Q107, WLLP, KOME, WQGB, WHEB, WKQJ.
- SCORPIONS "No One Like You"** (Mercury/PolyGram) 30/4 (28/12)  
Adds: WYFN, WHEB, WCFM, KWHL. Heavy 0. Medium 16 including WXRK, KLOL, WLLZ, KYYS, WQFM, KSHE, KUPD, KLAQ.
- HOODOO GURUS "Bittersweet"** (Big Time) 30/4 (27/4)  
Adds: WQGB, WPDH, WHMD, WZEW. Heavy 3. WIZN, KRQJ, KQGL. Medium 25 including WNEW, WHJY, WXRT, KRQJ, 91X, KLDJ, WONE, KILQ.
- JETHRO TULL with the LONDON SYMPHONY... "Bourne"** (RCA) 25/8 (21/12)  
Adds including KYYS, KAZY, WONE, WIZN, KLVY, WCXZ. Heavy 2. WLLP, WHMD. Medium 16 including DC101, KTCL, WQGB, WLAV, KKGR.
- ZZ TOP "Velcro Fly"** (WB) 24/2 (24/4)  
Adds: KGB, WRDU. Heavy 9 including WLLP, WHCN, CHEZ, WLAV, KZOK, KTYD. Medium 15 including WDMA, WHFF, KQDS, WFBQ, KICT, KKDJ.
- ELTON JOHN "Wrap Her Up"** (Geffen) 24/1 (26/5)  
Adds: KFMZ. Heavy 9: WBAB, WNEW, CFOX, WDMA, WHFF, WPDH, WHMD, WZZO, KSPN. Medium 11 including WSHE, WXRT, KMJX, WROK, WWCT, WWWW.
- YES "Changes"** (Atco) 20/20 (0/0)  
Adds including WBAB, DC101, WXRT, KROR, WDMA, WOUR. Heavy 0. Medium 13 including WLLZ, KMET, KGB, WHCN, WPLR, KATE, WIOT.
- AEROSMITH "Sheila"** (Geffen) 20/9 (11/11)  
Adds: WSHE, KYYS, WHCN, WKDF, WROK, WLAV, KEZO, WTPA, KAZO. Heavy 3: KFMG, WGR, KTYD. Medium 15 including WQVE, WYFN, WCCC, WCFM, KATT, KILQ, KEZE.
- PETE TOWNSHEND "Hiding Out"** (Atco) 20/7 (19/7)  
Adds: KAZY, WQGB, WONE, WTUE, KLXP, WWTR, KQWB. Powers 1. Heavy 12 including WLLP, KTCL, KBCO. Medium 7 including WDMA, WHFF, WQGB, KSTW.
- HEAVEN "Knockin' On Heaven's Door"** (Columbia) 20/2 (18/3)  
Adds: KNON, KMOD. Heavy 4: KZEW, KLOS, WYSP, KRXX. Medium 15 including WNEW, WQVE, KTQJ, KGB, KROR, KISW, KISS.
- JAMES TAYLOR "Everyday"** (Columbia) 20/1 (20/0)  
Adds: KVRE. Powers 2. Heavy 11 including KAZY, WQGB, WONE, WTUE, WWWW. Medium 7 including KTCL, WRDU, WBLM.
- CLASH "This Is England"** (Epic) 19/18 (10/10)  
Adds including KZEW, WGNR, WZZO, WHEB, WPDH, KILQ, KKDJ. Powers 1. Heavy 5: KRQJ, 91X, WLIR, KTCL, KQGL. Medium 7 including WBAB, WXRT, WHFS.
- WRESTLING ALBUM "Land Of 1,000 Dances"** (Epic) 19/3 (18/12)  
Adds: WBCN, WBAB, KLXP. Heavy 0. Medium 6: WQFM, KROK, WLIR, WPDH, WFVY, WTPA.
- ABC "Be Near Me"** (Mercury/PolyGram) 18/1 (16/0)  
Adds: KBCO. Powers 2. Heavy 8: CHOM, WSHE, WXRT, WQGB, WIMZ, K97, WHMD, KTCL. Medium 6: WMMR, WHFS, WLIR, CHEZ, WAQX, WWCT.
- CULT "She Sells Sanctuary"** (Sire/WB) 16/3 (13/9)  
Adds: WBCN, Q107, WYSP. Heavy 1: WLIR. Medium 10 including WNEW, KRQJ, WRGN, KLAQ.
- DIRE STRAITS "Ride Across The Water"** (WB) 16/3 (14/5)  
Adds: KLOL, KROR, WCCC. Heavy 8 including KMET, WHCN, WLAV, KZOK. Medium 8 including Q107, KYYS, KQDS, KEZO, KZEL, KKDJ.
- ELTON JOHN "Nikita"** (Geffen) 15/7 (9/8)  
Adds including KAZY, KBCO, WDMA, WPDH. Heavy 4 including WLLZ, WHMD, KSPN. Medium 10 including WQGB, WCCC, WDIJ.
- HERMAN ZE GERMAN AND FRIENDS "Wipe Out"** (Capitol) 15/7 (9/8)  
Adds including KZEW, KOME, KNON, KKDJ. Heavy 0. Medium 9 including KBPI, KUPD, KRXX, KDKJ.







































# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

## 246 Reports

**JOHN DOE**  
"Hi Song" (Anylabel)  
LP: Hit Song

100/25 44%

Regional	100	National	25
W 100	100	W 100	25
W 100	100	W 100	25
W 100	100	W 100	25
W 100	100	W 100	25

## EXAMPLE

100/25 - 100 CHR reporting stations on (1) this week including 25 new adds  
44% - Percentage of this weeks reporters playing it.

**Regional Reach** - Percentage of reporters playing the song within each region.

**National Summary** - Number of stations moving it up on the charts.

**Debates** 20 - Number of stations debating the song this week.

**Same 4** - Number of stations reporting no movement this week. (Dn to Ch, Add to Ch, 31-33, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 25** - Total number of stations adding it this week.

**BRYAN ADAMS & TINA TURNER**  
It's Only Love (A&M)  
LP: Rockers

167/153 88%

Regional	167	National	153
W 167	167	W 153	153
W 167	167	W 153	153
W 167	167	W 153	153
W 167	167	W 153	153

**JOHN CAFFERY & BEAVER BROWN**  
Strut Town Girl (Socoo Brothers/CBS)  
LP: Tough All Over

98/17 40%

Regional	98	National	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17

**JOHN DOE**  
"Hi Song" (Anylabel)  
LP: Hit Song

100/25 44%

Regional	100	National	25
W 100	100	W 25	25
W 100	100	W 25	25
W 100	100	W 25	25
W 100	100	W 25	25

**JOHN CAFFERY & BEAVER BROWN**  
Strut Town Girl (Socoo Brothers/CBS)  
LP: Tough All Over

98/17 40%

Regional	98	National	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17

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Strut Town Girl (Socoo Brothers/CBS)  
LP: Tough All Over

98/17 40%

Regional	98	National	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17

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Strut Town Girl (Socoo Brothers/CBS)  
LP: Tough All Over

98/17 40%

Regional	98	National	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17

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Strut Town Girl (Socoo Brothers/CBS)  
LP: Tough All Over

98/17 40%

Regional	98	National	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17

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Strut Town Girl (Socoo Brothers/CBS)  
LP: Tough All Over

98/17 40%

Regional	98	National	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17

**JOHN CAFFERY & BEAVER BROWN**  
Strut Town Girl (Socoo Brothers/CBS)  
LP: Tough All Over

98/17 40%

Regional	98	National	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17
W 98	98	W 17	17

**ARCADIA**  
Election Day (Capitol)  
LP: So Red The Rose

223/2 91%

Regional	223	National	2
W 223	223	W 2	2
W 223	223	W 2	2
W 223	223	W 2	2
W 223	223	W 2	2

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**BALTIMORA**  
Tarzan Boy (Manhattan)

58/7 24%

Regional	58	National	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7
W 58	58	W 7	7

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**KATE BUSH**  
Running Up That Hill... (EMI America)  
LP: Hounds Of Love

155/3 63%

Regional	155	National	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3
W 155	155	W 3	3

**CARS**  
Tonight She Comes (Elektra)  
LP: Cars Greatest Hits

218/5 89%

Regional	218	National	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5

**CARS**  
Tonight She Comes (Elektra)  
LP: Cars Greatest Hits

218/5 89%

Regional	218	National	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5

**CARS**  
Tonight She Comes (Elektra)  
LP: Cars Greatest Hits

218/5 89%

Regional	218	National	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5

**CARS**  
Tonight She Comes (Elektra)  
LP: Cars Greatest Hits

218/5 89%

Regional	218	National	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5

**CARS**  
Tonight She Comes (Elektra)  
LP: Cars Greatest Hits

218/5 89%

Regional	218	National	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5
W 218	218	W 5	5

**CARS**  
Tonight She Comes (Elektra)  
LP: Cars Greatest Hits

218/5 89%

Regional	218	National	5
W 21			







# PARALLELS

## JOHN COUGAR MELENCA Small Town (Riva/PolyGram) LP: Scarce

231/11 94%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## MR. MISTER Broken Wings (RCA) LP: Welcome To The Real World

243/0 99%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## OLIVIA NEWTON-JOHN Soul Kiss (MCA) LP: Soul Kiss

177/6 72%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## NIGHT RANGER Goodbye (Cameo/MCA) LP: Seven Wives

139/33 67%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## LIONEL RICHIE Say You, Say Me (Motown) LP: Seven Wives

242/11 86%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## SCOTT POLTI Footloose (PolyGram) LP: Cupid & Psyche 85

208/6 88%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
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41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## MIAMI SOUND MACHINE Conga (Epic) LP: Primitive Sounds

67/14 27%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
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40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## EDDIE MURPHY Party All Night (Columbia) LP: Party All Night

210/28 88%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
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41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## STEVE NICKS Party All Night (Modern/Atco) LP: Rock A Little

217/34 88%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
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48	48
49	49
50	50

## POINTER SISTERS Freedom (MCA) LP: Contact

113/8 46%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
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44	44
45	45
46	46
47	47
48	48
49	49
50	50

## RUSH The Big Money (Mercury/PG) LP: Power Windows

54/14 22%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
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39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50

## SIMPLE MINDS Party All Night (Virgin/A&M) LP: Once Upon A Time

234/5 86%

Regional	National
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
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32	32
33	33
34	34
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40	40
41	41
42	42











## Every Record Deserves A Chance

**A chance to be heard.** An opportunity for the public to hear a new voice and judge for themselves whether it's worthy of their time and interest. Unfortunately, the amount of product far exceeds the time available for airplay on CHR radio. But it doesn't stop there. Today's CHR Program Director has numerous responsibilities. In most cases, his attention to other duties severely restricts the time available and necessary to evaluate new product. Listening is usually restricted to those records which are ready to be added. So, not only is the public not aware of a new record, but listening is often impossible for those who get the music to the masses.

AIR's success is getting new records listened to is well documented. CHR Program and Music Directors have made AIR's priorities their priorities. New records by major acts have experienced quicker growth patterns when AIR has been part of their initial impact plans. New artists have had the exposure necessary to give them a chance. And, since these music decision-makers are in a proper frame of mind when listening, your project is really HEARD.

**AIR gives records the chance they deserve.**

AIR . . . the fastest, most reliable tool for getting radio to listen to music. Call Alan Smith at (301) 964-5544 for more information.

WEEK #18

**AIR Priorities**

WEEK #18

Listen to the selections listed below. Decide if each has the potential to attain 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, November 20, 1985

TITLE	ARTIST	LABEL
STAYIN' ALL NIGHT	HEADPINS	MCA
SILENT RUNNING	MIKE & THE MECHANICS	ATLANTIC
EASIER SAID THAN DONE	JON ANDERSON	ELEKTRA
SIDEWALK TALK	JELLYBEAN	EMI AMERICA
ALL AMERICAN BOY	Y&T	A&M

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

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# CONTEMPORARY HIT RADIO

## BREAKERS

### BRYAN ADAMS with TINA TURNER It's Only Love (A&M)

68% of our reporters playing it. Moves: Up 2, Debuts 4, Same 8, Down 0, Adds 153 including WKSE, WCAU-FM, Z93, B96, WMMS, Y108, KUBE. Complete airplay in Parallels.

### PAUL McCARTNEY Spies Like Us (Capitol)

65% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 160 including B104, WXKS-FM, Z106, Y100, WCZY, KWK, KKRZ. Complete airplay in Parallels.

### DIONNE & FRIENDS That's What Friends Are For (Arista)

65% of our reporters playing it. Moves: Up 40, Debuts 35, Same 37, Down 0, Adds 47 including WCAU-FM, KAFM, WMMS, WZUU, KHTR, KIIS-FM, KITS. See Parallels, debuts at number 40 on the CHR chart.

### WANG CHUNG To Live And Die In L.A. (Geffen)

60% of our reporters playing it. Moves: Up 73, Debuts 22, Same 38, Down 0, Adds 14 including WBEN-FM, KEGL, KRBE, WRSR, WLS, WLS-FM, ZZ99. See Parallels, debuts at number 39 on the CHR chart.

## NEW & ACTIVE

- PETE TOWNSHEND "Face The Face" (Atco) 142/34**  
Moves: Up 20, Debuts 35, Same 53, Down 0, Adds 34 including WBEN-FM, WKSE, B94, PRO-FM, CFR, Y108, KIIS-FM, KWOOD, WSKZ, KSNB, KNCE-FM, KQVZ, WRHD 38-28, WMMS 33-29, WZUU 40-35.
- NIGHT RANGER "Goodbye" (Cameo/MCA) 139/33**  
Moves: Up 20, Debuts 40, Same 48, Down 0, Adds 33 including WKSE, WYNS, B94, PRO-FM, CHUM, 92X, WHYY, WZUU, KWK, Q103, WPST, WROQ, WGL, 28-23, WBCY 32-27, 103CR 38-28.
- KISS "Tears Are Falling" (Mercury/PolyGram) 122/9**  
Moves: Up 55, Debuts 12, Same 45, Down 1, Adds 9, WYNS, WDCG, WHYY-FM, WSTO, WZPL, KQMG, 103CR, WKYS, WHYY 36-30, WERZ 32-28, WANS-FM 39-29, WOKI 16-12, KKK 28-24, WKSF 12-10.
- JELLYBEAN "Sidewalk Talk" (EMI America) 115/63**  
Moves: Up 0, Debuts 17, Same 25, Down 0, Adds 83 including WPHD, WCAU-FM, Q107, I95, B97, WQJF-FM, Q105, WLS-FM, Q103, KOPA, KMJK, KMB, B96 d-36, WJ30 35-28, KZZB 38-29.
- POINTER SISTERS "Freedom" (RCA) 110/8**  
Moves: Up 32, Debuts 17, Same 55, Down 1, Adds 8, WHTT, WXKS-FM, CKGM, WSPK, WCKN, K093, WOMP-FM, WXLK, WKSE 28-25, WMMS 30-25, WROD 29-24, WANS-FM 33-26, KBFM 34-24, WCGO 39-33, WBWB 34-24.
- STEVIE WONDER "Go Home" (Tama/Motown) 110/109**  
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 109 including WHTT, WXKS-FM, WKSE, WBLI, Z93, Y100, WQJF-FM, B96, WLS-FM, WCZY, WHYY, KKRZ, FM102, KPLUS, KNBQ.
- TA MARA & THE SEEN "Everybody Dance" (A&M) 107/25**  
Moves: Up 31, Debuts 13, Same 38, Down 0, Adds 25 including B104, WYNS, Z93, KRBE, WRSR, KIIS-FM, KOPA, KNBQ, 98PX, KEZB, KOFM, KYNO-FM, WKSE 34-27, WHYY 28-20, KMEL 5-2.
- JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 99/17**  
Moves: Up 14, Debuts 20, Same 48, Down 0, Adds 17 including Q103, R104, WANS-FM, WNCI, KKRZ, KF95, KDON-FM, WKZ, WCGO, WGLF, KKAZ, KZQZ, WHIT 40-35, WPHD 40-33, WHYY 32-28.
- STARPOINT "Object Of My Desire" (Elektra) 97/11**  
Moves: Up 44, Debuts 12, Same 26, Down 4, Adds 11, PRO-FM, KZZP, WVSR, KC101, WOKI, WLSR, WZPL, Z104, KJ103, KFV, Q101, B104 11-8, B94 8-6, KIIS-FM 15-12, KMEL 14-9.
- PAT BENATAR "Sex As A Weapon" (Chrysalis) 91/91**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 91 including WHTT, WPHD, WCAU-FM, Z106, WAVA, KAFM, Y100, WQJF-FM, WRSR, B96, WMMS, KHTR, KZZP, KMJK, KUBE.
- ARTISTS UNITED AGAINST APARTHEID "Sun City" (Manhattan) 91/14**  
Moves: Up 25, Debuts 12, Same 40, Down 0, Adds 14 including CHUM, WCZY, 98PX, WSSX, WKZL, KZQ, KQKO, KMGX, KFV, KWES, KCMQ, KTRS, WMS 34-28, KITS 27-17, KMEL 28-21.
- JAMES TAYLOR "Everyday" (Columbia) 82/14**  
Moves: Up 11, Debuts 5, Same 52, Down 0, Adds 14 including CKGM, WGL, KKRZ, WYNS, WRSR, WROD, WDCG, KDON-FM, WKZ, WSPY, KWKZ, KBIM, Q103 26-19, Q100 38-33, WNOK-FM 32-28.
- LOVERBOY "Dangerous" (Columbia) 73/27**  
Moves: Up 4, Debuts 12, Same 30, Down 0, Adds 27 including WHTT, KAFM, KEGL, 92X, KWK, WKEE, WTLQ, WFMJ, WZPL, KOXR, KQMG, KSMB, WBEN-FM 40-37, WGDQ 35-32, KFMM 39-35.
- MIAMI SOUND MACHINE "Conga" (Epic) 67/14**  
Moves: Up 24, Debuts 11, Same 16, Down 2, Adds 14 including WYNS, PRO-FM, KAFM, KBEO, ZZ99, KZZP, KITS, KWSS, WTLQ, KJ103, KFV, OK95, Z100 3-3, Q105 9-4, KIIS-FM 7-1.
- GINO VANNELLI "Hurts To Be In Love" (CBS Associated) 60/0**  
Moves: Up 24, Debuts 5, Same 25, Down 0, Adds 0, WBEN-FM 28-25, 94Q 31-29, WGLC 34-32, WMMS 26-24, KBEO 32-30, WBDQ 36-33, WBCY 35-32, WZLD 25-22, WANS-FM 37-34, WNGI 16-12, KFV 26-23, WKSF 23-20, WVBS 34-29, KKKL-FM 34-32, KKRZ 36-29.
- JACK WAGNER "Too Young" (Owest/WB) 59/9**  
Moves: Up 27, Debuts 8, Same 15, Down 0, Adds 9, B104, 93FM, KBEF, KMJK, WBCY, KIYS, WJAD, WJZR, WYKS, Z100 17-14, Z106 10-6, Q105 21-19, WCZY 26-22, WZOU 14-6, Z104 37-31.
- BALTIMORA "Tarzan Boy" (Manhattan) 58/2**  
Moves: Up 23, Debuts 5, Same 22, Down 1, Adds 7, WHTT, 93FM, 93Q, KTUX, KZQ, Q103, KBIM, WXKS-FM 35-29, CFR 29-16, CHUM 11-7, I95 28-22, WMMS 40-33, ZZ99 34-30, KPLUS 29-20, KIKX 30-22.
- TALKING HEADS "And She Was" (Sire/WB) 56/5**  
Moves: Up 23, Debuts 5, Same 15, Down 0, Adds 5, KOPA, WNOK-FM, WZLD, WDCG, WIKZ, WXKS-FM 20-15, PRO-FM 16-13, WLS-FM 19-14, KZZP 28-23, KPLUS 17-11, KOXR 26-22, KIYS 11-8, KFMM 33-30, WPFM 36-32, WHSL 6-5.
- RUSH "The Big Money" (Mercury/PolyGram) 54/14**  
Moves: Up 9, Debuts 5, Same 26, Down 0, Adds 14 including CHUM, WLS, WKRR-FM, KZZB, WSSX, WNOK-FM, WRQN, KIYS, WGUU, WCGO, WZPY, KTRS, 93FM 25-21, ZZ99 33-29.

## MOST ADDED

- PAUL McCARTNEY (160)**  
Spies Like Us (Capitol)
- BRYAN ADAMS w/TINA TURNER (153)**  
It's Only Love (A&M)
- STEVIE WONDER (109)**  
Go Home (Tama/Motown)
- PAT BENATAR (91)**  
Sex As A Weapon (Chrysalis)
- JELLYBEAN (63)**  
Sidewalk Talk (EMI America)

## HOTTEST

- PHIL COLLINS & MARILYN MARTIN (171)**  
Separate Lives (Atlantic)
- STARSHIP (170)**  
We Built This City (Grunt/RCA)
- MR. MISTER (165)**  
Broken Wings (RCA)
- GLENN FREY (100)**  
You Belong To The City (MCA)
- LIONEL RICHIE (57)**  
Say You, Say Me (Motown)
- KLYMAXX (57)**  
I Miss You (Constellation/MCA)

## SIGNIFICANT ACTION

- NEW EDITION "Count Me Out" (MCA) 43/8**  
Moves: Up 5, Debuts 7, Same 23, Down 0, Adds 8, WBEN-FM, WYNS, B96, KITS, WERZ, KZZB, KEZB, 99KG, I95 d-24, WHYY d-31, FM102 18-12, KMEL 22-19, KAMZ 19-18, KTUX 25-23, Z104 35-33.
- ROBERT PALMER "Discipline Of Love (Why Did You Do It)" (Island) 42/16**  
Moves: Up 0, Debuts 2, Same 24, Down 0, Adds 16 including B5, WGLC, WHYY, Q100, WKRR-FM, WTLQ, WANS-FM, WOKI, WFMJ, KBOS, KPOR, KSKD, WPHD d-40, 94Q on, Y100 on, KCAQ on.
- INXS "This Time" (Atlantic) 34/11**  
Moves: Up 3, Debuts 3, Same 17, Down 0, Adds 11, WPHD, PRO-FM, WERZ, WRNO, KBOS, KCAQ, KRQ, WGUU, WIKZ, WGAN, WOMP-FM, KZZP d-29, KMEL 26-22, KFMM 25-22, WHSL 40-35.
- JOHN PARR "Love Grammar" (Atlantic) 31/2**  
Moves: Up 2, Debuts 3, Same 24, Down 0, Adds 2, WRQN, KSKD, WPHD on, KEGL on, Y100 on, WGLC 31-29, Q100 on, K104 on, KTUX on, WHOT on, KBOS on, WGUU 35-32, WJZR d-40, WPFM d-37, KZQZ d-39.
- PAUL YOUNG "Everything Must Change" (Columbia) 29/29**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 29 including WXKS-FM, WPHD, WAVA, 94Q, Y100, WMMS, KMEL, KPLUS, WERZ, 98PX, WPST, WOKI, WFMJ, KTUX, KIYS.
- DREAM ACADEMY "Life In A Northern Town" (Reprise/WB) 28/20**  
Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 20 including WPHD, 94Q, K104, WRCK, WBBQ, KX104, Z98, KIKX, KKKL-FM, KKLUS-FM, KGOT, KTRS, KKAZ, KBIM, CHUM on, WMMS on-dp.
- SADE "The Sweetest Taboo" (Epic) 23/23**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 23 including WMMS, WCZY, KOPA, FM102, KPLUS, WYNS, KZZB, WBCY, KAMZ, WOKI, KZIO, WKFR, KIKX, KDON-FM, KRQ.
- DIANA ROSS "Chain Reaction" (RCA) 22/8**  
Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 8, Y100, WRSR, WKRR-FM, WZLD, WANS-FM, WOKI, WFBG, KISR, WKSE on, K104 on, KC101 on, WRQN on, KSKD on, KGOT on, OK95 on.
- JON BUTCHER AXIS "Sounds Of Your Voice" (Capitol) 22/7**  
Moves: Up 0, Debuts 0, Same 15, Down 0, Adds 7, WRCK, WRQN, KIKX, KPOR, WOMP-FM, 99KG, WDBR, WXKS-FM on, WPHD on, WMMS on, WERZ on, WHOT on, WZON on, KBIM on, OK95 on.
- MIKE & THE MECHANICS "Silent Running" (Atlantic) 22/7**  
Moves: Up 0, Debuts 2, Same 13, Down 0, Adds 7, WPHD, WMMS, KPLUS, WGF, Z104, KQZ-FM, KZQZ, WLS on, WLS-FM on, KWK on, WRCK on, WTLQ d-26, KAY107 d-39, KFMM on, WHSL on, WAZY-FM d-40.
- A-HA "The Sun Always Shines On T.V." (Reprise/WB) 21/21**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 21 including WPHD, WMMS, KPLUS, WKEE, WZLD, WFMJ, WRNO, WKZL, WKDD, WHOT, KF95, KSNB, KCAQ, WKHI, 99KG.
- MOTLEY CRUE "Home Sweet Home" (Elektra) 21/0**  
Moves: Up 10, Debuts 1, Same 10, Down 0, Adds 0, KAFM 25-15, Q100 31-29, WRCK 37-35, KZZB 17-13, WOKI on, KX104 20-17, WRNO 31-28, KRNO 9-8, KIYS d-23, WHYY on, WJZR 25-22, Q101 on, KKLUS-FM on, KTRS 30-26, OK95 28-23.
- PHANTOM, ROCKER & SLICK "Men Without Shame" (EMI America) 20/3**  
Moves: Up 1, Debuts 4, Same 12, Down 0, Adds 3, WERZ, WRQN, 95XXX, WPHD on, KPLUS d-39, WFMJ on-dp, WHOT on, WOMP-FM on, KFMM 36-32, WCGO d-38, WHSL d-39, WDBR on, KDWV d-39, SLY96 on, OK95 on.
- LAST TANGO "Stone In Your Heart" (21/Atco) 15/2**  
Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 2, CKOI, KRUX, WERZ on, WRCK on, WKRR-FM on-dp, WTLQ on-dp, WANS-FM on, KMGX on, WGUU on, WGAN on-dp, WOMP-FM on, KYYY on, KTRS on-dp, KBIM on, OK95 on.
- TIL TUESDAY "Love In A Vacuum" (Epic) 15/2**  
Moves: Up 2, Debuts 0, Same 11, Down 0, Adds 1, WYNS, CKOI on, WMMS on, KKRZ on-dp, KPLUS on, KUBE 34-32, WZON on, WIGY on, 95XXX on, 95XIL on, WGAN on, KWES on-dp, OK95 38-35.
- NICK LOUPE "I Knew The Bride (When She Used To Rock & Roll)" (Columbia) 14/5**  
Moves: Up 4, Debuts 2, Same 3, Down 0, Adds 5, KZUU, KQCR, KFRR, WSPY, OK95, WLS 28-24, WLOL-FM 35-30, KZIO on, 95XXX on, KYYY on, Y94 d-39, KKKL-FM 26-19, KKRZ 28-23, KYTA d-30.
- WRESTLERS "Land Of 1,000 Dances?" (Epic) 12/7**  
Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 7, Q105, WRQN, 95XXX, OK100, 95XIL, WGAN, SLY96, WKSE on, K104 on, KZZB on-dp, WFFX on, KZQZ on.
- ASIA "Go" (Geffen) 12/3**  
Moves: Up 2, Debuts 0, Same 7, Down 0, Adds 3, CHUM, WMMS, WRQN, WPHD on, KEGL on, KJ103 on, KEYN-FM 33-30, KPOE on-dp, WZYQ on-dp, KFMM 37-34, WZPY on, KDWV on-dp.
- 3 SPEED "Once Bitten" (Curb/MCA) 12/1**  
Moves: Up 0, Debuts 1, Same 10, Down 0, Adds 1, WYNS, CKOI on, WYNS on, WRCK on, KTUX on, KDON-FM d-40, 95XIL on, WKSF on-dp, WJAD on, KISR on, Q101 on-dp, WHSL on.
- KENNY ROGERS "Morning Desire" (RCA) 11/1**  
Moves: Up 7, Debuts 0, Same 3, Down 0, Adds 1, KZZB, K104 27-21, WLAN-FM 34-32, KAMZ 26-23, OK100 34-28, WJAD on-dp, Q104 33-22, KNOE-FM 20-18, KBOZ-FM on-dp, KTRS 40-31.
- SHEILA E "Love Bizarre" (WB) 10/2**  
Moves: Up 4, Debuts 3, Same 1, Down 0, Adds 2, WYNS, WPLJ, WXKS-FM on, WKSE 17-10, I95 d-33, WCZY d-30, WHYY 31-26, KITS d-30, KMEL 20-16, KTUX 24-22.
- LISA LISA & CULT JAM with FULL FORCE "Can You Feel The Beat" (Columbia) 10/2**  
Moves: Up 3, Debuts 1, Same 4, Down 0, Adds 2, Y106, WOMP-FM, I95 15-7, Y100 16-14, FM102 on, WTLQ on, KAMZ d-29, WRQN on, KMGX on-dp, Z102 20-15.

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 unchanged activity. Down for downward chart activity, and Adds for number that lack the required 60% of our CHR reporters to debut on the CHR National Airplay/10. CHR Rotation Criteria - Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

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# SHAMELESS PERFECTION

# HLC

## BROADCAST JINGLES

We'd be the first to admit we're fussy at HLC. We don't grind out pattern or format jingles. You can get those anywhere. What we do give you is Quality. Jingles that are tailored to the unique personality of your station. It's the kind of perfection that Wheaties wanted for "What The Big Boys Eat," that Levi's wanted for the "501 Blues," that Pepsi, Honda, Coors, Nissan, Kodak, Disneyland, Dodge, Gatorade, Anhaeuser Busch and The Wall Street Journal all wanted. And got. Naturally, this kind of perfection does not come cheaply. But when you consider what you get for what you pay, we're the best bargain in the country. Call for our free demo reel.

(213) 464-6333



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
5	4	1	1 STARSHIP/We Built This City (Grunt/RCA)
6	5	2	2 GLENN FREY/You Belong To The City (MCA)
10	6	4	3 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
13	7	5	4 MR. MISTER/Broken Wings (RCA)
11	8	6	5 THOMPSON TWINS/Lay Your Hands On Me (Arista)
14	11	9	6 HEART/Never (Capitol)
17	14	11	7 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
3	3	3	8 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
2	2	8	9 JAN HAMMER/Miami Vice Theme (MCA)
33	21	16	10 ARCADIA/Election Day (Capitol)
29	19	14	11 ZZ TOP/Sleeping Bag (WB)
22	18	12	12 TINA TURNER/One Of The Living (Capitol)
1	1	7	13 STEVIE WONDER/Part-Time Lover (Tama/Motown)
32	23	17	14 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
12	10	10	15 ABC/Be Near Me (Mercury/PG)
30	22	19	16 SCRITTI POLITTI/Perfect Way (WB)
—	37	27	17 LIONEL RICHIE/Say You, Say Me (Motown)
20	15	13	18 FREDDIE JACKSON/You Are My Lady (Capitol)
40	35	23	19 KLYMAXX/ Miss You (Constellation/MCA)
—	38	28	20 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
—	40	27	21 EDDIE MURPHY/Party All The Time (Columbia)
39	34	26	22 ELTON JOHN/Wrap Her Up (Geffen)
24	18	18	23 DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
31	29	25	24 OLIVIA NEWTON-JOHN/Soul Kiss (MCA)
—	33	25	25 CARS/Tonight She Comes (Elektra)
36	33	29	26 EURHYTHMICS & ARETHA FRANKLIN/Sisters Are Doin' It For... (RCA)
4	9	15	27 A-HA/Take On Me (WB)
—	35	29	28 DIRE STRAITS/Walk Of Life (WB)
7	13	21	29 WHITNEY HOUSTON/Saving All My Love For You (Arista)
9	12	20	30 BRYAN ADAMS/One Night Love Affair (A&M)
—	37	31	31 SURVIVOR/Burning Heart (Scotti Bros./CBS)
27	24	24	32 OMD/So In Love (Virgin/A&M)
—	39	36	33 KATE BUSH/Running Up That Hill (EMI America)
—	38	34	34 KOOL & THE GANG/Emergency (De-Lite/PG)
DEBUT	35	35	35 STEVIE NICKS/Talk To Me (Modern/Atco)
—	39	36	36 SHEENA EASTON/Do It For Love (EMI America)
—	40	37	37 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
DEBUT	38	38	38 STING/Love Is The Seventh Wave (A&M)
BREAKER	39	39	39 WANG CHUNG/To Live And Die In L.A. (Geffen)
BREAKER	40	40	40 DIONNE & FRIENDS/That's What Friends Are For (Arista)

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ADULT CONTEMPORARY

4	1	1	1 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
6	3	2	2 GLENN FREY/You Belong To The City (MCA)
—	17	8	3 LIONEL RICHIE/Say You, Say Me (Motown)
8	7	4	4 FREDDIE JACKSON/You Are My Lady (Capitol)
5	5	3	5 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
9	8	6	6 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
23	18	11	7 MR. MISTER/Broken Wings (RCA)
18	11	9	8 JAMES TAYLOR/Everyday (Columbia)
1	2	5	9 STEVIE WONDER/Part-Time Lover (Tama/Motown)
13	10	10	10 KENNY ROGERS/Morning Desire (RCA)
3	6	7	11 DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
17	16	14	12 ABC/Be Near Me (Mercury/PG)
—	22	17	13 DIONNE & FRIENDS/That's What Friends Are For (Arista)
14	13	13	14 THOMPSON TWINS/Lay Your Hands On Me (Arista)
—	23	20	15 KLYMAXX/ Miss You (Constellation/MCA)
2	4	12	16 A-HA/Take On Me (WB)
19	19	19	17 OLIVIA NEWTON-JOHN/Soul Kiss (MCA)
7	9	16	18 GIND VANNELLI/Hurts To Be In Love (CBS Associated)
12	12	15	19 BILLY JOEL/The Night Is Still Young (Columbia)
16	15	18	20 JAN HAMMER/Miami Vice Theme (MCA)
11	20	21	21 WHITNEY HOUSTON/Saving All My Love For You (Arista)
BREAKER	22	22	22 BRYAN FERRY/Don't Stop The Dance (WB)
BREAKER	23	23	23 JACK WAGNER/Too Young (Qwest/WB)
BREAKER	24	24	24 BARRY MANILDOW/In Search Of Love (RCA)
BREAKER	25	25	25 PINTER SISTERS/Freedom (RCA)
BREAKER	26	26	26 DIRE STRAITS/Walk Of Life (WB)
BREAKER	27	27	27 AMY GRANT/Everywhere I Go (A&M)
BREAKER	28	28	28 BILLY OCEAN/Long & Winding Road (Jive/Arista)
BREAKER	29	29	29 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
BREAKER	30	30	30 BEACH BOYS/She Believes In Love Again (Caribou/CBS)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	
7	3	2	1 CARS/Tonight She Comes (Elektra)
2	2	1	2 JOHN C. MELLENCAMP/Small Town (Riva/PG)
4	4	4	3 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
1	1	3	4 ZZ TOP/Sleeping Bag (WB)
—	8	5	5 STEVIE NICKS/Talk To Me (Modern/Atco)
—	11	7	6 PETE TOWNSHEND/Face The Face (Atco)
5	5	5	7 RUSH/The Big Money (Mercury/PG)
14	9	9	8 INXS/This Time (Atlantic)
51	6	8	9 DIRE STRAITS/Walk Of Life (WB)
—	28	13	10 ASIA/Go (Geffen)
—	22	12	11 ZZ TOP/Can't Stop Rockin' (WB)
55	31	17	12 MIKE & THE MECHANICS/Silent Running (Atlantic)
BREAKER	32	10	13 PAT BENATAR/Sex As A Weapon (Chrysalis)
13	12	10	14 PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America)
15	14	11	15 ROGER DALTRY/Under A Raging Moon (Atlantic)
16	15	14	16 STING/Love Is The Seventh Wave (A&M)
25	20	18	17 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
BREAKER	18	18	18 STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change It (Epic)
27	26	21	19 WANG CHUNG/To Live And Die In L.A. (Geffen)
22	19	19	20 JOE LYNN TURNER/Endlessly (Elektra)
—	39	29	21 DIVINYLS/Pleasure And Pain (Chrysalis)
BREAKER	22	22	22 SURVIVOR/Burning Heart (Scotti Bros./CBS)
6	8	15	23 MR. MISTER/Broken Wings (RCA)
19	17	16	24 CRUZADOS/Motorcycle Girl (Arista)
26	25	24	25 KATE BUSH/Running Up That Hill (EMI America)
30	29	25	26 AEROSMITH/Let The Music Do The Talking (Geffen)
BREAKER	27	27	27 ALARM/Strength (IRS/MCA)
36	34	33	28 RUSH/Manhattan Project (Mercury/PG)
—	44	38	29 JONI MITCHELL/Good Friends (Geffen)
9	16	22	30 HEART/Never (Capitol)

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BLACK/URBAN

3	2	2	1 ARETHA FRANKLIN/Who's Zoomin' Who (Arista)
6	5	3	2 ISLEY JASPER ISLEY/Caravan Of Love (CBS Associated)
16	10	5	3 SHEILA E/A Love Bizarre (WB)
4	1	1	4 TA MARA & THE SEEN/Everybody Dance (A&M)
15	11	8	5 EUGENE WILDE/Don't Say No Tonight (Philly World/Atlantic)
22	13	9	6 SYSTEM/This Is For You (Mirage/Atco)
—	25	14	7 NEW EDITION/Count Me Out (MCA)
18	16	12	8 TRAMAINÉ/Fall Down (Spirit Of Love) (A&M)
11	7	7	9 LUTHER VANDROSS/Wait For Love (Epic)
26	21	15	10 JETS/Curiosity (MCA)
29	20	16	11 PRINCESS/Say I'm Your #1 (Next Plateau)
30	24	19	12 WHITNEY HOUSTON/Thinking About You (Arista)
1	3	4	13 STEVIE WONDER/Part-Time Lover (Tama/Motown)
—	26	14	14 LIONEL RICHIE/Say You Say Me (Motown)
24	18	15	15 TEDDY PENDERGRASS/Never Felt Like Dancin' (Asylum)
2	4	6	16 MORRIS DAY/The Oak Tree (WB)
19	17	17	17 RAY PARKER JR./Girls Are More Fun (Arista)
35	30	24	18 BERNARD WRIGHT/Who Do You Love (Manhattan)
37	28	22	19 PATTI AUSTIN/Honey For The Bees (Qwest/WB)
33	26	23	20 CHERELLE/You Look Good To Me (Tabu/CBS)
—	34	25	21 KOOL & THE GANG/Emergency (De-Lite/PG)
12	8	11	22 EDDIE MURPHY/Party All The Time (Columbia)
—	35	30	23 VAL YOUNG/Seduction (Gordy/Motown)
—	31	24	24 ISLEY BROTHERS/Colder Are My Nights (WB)
—	33	25	25 EVELYN "CHAMPAGNE" KING/Your Personal Touch (RCA)
BREAKER	26	26	26 READY FOR THE WORLD/Digital Display (MCA)
BREAKER	27	27	27 PRINCE/America (WB)
38	31	28	28 TINA TURNER/One Of The Living (Capitol)
17	15	21	29 JAN HAMMER/Miami Vice Theme (MCA)
BREAKER	30	30	30 FULL FORCE/Alice, I Want You Just For Me (Columbia)
14	14	20	31 CHAKA KHAN/Krush Groove Can't Stop The Street (WB)
23	23	27	32 MELBA MOORE/I Can't Believe It (It's Over) (Capitol)
32	29	33	33 VIKKI LOVE with NUANCE/Stop Playing On Me (4th & Broadway/Island)
—	40	34	34 STARPOINT/What You Been Missin' (Elektra)
10	9	10	35 DIANA ROSS/Eaten Alive (RCA)
BREAKER	36	36	36 KASHIF/Condition Of The Heart (Arista)
DEBUT	37	37	37 ZAPP/It Doesn't Really Matter (WB)
DEBUT	38	38	38 DIONNE & FRIENDS/That's What Friends Are For (Arista)
BREAKER	39	39	39 ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)
—	37	35	40 PAUL LAURENCE/She's Not A Sleaze (Capitol)

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