

**I N S I D E :****NEW DIRECTIONS IN COUNTRY RADIO**

Consultant Joel Raab, guesting for the househunting Lon Helton, challenges some of the assumptions Country radio clings to.

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**AOR OLDIES: REFRESHING OR ONE-DIMENSIONAL?**

Proponents and opponents of the fashionable AOR Gold approach register their views.

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**DEMOGRAPHIC RANKINGS RETURN**

Beginning this week, R&R compares Arbitron rankings from last book and this (fall) book in four demographic categories.

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**IS RADIO PSYCHED OUT?**

News/Talk radio executives debate the usefulness of psychologist talk segments.

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- Rick Sadle PD at KGW
- Thomas Callahan heads KMOX & KHTR sales
- Chuck Buell morning man at KHTR
- Bill Campbell GM at WSNE
- Phillip Giordano Sr. VP at Cap Cities
- Joey Reynolds afternoon man at WNBC
- Jeffrey Gold VP/Creative Services at A&M
- Rick Scarry directs creative development at KMET
- WGCI (AM) goes "Heart & Soul"
- Robb Stewart PD at KSMG
- Steve Block GSM at KJOI
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- Chuck Johnston GSM at WSNY
- Rocky Cosgrove GSM at KJET & KZOK
- REBS Inc. buys ELF Group for \$15 Million
- Big Thicket sells to Heritage
- Israel leaves Sky Stations for WGY & WGFM

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**NEW UA MATES MUSIC & MOVIES**

UA Records President Jerry Greenberg unveils the film-oriented philosophy of his new label.

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**GROUPS STEP UP FAIRNESS CAMPAIGN**

Broadcast groups are mounting new efforts to overturn the Fairness Doctrine.

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**NEXT WEEK IN R&R**

As we went to press (3/11) some 40 attendees of the annual NRBA Radio Group Fly In were "in the air," going home after their second successful get-together — picture highlights and facts next issue.

Newsstand Price \$5.00

**R&R**

RADIO &amp; RECORDS

**Note From The Publisher**

Last week's "Publisher's Note" triggered a storm of emotion from our friends in the record industry: disappointment . . . anger . . . and confusion.

It is for certain the reaction to last week's issue shows that, for all our effort, we screwed up.

The reference to "us radio types" was clearly insensitive, because it looked as if we were excluding the record business . . . the true symbiotic partner in the radio/record industry. Not our intention!

We now see the impression was conveyed that we were suggesting radio immediately set out to grab millions of dollars from record company budgets at a time when the labels were focused on designing new strategies. That was not and is not our intention.

Clearly our timing was off. We recognize the radio and record relationship is in turmoil, no one is sure of anything except that things will never quite be the same. The last thing those in charge needed to hear was an idea which, if taken to its extreme, would further weaken the foundations of that relationship. Not our intention.

We always stress — but did not last week — the line that says, "Here's one idea . . . one of many, we're sure. Let us know yours. We'll give you the space!"

One thing we've learned this week is the importance of clear and open communications — both ways — with the record community.

— Dwight Case

**Winton Buys Gannett Radio Productions**

Tampa-based Winton Communications has purchased Gannett Radio Productions from Gannett Broadcasting for an undisclosed price. Included in this transaction is the nostalgia/MOR format Primetime Radio, which Gannett purchased from Taft Broadcasting two years ago, as well as several other formats and programs. This move now gives Winton Communications a total of five formats (Winton's AC-oriented Kozy, Big Band, and Easy Listening, plus Primetime and the newly-acquired Classic Country). This transaction also removes Gannett from the program/format syndication business.

Winton President Ed Winton told R&R, "This seemed like a really good marriage to both Gannett and myself. There is an old saying that goes 'position in life is everything,' and the posi-

tion of Gannett Radio Productions made it very attractive to us. We had been in competition with them for awhile; I knew they were good and they knew I was good. We always had a good, friendly dialogue, and in the end it just seemed natural to bring the two together."

Gannett Radio President Joe Dorton commented, "In this business you either need to be big and operate on a volume basis, or be an entrepreneur like Ed Winton. He's spent his life in nostalgia radio, and he is a perfect fit for this kind of situation. He's the kind of guy who will make this a profitable endeavor and make a better product out of it than it's ever been."

In addition to picking up Gannett's various programming features, Winton also acquired its programming division's cap-

WINTON/See Page 4

**MANY PROMOTERS WORKING****More Labels Disavow Independents**

Four more record companies announced last week that they were dropping or curtailing use of independent promotion firms, in the wake of the allegations by NBC-TV's "Nightly News" February 25 that some promoters have ties to organized crime.

The labels were CBS, PolyGram, A&M, and Chrysalis. They followed earlier such declarations by Capitol/EMI America/Manhattan, MCA, WEA and Geffen, and RCA/Arista.

The latest statements on indie promotion appeared to leave the companies involved some room to maneuver, however. A&M stated simply that, effective last Wednesday (5), "it had suspended its relationship with various independent promoters." The PolyGram declaration referred to "certain individuals" whose services have been terminated, while Chrysalis indicated, "We will limit our use of such promoters as appropriate."

CBS Records stated that it's "unaware of any illegal activities involving the domestic independent record promotion firms that we employ," but said

that the company intended to "curtail substantially our use of these services while the various investigations are taking place, and we will reevaluate our position as they proceed."

Indie promoter Joe Isgro, who denied the allegations made about him by NBC (R&R 2/28), has been forced to lay off staff and shutter his promotion business, for the short-term if not permanently. Fred Disipio, also named by NBC in its report, could not be reached for comment, and there are unconfirmed reports that he too has closed his promotion firm.

INDEPENDENTS/See Page 8

**Gray PD At WRKS**

Tony Gray

Only four weeks after being promoted from MD to PD at WUSL/Philadelphia, Tony Gray has accepted the PD post at RKO Urban outlet WRKS ("Kiss"/New York, starting sometime next month. He takes over for Tony Quartarone, who WRKS VP/GM Barry Mayo reports as being "away on an official medical leave of absence."

Discussing Gray's selection, Mayo told R&R, "I'm very pro Tony Gray. He's a very able competitor, someone I've known and programmed against for three years. But most important, Tony's one of the few black programmers I've met who has the combination of honesty and integrity, understands the science of this business — research and Arbitron — and is still married to the street."

Gray served 13 months as MD at WUSL prior to becoming PD last month. His programming background includes WDRQ/Detroit, KMJM/St. Louis, WOWI/Norfolk, and WTKL/Baton Rouge. "To work in New York has been the biggest dream of my career in radio," said Gray. "WRKS is a great station, and I have a tremendous amount of respect for Barry. Leaving Philadelphia is tough, but an opportunity like this doesn't come around very often . . . you've just got to go."

Gray said that he doesn't expect to take a regular airshift but may make an occasional appearance. As for his employ-

GRAY/See Page 4

**EMI America Releases "Hands" Single**

EMI America Records will release the "Hands Across America" theme song as a single March 28, and donate all profits from its sales to the charity fundraising effort. Flip of the 45 will be USA For Africa's "We Are The World."

The record will be shipped with an insert which entitles the buyer to a discount on the cost of joining the "Hands Across America" human chain. Each participant is asked to contribute \$10 to stand in line, against which the discount coupon is worth \$2.

Radio stations will receive copies of "Hands Across America" March 26, two days before its planned Good Friday national simulcast via the facilities of United Stations Radio Networks. This world debut of "Hands" will follow the simulcast's broadcast of "We Are The World."

Artist billing on the recording of "Hands Across America" will probably be Voices of America, according to a spokesman for Ken Kragen. The vocalists are primarily session singers, while the backing musicians include members of Toto. The song was written by Marc Blatte, John Carney, and

"HANDS"/See Page 6

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MARCH 14, 1986

**RADAR READING ON THE NETWORKS**

RADAR 32 showed a marked increase in adult network listenership. The full results are examined net-by-net by Reed Bunzel.

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**KING KEEPS MORNINGS**

**Keating Becomes PD At KPLZ**

Six-year KPLZ ("K-Plus")/Seattle PD/morning personality Jeff King has announced he will step down April 1 to concentrate on his morning show. Replacing him is former station Production Director Casey Keating, who most recently held a similar post at WYZZ (Z86)/Chicago.

King remarked, "It's wonderful: we've reunited Casey with K-Plus and now I get to spend my 90 hours a week working on my show. Casey's goal is to be the station's agent, versus being the boss. It was a tough decision for (VP/GM) J. Shannon Sweatte and me to make, but we knew we eventually needed a fulltime PD and fulltime morning

personality. Casey's going to be a great programmer."

Keating told R&R, "Jeff will help me make the transition for my 'virgin voyage' as a programmer - a move which'll help round out my career. Jeff's an incredible

morning man, and with his TV show, this move will help him maximize his potential as a personality. I really like Chicago, and although I worked 15 years to get there, I couldn't refuse the chance to go back to work for Golden West and the fine people at K-Plus."

**BUELL TAKES KHTR MORNINGS**

**Callahan Heads KMOX & KHTR Sales**

The sales efforts of CBS's KMOX & KHTR/St. Louis have been combined into a single operation. Heading up the merged staffs is former KMOX GSM Thomas Callahan, who's taken the new title of Director/Sales.

Callahan, who started with CBS as a Branch Manager for CBS Records in Dallas and St. Louis, joined KMOX-TV/St. Louis as an Account Executive in 1982. Shortly thereafter, he moved to KHTR (then KMOX-FM) as an AE and was upped to Sales Manager before becoming KMOX (AM) Sales Manager the following year.

Callahan said, "With a single sales force we will be better prepared to service the needs of



Chuck Buell

both stations' clients, being able to offer an unlimited variety of alternatives for their advertising needs."

It was also announced that longtime major-market morning man Chuck Buell, who recently left KRXY-FM/Deaver after three years, has signed a three-year deal to handle AM drive for CHR-formatted KHTR. The position had

KMOX & KHTR/See Page 6



Rick Sadle

**Sadle PD At KGW**

Veteran programmer Rick Sadle, OM at AC outlet KLOK-FM/San Francisco, has been named PD at King Broadcasting's format-leading AM AC station KGW/Portland, beginning March 24. He replaces Mike Dirix, who's left the company.

VP/GM Alan Mason told R&R, "Rick is a very positive individual who believes he can accomplish anything he sets his mind to. That's real important at KGW because it's a strong station that's yet to realize its full potential. Rick is so creative, and his openness to new ideas will bring this team together stronger than it's ever been."

Sadle, a 20-year broadcaster with an extensive production background, worked at KLOK-

SADLE/See Page 8

**Campbell WSNE GM**

WMEX & WMJX/Boston GM Bill Campbell has accepted the GM post at Beck-Ross Communications' newly-acquired AC outlet WSNE/Providence.

"Beck-Ross and I have put together a long-range plan for WSNE," Campbell said. "The station has a wonderful signal, good people, and a strong name in the Providence market; we intend to capitalize on all of these things. WSNE presents a great opportunity for me, and I plan to grow with Beck-Ross and WSNE during years to come."

Campbell, who will work closely with company President Jim Champella and Chairman Marty Beck, was GM at WHAS & WAMZ/Louisville prior to joining Greater Media to introduce WMJX in 1982. He earlier worked in Providence as GSM at WPRO-AM & FM.

**Giordano Cap Cities Radio Sr. VP/Finance**



Philip Giordano

Philip Giordano has been promoted from VP/Finance & Administration to Sr. Vice President/Finance at Capital Cities/ABC Radio. He will be responsible for the Radio Division's financial planning and reports directly to CC/ABC Radio President James Arcara.

Giordano told R&R, "This is a tremendous opportunity for me, and we all look forward to an even stronger radio division under the leadership of Capital Cities."

Giordano joined ABC in 1972 as Senior Auditor in the company's Internal Audit Department, moving on to WABC-TV in 1974. The following year he transferred to ABC's Corporate Planning Department as a planning analyst, and moved to Chicago in 1976 as Controller for ABC Radio. He later was named Director/Finance & Administration, ABC-Owned FM Stations.

Prior to joining ABC Giordano worked in Internal Audit for Atlantic Richfield Oil Co., and also served in the U.S. Army Finance Corps.

**HEADS CREATIVE DEPT.**

**Scarry Rejoins KMET**



Rick Scarry

Former KMET/Los Angeles Promotion Director Rick Scarry has rejoined the Metromedia AOR in the newly-created position of Director Of Creative Development.

PD Larry Bruce, who joined KMET last month from KGB/San Diego, describes Scarry's role as "overseeing production primarily, as well as promotion and sales coordination. He's well aware of the history of the station. He brings great promotional creativity, understanding of the marketplace, and, from his recent work with RKO, a national overview of station positioning."

SCARRY/See Page 8



Jeffrey Gold

**Gold Upped To VP At A&M**

A&M Exec. Director/Creative Services Jeffrey Gold has been promoted to VP. He will continue to oversee the production of videos and packaging graphics, as well as the creation of all advertising and merchandising artwork.

A former record store manager, Gold started at A&M as Assistant to the President and directed the label's Special Projects department before heading the Creative Services wing. A&M President Gil Friesen noted, "In the five years Jeff's been with A&M, he's been tireless in his efforts, enthusiastic in his support of our records, and has made considerable contributions to the success we're enjoying."

**Reynolds Takes WNBC Afternoons**

Longtime air personality Joey Reynolds has been named to replace Howard Stern (now morning man at crosstown AOR WXRK) as afternoon drive personality at WNBC/New York.

VP/GM John Hayes said, "Joey Reynolds is funny, quick-witted, conversational, and very engaging. He's a bona fide trailblazer in the area of personality radio, and his unique style is extremely compatible with the personality profile of WNBC."

Reynolds commented, "To me, NBC stands for 'Nothing But Comedy,' and it's been my lifetime goal to work here. WNBC is the only

**WGCI (AM) Switches To "Heart & Soul"**

Gannett's WGCI (AM)/Chicago has announced plans to discontinue locally-originated Black oldies programming in favor of Satellite Music Network's "Heart & Soul" Black oldies presentation, beginning March 30.

WGCI-AM & FM OM Richard Pague explained the decision as "based on the failure of AM music radio in this city to recuperate, or do anything worthwhile number-wise." The move to satellite may be the final chapter in WGCI's long local history, as the station, formerly known as WVON ("Voice Of The Negro"), was recognized as a major force in Black radio there

WGCI/See Page 6



Joey Reynolds

place anybody who wants to do comedy should work."

Regarding his comedy style, Joey said, "I like to think that what I do is to hold a mirror up to the audience and reflect whatever is going on out there. From politics to music, I'll take a poke at anything as long as it doesn't hurt anybody. I'll be going out on the streets for live remotes, taking listener phone calls, I'll even do windows. Whatever it takes. Joey Reynolds is going to rediscover New York."

Reynolds was most recently at WFIL/Philadelphia, where he was doing morning drive for a year and a half. Previously he has been involved with consulting and air work at stations including WHTZ/New York, WAVA/Washington, WHYY/Detroit, KRTH/Los Angeles, and CHUM/Toronto.

Reynolds began his career as a teenager in Buffalo doing overnights at WWOL. He then joined WKWB, scene of many of his most celebrated exploits, as nighttime personality.



Steve Block

## KJOI Enlists Block As GSM

Steve Block has joined Easy Listening KJOI/Los Angeles as GSM. He comes to the station after 17 years with Eastman Radio, Inc., during which time he was VP/Manager of the San Francisco office and served on the firm's Board of Directors.

Commenting on his appointment, Block told R&R, "I'm just happy to be part of what is already a fantastic team. According to the latest Arbitrations, KJOI is the number two radio station in the number two market so starting there is really exciting. And with Carl Hirsch coming in, I think there's going to be more excitement for us. The future looks bright."

## Gray

Continued from Page 1

ment contract, Mayo quipped, "I'll tell you: Tony's making \$15,000 a year. I've never, ever paid anybody that much, but for someone of his stature, I think it's worth it." Gray added, "It's a great contract, and financially puts me in a position I've always wanted to be in. It's for more than a year, and takes me into six figures for the first time in my career, so I'm happy."

## CARSON HEADS RETAIL SALES

### Cosgrove GSM At KJET & KZOK

Sterling Recreation Organization AOR combo KJET & KZOK/Seattle has created two new sales management positions. Upped to GSM is T.F. "Rocky" Cosgrove, who joined the stations as Local Sales Manager in June 1984. His background includes five years with CBS, including three years as

San Francisco Sales Manager for CBS-FM National Sales.

The new Retail Sales Manager is Matt R. Carson, who joined as an Account Executive in January 1984. Cosgrove will retain some of his LSM duties, with the rest handled by Carson.

## Vice Platinum



MCA recently celebrated the triple-platinum status of the "Miami Vice" soundtrack LP (although the album has since hit the four-million mark). Pictured (l-r) are "Vice" associate producer Fred Lyle, co-exec. LP producer Danny Goldberg, MCA Records President Irving Azoff, show's producer Michael Mann (who was also co-exec. LP producer), and MCA TV President Robert Harris.

## Palmer Pops By Atlantic



Island's Robert Palmer visited the label's distributor, Atlantic/Atco, in New York. Pictured (l-r) are Island President Charly Prevost, Palmer's manager David Harper, Atco GM Margo Kneez, Palmer, and Atlantic Exec. VP/GM Dave Glew.



Lynn Pendergrass Long

## WEZB Names Long GSM

EZ Communications has promoted WEZB (89.7)/New Orleans Sales Merchandising Director Lynn Pendergrass Long to GSM, replacing Fred Standridge, who exits.

GM Marc Lemnissea told R&R, "Lynn's been here for quite some time, and with her background as an account executive in advertising agencies, in local radio sales, and for the past six months in the unique position of Sales Merchandising Director, has been instrumental in generating a lot of business already for us. She's a great person, and will take command of the sales department."

Long said, "With a soft economy in New Orleans right now, we are going to have to work hard. We are the innovator in special merchandising and value-added radio, and plan to maintain our edge in this area. This, combined with a great on-air product, will help us to stay on top."

Six-year sales staffer Maggie Williamson has been promoted to Sales Merchandising Director.

## Winton

Continued from Page 1

ital investments and equipment. Winton has also absorbed GRP's staff, and is planning to expand its format consultancy division.



Robb Stewart

## Stewart New KSMG PD

After a year as PD at WRKA/Louisville, Robb Stewart has accepted the same position at KSMG (Magic 105)/San Antonio. He replaces Len Thomas, who's taken the morning drive position at WARM-FM/Atlanta.

KSMG VP/GM Jack Collins told R&R, "We scoured the countryside to find the best possible PD, and Robb came out clearly as our first choice. He did very well at WRKA and WRAL/Raleigh, and has previous experience in San Antonio. I can't think of anyone more deserving and qualified."

Stewart said, "This was too good to resist, as Jack and (owner) American Media have laid the foundation for a great station. KSMG has a lot going for it, and there's no reason why it shouldn't rise to the top. People are the key ingredient, and some of the best ones in the market are already here."

KSMG, formerly low-power KWED/Seguin, debuted in San Antonio a year ago. Collins added, "Previously, KWED rarely showed up in the San Antonio book. We built new studios and put an antenna on an existing tower to become a full-market station."

Stewart was PD at WRAL for two years prior to Louisville. Before that he programmed KITY/San Antonio and worked for a short time at neighbor KLLS.

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will be rockin' down the house with Loverboy in an exclusive performance airing the weekend of Saturday, March 29, over more than 450 Westwood One Radio Network affiliates throughout North America. Westwood One's mobile studios recorded the Canadian quintet in La Crosse, Wisconsin during the first stages of the band's 1986 world tour. And Loverboy band members Paul Dean, Mike Reno, Scott Smith, Matt Frenette, and Doug Johnson were more than equal to the task, delivering an exciting 90-minute performance that includes such classics as "Turn Me Loose," "The Kid Is Hot Tonight," "When It's Over," "Queen Of The Broken Hearts," "Hot Girls In Love" and the title track from their most recent LP, *Down To A Minute Of It*. You and your listeners will love every minute of Loverboy, the latest exclusive from the Superstar Concert Series, bringing you radio's hottest concerts all year long!

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**"Hands"**

Continued from Page 1

Larry Gottlieb. Producer is Humberto Gatca.

Last year, EMI America released "Dancing In The Street" by Mick Jagger & David Bowie, proceeds from which went to the Live Aid fundraising drive.

**"We Are The World" Allocations**

Meanwhile, USA For Africa has released a full report of the money earned, spent, and allocated in connection with its one-year-old hunger relief program. Royalties from sales of the various "We Are The World" releases since last January, when the all-star charity recording was made, totalled \$32.7 million up to January 31 this year.

Further income came from direct public support (\$4 million), merchandising income (\$3.4 million), and TV licensing fee (\$3.1 million) for a total of \$44.6 million, including \$1.4 million in interest income. The USA For Africa Foundation's overhead expenses came to \$279,000, 1.3% of income.

Of the funds, nearly \$19 million — some \$2 million more than was originally projected — has been spent or allocated for immediate African relief. Recent decisions by the organization's board of directors have resulted in the commitment of \$24.5 million to longterm African recovery and development projects. More than \$200,000 has gone to various health, hunger, and social programs in the US. Specific breakdowns of the sums allocated in these categories are contained in the report.

The foundation's original goal, upon which expenditures have been based, is the collection of \$50 million. Comments USA For Africa Exec. Director Marty Ragsel, "From the beginning, we have put a high priori-

**Martell Magnates Meet**



Top label executives gathered in Beverly Hills for the West Coast kickoff luncheon of the 1986 T.J. Martell Foundation campaign. Pictured (l-r) are dinner chairman/Quest President Harold Childs, Foundation President Tony Martell, East Coast dinner chairman/PCA President Elliott Goldman, 1986 honoree Quincy Jones, West Coast dinner co-chairman/WB Chairman Mo Ostin, Foundation Chairman Floyd Gilmer, West Coast co-chairman/MCA President Irving Azoff, and dinner exec. vice-chairman/CBS Records Group President Walter Yetnikoff.

ty on being completely accountable to the public — whose generosity has made this entire effort possible — for every dollar we receive."

The "We Are The World" single and album were released worldwide by CBS Records.

**WGCI**

Continued from Page 3

for many years.

As a result of the changes, personalities Herb Kent, Irene Mojica, and Barbara Stasek will be leaving the station. Stasek is joining AC neighbor WLAK for evenings, while Kent and Mojica are seeking new employment.

**UA Celebrates Rebirth**



United Artists Records celebrated its new CBS-distributed incarnation with a party at UA Corp. Chairman Jerry Weintraub's home in Beverly Hills. Pictured at the reception are (l-r) CBS Records Group President Walter Yetnikoff, UA Records President Jerry Greenberg, Weintraub, and CBS Records Division President Al Teller.

**Johnston Joins WSNY As GSM**



Chuck Johnston

WBNS/Columbus Account Executive Chuck Johnston has accepted the GSM opening at AC competitor WSNY. That position was last held by Skip Bednarczyk, who recently became GSM at WALA/Miami.

Johnston's background also includes five years in sales management with Taft Broadcasting at nearby WLWQ and WTVN, as well as WGRQ/Buffalo, WVKO & WSNY VP/GM Al Fetch recognized Johnston's local knowledge, praising him as "aggressive, with an excellent reputation within the Columbus advertising industry."

**KMOX & KHTR**

Continued from Page 3

been covered on a fill-in basis for a month since Tom Kelly left to become News Director at WNCI/Columbus.

PD Dave Robbins told R&R, "Chuck is one of the most creative pros in the business, and it's one of those dreams to get a heavyweight personality like him working with us."

Prior to KRXY-FM, Buell spent five years at competitor KIMN, and earlier worked at KFRC/San Francisco and WLS/Chicago, as well as a previous stint with KIMN. "It's always refreshing to find those rare people who know and like radio and are concerned about the people that work for them," Buell said. "The attitude here just sparkles. This a pro group, a team that works to work and win."

Former KHTR sales executive Rich Gray becomes National Sales Manager for the combo.

**Why WBNS Radio's cartridge tapes sound better than yours**

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

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

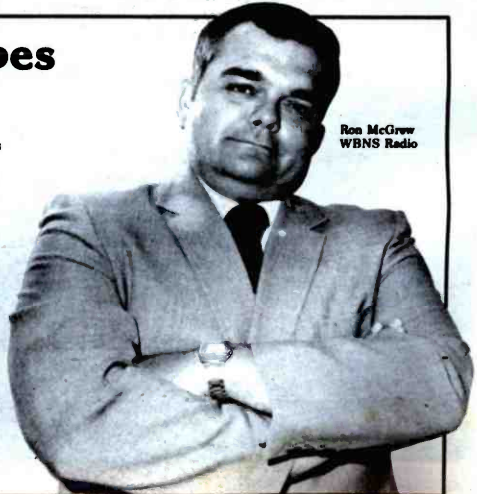


tapes sound perfect and flutter-free. There's no high frequency loss, and phase error is totally eliminated. After several months of using the Phase Fixer, I must say that Harris, once again, has a winner."

Your programming may be flawless. But performance problems develop in every cartridge tape. Don't enter the ratings war unarmed. The Harris Phase Fixer gives you a competitive edge. For more information, contact Harris Corporation, Broadcast Group, P.O. Box 4290, Quincy, Illinois 62305. (217) 222-8200.



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WBNS Radio

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# NEWS IN BRIEF



Howard Trickey Steve Perun Mark Huffman Frank Provenza

● **HOWARD TRICKEY**, a 35-year broadcaster, is named Director/Radio Division of Broadcast Media Services, a Tampa-based management company involved in acquiring, financing, developing, and constructing radio/TV stations. Trickey will oversee the BMSI-managed stations, including WKWF & WAIL/Key West and KAYC & KAYD/Beaumont, TX.

● **R. GREG HOWELL** has been appointed PD of Country outlet KNAX/Fresno. Howell, a 17-year radio veteran, is known on the air as "Doc Roberts."

● **STEVE PERUN**, PD at KBEQ/Kansas City, will now also be responsible for overseeing the programming Capital Broadcasting Co. sister station WKEE-FM/Huntington, WV.

● **JIM THOMPSON**, most recently GM at WMVP & WZUU/Milwaukee, is named GM at Nostalgia-AC combo WKAM & WQXY/Baton Rouge.

● **TERRY DANNER** is named Director of Research for RKO Radio in New York. A member of the RAB's GOALS Committee, she previously held a similar post with Doubleday Broadcasting.

● **MARK HUFFMAN**, Assistant Managing Editor/Programming of the AP Radio Network since 1982, has formed Media-Max, a production and syndication company producing/distributing long/shortform radio programming and TV programming/commercials.

● **FRANK PROVENZA** has been promoted to General Manager at Surrey Broadcasting's KDZA & KZLO/Pueblo, CO. A Pueblo native, Provenza joined KDZA in 1969 and advances after holding on-air, production, and programming positions.

● **BOB SPENCE**, most recently PD at WOXA/New York, is returning to Charleston, WV as PD at WVBR. He previously programmed crosstown AC WWAF (V100). Red Hampton remains Assistant PD at WVSR.

● **MIRTA JARA** has been promoted from Research Analyst to Research Director for Group W Radio. Her duties include coordination of sales and programming research, acquisition analysis, and liaison work with outside research services.

## Independents

Continued from Page 1

### Indies Working Other Formats

Other indies contacted by R&R said that they are working a number of major-label (and smaller-label) projects in AOR, Country, and AC formats. In addition, there are reports that certain indies are continuing to work quietly in CHR, the format which NBC-TV claimed was most plagued by payola.

Country independent Gene Hughes said that he is handling a couple of releases for one major, while other projects are now being paid for by artist managers and music publishers — a move to which Chart Attack's Stan Byrd likewise alludes — although this doesn't fully compensate for lost business.

Both voice resentment that the activities of a few promoters — in other formats — who are supposedly involved in payola should lead to a blanket indictment of their profession, and subsequent cutbacks. "In the long term, I don't know what I'm going to do," says Byrd. "There is a need at radio for country indies as a reliable source of information. But it's too early to tell whether this is a permanent situation. We'll probably know better in a couple of months."

### Weeding-Out Process?

AOR indie Michael Papale notes that promotion execs at certain companies who cut back have been "so good" in calling on managers and artists to support and maintain his services. He confirms that the suspension is not across the board, while suggesting that labels may return to normalcy in a few months with the best indies — "and this may weed out the people who perhaps shouldn't be in this in the first place."

Comments indie Beth Rosengard, "In the short run, I'm OK because there are some majors as well as some smaller labels who didn't drop everyone, and there are managers who have picked up some of the slack — although that's not going to support all of us in the long run. It's just an injustice that supposed abuses of a few are affecting us all. But I'm feeling better than I did last Tuesday when it looked as if five years of hard work was falling apart."

## Scarry

Continued from Page 3

Scarry told R&R, "My priority is to make the production and promotion departments top-of-the-line. I was here during the glory days, when KMET had a 6.4 because of an incredible understanding of its audience and how to relate to it."

"The station lost track of where the city and its audience were going, and has been inconsistent over the past few years. We're going to reestablish the feeling that KMET is Southern California's radio station, one that people can feel a part of and identify with."

Scarry, a 20-year radio career man, most recently headed RKO's National Creative Development, creating promos and imaging statements for RKO radio stations since Dec. '85. Earlier he was PD at KJLJ/Los Angeles from 1983-85, KRTH/Los Angeles Production Director/personality in 1982-83, and KMET Promotion Director/personality 1979-82. He also served as KGLH/Los Angeles PD, KDAY/Los Angeles morning man, and PD at KUDU/Ventura.

Scarry will be the main production voice for KMET, and his job will include the duties of a Production Director. However, the station will retain a fulltime Promotion Director, Kellie Castruita.

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## Tepper Visits Oz



CBS Associated artist Ozzy Osbourne and Scotty Bros.' Robert Tepper had a friendly encounter recently. Pictured at the meeting are (l-r) Osbourne, his manager Sharon Osbourne, MTV's Roberts Cruger, Tepper, EPIA's Harvey Leeds, and Tepper's manager Vicky Germele.

## Every Platinum Minute Of It



Loverboy recently received Canadian platinum awards from CBS for the "Lovin' Every Minute Of It" LP, the group's fourth consecutive Canadian platinum album. Pictured (l-r standing) are group's Paul Dean and Matthew Frenette, co-manager Bruce Allen, CBS International VP Joe Sentkiewicz, group's Scott Smith, and CBS Canada VP Don Oates; (l-r kneeling) group's Mike Reno and Doug Johnson.

## Sadle

Continued from Page 1

FM for three years. He previously served as Operations Director/Creative Director at Metromedia's KMET/Los Angeles, and before that was Creative Director/Asst. PD at then-AOR sister outlet KSN/San Francisco. A Eugene native, Sadle remarked, "I'm in up to my neck and I'm loving it. I've been saying that the innovation in the next few years will come from AM radio. With a company like King and a staff like KGW's, we'll have a good shot at proving that."



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(left to right) 93 Q Mascot Tookie Bird, John Lander, Jackie Robbins,  
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On Wednesday, March 26, the Westwood One Radio Networks join MTV to present the *MTV/Miller High Life Spring Break Concert*, an exclusive 90-minute stereo simulcast starring The Starship and Mr. Mister in concert from Daytona Beach, Florida. This very special event, scheduled to begin at 10 p.m. (EST), captures the flavor and enthusiasm of this perennial pilgrimage of vacationing college students with a performance showcasing two of rock 'n' roll's brightest attractions. The Starship, the very successful continuation of a musical legacy that began in the 1960s with the Jefferson Airplane, broke through big again in 1985 with *Knee Deep In The Hoopla*, which features the top-selling singles "We Built This City" and "Sara." Mr. Mister hit the charts in 1983 with their debut LP, *I Wear The Face*, and have continued that momentum with their *Welcome To The Real World* LP, which includes the chart topping singles "Broken Wings" and "Kyrie." It's a rock 'n' roll party you won't forget — The Starship and Mr. Mister at Spring Break in Daytona Beach, presented exclusively by MTV and the Westwood One Radio Networks.

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## BROADCAST GROUPS APPEAL

# Fairness Doctrine Battle Moves To Federal Court

Broadcast trade groups and news organizations stepped up their campaign against the Fairness Doctrine last week. They asked the U.S. Court of Appeals to order the FCC to stop enforcing the doctrine and begin steps to abolish it.

The doctrine, which dates back at least to 1949, requires stations to air opposing viewpoints on "controversial issues of public importance." It has no bearing on candidate access to the airwaves, which is covered by other FCC rules.

In their brief, RTNDA and 11 other groups cited a long list of reasons for ditching the doctrine:

- An FCC finding last August that the doctrine inhibits free speech by scaring broadcasters into avoiding coverage of controversial issues. The Commission deferred to Congress on whether to repeal the doctrine. But the petitioners say the FCC has no right to enforce rules it admits are wrong.
- A radio and TV explosion that

assures many viewpoints will have access to the airwaves. In 1949 there were 2615 broadcast stations. In 1985 there were 10,974.

- The growth of other media, such as cable TV, low-power TV, satellite master antenna systems, multi-point distribution services, pay TV, direct broadcast satellite (DBS), and videotext.

- The contention that any intervention at all in the editorial process "inevitably lends itself to government abuse."

- The lack of any evidence that Congress ever specifically approved the Fairness Doctrine.

- Questions about whether the doctrine violates the First Amendment guarantee of freedom of speech.

### All Complaints Hurt

"Even a frivolous fairness complaint to a government agency with licensing powers can have an inhibiting effect on broadcaster speech," the petitioners charged. "As the GM of one station put it, broadcasters 'suffer, whether right or wrong, only because they have been accused.'"

Joining RTNDA in its suit are NAB, CBS, Gannett, Gaylord Broadcasting, Meredith Corp., Multimedia, NRBA, Post-Newsweek Stations, Society of Professional Journalists, Tribune Broadcasting, and the Freedom of Expression Foundation.

Another case that could topple the Fairness Doctrine is also in the courts. Meredith Broadcasting is appealing an FCC finding that WTVH-TV/Syracuse violated the doctrine with one-sided coverage of a nuclear power referendum.



**MINORITY FOCUS** — The FCC Commissioners recently held a daylong "en banc" meeting to explore ways of increasing minority broadcast ownership, and helping minority stations attract more advertising. Among those testifying were four representatives of the National Association of Black Owned Broadcasters (left to right): Pierre Sutton, Inner City Broadcasting; Gene Jackson, Unity Broadcasting; Jim Hutchinson, Inter-Urban Broadcasting; Regan Henry, NewSystems Group.

## NEWS BRIEFS

### NAB Demands Private Line Rate Cuts, Refunds

Going back on the offensive against 1985 private line rate hikes that averaged 390% for radio stations, NAB has asked the FCC to roll back the rates and order refunds to stations that were overcharged.

NAB called the increases "unreasonably high and unjustly discriminatory" and accused the phone companies that imposed them of utterly failing to justify them. The Commission should specify exactly what justification it wants from carriers in future rate proceedings, NAB advised.

NAB repeated past arguments that the rate hikes have forced stations to eliminate or cut back on local or public service programming, including vital weather and news reports, religious services, and coverage of community sporting events."

### Stations Asked For \$400 In ASCAP Battle

The industry committee that negotiates music licensing rates warns stations that unless they each chip in \$400 immediately, "you will be left on your own to deal individually with ASCAP and BMI."

In what it called an "emergency action request," the All-Industry Radio Music License Committee sent thousands of mailgrams last week seeking funds to finance its federal court fight against ASCAP's proposed 18% rate hike.

Noting that only 2000 stations now support its efforts financially, the committee said, "Seven thousand radio stations do not realize that without this committee, ASCAP will get the rate increase they have demanded and, in

the future, there will be no real opportunity to further increases."

### Study Says SCAs Don't Hurt Ratings

Using an SCA or subcarrier appears to have no bearing on an FM's ratings and market rank, according to a study by Waters Information Services of

Binghamton, NY. The survey examined fall 1985 Arbitron data for 324 large market stations — 43% SCA users and 57% non-users.

The study concluded there is "no significant difference" between the median market rank of ninth for SCA users and tenth for non-users. The project was aimed at dashing into the

fear — apparently unfounded — of many broadcasters that using an SCA will hurt their loudness or cause interference.

Waters concluded, "The results of the study show that SCA use or non-use is not an important determinant of market position."

### Other Key Developments:

- The FCC this week (3/13) is expected to eliminate its rules on fraudulent billing and network "clipping," and to clear the way for stations in the same market to engage in joint sales efforts and pricing.

## DALLAS, APRIL 12-16

# NAB Convention Eyes Radio's Bottom Line

Although the official theme of next month's annual NAB Convention in Dallas (April 12-16) is "Tuning in America" — stressing community service — a key focus will be helping radio stations boost revenues.

NAB plans to unveil a major study for radio, "MegaRates: Getting Top Dollar for Your Spots." Through extensive research of "rate-aggressive" broadcasters, the study by Bill Moyes and the Research Group seeks answers to questions such as:

- How and why do some stations get the highest cost per thousand in their markets?
- What pricing strategies do "rate-aggressive" stations follow?
- How does "demand curve pricing" apply to radio?

### Programming Excellence

Another radio highlight is a Saturday afternoon session, "Radio In Search of Programming Excellence." Following up on its excellence study of last year, McKlahey & Co. will concentrate on three of the stations singled out in 1985 as among the best-run in the nation: KJIS/Los Angeles, KOBI/Deer, and WGN/Chicago. The GMs and PDs of all three stations will be



Warren Burger: Addressing NAB

joined in a panel discussion by veteran programmer Rick Sklar.

Other convention features:

- Over 300,000 square feet of exhibits by nearly 700 vendors
- 60 radio sessions, including a packed day of Saturday panels.

- Numerous panels stressing radio sales, management, and station acquisition
- A full schedule of engineering sessions
- An emphasis on continued station involvement in the fight against alcohol and drug abuse
- Attendance by 25 members of

Congress, but few key committee chairmen

- A radio luncheon address by creative legend Stan Freberg
- A Wednesday address by media critic and Supreme Court Chief Justice Warren Burger
- Entertainment by Dianne Warwick and Dolly Parton.



**CONVENTION CHIEFS** — Co-Chairmen of next month's annual NAB convention in Dallas are the Vice Chairmen of the association's TV and Radio Boards, Peter Kizer of Broadcast Communications of America and Bev Brown, KGAS/Carthage, TX.

## REBS Inc. Buys ELF Group For \$15 Million

REBS Inc. of Bath, ME, owned largely by former radio newscasters, has bought the six-station ELF Communications radio group for \$15 million. Stations involved in the acquisition are WLRO-AM & FM/Franklin (Nashville), WVOK & WLTB/Birmingham, WNOX/Knoxville, and WNKU/Cincinnati, TN.

REBS also owns WBX & WNYZ/Utica, NY and WJTO & WQY/Bath, ME. President of REBS is Richard James, a former ABC Radio News correspondent. Other principals are his wife, Earlene; former WGN/Chicago news anchor Steve Hunter; John Roberts, who hosted RKO's "Nighttime America" under the name Bob Dearborn; William Greenberg; and David Layfield.

James said REBS is still seeking other properties, and will soon move its headquarters from Maine to Nashville. The President/CEO of ELF Communications, which has no other broadcast interests, is John Laak.

WLRO-AM & FM simulcast a Country format on 1430 kw with 5 kw days/1 kw nights; and 100.1 MHz with 3 kw at 1200 feet, respectively. 50 kw daytime WVOK has an AC for-

mat on 690 kHz. WLTB offers a light AC format on 99.5 MHz with 100 kw at 870 feet. WNOX airs Country on 990 kHz with 10 kw. WNKU is also Country, with 3 kw at 1840 feet on 95.3 MHz.

## Las Vegas Gets Ninth FM

The FCC has assigned the frequency 107.9 MHz to Las Vegas as its ninth FM assignment. Applications for the channel will be accepted between April 18-May 19.

## KKQV/WICHITA FALLS, TX

PRICE: \$1,050,000

BUYER: SunGroup, Inc., which also owns WERC & WKXX/Birmingham; KEAN AM-&FM/Abilene, TX; and KYKL/Longview, TX.

SELLER: Sunshine Radio Company, a subsidiary of American General Media Co.

DIAL POSITION: 103.3 MHz

POWER: 100 kw at 440 feet

FORMAT: CHR



**SMALL MARKET ACQUISITIONS** — How to buy radio stations in small markets was the topic of a seminar sponsored last week in Atlanta by NAB. Panelists (l-r) included John Sanders, Frazier, Groes & Kadlec; David Schutz Communications Capital Group; E.L. Pearce, Chapman Associates; Barry Stidelsky, New York attorney; Tim Menowsky, KNZS & KQWK/Pittsburg, KS; and Matt Leibowitz, Leibowitz, Spencer & Freeman.

## CALL SIGN CHANGES

Buffalo, NY: WGR-FM to WRLT (effective 3/8)

DeLand (Daytona), FL: WELF-FM to WOCL (requested)

Grand Rapids, MI: WXQT to WKTH (3/17)

Houston: KLEF to KJQI (change set aside)

Indianapolis: WNAF to WEAG (requested)

Lubbock: KFYO-FM to KZB-FM (3/27)

Milwaukee: WZUW-FM to WOMN (3/23)

## Big Thicket Sells To Heritage

Big Thicket Broadcasting is transferring all of its eight stations to Heritage Broadcast Group for \$3.2 million. Properties being acquired are KTYL-AM & FM/Tyler, TX; KRKK & KOSW/Reek Springs, WY; WLEO & WZLQ/Tupelo, MS; and WAAX & WOEN/Gadsden, AL.

Principals in Heritage are Big Thicket's current President, Bud Polecek, and James Cullen, who owns part of Prime Cable Corp. of Austin, TX.

Big Thicket's majority stockholder is Richard Beauchamps. Other principals are Polecek and KTYL GM Henry Kane.

## WGIV/CHARLOTTE

PRICE: undisclosed

BUYER: Suburban Radio Group, which also owns WPEG/Charlotte; WBTX-AM & FM/Bl. Crab; WCQC/Belmont, NC (an AM station sharing coverage area with WGIV; therefore, Suburban will file for a duopoly waiver); WYVV/Blacksburg, VA; WYNR & WPIQ/Brunswick, GA; WJLL/Christiansburg, VA; WGOI/Coezard, NC; WDX & WORG/Orangeburg, SC; and WSVN/Vadese, NC.

SELLER: Founders Communications

DIAL POSITION: 1600 kHz

POWER: 1 kw

FORMAT: Black

## KBRO/BREMERTON, WA

PRICE: \$1.4 million

BUYER: Everest Broadcasting

SELLER: Bingham Broadcasting, which retains KNIT/Seattle.

DIAL POSITION: 1490 kHz

POWER: 1 kw

FORMAT: AC

## KSOJ/FLAGSTAFF, AZ

PRICE: \$480,000 cash plus \$110,000 in assumed equipment leases.

BUYER: Mountaineer Broadcasting, Inc., a limited partnership with no other broadcast interests, managed by Richard Wodrich.

SELLER: Harvest Ministries, Ltd.

DIAL POSITION: 93.9 MHz

POWER: 100 kw at 1510 feet

FORMAT: Christian Contemporary

BROKERS: Blackburn & Co., Kall & Co.

## Israel Leaves Sky Stations For WGY & WGFM



Dennis Israel

Sky Stations President/COO Dennis Israel has resigned in order to assume his new post as General Partner of Empire State Radio Partners' newly-acquired WGY & WGFM/Schenectady. The transaction on the properties, which were purchased from Sky last November, is expected to close March 17.

Israel, who worked with the Sky Stations for seven years, will be retained by the company as a consultant. He said, "I want to continue doing what I do best: acquiring stations, running them, and making money for our partners. We now have our own vehicle for accomplishing this, and I want to thank (Sky principals) John Foster and Mike Connelly and their associates for their encouragement as we start out on our own."

## KRRZ/FARGO

PRICE: \$1.2 million

BUYER: Communication Properties, Inc., owned by Phillip Kelly and Richard Veight. CPI also owns KATE & KCPH/Albert Lea, MS; KFQO/Fargo; and WDSB & KLYB/Dubuque, IA. It has sold WNFL/Green Bay, pending FCC approval.

SELLER: Red River Limited Partnership, headed by President F. Gordon Pegee.

DIAL POSITION: 101.9 MHz

POWER: 100 kw at 846 feet

FORMAT: AC

BROKER: Blackburn & Co.

## WFTL/FT. LAUDERDALE

PRICE: \$1.53 million

BUYER: King Broadcasting Company, owned by Paul Bronstein and Benjamin Penner. It has no other broadcast interests.

SELLER: Channel Communications, owned by Arnold Bloom and Mark White, with additional interests in WQZY/North Fl. Myers, FL and WKBR/Manchester, NH.

DIAL POSITION: 1400 kHz

POWER: 1 kw

FORMAT: Nocturne

## WMER & WJBO/PORTLAND, ME

PRICE: \$2.24 million, of which \$350,000 is a noncompete pact.

BUYER: Porter Communications Systems, owned by Winslow Porter. It also owns WKSE/Nags Falls, NY and WMYF & WERZ/Exeter, NH.

SELLER: Chandler Broadcasting, owned by John Bride. It also owns WMBIA/Ambridge, PA and part of WKSQ/Ellsworth, ME.

DIAL POSITION: 1440 kHz; 97.9 MHz

POWER: 5 kw; 30 kw at 500 feet

FORMATS: News/Talk; Classic Hits

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<b>KIIZ/KIXS</b>	Killeen, TX	<b>5,750,000</b>
<b>WJYA-AM/FM</b>	LaGrange, GA	<b>5,000,000</b>
<b>KSRN-FM</b>	Reno, NV	<b>2,100,000</b>
<b>KMLB/KWEZ</b>	Monroe, LA	<b>1,700,000</b>
<b>WVTY-AM/FM</b>	Dunedin/ Holiday, FL	<b>1,700,000</b>
<b>KAYC/KAYD</b>	Beaumont, TX	<b>1,537,500</b>
<b>KBHV-FM</b>	Spanish Fork, UT	<b>1,400,000</b>
<b>WJPD-AM/FM</b>	Ishpeming/ Marquette, MI	<b>1,000,000</b>
<b>WKWF/WAIL</b>	Key West, FL	<b>975,000</b>
<b>WESL-AM</b>	East St. Louis, IL	<b>700,000</b>
<b>WQIN-AM</b>	Lykens, PA	<b>575,000</b>
<b>KBBB/KDXR</b>	Borger, TX	<b>450,000</b>
<b>WRCI-FM</b>	Midland, MI	<b>340,000</b>

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## High Tech Time Theft

Face it. Nobody really knows what those folks in the computer department are doing all day. But just in case the boss decides to look over your shoulder while you're hanging around the steno pool or water cooler, or otherwise doing "government work," you can now purchase a software program entitled "Look Busy."

For 20 bills, you get an easy-to-load program that displays a completely meaningless spreadsheet, translates it into an equally useless animated graph, and ultimately delivers a project schedule that explains why things never get done.

The magazine *InfoWorld* also notes that if this bogus software is successful, two more phony programs — "Look Organized" and "Look Intelligent" — are already on-line.

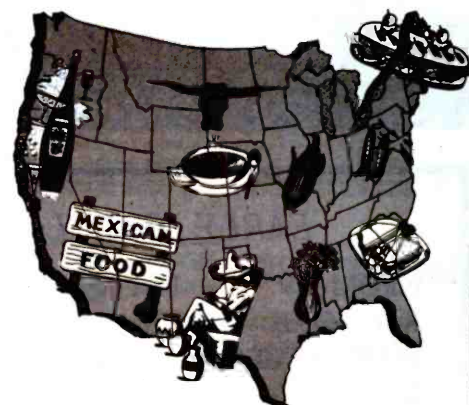
## The United Tastes Of America

We've all seen or heard those ads that claim their product has "a distinctly American taste" or "a taste uniquely American." Well, did you ever wonder exactly what particular foods and beverages tickle America's taste buds most?

According to a survey quoted in "National Restaurant News," there are no easy answers, as Americans express strong regional preferences. Heroes or submarine sandwiches may be number one in New England or the mid-Atlantic regions, but in the East North Central chili reigns supreme. Mashed potatoes set mouths watering in the West North Central region, while breakfast sandwiches are tops in the South Atlantic and vegetable platters are favorites in the East South Central area.

### Mexican Food Is Hot

Meanwhile, way out in the West South Central, Mountain and Pacific regions the hot cuisine is Mex-



ican, with enchiladas, tacos, and burritos the respective tummy

stuffers of choice. Although 34 different foods rated in the top five in each region, only enchiladas, tacos, and burritos showed up on more than two regional lists (in that case, these were all confined to the Western states).

As a matter of fact, of these 34 different foods — other than the aforementioned trio of Mexican comestibles — only heroes/submarine sandwiches, salad sandwiches, donuts/sweet rolls, and breakfast sandwiches appeared on more than one regional list.

### Iced Tea Is Cool

On the beverage side, iced tea is number one in the South Atlantic, East South Central and West South Central regions, with hot tea claiming the crown in the mid-Atlantic region. Hot chocolate is tops in the West North Central, with decaffeinated coffee the favorite in the East North Central. Diet non-colas lead the New England region as do non-carbonated sodas in the

Mountain region, and it's wine that's fine with the majority of folks in the Pacific region.

All told there were 16 beverages cited in the survey, with colas and hot chocolate each appearing on four out of nine regional lists. Shakes/milk, regular coffee, iced tea, and beer each placed on three lists, while diet non-colas, diet colas, non-cola drinks, non-carbonated sodas, decaffeinated coffee and wine garnered two mentions apiece.

## POLLSTAR

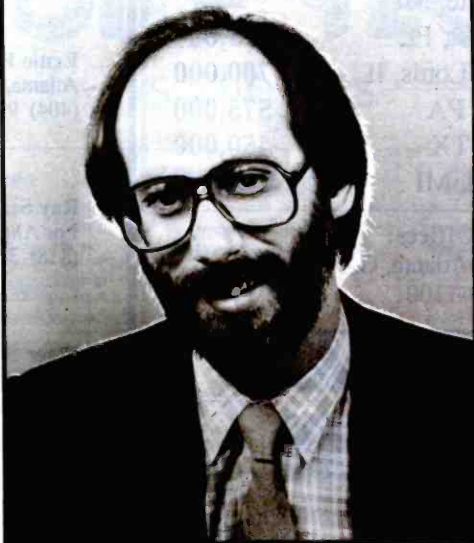
### TOP 20 CONCERT PULSE

#### LW TW ARTIST

- 1 1 ZZ TOP
- 4 2 RUSH
- 3 3 KENNY ROGERS
- 5 4 TINA TURNER
- 4 5 JOHN C. MELLENCAMP
- 6 PAT BENATAR
- 7 7 ALABAMA
- 10 6 HEART
- 9 9 LOVERBOY
- 12 10 AEROSMITH
- 11 11 MOTLEY CRUE
- 12 HANK WILLIAMS JR.
- 13 13 DAVID COPPERFIELD
- 12 14 DIO
- 14 15 KISS
- 16 16 RATT
- 15 17 TWISTED SISTER
- 18 18 THOMPSON TWINS
- 19 19 SQUEEZE
- 17 20 NIGHT RANGER

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters' On-Line Listings. (800) 344-7383 or in California: (209) 224-2631

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# Rock Roll & Ratings

## How to cultivate a loyal audience:

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Add a radio personality who's legendary...

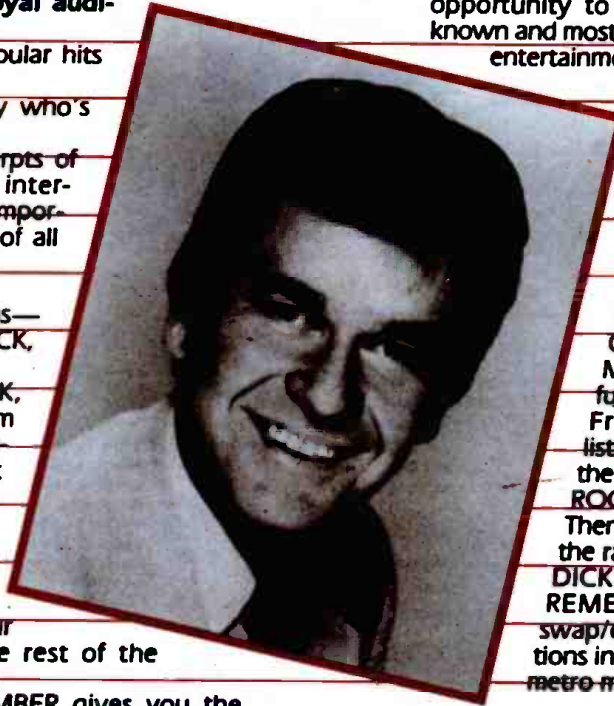
Sprinkle with brief excerpts of rare, exclusive taped interviews with the most important artists and groups of all time.

And then...

Simply rake in the ratings—with DICK CLARK'S ROCK, ROLL & REMEMBER.

DICK CLARK'S ROCK, ROLL & REMEMBER from United Stations Programming Network. The hit 4-hour weekly program that adds the necessary excitement to your weekend programming to keep your listeners rooted to your station throughout the rest of the week.

ROCK, ROLL & REMEMBER gives you the



opportunity to feature one of the best-known and most popular personalities in the entertainment industry, Dick Clark, in a

proven format. Dick plays all the greatest hits from the greatest artists—Elvis to Elton ... The Beatles to The Beach Boys—plus rare taped interviews from Dick's own archives.

It's an unbeatable combination that's made DICK CLARK'S ROCK, ROLL & REMEMBER the most successful program of its kind.

From now on, give your listeners something special on the weekends. DICK CLARK'S ROCK, ROLL & REMEMBER.

Then sit back. Relax. And watch the ratings grow.

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## DICK CLARK'S

# Rock Roll & Remember

For national sales information, call United Stations Programming Network in New York at (212) 575-6100.

For station clearance information call United Stations Programming Network Affiliate Relations in Washington, D.C. at (703) 556-9870.



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

# PRO:MOTIONS

## CBS Ups Shepard



Carolee Shepard

Carolee Shepard has been promoted to VP/Advertising & Design at CBS Records. She joined CBS in 1978 as Copy Director/Creative Services and within a few months, she was promoted to Creative Director/Advertising. Prior to joining CBS, she had spent the past ten years working for various major advertising agencies.

## Gropo KLZI GSM



Ed Groppo

Ed Groppo has been named GSM at KLZI/Phoenix. He returns to the Phoenix market after serving as GSM at KECH-TV/Portland, OR. Before that, he was Sales Manager at KOY & KQYT/Phoenix for four years.

## Baumstein Segues To Manhattan



Ken Baumstein

Ken Baumstein has joined Manhattan Records as VP/Artist Development and Marketing. He comes to the label from Chrysalis Records, where he served as National Director since 1983.

## Nelson Concept RSM



Dave Nelson

Dave Nelson has been appointed Regional Sales Manager at Concept Productions, a Sacramento based programming syndicator. He comes to CP from Century 21 Programming, where he held a similar position for the last four years.

## Garb Disney VP



Robin Garb

Robin Garb was appointed VP/Music, Motion Pictures and Television at Walt Disney Pictures and Touchstone Films. He was most recently President of Ascension Artists Ltd. and its soundtracks division. He had just begun supervising the music for the company's upcoming animated feature "Oliver" before this appointment.

## PROS ON THE LOOSE

Kevin Barrett — Nights KYNO-FM/Fresno (209) 292-9244

Larry Beesler — Air Talent Trainer (305) 290-2504 or (305) 371-7260

Allen Browning — Overnights WFSR/Charleston (304) 768-8549

Art Dineen — PD/Talkhost WPLP/Tampa (813) 392-2215

Jeff Hillery — Morning News KRTH(AM)/Los Angeles (602) 439-3825

Chris Lash — PD WRBE/Erie (814) 453-4522

Mark McClure — Middays WLLT/Cincinnati (513) 922-5054

Brad Messer — News Anchor KFYI/Phoenix (602) 971-4169

Bill Mitchell — MD WNFJ/Daytona Beach (904) 253-2055

Cliff Musser — Overnights KPKE/Denver (303) 368-8446

Phil Stevens — Production Director/weekends Y100/Miami (305) 742-6183

Rob Williams — Newsman KTSB/San Antonio (512) 656-6789

## CHRONICLE

### Born To:

• KYGO/Denver PD Bob Call and wife Lisa, son Steven Joseph, February 26.

• WPYX/Albany News Director Bill Sheehan and wife Rae Ann, daughter Lindsay Elizabeth, March 3.

• WLVG/Columbus night personality Steve Kerrigan and wife Janet, son Aaron Steven, March 4.

• WB VP/Album Promotion George Gerrity and wife Kathy, their first child, daughter Riley, February 27.

• WSTO/Evansville PD Barry Witherspoon and wife Alisa, son Alexander Thomas, March 2.

• KKHR/Los Angeles MD Lou Simon and wife Maria, son Gregory Joseph, February 24.

### Married:

• WBIX/Nashville MD/midday personality Eric Marshall to Tennessee Radio Network morning news anchor Sally Hobart, March 1.

### Almo Irving Music Ups Alpert



Derek Alpert

Almo Irving Music Publishing has elevated Derek Alpert to Director/Music Development for film and television. He will continue his current duties as Administrator of Almo Publications, the company's print division.

### Kerr & Assoc. Forms Entertainment Division

Kerr & Associates Public Relations and Advertising has established an Entertainment Division. The division will be involved in such areas of industry as referrals, booking celebrity speakers and artist development. It will also provide advice on copywriting, publishing, image and packaging, booking, and "shopping" demos or masters to major record companies. Music Consultant Laura Brown will head the division.

### Torbet Appoints Cinnamon, Harrison

Torbet Radio has promoted Kandice Cinnamon to New York Sales Manager. Cinnamon, who has been with Torbet since 1983, has worked in sales and management capacities in NY, San Francisco, and LA. She previously worked for two years at Keyser/Denna/Pearlstein in LA. Before that, she worked in the movie marketing and time buying department at Walt Disney Company. Cinnamon joins Alan Harrison in the role of NY Sales Manager.

### RAB Taps Chambers



Heidi Chambers

Heidi Chambers has been elected J Chairperson of the 1986 RAB West Coast Media Directors Advisory Council. She is currently VP/Media Director at Bezell, Jacobs, Kenyon & Eckhart, Inc. in Los Angeles. Chambers, who has 20 years of media experience, will head the 25 member panel that advises the RAB about trends and developments among ad agencies and their major national clients.

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## When It Feels This Good, Once Is Not Enough.

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By Honeymoon Suite  
From Their  
Forthcoming Album  
*The Big Prize*

### CHR NEW & ACTIVE

#### Moves & Debuts

WXKS-FM deb 34	WBBQ 38-30
WBEN-FM 38-27	WKQB 27-22
WNYS 33-31	WSSX deb 38
WPHD 33-25	WOKI 36-34
CKOI on	WZUU 36-31
CFTR 32-31	KZZU deb 40
CHUM 19-15	OK100 36-33
WLS on	WKHI deb 40
WMMS on	KFMN 34-32
KIIS-FM on	KQIZ-FM 40-36
KMEL 31-27	WCGQ 40-34
KPLUS 31-22	Q104, 29-23
Z95 on	WZYP 40-32
WZOU 32-29	WHSI deb 38
WERZ deb 40	KGOT 34-29
WRCK 40-38	KOZE deb 32
	OK95 30-24

Track: 10 Album: 8

Produced by Bruce Fairbairn  
Management: Stephen Prendergast/Head Office Management  
© 1986 Warner Bros. Records Inc.

While many record companies have announced the termination of all independent promotion services, there are some labels who never discontinued them. And a few more are already beginning to reinstate the help of some independent reps on a retainer basis. It's good to see that an entire segment of the industry is not paying the price for the alleged improprieties of a few.

The latest on 195/MAMI personality DON COX, who's recovering from the beating he took recently, is that he's now out of the hospital and should be ready to go back on the air shortly.

Tomatoes ripping through the Midwest last Monday (3-10) knocked over WCKY/CINCINNATI's center tower, rearranging the station's directional signal into a new pattern. Crosstown WLW moved all 23 staffers into the newsroom, and cleverly turned a regularly-scheduled financial report into a how-to for those filing storm insurance claims. Over in Indianapolis, one cyclone dangled over the studios at WNDE & WFBO, whose BEARMAN reported, "You could feel it pulling at the roof. The walls were straining, and pictures were rattling." Weather-watchers there lost count after the EBS system kicked in at least nine times within a 45-minute period.

On the label side, employees at the Gotham offices of CAPITOL/EMM MANHATTAN had to evacuate their offices Tuesday (3-11) when a water main broke and flooded several floors of the Sixth Ave. building. "It was like 'The Poseidon Adventure,'" gurgled one witness.

Less fortunate was BAHAKEL COMMUNICATIONS' WABQ(AM) & TV/GREENWOOD, MS, which burned to the ground Monday due to an apparent short-circuit in an office. The TV station's local programming has been impaired indefinitely; however, the Country radio outlet was expected back on by presstime, thanks to quick engineering and some equipment help from neighbor WSWG.

POWER 99.7 (WARM-FM/ATLANTA) has pulled the switch, debuting its new CHR format. It's interesting to note that with longtime competitors 94Q and Z93 both leaning Urban, PD STEVE DAVIS is being conservative with that product. While he's not avoiding crossover hits, Steve's taking a more rock-oriented approach.

WZUU/MILWAUKEE has applied for new calls, WOMN ("Woman?"), effective March 23. The format will change from CHR to an as-yet-undisclosed satellite-delivered presentation. This will put PD CHRIS ANDREWS and a lot of talented personalities on the street, so give 'em a call.

What's going on in New Orleans? We reported two weeks ago that DAN McKAY, formerly of Salt Lake, has joined WQUE-FM's "Q Morning Krewe." Well, crosstown WTIX has a weekender named DAN McKAY, who had previously worked at WQUE (AM). That Dan is now getting his name registered with the state of Louisiana, and TIX is asking WQUE-FM to cease and desist using the name "Dan McKay" with its morning show. Catalog this one as ascription headache #109 for Arbitron.

KYUUSAN FRANCISCO afternoon man JEFF McNEAL found himself suspended for a day with pay the other day after telling listeners a couple of Challenger jokes. Feeling the reprimand was unjustified, the next day he repeated the bits on-air, acknowledged that he might get fired for doing it, gave PD RIC LIPPINCOTT's home phone number to listeners who might have a comment or two, and then walked off his show. Fortunately, Ric and Jeff were able to resolve their differences, and now everything's OK.

Update on the land-speed record for short-lived jobs: the pacesetter in the 1986 derby is former KPKE/Denver overnigher CLIFF NUSSER, who's been let go by JIM GABBERT's KOFY/SAN FRANCISCO after only three days. Meanwhile, there are two News and Talk pros ready to move: WPLP/TAMPA PD/veteran talk host ART DINEEN is leaving in a few weeks. Also, KFYI/PHOENIX morning news anchor (and R&R "Calendar" Editor) BRAD MESSER is exiting for greener pastures (see Pros On The Loose, Page 16).

Newly-christened KZPW/DALLAS (formerly KAFM) is now KZPS. Seems AOR neighbor KZEW raised a few objections, so BONNEVILLE decided it was easier to simply change again. New to mornings at "Z92.5" is TOM DOOLEY from crosstown KVL-FM. He's teamed up with local TV sports personality GERRY OHER. Meanwhile, PAUL ROBINS, PAUL KINNEY, and PHIL COWAN, those former morning crazies at KPOP/Sacramento, have landed AM drive in the Metroplex at KEGL.

Continued on Page 20

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# WHITNEY



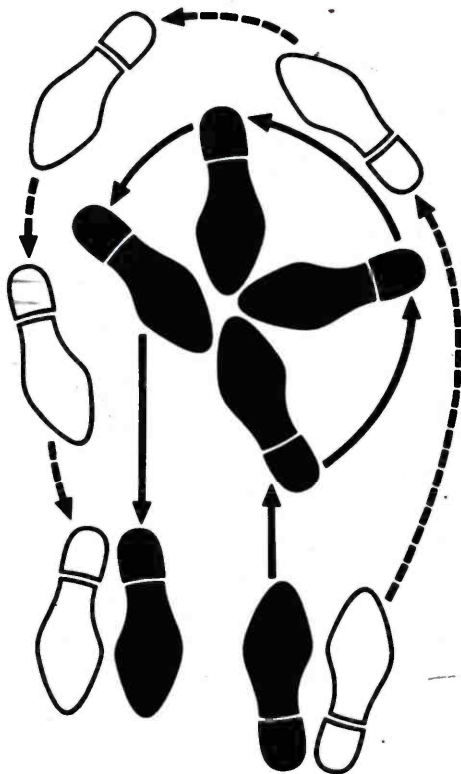
## HER GREATEST YET

THIS YEAR'S GRAMMY  
WINNER GOES FOR THE  
GRAND SLAM WITH  
**GREATEST LOVE OF ALL**  
THE 4TH SMASH FROM THE  
4 X PLATINUM #1  
DEBUT ALBUM

**GREATEST LOVE OF ALL**  
AN UNFORGETTABLE  
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**ARISTA**

# NU SHOOZ ARE A SHOE-IN!



## With their new single "I CAN'T WAIT"

(7-88448)  
(Available as a 12" 0-88228)

WHTT 37-35	KEZB 30-28
WXKS-FM deb 28	WKSI add 29
WKSE add 28	KRBE 29-27
WPLJ 20-14	KBFM 36-31
Z100 15-11	Y106 deb 40
KKBQ on	WRVQ add
Q105 on	KSND 8-3
KKRZ 14-12	KMGX 34-23
KMJK 31-27	KSKD add 40
FM102 add	103CIR 36-28
KITS add	WPFM deb 39
KMEL 29-19	Z102 deb 36
KUBE 24-14	WCIL-FM add
RI-104 add	OK95 add
KAMZ 17-13	

**BLACK/URBAN: 7**

Kicking up a storm in airplay  
and sales, too.

Produced by John Smith & Rick Wartz



On Atlantic Records & Cassettes

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## STREET TALK

Continued from Page 18

Back at KZEW, which recently went commercial/talk-free for a day, the station has tried a twist on the "No-Repeat Thursday" concept. Instead of the usual tack of not playing the same song twice, the 'ZEW did not play the same song or artist twice.

Is **WNAP/INDIANAPOLIS** about to change formats again? Over the past six years the station has flip-flopped from AC to CHR to AOR to Disco to Soft Rock, and back again. No one at the station will shed any light on the subject but the station has applied to the FCC for new calls **WEAG**. We **EAGerly** await the news.

Legendary AC outlet **WRN/ERIE** has gone dark. A bank has reportedly foreclosed on the station, putting 15 people on the street before payday. So far, the only staffer back at work is former PD **CHRIS LASH**, who's handling weekends/swing at nearby **WJET** while he looks for something fulltime.

Advance congrats to **OLYMPIC BROADCASTING's** two newest VP/GMs: **ROB HASSON** at **KRPN/SEATTLE** (replacing **GARY TAYLOR**), and **DAVID PLOWDEN** at **KSRN-AM & FMRENO**. Details next week.

The votes are in: the governor of Missouri has declared April 9 to be "Official Disc Jockey Day" in the state. The **MISSOURI BROADCASTERS ASSOCIATION** credits **KDMO & KRK/CARTHAGE** with instigating the proclamation. Now, about that national holiday, Mr. Reagan . . .

Cheers to **CHUM/TORONTO** on publishing issue #1500 of the "CHUM 30." Its weekly chart has been printed and distributed since May 27, 1957, and playlist collectors will be happy to hear this special edition will be made into a commemorative poster, suitable for framing.

More housecleaning in store for the **CAP CITIES/ABC** Public Relations departments? Strong rumor suggests that another 12 (baker's dozen?) corporate PR staffers are about to join those who departed last week. Television is reportedly hardest hit — so far, at least.

Congrats to **EPIC/PORTRAIT/ ASSOCIATED LABELS' Local Promotion Managers of the Year: LORE HOLDER-ANDERSON (Pop), TOM GENETTI (Country), and DON EASON (Black).**

Various major record companies are looking at ways to get into new age music, whether by in-house moves or outside deals. We hear that consultant **LEE ABRAMS** is negotiating to have his own such label, distributed by **EMI AMERICA**. Indie-distributed **PRIVATE MUSIC** has also been talking about branch distribution to two or three companies, and a decision is expected soon from boss **PETER BAUMANN**.

How do you spell relief? **C-O-M-E-D-Y!** On March 29, over 100 funny ladies and men comprising "Comic Relief" will appear in L.A. to benefit America's homeless. **DIR BROADCASTING** will carry the fundraiser live. The show's hosted by **BILLY CRYSTAL, WHOOP! GOLDBERG, and ROBIN WILLIAMS**. Post time is 9pm ET. And yes, stations can use a seven-second delay.

Look for two **ENIGMA** soundtracks — "Runaway Train" and "Delta Force" — to be distributed by **CAPITOL**. There may be a hookup for all Enigma product in the future.

Relodex change: **E.O.R., INC.** has changed its name to **JOHN SEBASTIAN, INC.** In fact, the term "EOR" (Eclectic Oriented Rock) is a thing of the past; consultant Sebastian now refers to his format as "The New AC."

After 18 years of AOR, **WNEW-FM/NEW YORK** calculates that it's getting close to playing its two-millionth record. A daily-clue promotion will award a car to the listener who guesses the exact date, time, artist, and title.


Condolences to 'NEW-FM PD **CHARLIE KENDALL**, whose father passed away March 6 after a long illness.

Now that **KHTR/ST. LOUIS** has hired its new morning man (see Page 3), is there any truth to the rumor that the **CBS FM** station is changing the sign out front from "Columbia Broadcasting System" to the "**CHUCK BUELL SHOW?**"

Finally, broadcast news service **Rip 'N' Read** reports that a Ford Granada made a half-dozen assaults on the building housing **KING/SEATTLE**, and then took off. The alleged demolition driver, arrested shortly thereafter in the parking lot of rival **KOMO**, explained to police he had a job application on file at **KING** and "wanted to change it."

## LIKE MONEY IN THE BANK

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JHAN HIBER

## WEEK IN REVIEW

### COMMERCIAL EFFECTIVENESS

## Radio Works

With all this talk about radio ratings, you might be tempted to ask, "What do the ratings really lead to?" In other words, are we able to successfully translate radio ratings into effective advice for our clients with regard to when and how to run their radio commercials?

The answer is yes. Over the years there have been various studies done with regard to the effectiveness of radio commercials. While the hope has been that significant ratings can translate into significant commercial impact there might still be some doubts as to whether or not this actually occurs. Information from the Radio Advertising Bureau seems to indicate that radio commercials are indeed effective.

Let's review the research findings and their implications for radio. As you read, bear in mind radio's commercial impact compared to the retention of TV commercials.

### Disguised Testing Done

Bob Galen, Senior VP/Research for the RAB, recently wrote about commercial testing. His article in *Sound Management* discussed a study done by the Pretesting Company, which compared people's ability to recall commercials. The study used a "disguised exposure technique." This means that those involved in the test are exposed to commercials incidentally while watching TV. Apparently, in the Pretesting study done last year, the

respondents sat in front of a large television screen and were asked to identify 12 states by reading the passing highway signs. "To make it appear realistic, there is a choice of three radio programs playing in the background. The test commercial is played twice," Galen wrote.

This disguise exposure technique has been used for years in testing the recall of TV commercials. Thus, this is a valid way to examine the impact of radio commercials in a real-life situation. When listening at home or in the car, listeners probably don't focus on the commercials. However, they are affected by them subconsciously due to the incidental exposure. This type of testing approach gives realistic feedback on how people not participating in the study would likely react to commercials.

After the participants had been exposed to the test commercials, they were asked which ones they could definitely remember. They made their selections from a list of commercials (some of which were not tested) and were probed for details they could recall.

### Radio Matches Up Well

The results seem to indicate that radio can hold its head high. "They showed little difference in aided recall for well-designed radio and television commercials," said Galen.

A total of 36 commercials were tested. In the case of 30-second commercials, 64% were able to properly identify the radio spot. This compares to 71% who correctly identified the 30-second TV commercial (60-second commercials posted even higher recall levels). Of the test sample, 87% said they heard a radio commercial. This virtually matches the 92% of the respondents who said they saw the 60-second TV commercial.

### Arbitron Meets With Advisory Council

The first 1986 meeting between Arbitron and the Radio Advisory Council took place this week in Florida. Under the new chairmanship of Ray Gardella, VP/GM of WCCB/Bridgeport, the meeting's agenda focused on two key items. First, guests from other research and ratings-related organizations were invited, including Mel Goldberg, Exec. Director of the Electronic Media Ratings Council. Members of the RAB GOALS Committee also made a presentation, dealing with the history of Arbitron's response rates. By getting input from the EMRC and RAB GOALS, the Advisory Council hopes that all three organizations can more effectively focus on ratings matters.

### NAB Extends Ratings Ideas Deadline

NAB's Radio Audience Measurement Task Force has extended the deadline for receiving new proposals concerning measurement of radio. The deadline is now pushed back to March 21. Any proposals should be sent to NAB headquarters by that date.

ouncements is a significant improvement over the 64% recall figure generated from the 30-second commercials. TV's commercial standard, the 30-second announcements, showed a 71% recall. Therefore, as Galen puts it, "Radio has a major advantage over television because radio's 60-second commercials can say so much."

There is another trend in

figures must drop again when advertisers cram their TV messages into 15 seconds. Given radio's almost comparable 60-second recall with TV - but with four times the amount of air time available per commercial (60 seconds) versus TV's new standard (15 seconds) - advertisers can now use radio to get across more detailed, creative, and effective commercials.

### Now Go Sell It

If you've ever wondered deep down how effective radio commercials could really be, you now have an answer. Well-produced radio commercials certainly hold their own in terms of recall when compared to TV. Given the additional dimension of a longer commercial length and tremendous cost-efficiency, radio has quite a story to sell. Essentially, stations with significant ratings have a right to expect that their commercials can indeed deliver for their clients.

We've got a great story. Now go out and sell it. Good hunting!

### Total Aided Recall Comparison (Two exposures during a 15-minute program)

30-Second		60-Second		Most Commonly Used Length	
TV	Radio	TV	Radio	TV-30	Radio-60
71%	64%	92%	87%	71%	87%

Source: The Pretesting Company, 1985.

### Commercial Length Difference

One key observation from the above charts is the relevant effectiveness of the most frequently used commercial length for radio and TV. Sixty-second radio commercials are used most often. The 87% recall figure for items promoted in those 60-second radio an-

TV that, by comparison, bodes well for radio. More and more TV advertisers are using 15-second commercials, fitting two of these into one 30-second avail in some cases. If there is a dramatic drop in recall of TV as the commercial length goes from 60 to 30-seconds, one can only imagine how the recall

## DIALECT TAPES FOR DISC JOCKEYS

Professional actor, voiceover artist, and dialect expert James A. Watson takes you step-by-step through French, Japanese, Irish, Spanish, Italian, German and three types of British dialects (Upper Class, Common, and Cockney). And remember: In addition to adding to your show, a DJ who does dialects invariably is in great demand for agency voice-over work!

"I just can't do dialects."

That's what we said -- until we listened to these amazing instruction tapes. With these tapes and a little bit of effort, you'll add an entire new stable of characters to your show.

To order: Send \$20.00 (U.S. Funds only)  
O'LINERS (Overseas \$21.50)

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Los Angeles, California 90025

# SOUPY SALES MOLDY OLDIES SHOW

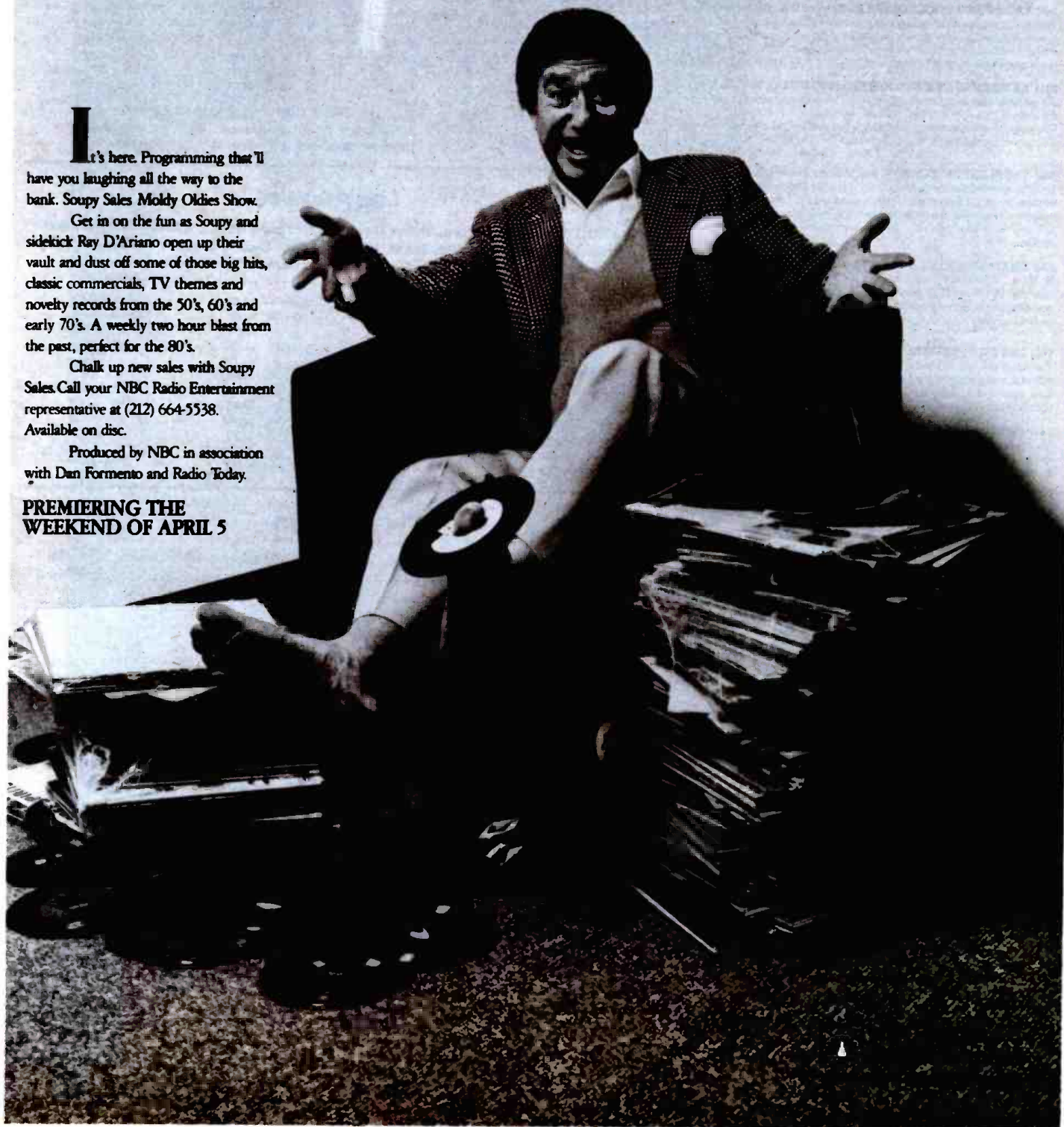
**L**et's here. Programming that'll have you laughing all the way to the bank. Soupy Sales Moldy Oldies Show.

Get in on the fun as Soupy and sidekick Ray D'Ariano open up their vault and dust off some of those big hits, classic commercials, TV themes and novelty records from the 50's, 60's and early 70's. A weekly two hour blast from the past, perfect for the 80's.

Chalk up new sales with Soupy Sales. Call your NBC Radio Entertainment representative at (212) 664-5538. Available on disc.

Produced by NBC in association with Dan Formento and Radio Today.

**PREMIERING THE  
WEEKEND OF APRIL 5**



# BOOKSHELF

**979) ALL YOU NEED IS EARL.** George Martin The fascinating sub-biography of the man who recorded and produced The Beatles from the start. He describes what it was like in the studio from the first audition of "Love Me Do" to the wild experimentation of Sergeant Pepper. 285 pp.(P) \$7.95

**972) THE BIG BEAT. CONVERSATIONS WITH ROCK'S GREAT DRUMMERS.** Max Weinberg Weinberg, drummer with Springsteen and the E Street Band since 1974, has written an insightful tribute to 14 premier rock drummers. The drummer-to-drummer interview format offers compelling and distinct perspectives on a wide range of subjects, with lots of behind-the-scenes views. 197 pp.(P) \$9.95

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

**944) PROMOTING ROCK CONCERTS.** Howard Stein & Ronald Zalkind The step by step guide to staging major musical events. Topics include getting into the business, putting together capital, assessing talent, costs and contracts, selling tickets, advertising and publicity, budgeting and profits. Appendices include letters of agreement and contracts. 188 pp.(P) \$9.95

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

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

**922) SMALL STUDIO VIDEO TAPE PRODUCTION, 2ND ED.** J. Quick & H. Wolf A thorough grounding in professional production standards which goes step by step through the video tape process from program planning to post-production. Contains advice on purchasing equipment and practical suggestions on staffing and budgeting for the small studio producer. 234 pp.(P) \$9.95

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

**141) PRACTICAL GUIDE FOR CONCERT SOUND.** Bob Heil Covers the fundamentals of pro sound reinforcement, efficient speaker enclosures, mixers and equalizers, digital delays, compressors, limiters, microphones, hardware, and construction tips. 141 pp.(P) \$10.00

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# RATINGS

FALL '85

## Arbitron Demographic Rankings

### New York

WLTW Lights Up Older Adults; WPLJ Retains Young Adult Demo Crowns; WRKS New Teen Favorite; WBLS Jumps in Older Adult Demos.

Sum Fc '85 '85 Rank	12-17	Sum Fc '85 '85 Rank	18-34	Sum Fc '85 '85 Rank	18-49	Sum Fc '85 '85 Rank	25-54
2	1 WRKS (B/U)	1	1 WPLJ	1	1 WPLJ	4	1 WLTW
1	2 WBLS (CHR)	3	2 WNEW-FM	2	2 WBLS	1	2 WPLJ
3	3 WPLJ (CHR)	4	3 WHITZ	2	3 WHITZ	6	3 WBLS
5	4 WAPP (CHR)	2	4 WRKS	4	4 WNEW-FM	3	4 WHITZ
4	5 WBLS (B/U)	5	5 WBLS	6	5 WLTW	7	5 WNEW-FM
7	6 WNEW-FM (AOR)	9	6 WLTW (AC)	3	6 WRKS	2	6 WCBS-FM
6	7 WXPX (AOR)	7	7 WXPX	6	7 WCBS-FM	10	7 WNS (News)
11	8 WBLI (CHR)	12	8 WPKX (AC)	7	8 WNBC (AC)	5	8 WNBC
13	9 WLIR (AOR)	10	9 WYNY (AC)	12	9 WPKX	8	9 WRKS
8	10 WBAB (AOR)	7	10 WCBS-FM (Gold)	10	10 WYNY	17	10 WPKX

### Los Angeles

KROQ Grabs Teen Crown, Shows Growth With Young Adults; KNS-FM Sweeps Adult Demos, Second Place With Teens; KLOS Remains Second Choice For Young Adults; KRTH Second With 25-54, Makes Big Gains With All Adult Demos.

Sum Fc '85 '85 Rank	12-17	Sum Fc '85 '85 Rank	18-34	Sum Fc '85 '85 Rank	18-49	Sum Fc '85 '85 Rank	25-54
2	1 KROQ (AOR)	1	1 KIS-FM	1	1 KIS-FM	1	1 KIS-FM
1	2 KIS-FM (CHR)	2	2 KLOS	2	2 KLOS	6	2 KRTH
4	3 KDAY (B/U)	5	3 KROQ	6	3 KRTH	4	3 KBG
3	4 KJHR (CHR)	4	4 KOST	3	4 KOST	5	4 KLOS
8	5 KJLH (B/U)	8	5 KRTH (Gold)	9	5 KROQ	2	5 KABC (Talk)
5	6 KLOS (AOR)	3	6 KMET	10	6 KBG (B/EZ)	3	6 KOST
6	7 KMET (AOR)	7	7 KJLH	5	7 KMET	29	7 KQQ
12	8 KMGG (AC)	14	8 KBZT (AC)	22	8 KQQ	9	8 KJOI
9	9 KOST (AC)	16	9 KQQ (AC)	21	9 KJOI (B/EZ)	10	9 KZLA (Ctry)
19	10 KFLA (Gold)	11	10 KTNO (Span)	15	10 KBZT	17	10 KBZT

### Chicago

WBBM-FM Hits First Place With Teens; WBMX-FM Second Teen Choice, First with Young Adults; WGN Remains On Top Of 25-54; WGCI-FM Moves Up To Second Place With Older Demos, Still Third With Teens And 18-34.

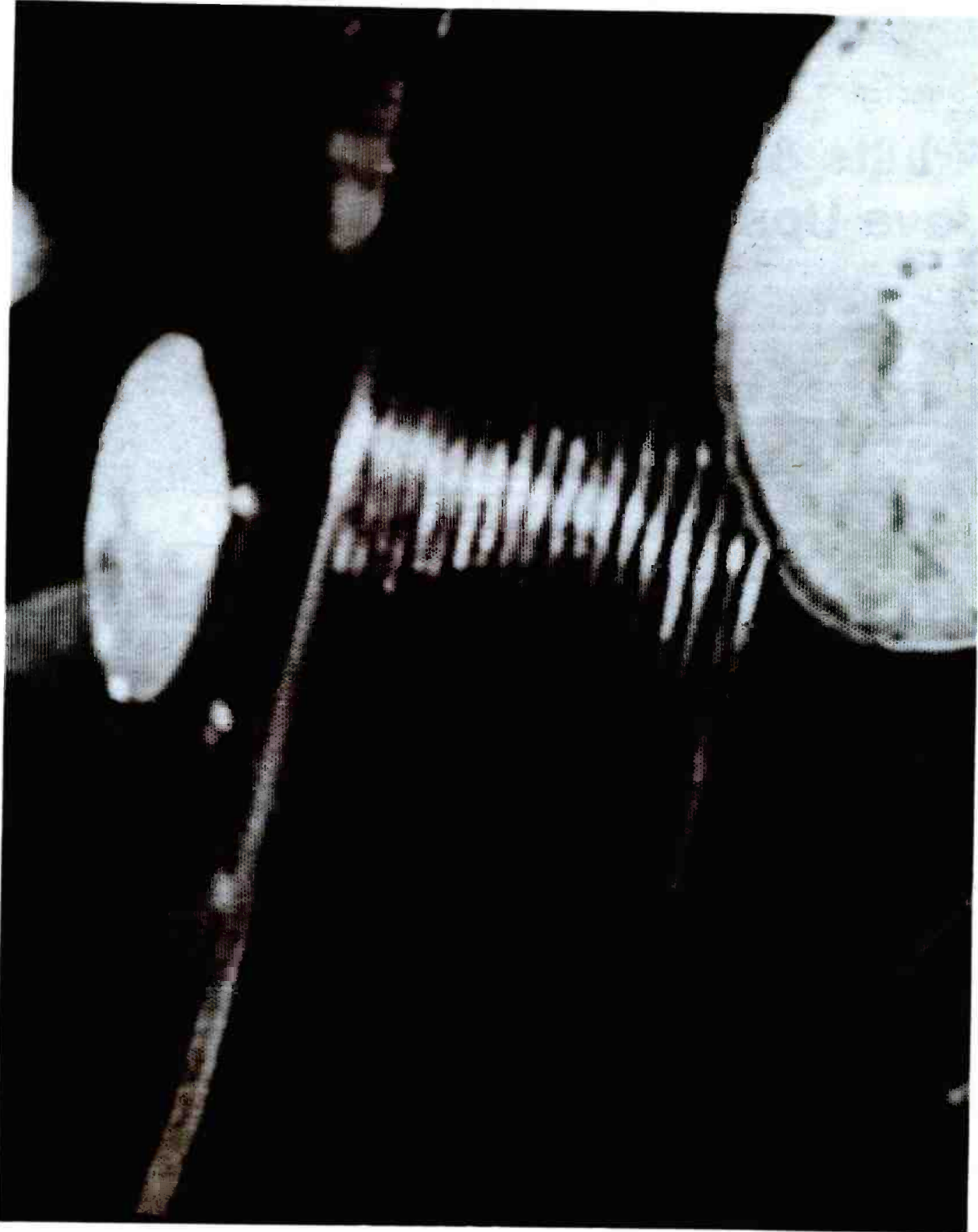
Sum Fc '85 '85 Rank	12-17	Sum Fc '85 '85 Rank	18-34	Sum Fc '85 '85 Rank	18-49	Sum Fc '85 '85 Rank	25-54
2	1 WBBM-FM (CHR)	1	1 WBMX-FM	1	1 WBMX-FM	1	1 WGN
1	2 WBMX-FM (B/U)	2	2 WLUP	3	2 WGCI-FM	3	2 WGCI-FM
3	3 WGCI-FM (B/U)	3	3 WGCI-FM	7	3 WLUP	5	3 WLS
4	4 WLS-FM (CHR)	4	4 WLS	4	4 WLS	2	4 WJMK
6	5 WLUP (AOR)	6	5 WXPX (AOR)	5	5 WJMK	9	5 WLO
7	6 WXPX (AOR)	5	6 WKQW	6	6 WKQX	8	6 WLOO (B/EZ)
11	7 WMET (AC)	9	7 WXPX	11	7 WCLR	4	7 WBMX-FM
5	8 WLS (CHR)	16	8 WCLR (AC)	2	8 WGN (Talk)	7	8 WLAK
8	9 WKQX (CHR)	13	9 WCKG	9	9 WXPX	10	9 WXPX
10	10 WCKG (AOR)	11	10 WLAK (AC)	10	10 WXPX	11	10 WUSN (Ctry)

### San Francisco

KSAN Jumps To First In 18-49, Second In 25-54; KSOL Now Commands Teens And 18-34, Rises In Adult Demos; KGO Goes To First In 25-54, Second Choice Of 18-49.

Sum Fc '85 '85 Rank	12-17	Sum Fc '85 '85 Rank	18-34	Sum Fc '85 '85 Rank	18-49	Sum Fc '85 '85 Rank	25-54
1	1 KSOL (B/U)	7	1 KSAN	11	1 KSAN	2	1 KGO
2	2 KMEL (CHR)	3	2 KYUU	7	2 KGO (Talk)	7	2 KSAN
3	3 KITS (CHR)	2	3 KIOI	5	3 KSOL	6	3 KBLX
4	4 KWSS (CHR)	4	4 KROR	1	4 KIOI	1	4 KIOI
5	5 KYUU (AC)	8	5 KBLX (B/U)	2	5 KYUU	8	5 KCBS
14	6 KLOK-FM (AC)	6	6 KMEL	4	6 KBLX	12	6 KSOL
8	7 KFRC (CHR)	1	7 KFOR	10	7 KROR	4	7 KYUU
10	8 KROR (AOR)	13	8 KSAN (Ctry)	3	8 KFOR	10	8 KOIT (B/EZ)
6	9 KOME (AOR)	9	9 KWSS	8	9 KMEL	5	9 KFOR
11	10 KIOI (AC)	12	10 KLOK-FM	16	10 KCBS (N/T)	16	10 KABL-FM (B/EZ)

# ZZ TOP



**"ROUGH BOY"**

**THE NEW SINGLE  
PRODUCED BY BILL HAM  
MANAGEMENT: BILL HAM/LONE WOLF PRODUCTIONS**





REED BUNZEL

RADAR DETECTOR

Adults & Youths Have Ups & Downs

As reported last week (R&R, 3/7) RADAR 32 showed a marked increase in adult network listenership, while FM-oriented youth networks slipped in measured audience.

In the wake of this RADAR confusion, most networks are diligently working to uncover whatever clues they can to answer these frustrating questions.

ABC Still Leads

Over 80 million listeners tuned in to ABC Radio Network affiliate stations over the course of a week, according to research analysis based on RADAR 32.

ABC's Information Network remains the top-rated web in 12+ audience, both in average and weekly cum e audiences. The network also placed first in seven other key adult target groups, including adults 25-54 and adults 25-49.

Despite FM networks' bewildering audience declines, the ABC Rock Network placed first in six demo groups: adults 12-34, 18-34, women 18-34, and men 18-34, 18-49, and 25-34.

Bill McCleanagan, VP/Research at the networks, admits that ABC suffered the same up-with-adult,

"RADAR 32 showed a marked increase in adult network listenership, while FM-oriented youth networks slipped in measured audience. These movements may be attributed to any number of factors, including audience maturation and statistical wobble."

down-with-youth results that other networks noticed. "Our youth networks were down a net difference of 3%, compared with 14% for the others," he comments.

CBS Eyes The RADAR

CBS Radio Network is boasting a quantitative victory in the radio network ratings game, claiming 12 of the top 20 most-listened-to programs (adults 18+).

The network itself posted an 8% gain in overall adults 18+ audience, reaching 1.3 trillion listeners per week and climbing from eighth to fourth place in average audience (adults 12+).

Sylvia Hughes, VP/CBS Radio Research, explains: "The CBS Radio Network has very clearly been able to stem the tide of AM erosion, at least for the time being. We are particularly delighted with this RADAR because the big jump

by rank on a 12+ average audience basis means that we've been adding some stations with younger audiences - which is wonderful. We are also very pleased with the 18-34 increase for RadioRadio in both cum e and average quarter hour, which means we must be doing something right in our affiliations."

Mutual Appreciation

One network performance that many analysts are pointing to is the marked audience improvement for the Mutual Broadcasting System. The network posted an 11% gain in 12+ average audience (+8% for total cum e), and racked up an impressive 25% jump in adults 25-54 (+14% 25-54 cum e).

Westwood One/Mutual Chairman Norm Pattis, while "delighted" with the results, says he was not particularly surprised. "I would say we're pretty pleased with these results, considering the tremendous increase we realized in our prime target demo (25-54)," he effuses.

Mutual President Jack Clements believes the improvements will only continue. "This 25% increase was dynamic," he says. "With an increase this large, we can only believe that the 'discrete' RADAR has to be tremendous for Mutual, and RADAR 32 should bear that out with an additional increase."

RADAR is a rolling average of the last two surveys; the RADAR 32 discrete survey was conducted in fall '86 and combined with the spring '85 RADAR 31 discrete. RADAR 32 will comprise the 32 and 33 discrettes.

NBC Shows Its Feathers

The NBC Radio Networks claim to reach over 40 million persons 12+ each week, based on cumulative audiences tuning in to the Radio Network, the Source, and Talknet.

NBC Radio Network's audience increased 6% in its prime adults 25-54 target demo, moving up from seventh to sixth in average audience and fourth to third in cum e (11.9 million, a 9% jump). Meanwhile, the Source maintained its #1 rank among adults 18-34 (average

Top 20 Sponsored Net Radio Programs

Table with 4 columns: Rank, Program, Network, Listeners. Lists top 20 sponsored net radio programs including Paul Harvey, News On The Hour, Rest Of The Story, Newsbreak, and Sports World.

\* Per broadcast (1000s)

These results are adult 18+ estimates of Programs Excluding Commercial Exposures from Volume 3 of RADAR 32. Supplied via CBS.

"When you talk about the baby boom you have to realize that the first baby boomer is now 40 and that radio is beginning to reflect an aging trend."

-Ron Werth

audience), and placed second in cum e for that target demo. Talknet continued to show noticeable gains, picking up a 13% gain in 12+ average audience and 11% in 12+ cum e.

NBC VP/Radio Research Nick Schiavone comments, "We are very pleased with the overall performance of all NBC Radio Networks. The cumulative audience is almost 12 million, and we made a very good showing in the 25-54 prime demo. The Source managed to hold its own, and Talknet continues to improve."

Satellite Music Network

Satellite Music Network's RADAR 32 results covers its five formats, and indicate considerable growth (again) for the programming web. Among persons 12+ (average audience) SMN posted a 12% gain, up 3% in overall cum e.

Transtar Up 25-54

Transtar also combines its four satellite formats for RADAR measurement, which continued to show dramatic increases this book. The network was up 6% in average audience 12+, with an 11% increase

for cum e 12+ audience. This rise translates to a 16% climb in adults 18+ (average audience), 12% in adults 18-34, 10% adults 18-49, and 16% among adults 25-54.

"We were up substantially in the 25-54 demographic, which is our target demo," says Transtar President Terry Robinson. "We were very pleased with our results, especially with our performance among women 25-54 - which we lean toward. This is an exciting time for our growth, which RADAR 32 bears out."

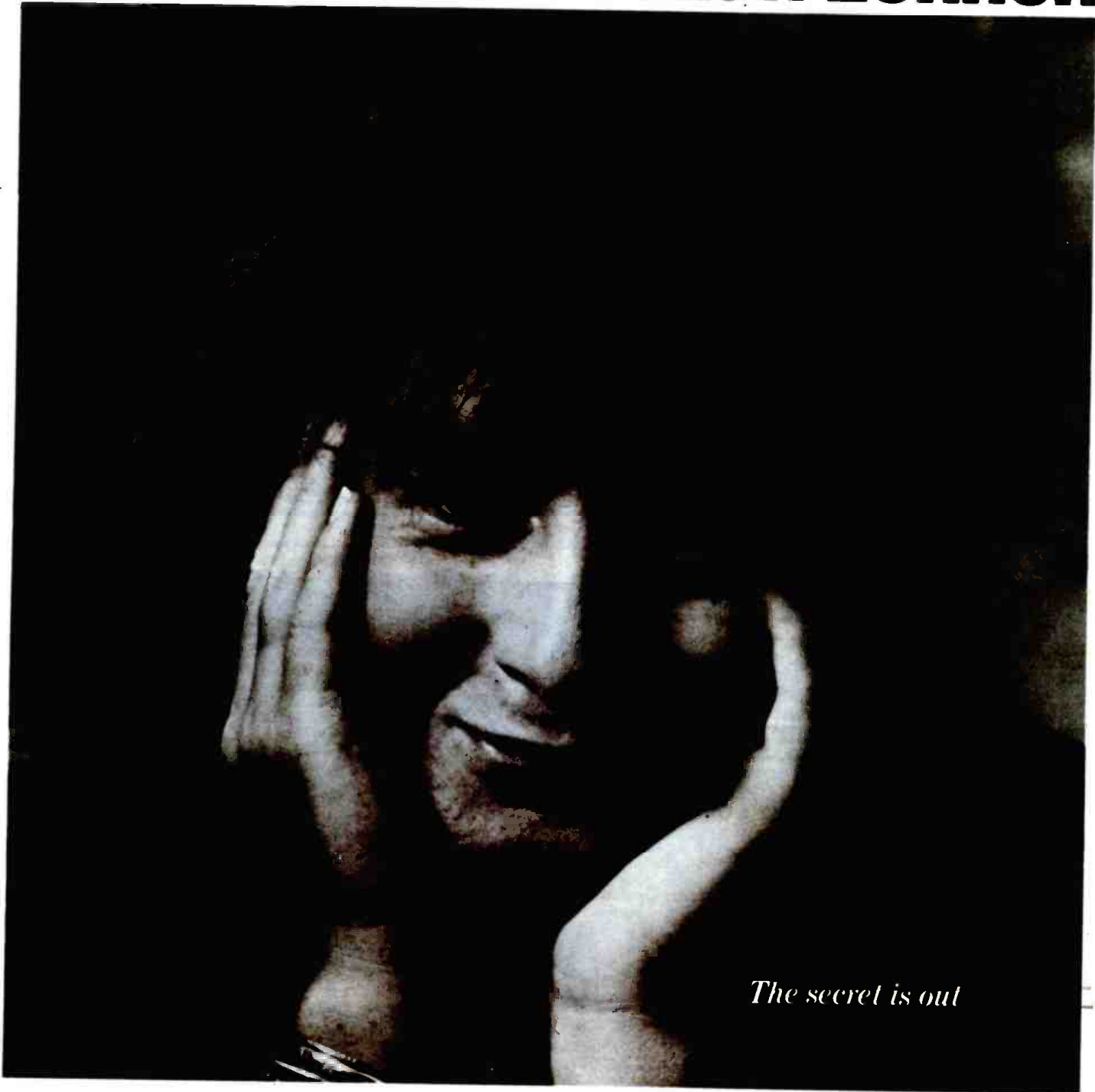
United They Stand

While both United Stations Radio Networks showed rather static 12+ results in both average audience and cum e, in certain key demo groups the story was just the opposite. US2 was up 9% in adults 25-54 (average audience), moving from eighth to fifth place; for adults 18-34 it posted a 10% gain and in adults 18-49 showed a 15% improvement.

"This was a great book for US2," begins United Stations Sr. VP/Research Ron Werth. "The network is up in the 25-54 key target demographic, which is its best showing ever, and we're very excited about that. US1 has the same baffling results that the other young adult networks realized, and we're trying to determine just what happened as opposed to the performance of the adult networks. US1 is down in a lot of areas, but so is our competition. We're still strong in 25-49 adults, so maybe when you talk about the baby boom you have to realize that the first baby boomer is now 40 and that radio is beginning to reflect an aging trend."

RADAR is compiled by Statistical Research Inc. of Westfield, NJ.

# Julian Lennon



*The secret is out*

Host Dan Neer joins Julian for sixty minutes of fresh new music featuring cuts from his much anticipated second Atlantic LP, "The Secret Value Of Daydreaming." Make your dream come true. Call your NBC Radio Entertainment representative at (212) 664-5538. Produced exclusively for NBC Radio Entertainment by Torus Communications.

## **Album Party** **Live Via Satellite**

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

# NETWORK FEATURE FILE

## NEWS & INFORMATION FEATURES

March 17-21

### MUSIC FEATURES

#### The Week Of

#### The Weekend

March 24-28

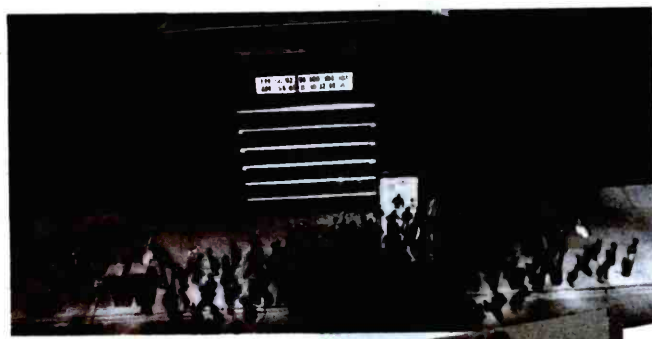
<b>Country Calendar</b> (CW)	<b>American Christian Countdown</b> (BP)	<b>Playback</b> (B)
Mel Tillis (3/24)	Farral & Farral	Featured year: 1971
Bobby Curtis (3/24)	<b>American Country Portraits</b> (BRE)	<b>Rock Chronicles</b> (WO)
Cheryl McClain (3/24)	Oak Ridge Boys	Queen/Elvis Costello
Sharon White (3/27)	<b>American Eagle</b> (DIR)	<b>Rock of the World</b> (BRE)
Reba McEntire (3/28)	Hank Williams	Dixie State/Survivor
<b>Country Report With Ron Martin</b> (WRN)	<b>Autophite Audition</b> (AA)	<b>Rock Over London</b> (R)
Forrester Sisters (3/24)	Gershwin/Dave Grusin	SLO Pt. 1
Charley Darnell Band (3/24)	<b>American Eagle</b> (DIR)	<b>Scott Muni's Ticket To Ride</b> (DIR)
Forrester Sisters (3/27)	Tommy Womack	Beatles vs. Rolling Stones
Forrester Sisters (3/28)	<b>Christian Countdown America</b> (CCA)	<b>Scott Sherman's Rockin'</b> (WO)
<b>Earth News</b> (WO)	Pete Carlson	<b>America Countdown</b> (WO)
Valerie Harper/Lee Marvin/Velma Bonham	<b>Countdown America With Dick Clark</b> (US)	<b>Studsra Special</b> (CRN)
Carter/Cary Elwes/Coney Hahn	Whitney Houston	Broodway songs
<b>Encore With William B. Williams</b> (WO)	<b>Country Calendar</b> (CW)	<b>Solid Gold Saturday Night</b> (US)
1941: Tommy Dorsey	Leslie Mandel/John Conlee	One hit wonders
<b>Interview</b> (IN)	<b>Country Music Countdown</b> (USP)	<b>Stars Of Rock &amp; Roll</b> (DIR)
Steve Nicks, Pt. 2	Lee Greenwood	Julian Lennon live
<b>Live From Gilley's</b> (WO)	<b>Country Report Countdown With Ron Martin</b> (WRN)	<b>Street Beat</b> (BRE)
Jerry Lee Lewis	Hank Williams, Jr.	Diana Warwick
<b>National Rock Test</b> (NBCE)	<b>The Countdown</b> (WO)	<b>Superstar Portraits</b> (BRE)
Joe Raposo/Brian Setzer/Pete Townshend	Diana Warwick/Whitney Houston	Steve Wonder
<b>Off The Record</b> (WO)	<b>Dick Clark's Rock, Roll &amp; Remember</b> (USP)	<b>That's Love</b> (WO)
1941: Tom Petty/Alan Parsons Project/Outfield	Herb Alpert	Diana Warwick/Stephen Bishop/Anita Houston
<b>Off The Record Special</b> (WO)	<b>Dr. Demotio</b> (WO)	<b>Top 30 USA</b> (CBSR)
Ozzy Osbourne	Tim Cavanaugh	One hit wonders
<b>Pop Concert</b> (WO)	<b>Entertainment Coast To Coast</b> (CBSR)	
Anne Murray	Valerie Harper/Andrew McCarthy/Oscar plus	
<b>Rockline</b> (GSN)	<b>Future Hits</b> (WO)	
Blue Oyster Cult/Brian Setzer	A-Ha/Howard Jones	
<b>Shootin' The Breeze</b> (WO)	<b>Great Sounds</b> (USP)	
Melba Morgan/Vel Young/Archie Franklin/Janet Jackson	Duke Ellington	
<b>Solid Gold Country</b> (USP)	<b>Jazz Show</b> (NBCE)	
Cheril Adams (3/24)	Hiroshima	
Cheryl McClain (3/24)	<b>John Leader's Country Countdown USA</b> (CUSA)	
Stars in the news (3/24)	SLO	
Feature year: 1975 (3/27)	<b>King Beulah Flower Hour</b> (DIR)	
Religious themes (3/28)	Melba Morgan/Gene Simmons	
<b>Special Edition</b> (WO)	<b>Music!</b> (WO)	
Temptations Pt. 2	Oscar-winning songs countdown	
<b>Star Trek</b> (WO)	<b>On The Radio</b> (NBBA)	
ELO/Jermaine Jackson/Robert Tepper	Beats	
	<b>Pioneers In Music</b> (DIR)	
	Rock & Roll Hall of Fame	

#### GENERAL INFORMATION

#### COMEDY

<b>Computer Program</b> (PRN)	<b>Comedy Show With Dick Cavett</b> (CW)
Keyboards/monitors/types of computer	Comedy classics
memories/measuring memory/improved computer memory	<b>Daily Feed</b> (DCA)
<b>Ed Basch Talk Show</b> (AP)	Yerchenko reconsiders/new mob 12?/your budget or mine/new Gorbachev personal agency/hung encounters
Distorted child view/renovating/new technology (3/18)	<b>Laugh Machine</b> (PRN)
Pear pressure/repeating seatbelt laws/breast cancer (3/18)	George Carlin/Steve Martin/Mrs. Brokers/Joan Rivers/Gary Owens/Emo Philips
<b>NBC Extra</b> (NBC)	<b>National Lampoon's True Facts</b> (SLP)
New commercial letters	Barry about flat chest/cockle cutter/never on Sunday's bad day
<b>News Bloop</b> (PRN)	<b>Party Drop-ins</b> (ASR)
Overcrowded schools/magicians & comedians/children eat disgusting things/tenant-screening discriminatory/nurses in private practice	Party lesson 17/TV promo 2/and now this/Mike Wallace sitcom/party lesson 44
<b>Sound Advice</b> (PRN)	<b>Radio Hotline</b> (ASR)
Preamp/phone controls/high powered amplifiers/mixes and hearing loss/separator and preamp protection	What is it with this town?/people are taking advantage/who can be beautiful/happy to be with you/look who answered the phone
<b>Sporting News Report</b> (CW)	<b>Stevens &amp; Grdnic's Comedy Drop-ins</b> (ASR)
Billy Clay/Oreg Foster/Philp Benson/Punk's Short/Gene Stallone	Stevens coffee/Fedora/no more dogs/people read door-to-door management tip
<b>Sports Flashback</b> (CW)	<b>United Sports Of America</b> (ASR)
1971 Stanley Cup/Concero 8/1988 Mets/St. Louis Blues	Fotomatic/suddenly hp again/Korman's/Cub Fred/ross buddies
<b>Waldenbooks Review</b> (WO)	
Carl Sagan/Neil Kitz/The Vulcan/The Man Who Mistook His Wife For A Hat	

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**DREAM LIFE** — Warner Bros. recording group Dream Academy chats with United Stations's Dick Clark for an upcoming interview segment on the network's "Countdown America." Pictured (l-r): Clark, and Academy members Nick Laird-Clowes, Kate St. John, Gilbert Gabriel, and Ben & Martha Hofnung (background vocals).



**GOOD GOLLY, GOODNIGHT** — Little Richard, who co-stars in "Down And Out In Beverly Hills," discussed his character acting debut during an exclusive interview for Westwood One. Pictured (l-r) are WW1's Steve Downes, Little, and WW1's Stephen Peeples.

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# Radio Update #3

# HANDS ACROSS AMERICA™

## Good Friday Simulcast Planned

March 23, 1986 marks the one-year anniversary of the historic Good Friday simulcast of "We Are The World." That radio broadcast, involving more than 8000 stations world-wide, focused attention on the devastating famine conditions in Africa and prompted a tremendous outpouring of support from Americans and abroad.

To commemorate that event, and heighten participation in Hands Across America, a nationwide simulcast is planned for Good Friday beginning at 10:15 a.m. EST (7:15 a.m. Pacific time) over facilities of the United Stations Radio Networks. The simulcast, and the daily news-and-information updates, are available to all stations on a non-exclusive non-affiliated basis.

The program will be highlighted by the playing of "We Are The World" followed by the world debut of "Hands Across America," the official anthem of the human chain of more than six million people who will join hands coast-to-coast on May 25th.

To find out how you can be a part of this momentous event call United Stations at 212-764-3900 and join the Coca-Cola Hands Across America Radio Network.

## National Organizations Join Hands

In recognition of the importance and urgency of the Hands Across America project, a host of national organizations have signed on to be a part of the event on May 25th.

Pledging the involvement of their memberships are: The Boy Scouts Of America, Campfire, Inc., The Girls Club Of America, Jazzercise, Inc., Association of University Students, American School Food Association, Big Brothers/Sisters Of America, National Alliance Of Postal And Federal Employees, National Education Association, National Urban League, U.S. Congress Of Mayors and the YMCA/YWCA national organizations.

## USA For Africa Releases First Annual Report

Credibility is of prime importance when dealing with a project the size of Hands Across America. With a stated goal of raising up to \$100 million it is critical that all of the funds are not only accounted for, but dispensed properly. As another project of USA For Africa, Hands Across America benefitted from the release of the USA For Africa report which detailed in full the foundation's expenditures and allocations of the more than \$29,800,000 raised for African relief.



## Community Involvement Builds

The state of Arkansas has opened it's Hands Across America office with a flourish!

On March 5th over 600 people gathered on the front lawn of the state capitol in Little Rock to join hands with Governor Bill Clinton and TV celebrity Randi Brooks in recognition of the state and route city's participation in the event.

In Paris, Texas their route city status has turned into a total community effort. Orchestrated by the local Coca-Cola bottler, a civic committee has been formed and includes: radio station KPFE, The Paris News, Paris Police Department, the Chamber of Commerce, the local Jaycees and Paris Junior College. That's a level of commitment all cities should try to duplicate!



(l-r) Randi Brooks, State Treasurer Jimmie Lou Fisher, Governor Bill Clinton

## Radio Stations Signing On For Hands Across America

Radio stations are answering the call to help mobilize Americans for Hands Across America.

More than 2500 stations nationwide are already linked to the Coca-Cola Hands Across America Radio Network which will be providing daily news-and-information updates beginning March 31st. These updates will be hosted by celebrities spanning the entertainment landscape.

Among the stations affiliating with the network is Boston market leader WBCN. Assistant Program Director Bob Crane said: "Obviously Hands Across America is going to be the most historic fund-raiser in the past two decades. And although we are not one of the cities on the route, the need for Boston and WBCN to be involved is paramount, because of the nature of the cause - hunger and homelessness."



To join the Coca-Cola Hands Across America Radio Network call 212-764-3900  
For public relations information call Coca-Cola USA at 404-676-5077 or Hands Across America 213-556-1812



HARVEY MEDNICK

NRBA'S "BEST OF THE BEST"

Little KAYL Wins Big Prize

So you say that the big guys always win everything — well, try this one on: the 1985 NRBA "Best Of The Best" Promotion Contest winner is KAYL/Storm Lake, IA. Its "Mystery Cash" promotion took top honors from among the hundreds of entries submitted in this year's competition.

KAYL-AM is a full-service station; its companion FM programs Easy Listening. They are the only radio stations in this small farming town (pop: 9000). KAYL's major competition comes from a newspaper and a shopper. GSM Bob Ketchum devised the promotion to remedy an advertiser perception in his community. "I wanted retailers to think that radio gets results," he said.

Where Did It Come From?

"I had heard of a station doing a mystery Santa promotion and thought that there was something like that we could do to get people to respond," explained Bob. He set aside \$300 for prize money — ten \$90 prizes (frequency tie-in) and two \$99.00 awards. KAYL built the promotion around the simple premise that there'd be a dozen people walking around Storm Lake



Bob Ketchum

as bearers of "KAYL Mystery Cash." All you had to do to win was to approach anyone and ask him if he had KAYL Mystery Cash. If he was one of the people the station had enlisted to help them,

you won. To give the promotion an added lift, the station ran clues on-air to direct the players towards some of their cash carriers.

To make sure that the results met Bob's criteria, he was careful not to advertise anywhere. "By doing the promotion only on our air," he said, "we made sure it would also serve as an effective sales pitch to potential advertisers." Bob then chose his cash carriers from all segments of the community — his attorney's secretary, the wife of a friend, a sheriff's deputy, a supermarket clerk, and a dental assistant, to name a few. All of these people were sworn to secrecy, and to prevent them from telling their friends, they weren't told if they were the \$9.90 mystery cash carriers or the \$99 version.

It Worked Perfectly

When you run a promotion with a "discovery" mechanic, you always stand the chance of having instant winners who wreck your schedule. The station had budgeted four weeks as the desired length it wished the promotion to run. "We promoted it on the air the first week, then started the clues. As if it had been planned, it took 3 weeks for the money to be won," Bob said proudly.

Tip: In the promo KAYL was very careful to stress that anybody could be the bearer of the bucks, so

you'd have to ask everybody — your minister, teacher, gas station attendant. The first person who approached one of the mystery cash people and asked them if they had any KAYL Mystery Cash won.

A Hidden Benefit

Human nature provided an added benefit to the promotion. Many of the listeners who played the game assumed the money would be given away through advertiser outlets, so they concentrated on

Congratulations to Bob and all of the folks at KAYL. It's refreshing to see the little guy win with a very successful and inventive promotion that I think will become a staple of every small and medium-market operator in our industry.



Other Finalists

Congratulations as well are due WGCH/Greenwich, CT; WEPM & WKMZ/Martinsburg, WV; KSMA & KSNI/Santa Maria, CA; K101/San Francisco; WFOX/Atlanta; KAFM/Dallas; KOUR-AM & FM/Independence, IA; KMJK/Portland; and WINK/Washington, who were "Best Of The Best" finalists.

Honorable Mention went to WYNY/New York; WEIM/Fitchburg, MA; WCMS/Virginia Beach, VA; KBCO-AM & FM/Boulder, CO; and WDSB/Woodstock, NY.

By the way, although the "Best Of The Best" is an NRBA project, the NAB will most likely continue it when the unification of the two organizations materializes. So keep those promotions coming, and good luck!

"I wanted retailers to think that radio gets results."

—Bob Ketchum

asking salespeople working at clients they heard on the air. Got it? That's right — the advertisers got the message that not only was the station being listened to, but that it was motivating individuals to get up and out to the stores. You just can't ask a promotion to do more than that to meet your original plan to prove to advertisers that radio gets results. And that's why it was "The Best Of The Best."

ONE YEAR AGO TODAY

- Bill Latz Exec. VP/GM of KWK & KGLD/St. Louis
• Rick Dobbis VP/Marketing at Chrysalis
• Todd Chase PD at KZZC/Kansas City
• Maurice Watkins National Promotion Director/R&B at Motown
• Dave Allison PD at KPQP/San Diego
• Fred Webb GM/GSM at KRNB/Memphis
• Bill Gardner PD at K101/San Francisco
• #1 CHR: "Can't Fight This Feeling" — REO Speedwagon (Epic) (4 wks)
• #1 AC: "One More Night" — Phil Collins (Atlantic)
• #1 BU: "Til My Baby Comes" — Luther Vandross (Epic)
• #1 Country: "I Need More Of You" — Bellamy Brothers (MCA/Curb)
• #1 AOR Track: "Forever Man" — Eric Clapton (WB)
• #1 LP: "She's The Boss" — Mick Jagger (Columbia) (3 wks)

FIVE YEARS AGO TODAY

- Jack Crawford GM of WKOS/Nashville
• Nick Trigony GM of KKK-AM & FM/Houston
• KQFM/Portland switches from AOR to Oldies
• Dick Sherman Sr. VP/Marketing & Distribution at Motown
• Harry O PD at WZAK/Cleveland
• #1 CHR: "The Best Of Times" — Styx (A&M) (2 wks)
• #1 AC: "Hello Again" — Neil Diamond (Capitol)
• #1 BU: "Beag With You" — Smokey Robinson (Tama/Motown)
• #1 Country: "Guitar Man" — Elvis Presley (RCA)
• #1 LP: "Arc Of A Diver" — Steve Winwood (Island)

TEN YEARS AGO TODAY

- Jack Fitzgerald PD at WQXI/Atlanta
• Howie Castle PD at WLCY/Tampa
• #1 CHR: "Dreamweaver" — Gary Wright (WB) (2 wks)
• #1 AC: "All By Myself" — Eric Carmen (Arista) (2 wks)
• #1 BU: "Disco Lady" — Johnnie Taylor (Columbia) (3 wks)
• #1 Country: "Til The Rivers Run Dry" — Don Williams (ABC/Dot)
• #1 LP: "Run With The Pack" — Bad Company (Swan Song)

DATELINES

1986

- March 27
Radio Workshop 1986
Cosponsored by RAB and Southern California Broadcasters Association. Grand Ballroom, Sheraton Premiere, L.A.
April 6-10
National Gospel Radio
14th Annual Seminar
Radisson Hotel, Nashville
April 9-13
Alpha Epsilon Rho, National Broadcasting Society's 44th Annual Convention
Sheraton Park Towers, Dallas
April 13-18
National Association of Broadcasters' 64th Annual Convention
Dallas Convention Center, Dallas
April 13-17
National Public Radio Annual Convention
Town and Country Hotel, San Diego
April 19
9th Annual Great Lakes Radio Conference

- Presented by Specs Howard and Central Michigan University
University Center Building, Mount Pleasant, MI
May 2-4
2nd Annual Music Business Symposium
Ambassador Hotel, Los Angeles
May 14-17
American Association of Advertising Agencies' Annual Meeting
Greenbrier, White Sulphur Springs, WV
May 21-25
American Women in Radio and Television's 35th Annual Convention
Westin Hotel Galleria, Dallas
June 10-12
5th Annual International Radio Festival of New York
Sheraton Centre Hotel, New York
June 11-15
Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Seminar
Loew's Anatole, Dallas

- June 26-27
Atlanta Radio Forum '86
Burkhardt/Abrams/Douglas/Elliott & Associates Programming Conference. Atlanta
June 28-29
11th Annual Upper Midwest Communications Conclave
Radisson Plymouth, Minneapolis
August 26-29
Radio-Television News Directors Association's International Conference
Salt Palace Convention Center, Salt Lake City
Sept 4-7
5th Annual Jazz Times Convention
Roosevelt Hotel, New York
Sept 10-13
Radio '86 Management, Programming, Sales, and Engineering Convention, sponsored by NAB and NRBA.
New Orleans Convention Center, New Orleans

# The 1st INTERNATIONAL MUSIC & MEDIA CONFERENCE

## Montreux, Switzerland May 7-10, 1986

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c/o European Music Report-Steinbockstrasse 35  
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Tel: (20) 62 84 83 - Tlx: 12938; E-Mail: DGS1112

IM&MC USA office  
John E. Nathan/Nancy Washell  
c/o Overseas Music Services - Suite 1030  
588 Madison Avenue - NEW YORK, NY 10022 - U.S.A.  
Tel: (212) 223 8844 - Tlx: 235 309

IM&MC Swiss office  
Collinno Chenevire/Emi Rees  
c/o T.S.R. - C.P. 234  
CH-1211 GENEVE 8 - Switzerland  
Tel: (22) 29 33 33 - Tlx: 427 781



KEN BARNES

## REVIVED LABELS

# Return To Casablanca

It's like *deja vu*. Like an acid flashback. History repeating itself. Suddenly classic label identities are being reintroduced — Casablanca, Dot, Reprise, and most recently United Artists. Presumably, the resonance and reputation of a past label, it's hoped, will rub off on the products of its new incarnation.

Anyway, that sort of theorizing and a look at the new plans of some of these revived labels is the province of Adam White. For the purposes of this column, I thought it would be fun to look back at these four labels (a week at a time): a little history, some hits, and a few of the more intriguing misses. Starting it off, Casablanca.

Neil Bogart headed promotion at Buddah during the label's glory years — the bubblegum hits of the late '60s and hits by Gladys Knight, Melanie, and others in the early '70s. By the time he left in late '73, Bogart was practically running Buddah, but he wanted a label of his own.

Casablanca debuted in March 1974 as a Warner Bros.-distributed label, but quickly went independent until it was bought out by PolyGram in the late '70s. Casablanca was fortunate to have Kiss among its first acts, as the band created a stir from the start, even if its first CHR hit ("Rock & Roll All Nite") didn't come until 1976.

Other early artists included Bill Amesbury, who had a minor hit with "Virginia"; the Bob Crewe Generation; all-female band Fantasy, whose "Butter Boy" would have topped the PMRC hitlist if they'd been around back then; comedy/musical troupe the Hudson Brothers; and former Herman's Hermits lead singer Peter Noone.

UK pop idols T. Rex had a stay at the label, as did former Headrix drummer Buddy Miles, who, legend had it, would occasionally show up in the lobby brandishing a pistol.

Casablanca was nothing if not trendy, and when a fad caught on, the label was there to cash in. A gentleman named Steve Sawyer recorded "Hey Forzie" in 1976; a year later the same track and arrangement appeared on a CBS subsidiary under the title "Tribute To The Beach Boys" by the Sands Of Time. When the Carter administration took office, Casablanca was quick off the block with the Washington Hillbillies, a comedy con-



cept LP that attempted to do for the Carters what Vaughn Meader did to the Kennedys. Nothing much happened, although the comedian who portrayed Pres. Carter, Jeff Altman, later went on to cohost a short-lived network variety show with Pink Lady and now, among many other activities, does voices for Rick Dees.

Tying in with the very short-lived situation comedy "A Year At The Top," the story of two aspiring musicians who made a pact with the devil for short-term success, Casablanca released an album by the stars of the show, Greg & Paul. Greg (Evigan) later starred in "B.J. & The Bear," while Paul

(Shaffer) became the best-known band leader on TV, first with "Saturday Night Live" and then with "David Letterman."

"Happy Days" star Donny Most wound up on Casablanca for a spell, as did John Travolta's brother Joey. And later the label released an album by Phyllis Allen, then the wife of Village People lead singer Victor Willis, and now the star of the "Bill Cosby Show."

Mentioning the Village People calls to mind the disco era, in which Casablanca participated more enthusiastically than any other major company. Donna Summer first appeared on Giorgio Moroder's Oasis subsidiary for

"Love To Love You Baby" and other hits, then switched to the parent label. The Village People, with their flamboyant gay stereotype images, took disco to places it had never been (and probably hasn't been back to since). Casablanca had tons of one and two-shot disco artists, from Santa Esmeralda to Lipps Inc. (the immortal "Funkytown") to Mecca, who recorded on the Casablanca-distributed Millennium label, founded by producer Jimmy Ienner and featuring the promotion talents of his brother Don, now Arista Sr. VP.

Casablanca's reigning black acts, Parliament and Cameo, recorded on the Chocolate City sub-

idiary, at least at first. Casablanca also had a succession of past pop stars, some of whom still had hits on Casablanca and some who didn't. The roster included Tony Orlando, the Sylvers, Cher (and her rock group, Black Rose), Player, legendary songwriter Barry Mann, Tony Joe White, Nick Gilder, Mac Davis, the Captain & Tennille, Dr. Hook, Pure Prairie League (featuring future country star Vince Gill), Angel (featuring Greg Guffria of the band of the same surname), the Four Tops, Stephanie Mills, Dusty Springfield, and more.

And there was one of 1977's truly memorable bands, Wildfire, whose cover of the Dave Clark Five's version of Jerry Keller's 1959 hit "Here Comes Summer" soared to near the top of R&R's Significant Action listings. The group, which did put out an album but no follow-up singles, featured then-Casablanca VP Scott Shamma, who has doubtless sold more copies of the regional-only "2100 Morning Zoo" LP.

Another radio connection was with Stallion, a band managed by present KOMO/Seattle PD Ken Kahl. Other novelty items included "Disco Calypso," a trend that mercifully never caught on, despite artist Beckett's best efforts. One of the stranger disco-oriented novelties was "Eugene" by Crazy Joe & The Variable Speed Band, co-produced by Kiss's Ace Frehley. Eugene was a disco smoothie from Brooklyn or somewhere with the most inept lines imaginable for picking up women, an activity he spent a great deal of time on, with little if any success.

Frehley, by the way, was probably considered the least likely member of Kiss to score a solo hit when Casablanca took the unprecedented (and still unduplicated) step of releasing simultaneous solo LPs by all four Kiss stars. However, his "New York Groove" was the only hit to emerge from the quartet of albums (not that he ever followed it up with anything, even after he left Kiss).

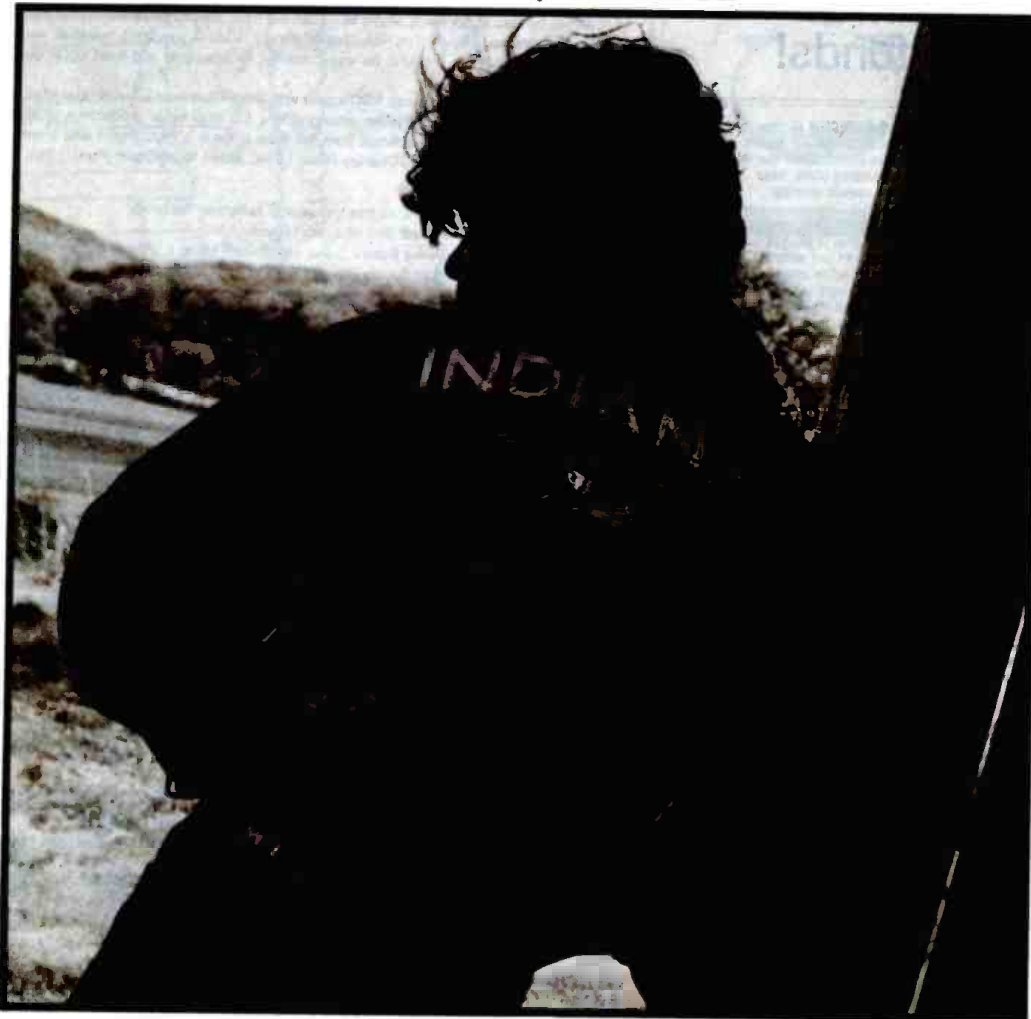
In recent years Casablanca has never really died out, but it has been relegated mostly to soundtrack releases, with occasional Black/Urban records as well. Now, under the direction of PolyGram's Russ Regan (whose Parachute label was another Casablanca subsidiary), Casablanca will regain an identity of its own. Animation was switched from Mercury to Casablanca for its new record, and more should follow as PolyGram plays the Casablanca song again.

# JOHN COUGAR MELLENCAMP

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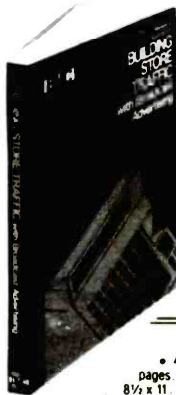


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34/R&R FRIDAY, MARCH 14, 1986

## DATEBOOK

SEAN ROSS

# In Memoriam: Kossoff, Rhoads, Singing Nun

MONDAY, MARCH 17

1975/New Atlantic signing the Manhattan Transfer arrives by train in Los Angeles for a St. Patrick's Day party with green champagne and a guest appearance from Gene Kelly.

1982/Capitol's lead singer Samuel George is stabbed to death in a family argument. (Another former member of the group is killed shortly thereafter while on duty as a policeman.)

1984/Patti LaBelle and Bobby Womack perform "Love Has Finally Come At Last" on "Soul Train."

1984/Wang Laboratories sues WASH/Washington over the much-used "pocket wang" commercial parody which Z100/New York has run for a while without incident.

Birthdays: Paul Kantner 1941, John Sebastian 1944.

TUESDAY, MARCH 18

1965/The Rolling Stones end a UK tour by urinating on a gas station wall and being arrested for "insulting behavior."

1970/When he was at Six Flags Magic Mountain last year, Country Joe McDonald managed to spell out "fuck," as is his longstanding habit on "The Fish Cheer," without incident. (He didn't, however, have the crowd mouth the word audibly.) On this day in 1970, he was convicted for obscenity and fined \$500 for leading a Worcester, Mass. crowd in the cheer.

1980/Robert Stigwood announces RSO's pact with Mike Chapman's Dreamland label. Despite signing Michael DesBarres and Holly Knight & Spider, among others, the label never produces a hit record.

1982/Teddy Pendergrass is paralyzed from the waist down in a Philadelphia auto accident.

Birthdays: Wilson Pickett 1941, Charley Pride 1939, Jamie West-Oram (Flux) 1953, Irene Cara 1959.

WEDNESDAY, MARCH 19

1974/Jefferson Airplane begins its first tour as the Jefferson Starship.

1976/Ex-Free man Paul Kossoff dies of a heart attack.

1978/Motown rushes out Diana Ross's "Love Hangover," killing a prior single, to beat a 5th Dimension version.

1982/Ozzy Osbourne guitarist Randy Rhoads is killed in a bizarre plane/bus/house accident in Leesburg, FL.



Eddie Money, Stephanie Mills, Irene Cara, Ric Ocasek

THURSDAY, MARCH 20

1980/Attempted Truck-Aid: A 28-year-old Texas trucker takes a hostage at the New York Elektra/Asylum offices and demands to see either Jackson Browne or the Eagles so he can ask for money to fund his trucking operation.

1980/WPIX/New York, until recently one of the few commercial stations with in-studio interviews from the Plasmaties, is picketed by "Listeners To Bring Back The Old P.D." The listeners group is outraged that WPIX has abandoned its short-lived new-wave format for CHR (which won't last more than 18 months anyway.)

Birthdays: Carl Palmer 1950, Jerry Reed 1937.

FRIDAY, MARCH 21

1975/"I'm Not Lisa" debuts Country on its way to #1.

1976/David Bowie and Iggy Pop are arrested for possession of six ounces of marijuana in a Rochester, NY hotel.

1976/Legendary rocker WCFL/Chicago finally switches to Beautiful Music.

1980/Bob Seger's "Against The Wind" becomes the #1 LP.

1985/"The Last Gasp" gets its Hollywood premiere featuring Smokey Robinson, Diana Ross, Rockwell, DeBarge, the Commodores and Charlene.

Birthdays: Eddie Money 1948, Roger Hodgson 1951, Keni Richard (Autograph) 1957.

SATURDAY, MARCH 22

1958/At the urging of his mother, Hank Williams Jr. makes his stage debut.

1975/Mel Sedaka's "The Immigrant" is released and trade eds call it "a thoughtful song dedicated to John Lennon."

1978/"All You Need Is Cash," the Rutles special, airs.

1979/With Michelle Triolo suing Lee Marvin for paternity, KFI/Los Angeles's Lohman & Berkeley play her sixties stiff, "Promise Me Your Love," for two listeners, both of whom gong it. Lohman & Berkeley, however, approve of the single.

1985/Bruce Springsteen shows up at Neil Young's last Australian show in Sydney and plays Stephen Stills's guitar part on "Down By The River."

Birthdays: Laurie Sargent (Face To Face) 1960, Stephanie Mills 1957, George Benson 1943.

SUNDAY, MARCH 23

1977/Hollywood's Tower store and KWST launch 250 giant balloons to promote Genesis's "Wind & Wuthering" LP. Three area airports, including L.A. International, are put on alert so they don't confuse the balloons with UFOs.

1978/Miles Copeland plays "Roxanne" for A&M executives, who sign the Police immediately.

1979/With Michelle Triolo suing Lee Marvin for paternity, KFI/Los Angeles's Lohman & Berkeley play her sixties stiff, "Promise Me Your Love," for two listeners, both of whom gong it. Lohman & Berkeley, however, approve of the single.

1985/The Singing Nun, s/s/c/a Jeanline Deckers, and her female companion commit suicide in Wavre, Belgium. She is 52.

Birthdays: Chaka Khan 1953, Ric Ocasek 1949.

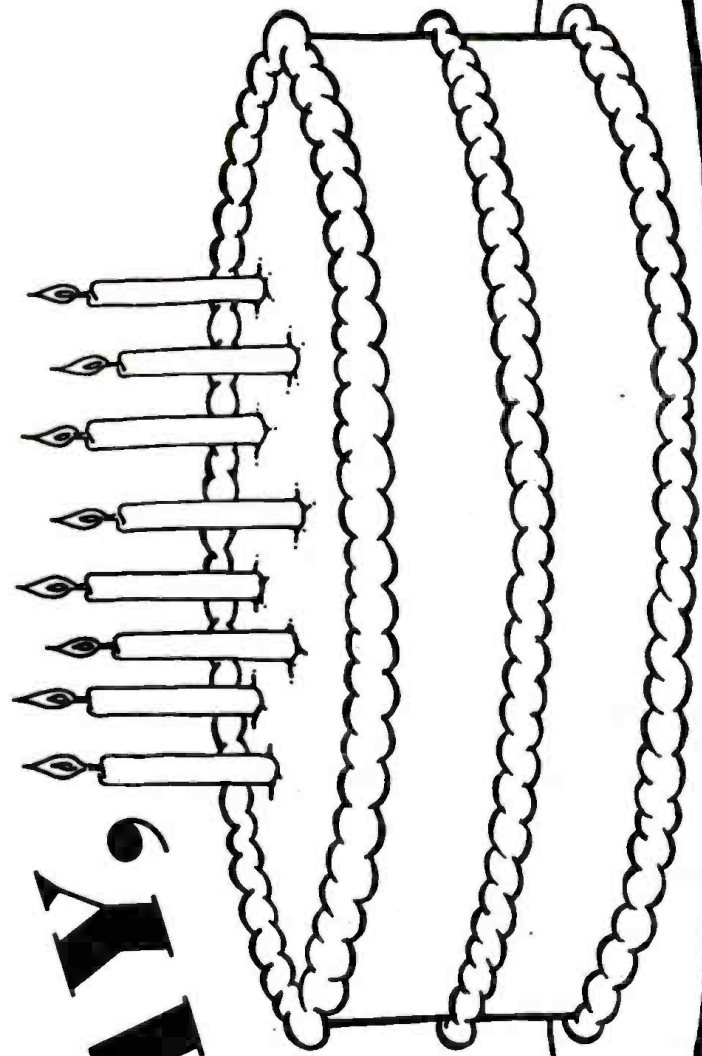
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DAN O'DAY

# AIR PERSONALITIES

## Radio Takes On TV Guide

Shortly before Christmas, *TV Guide* published an article by Larry L. King, the author of "The Best Little Whorehouse in Texas." In it, King took some nasty shots at the state of Texas in general and at the city of Amarillo in particular, to wit:

"By the year 2000, Texas will consist of nothing but skyscrapers, slums, parking lots, football fields and Amarillo (Amarillo won't be paved over because it won't be worth the cost of the cement)." King went on to describe Texas women by saying, "Many of these scented silkies throw ashtrays, own IQs the same as their shoe sizes, and are interesting only in comparison with Oklahoma."

As both a woman and a proud Texan, KMML/Amarillo midday jock Joey Griffin got mad, describing the article as "very, very unfair." When she complain-



Joey Griffin

### Radio Stories

Terry Moss / Transtar: "This is how I got into radio. When I was in high school, I took a \$25 class a local disc jockey gave. He taught it at his station, KZIA/Albuquerque; at the time it was a daytimer.

"The guy who taught us was trying to get ahead in radio, like everyone. Because of the small-town facilities, the only thing the station could record was off the on-air monitor. So to do his audition tape, he would come in late at night, turn the station on the air, and do his tape! They never caught him."

I NEED YOUR INPUT. Letters, comments, and cassette airchecks are welcome. Due to the large volume of mail, however, I regret that I cannot critique the tapes I receive.

ed about it on the air, the phone response was strong enough to encourage her to launch a petition drive to express their views to *TV Guide* and to Larry L. King.

The result was a 24-foot long petition, signed by hundreds of "Proud Texans and Proud Amarilloans." KMML then flew her to Los Angeles, where she delivered it to *TV Guide*, which apologized to her for the article.

"It was a total station effort for KIXZ & KMML," says FM Program Director Jay Glass, from the receptionist who dealt with phone calls to the station manager who arranged for Ms. Griffin to fly to L.A."

And if Joey ever comes face to face with King, will she express her displeasure by throwing an ashtray at him? When I posed the question to her, she just laughed. At least, I think she was laughing.

## Making A Contract Stick

A jock from the Midwest checks in with a question about contracts:

"Let's say you have an agreement that you're working a 2-6pm airshift plus production and other duties for a certain amount of money for a 40-hour week, with overtime pay for more than 40 hours. After you've been there a while, the boss says no more overtime. Or perhaps he says he's changing your shift to 2-7 for no more money.

"The jock says, 'But we had an agreement,' to which the boss responds, 'Radio is a changing business; we have to be flexible.' Then you get a lecture about being a team player. If you want to work a 40-hour week you shouldn't be in radio, etc. Of course, with an agreement you could take legal action, but that really isn't very practical. For that matter, working over 40 hours without overtime pay isn't legal, but again, practically seems to dictate that you have to either live with it or move.

"So my question is: Do you have any advice for this type of situation? If not, is there really a need for a contract in most markets?"

RESPONSE: The points raised by the jock are quite valid. I suppose one overall piece of advice isn't always easy to follow: Enter into agreements with honorable people. (Obviously, often one doesn't know the other party is less than honorable until it's too late.) If

it's against the law for an employer in your state not to pay overtime when an employee works more than 40 hours a week, I would refuse to do it. Being a team player is one thing, and an important one; being illegally exploited is another.

If you have been savvy enough to get a written employment contract (and that is the frame within which this jock's scenario is based), then presumably you have had spelled out the length of the agreement, severance, etc. If it's a one-year contract, for example, and after six months the boss wants to break it, you can politely insist that it be honored. The station can honor the agreement . . . or it can pay you off for the remaining six months of the agreement . . . or it can offer to renegotiate with you. But a renegotiation will require them to offer you something of value in exchange for your agreement to new terms of employment. If they attempt simply to terminate your employment without compensation, you can sue.

I understand that the thought of having to sue your employer for what's rightfully yours is abhorrent. I recommend this as a last resort, after good-faith negotiation has failed. But just as you have no desire to enter into a lawsuit, neither does your employer . . . especially when, in the hypothetical case above, he's odds-on favorites

to lose.

### Everything's "Changing"

"Radio is a changing business." So what? Can you imagine management telling your Chief Engineer that from now on he's going to have to work an extra ten hours a week with no raise in pay, because "radio is a changing business?" How about saying to an advertiser, "We know we signed a contract guaranteeing you this spot rate for a full year, but radio is a changing business; from now on we're doubling your rate?"

Many businesses are changing businesses. How's this: "Mr. Station Manager, I know that, in my capacity as Bank President, I signed a loan agreement under which your station agreed to pay off its mortgage over a 30-year period at a fixed annual interest rate of 10%. But you have to understand that banking is a changing business, which is why from now on you have to pay it all back in 15 years, at 18% interest per year."

When faced with the demands of a bully, you have two choices. You can give in to his demands, or you can stand up for your rights. Sometimes when you stand up to a bully, you get beat up. But not always. And when you stand up to a bully, win or lose, at least you walk (or hobble or crawl, depending upon the outcome) away with your self-respect.

## Too Much Too Soon?

Owing to technical problems, last month we printed an answer to a letter I'd received . . . without printing the letter. Here, belatedly, is the letter and the response. The author of the letter requested anonymity; I told him I'd give it to him if I could figure out how to spell it.

"I'm currently employed in a Top 10 market, where I'm on the air part-time and also write, voice and produce comedy material for the morning show.

"Although I'm happily employed here, I feel that my talents are strong enough that I could be doing all this comedy and production work for my own major market full-time airshift. I did previously have that opportunity as cohost of a 'morning zoo' show for a few months, but it was in a very small market.

"Now that I've been doing 'behind-the-scenes' work for over a year here, I'm itching to move forward. Whatever 'connections' I have in the business have not been able to help me out, and I've found, much to my disappointment, that there are very few PDEs out there

who will hire someone on talent alone. For the most part, you've simply got to know someone.

"I've been in the business for a little over five years. Do I want too much too soon?"

REPLY: Yes, I do think your expectations are unrealistic. From the resume you sent me, it appears you've had a total of three years of full-time on-air experience, all of it in small markets. A while back we printed a letter from a PD who complained about guys who produce a major market show somewhere and then expect to be hired as jocks themselves. This might be a rather harsh metaphor, but it makes me think of someone who expects to be hired as a golf pro at a big country club . . . because he's worked as a caddy for Jack Nicklaus.

### Paying Dues

You included a tape of production samples, and actually your production work and character voices are above average. But there's a lot more to doing a morning show than writing and producing. Those two elements simply support the air personality's primary responsibility: quality live performance. And the ability to deliver a consistently entertaining, well-paced, professional show comes only with experience.

I must say I detect a contradiction in your letter. First you admit that your major market "connections" haven't helped you to land a major market morning gig . . . and then you complain that "you've simply got to know someone." I think you're fooling yourself.

If your tape is an accurate guide, then yes: You do have talent. But it sounds to me as though you're looking for a shortcut to the top. Occasionally even a cliché can be accurate. In your case, I'd refer you to the old saw about "having to pay your dues."

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ADAM WHITE

# RECORDS

## Music, Movies And The New UA

At least one radio programmer has cracked that the next hot format should be MOR — Movie-Oriented Rock — judging by the proliferation of soundtracks which use contemporary music. Now the trend has led to the creation (actually, the revival) of a record company by a prominent movie studio. The studio's chief executive has himself been involved with the careers of Elvis Presley, the Moody Blues, John Denver, Neil Diamond, Bob Dylan, the Beach Boys, and Frank Sinatra.

Yes, United Artists Records is back, the result of Jerry Weintraub's appointment last November to Chairman/CEO of the "new" United Artists Corporation, as it's being called. Weintraub is the prominent talent manager, concert promoter, and film producer, of course, and he wants a record label operating alongside UA's movie and TV production divisions. The goal: to make the most of today's multimedia opportunities for music, and to reestablish the United Artists name as a factor in the record business.

That's the word from the man Weintraub has chosen to head UA Records, Jerry Greenberg, who elaborates, "Jerry Weintraub's thinking is basically that there's no need to give away musical sound-



Jerry Greenberg

Says Jerry, "All three divisions are obviously going to be working closely together. Just as the movie and TV people are going to have ideas for the label, we're going to have ideas for them. For example, almost everyone in Hollywood seems to use the standard set of guys for music. We want to explore possibilities with some of the newer, younger musicians, as 'Vice' did with Jaa Hammer. They're out there."

### Danger Of Overkill?

United Artists has various types of movie projects in development, says Greenberg, noting, "Jerry is going to do a lot of musical pictures along the lines of what Robert Stigwood did, and what Paramount used to be very successful at doing."

Doesn't overkill lurk beneath the surface of this trend, since hardly a week goes by without a new rock soundtrack? "Not if both the picture and the music are great," replies Jerry, "and as long as the music is viable for the picture.

Everybody's starting to spend more time to make sure that happens. Both Hollywood and the record business are finally waking up to the fact that a serious, longterm marriage has been made — and has to be made."

Jerry recalls that his first significant experience of the music/movie connection occurred in the early '70s when he was at Atlantic Records. The label was releasing Mike Oldfield's "Tubular Bells" from Virginia. "It was a smash in Europe, but radio here didn't understand it and didn't want to play it. We were trying to figure out how to get exposure when our A&R director of the time saw a screening of 'The Exorcist' and learned that (the studio) Warner Bros. was looking for music. We sent 'Bells' over to them, and you know the rest." Used as the movie's theme, Oldfield's work yielded a hit single and hit album worldwide.

Greenberg, President of Atlantic from 1974-80, mentions working with Aaron Russo and Brooks Arthur on Bette Midler's movie "The Rose" (which produced a million-selling soundtrack) and the "All In The Family" comedy album drawn from the TV series. Also, Mirage Records, which Jerry co-founded in 1980, released a couple of soundtracks, "The Night The Lights Went Out In Georgia" and "Soup For One."

### Let's Have Breakfast

The new UA Records chief says that he and Weintraub put together their deal in a swift four weeks. "I gave Jerry a call just to check in and congratulate him," relates Greenberg, "and said that he should think about going into the record business. He replied that he was doing just that. We had breakfast, and there it was."

Jerry's brother, Bob, has joined him in the venture, and Mirage's roster has been absorbed by Atlantic/A&A, its distributor (R&R 2-21). However, Greenberg says that the Mirage label has not been sold. "It will function as a logo deal, and Atlantic will assume the

## The "Old" United Artists

The rebirth of United Artists Records is the latest twist in a corporate tale which spans close to 30 years. The label was formed in 1958 as a subsidiary of the film company and operated as such until 1967, when it was sold along with the rest of UA to Transamerica Corp. Artie Mogull and Jerry Rubinstein acquired the label from Transamerica in '78 with financial backing from EMI, which bought the pair out early the following year. The new owner relinquished rights to the UA name but not to the catalog, which has been used for various Capitol/EMI release projects since then.

Well-known acts associated with UA in the past include Kenny Rogers, Bobby Womack, ELO, Crystal Gayle, War, the Nitty Gritty Dirt Band, the and Tina Turner, Paul Anka, Brass Construction, Bobby Goldsboro, George Jones, and Ferrante & Teicher. And you remember Brinsley Schwarz, of course.

Past presidents of UA Records were Rubinstein, Mogull, Al Teller, Mike Stewart, David Plotter, and Max Youngstein. Oh, and the branch distribution system which today handles the hits of Polydor/Mercury/Casablanca and associated labels once belonged to UA. Originally known as UDC, it was sold to PolyGram in 1973.

A&R end of it. The artists have already had meetings with them." They include Shannan, the System, Gary Moore, Charlie, and Southside Johnny. Emergency Records President Sergio Cesca, who placed Shannan with Mirage for crossover and album action, confirms that his Mirage/Atco ties continue. Jerry estimates that United Artists Records will release between

President Mike Stewart, who is now CBS Songs' chief executive.

### Karate Kid 2

United Artists Records' first soundtrack project involves "The Karate Kid 2," the sequel being produced by Jerry Weintraub for Columbia Pictures. The first "Kid" yielded an album on Casablanca featuring Survivor, Gang of Four, Paul Davis, and the Flirts (among others), though it wasn't a significant seller. UA will also be pursuing other soundtracks from major film studios not affiliated with record companies.

And Greenberg has suggested to Weintraub several artists suitable for roles in UA pictures. "There are performers who are capable of acting, who can enhance their careers by being involved in movies, as Madonna did in 'Desperately Seeking Susan.' The same applies to TV. And we stand to get some music out of it."

Jerry concludes, "People must understand that this is not going to be A&A's first year out. We're not talking about 20-30 albums; we'll take it slow and easy. But the artists we do sign will get first-class treatment; the label isn't only going to be a service arm of the film company. They'll be going through a branch organization which can sell records, and they'll be working with people like myself and Bob who are music fans and who, I hope, understand everything about marketing and promotion. Everybody I've talked to is very excited about the situation."

"Both Hollywood and the record business are finally waking up to the fact that a serious, longterm marriage has been made — and has to be made."

eight and ten albums in its first year and sign around five or six acts. The label will have its own promotion and marketing staff, while pressing and distribution will be handled by CBS.

Explaining the latter connection, Greenberg notes Jerry Weintraub's relationship with CBS/Records Group President Walter Yetnikoff, as well as another deal already in place. "There was an existing contract with CBS for UA soundtracks. CBS Songs bought United Artists Music in 1984, and under that CBS had rights to certain UA properties." Interestingly, the executive involved in that arrangement was onetime UA Records

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BRAD WOODWARD

STATIONS DEFER TO NETS

Psych Talk: On The Ropes Or On The Rise?

When Dr. Tom Grant left KABC/Los Angeles and ABC Talkradio in January, both the station and the network cut her slot back from three hours a day to two. I couldn't help wondering if the phenomenon of so-called "shrink talk" on radio was drawing to a close.

Then came word that Grant had signed with Westwood One and Mutual for a two-hour show leading into Larry King five nights a week. So much for the obituaries...

Grant herself ushered in the psych talk era in the mid-1970s. Following her enormous success at KABC, it seemed every Talk station in America rushed to the "p" section of the local Yellow Pages in search of its own resident psychologist.

But where are all those radio counselors today? Relatively few top News/Talk stations today have locally-produced psychology shows. One of the latest to disappear was a weekend program on WGN/Chicago with Dr. Dan Kiley. He left to write a book, and wasn't replaced.

The most logical explanation for what's happening to psych talk is that local stations seem to be leaving the job to the networks. As ABC

Talkradio VP/Director Maurice Tunick puts it, "I think a lot of stations find it difficult to find good psychologists."

He adds, "There is still a market for psychology talk out there." According to Tunick, pruning psych talk to two hours daily on the net "wasn't so much a decision to cut back psychology as it was a decision to add a medical show," hosted by Dr. Deana Edell.

"Three hours may be too much to take."

— George Green, KABC

Nets Field Psych Jockeys

Indeed, it's quite possible that, via the networks, more Americans are eavesdropping on the emotional turmoil of their neighbors than ever before. Talkradio's Dr. Susan

Forward dispenses advice over 70 stations. Grant's old slot, now shared on both Talkradio and KABC by Drs. Susya Friedman (Monday-Tuesday) and Dr. David Viscetti (Wednesday-Friday), is carried on about 80 outlets. Talkradio also airs child psychologist Dr. Lawrence Balter on weekends.

Sally Jessy Raphael is carried by several hundred NBC Talknet affiliates. While her only degree is from the proverbial "college of hard knocks," I'm sure her fans think of her as an expert counselor. One broadcaster aptly notes that trying to compare Dr. Forward and Sally Jessy Raphael is like comparing

Dr. Jayce Brothers and Dear Abby.

WMCA's Psychology Themes

WMCA/New York VP/Station Manager Carey Davis shares the general impression that psychology talk is waning on the local scene. Last November WMCA halved Dr. Elyse Goldstein's morning show to a single hour. "We've added a food program," Davis explains.

"There is still a market for psychology talk out there."

— Maurice Tunick, ABC Talkradio

from 1-4pm of both medical and psychology talk" featuring network personalities Friedman, Viscotti and Edell.

"Our opinion in Los Angeles was that three hours a day of psychology was a lot because we've had it for ten years. Three hours may be too much to take."

Green says when Grant's contract expired at the end of 1985 he offered her a two-hour show two days a week, but she insisted on the four days she'd been doing. "It was an amicable leaving," says Green. "She's a capable lady and I wish her well."

TALK TAKES

ABC Talkradio adds financial advice with Bob Brinker Saturdays and Sundays from 4-7pm ET... WWWE/Cleveland affiliates with the CNN Radio Network... Leri Kolodzey named Manager/Satellite & Technical Services at WGN/Chicago... Long-time newscaster Keese Bereman appointed News Director at WMCA/New York, replacing retired Bert Napp... WRNZ/Miami presents checks totaling \$38,000 to six charities involved in the Children's Holiday Fund... WWWE/Cleveland raises \$68,000 in its Feed-A-Family drive... WMFR/High Point, NC adds a 10-11am talk show with Bobbie Martin... Congratulations to KTRH/Houston's Edward Fritsch ("Mr. Babe") on his 50th anniversary with the station, most recently in Traffic/Continuity... KMBZ & KMBR Kansas City organizes its staffs into a free Speakers Bureau for in-life local appearances... KYW/Philadelphia airs 20-part series on discrimination... Ann Landers and Chicago Bears coach Mike Ditka named WBBM/Chicago "Women and Man of the Year"...

1950s baseball star Geo Zarniel joins KML/Fresno as color man for Fresno State baseball.

The hour of psych talk remaining has evolved from "all open lines to themes," according to Davis. For example, Goldstein stayed on the air to help listeners cope with the Challenger disaster this winter. On Veterans Day she invited the audience to share feelings about the nation's treatment of veterans.

"It seems to work very nicely," Davis says of the theme approach, which is used about once a week. "A smaller percentage of our calls are about sex and a higher percentage are feelings about community or news events."

KABC Cuts Back

KABC VP/GM George Green pronounces psych talk to be "alive and well all over the country" but agrees that networks do it better than local stations, "no matter what." He adds, "Listeners don't discriminate based on where it comes from."

When Grant left her station in January, KABC "created a block



CHASING MEMORIES — Former ABC-TV correspondent Sylvia Chase returned briefly to the microphones where her broadcast career began in 1969 at KNX/Los Angeles. Chase, who has resigned her post as "20/20" investigative reporter at ABC to anchor the news at KRON-TV/San Francisco, is shown with KNX VP/GM George Nicholson.



FRANCIS REJOINS WOR — Among those welcoming talk host Arlene Francis back to WOR/New York at a recent reception was the station's longtime morning personality, John A. Gambling. Each Wednesday Francis and Joan Hamburg now cohost a luncheon program from famed Sardi's restaurant. Other WOR changes include the addition of NBC TalkNet personalities Sally Jessy Raphael (7-9pm) and Bruce Williams (9-11pm).

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Because of these ongoing research efforts, lives are no longer being claimed automatically by some forms of cancer. The battle, however, is far from won.

Nearly 12 million dollars has been raised since CBS Records Vice-President Tony Martell promised his son T.J. he would help in the fight to find a cure for leukemia and cancer. The cost of cancer research is high — but the cost of not continuing the research is even higher. Once again, The T.J. Martell Foundation for Leukemia and Cancer Research asks your support in continuing this vital scientific activity.



This year, you are invited to participate in the 1986 Humanitarian Award Dinner in honor of Quincy Jones on Saturday, April 19, at the New York Hilton.

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Together, we can bring a fighting chance for a future to victims of these terrible diseases. Together, we can raise the money to advance the research that is so badly needed. Together, we are the cure.

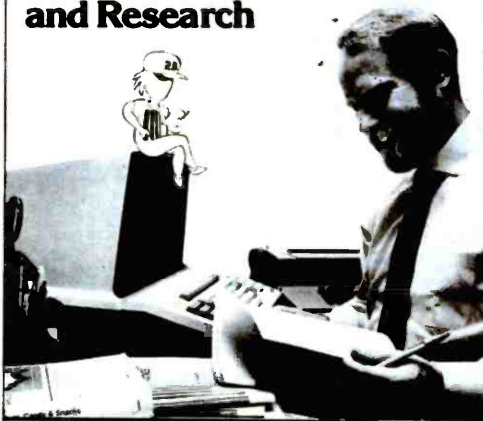
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BRAD MESSER

# CALENDAR

## Hands Across America

The vision is staggering! The plan is to have volunteers form an unbroken chain along a 4000-mile coast-to-coast route between Los Angeles and New York.

In reading last month's R&R "Hands Across America" special supplement explaining the upcoming massive effort to raise money for "the hungry and hopeless in our country," the mathematics blew me away. How many people would be required to complete the hand-to-hand linkup on Sunday, May 25th?

That worried the daylight hours of me because I recall having read that if every person in America were jammed together in a standing-room-only crowd, we would require less than 13 square miles of floorspace. Not a very big

space, right? Are there actually enough of us to link our hands all the way across the nation through the remote mountains, across the vast plains and over hundreds and hundreds of miles of deserts?

I referred to Tom Parker's book "In One Day" (Houghton Mifflin, Boston) and confirmed what he had written. Yes, all 235 million of us would cover a space of only 12.7 square miles.

But another of Parker's calculations does contain some reassurance. He says that if all Americans lined up single file, we would form a line 67,000 miles

long. Hey, no problem. Hands Across America needs to cover only about six percent of that distance. There ought to be plenty of us!

Standing in a regular line, it would take about 14 million folks to cover the planned route between Los Angeles and New York City.

As planned, we will individually cover more ground by standing sideways and stretching our arms out, so it appears the Hands Across America linkup will only require an estimated 6 million volunteers. Counting you and me, that leaves only 5,999,996 to go!

Your station is sincerely invited to join us in helping to make it happen.

### Wearin' Of The Green

**MONDAY, MARCH 17** — St. Patrick's Day supposedly falls on the date of death of an Irish saint in the year 464, but his death was not officially recorded. Some people later claimed it had been March 8th. Others said it was the 9th. So there was a strange compromise: the dates were just added together.

The Camp Fire Girls were founded 74 years ago in 1912. Aviation pioneer John Montgomery flew a glider across a California valley in 1884, about two decades before the Wright Brothers' flight. John P. Holland tested the first practical submarine off Staten Island in 1898, staying submerged three hours, 15 minutes.

**Birthdays:** Actress Leslie-Ann Down 32. Composer John B. Sebastian 42. Musician Paul Kantner 44. Dancer Rudolf Nureyev 48.

### ABC First Network Sold

**TUESDAY, MARCH 18** — The first time a major network changed hands was one year ago, when Capital Cities bought ABC for \$3.5 billion (1985).

IBM stopped making PC jr. computers in 1985 because of poor sales. Russian cosmonaut Lt. Col. Alexei Leonov took the first spacewalk in 1965. The Supreme Court ruled in 1963 that every criminal defendant has the right to have an attorney. Schick sold the first electric shaver in 1931. America's worst tornado struck in 1825, along a 219-mile track from Missouri to Indiana, killing 695 people and injuring over 2000.

**Birthdays:** Musician Wilson Pickett 45. Singer Charley Pride 47. Author George Plimpton 59. Actor Peter Graves (P. Aumee) 60.

### Last Day Of Winter

**WEDNESDAY, MARCH 19** — On this last full day of winter, the annual migration of swallows traditionally arrives at Mission de San Juan Capistrano (California) after a 6000 mile flight from South America.

Carl Anderson started the comic strip "Henry" in 1932.

A plot to kidnap Abraham Lincoln failed in 1865 when the President cancelled an appearance at Soldiers Home near Washington, where John Wilkes Booth was waiting to kidnap him. Booth caught up with Mr. Lincoln and shot him about a month later.

**Birthdays:** Actress Ursula Andress 48. Novelist Philip Roth 53. Writer Irving Wallace (I. Wallacechinsky) 70.

### First Day Of Spring

**THURSDAY, MARCH 20** — Spring arrives at 5:03pm EST. Day and night are virtually equal. The sun rises due east and sets due west every place on earth except near the poles. Falls begins in the Southern hemisphere.

In 1985 the Supreme Court ruled a robbery suspect who had been shot could not be forced to have the bullet removed because it might be used as evidence against him. John Lennon and Yoko Ono married 1969. Heiress Patty Hearst was convicted of bank robbery in 1976, later pardoned by President Carter. Gambling was legalized in Nevada in 1931. America's first fiction best-seller, "Uncle Tom's Cabin," was published in 1852.

**Birthdays:** Hockey vet Bobby Orr 38. Actor Hal Linden (Harold Lipshitz). Mister Rogers 58.

### A Beatles 25th Anniversary

**FRIDAY, MARCH 21** — It was a quarter-century ago today that John Lennon, Paul McCartney, George Harrison, and Ringo Starr first appeared together at the Cavern Club in Liverpool (1961).

In 1965 the Selm-to-Montgomery (Alabama) civil rights march began under the leadership of Rev. Martin Luther King. The 54 mile walk ended with an estimated 25,000 participants, under the protection of federalized Alabama National Guard and US troops.

Alcatraz prison closed in 1963. Pocohantas (Mrs. John Rolfe) died in 1617 at age 22.

**Birthdays:** Musician Eddie Money 38. Johann Sebastian Bach born 1685.

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# Is That It?

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# KATRINA AND THE WAVES

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JOEL DENVER

# CONTEMPORARY HIT RADIO

## FOTO PHUNNIES

### You Oughta Be In Pictures

Every now and again, the CHR foto-file gets chocked full o' shots. (My file runneth over.) So either it demands attention or I won't be able to close the drawer. While going through it, CHR Associate Editor Yvonne Olson and I found some interesting pictures which screamed for print, so here they are.

#### You Can Dress 'Em Up ...

Is there more to life than a good party? Not for KNBQ/Seattle morning drivers PD Ric Hansen and Chet Rogers. The action in Seattle just wasn't good enough, at least not during Mardi Gras week, so they hit the road and ended up in New Orleans for the largest street party in North America. The team was featured in Mardi Gras parades, hosted interviews with parade Grand Marshals, and shipped back video reports for local Washington TV stations, in addition to broadcasting their show live every morning.

Revvng up another American tradition, WZOU/Boston brought pre-Super Bowl frenzy to its height with a Zoo/Patriots pep rally at Boston's Metro. Team jerseys, helmets, and an autographed football were raffled off at the party, where listeners got to try another popular sport - bear wrestling!

No wrestlers in the next picture: Over 5000 people gathered in a local Denver mall to watch undernourished, underdeveloped underdogs vie for the KIMN/Denver



From left: KNBQ/Seattle's morning team, Ric Hansen and Chet Rogers.



Shown (l-r): WZOU's Pat McKay, Patriot Brian Holloway, and station staffer Karen Blake overtaking a furry friend.



Pictured (l-r): Mr. Puniverse 1988 Van Dyke Jones, KIMN morning man Paxton Mills, PM driver Stu Evans, and second runner-up Doug Baute. In front is the ever-present KIMN Chicken.



From left: KZZP Sportsmen Ron Swoboda (orange), Maggie Brock as a strawberry News Director, and the Big Banana, morning man Bruce Kelly.

"Mr. Puniverse" award. Contestants exhibited prowess in such categories as talent, formal nerd attire, Question/Answer sessions, and the "Bathrobe Parade," where they dramatically disrobed to model their physiques. The winner, sporting 132 lbs on a 6'1" frame, won \$2000, proving that everyone does not have to eat Wheaties to be a champion.

Speaking of cereal, KZZP/Phoenix recently decided to create the world's largest cereal bowl - 9000 pounds of Cap'n Crunch in a backyard pool! Morning show members dressed as pieces of fruit for this live broadcast, and fed over 500 listeners as well. Admission? Food for the needy. Over 7000 pounds of food were given to a local charity bank.



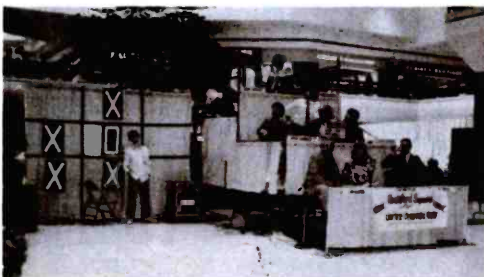
WEBE staffers towing the line.

## Smoke Static

Looking for a new place to put your signal? How about a smoke-stack? WEBS/Norwalk, CT was searching for a power boost and found it on the side of a local smoker. Now sounds will emit along with the smoke, as staff members all pulled together to lay down coaxial cable for the new transmitter site. WEBS is believed to be the first station to successfully place its antenna on the side of a smoke-stack.

## Squares From Hollywood

WZOK/Rockford got tired of old "Hollywood Squares" reruns and decided to create its own version! The National Cerebral Palsy Telethon was happening that weekend, and WZOK helped out by setting up shop next to its booth to draw attention to the cause. Station staffers were joined by local celebs, musicians, and politicians in the squares, and several hundred people watched as the bolder among them served as contestants. The game worked so well that WZOK is now rebuilding its "set" in greater proportions, and taking its show on the road.



"Hollywood Squares" goes Rockford.

## Happy Birthday



Q104/Gadsden PD Leo Davis taking the first bite.

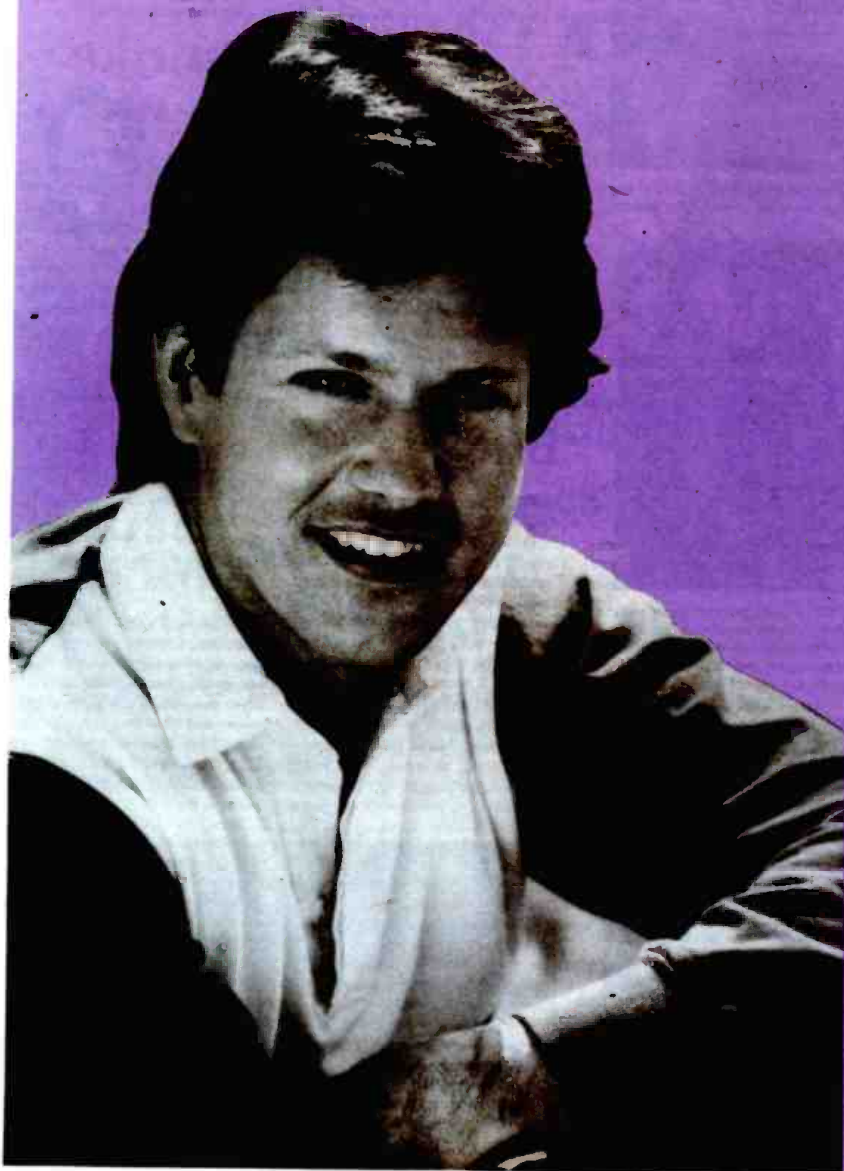


The ten-year cake.

Celebrating ten rockin' years of CHR, Q104/Gadsden honored the past decade of hit-mania by holding open house for Gadsden listeners. Spirits were high and so were listeners after lifting wineglass after wineglass to toast Q104. To soak up the alcohol, they munched on an eight-foot cake that, says PD Leo Davis, "took ten years to bake!" Must've been rather crunchy, eh, Leo? Maybe well-preserved is a better description.

# WEEKLY WONDER!

## Rick DEES' WEEKLY TOP 40



Faster than a speeding Studebaker ... More drawing power than any other personality in radio ... Able to leap to the highest day-part ratings in a single bound.

"What's this?" You ask, "some new kind of superhero?"

Well ... no. Not exactly. But you're close.

It's Rick Dees, starring in RICK DEES' WEEKLY TOP 40, the single most successful long-form program produced today. And while we can't say for sure that Rick can bend steel with his bare hands, his ability to keep listeners coming back, week after week, is nothing short of a super-power.

The WEEKLY TOP 40 brings you Rick Dees in all his giddy glory, counting down the hits with the help of his entire cast of wacky characters. Between the tunes, the chart-topping artists often drop in to share inside info on their lives, their music, and their latest concerts and videos. It all adds up to a four-hour blockbuster that keeps listeners riveted to their radios.

No wonder RICK DEES' WEEKLY TOP 40 is the top-rated long form show in the nation, aired in more major markets than any other.

RICK DEES' WEEKLY TOP 40. It's not a bird. It's not a plane. But it's just about guaranteed to make your ratings soar.

RICK DEES' WEEKLY TOP 40 is available on a swap/exchange basis to radio stations in the top 170 Arbitron-rated metro markets.

For national sales information, call United Stations Programming Network in New York at (212) 575-6100.

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PROGRAMMING NETWORK

# CONTEMPORARY HIT RADIO

## MOTION

Boom Boom Cannon is the new Assistant PD/MD at WKSE/Bufalo, replacing Scott McCay. At Q102/Cincinnati, J.C. McCoy moves from nights to PM drive, replacing Rick Jensen. Steve Hawkins is now on late-nights from the overnight shift, and partner Andy Craig takes over the 2-6am show. Lisa Dent segues from late-nights to middays at WZOK/Rockford, and Jay Kelly moves from sister station WFOK for overnight work. Crazy Dave Otto exits KS103/San Diego for mornings at WHIT/Boston, as Chris Knight switches to middays. MD Michael T takes over PM drive at WDX/Green Bay. David Burn replaces him at night. KWK/St. Louis up's Cat Summers to Assistant PD. WBAM/Montgomery needs a PD. Call Mike Ranier at (205) 288-0150.

Dave Thompson leaves mornings at WMGK/Philadelphia for afternoons at WLOL-FM/Minneapolis. WNOK/Columbia names AM driver Mark Plumb-

mons MD. Q100/Allentown PD Barbara O'Reilly takes over music duties. WCAU/Philadelphia moves late-niter Terry Young into mornings, morning man Rich Hawkins into middays, and middayer Bill O'Brien into late-nights. KFRQ/Des Moines PD Doug Gillen acquires MD duties. Bill O'Brien joins 95XL/Parkerburg for 6-10pm, replacing Tony Benz. Former KKGQ/Wichita Falls PD KJ Stone is now handling nights at KOFM/Oklahoma City. Los Angeles air personality Brian Roberts joins KKHR for middays. WQUE-FM/New Orleans morning teammates Walton & Johnson set up shop at KTKS/Dallas. Bob Bolton is named Operations Manager for WIZD/Mobile. Bob Brown is the new Production Director and Krie Koone is named Retail Marketing Coordinator at Q107/Washington.

With the exit of morning team John Plumber and Elaine Williams to

KWNZ/Reno, KFIV/Modesto PD Russ Novak takes over mornings, and Mark James moves from crostown Country KMIX to fill the vacated afternoon slot.

KHTR/St. Louis ups Tony Davis from Assistant to MD. WJMK/Chicago welcomes Stu Collins to morning drive, from neighboring WMIET. Barry Butler joins WXLC/Waukegan, IL for weekends. Q107/Washington's Director of Advertising/Promotion Marty Wall takes on the same position at crosstown B106. At WJMK/Florence, SC, Benji Norton exits for the Assistant PD/afternoon slot at WMZ/Knoxville, Martin Green is named PD, midday announcer Mitch Adams becomes MD/morning drive, and afternoon personality Bob Boswell takes over production duties. KOTE & KKZZ/Lancaster welcomes Joe Benson as Operations Manager. The new all-girl morning team at WQSR/Baltimore is Jennifer Steele and Sue Berio.



**YOU GOTTA HAVE HEART** — WCKN/Greenville went backstage with Heart after a recent show. Pictured (l-r) are WCKN midday man Nate Norris, Hear's Nancy and Ann Wilson, and WCKN MD/morning personality Jim Wilson.



**SKI FEVER** — KRSP/Salt Lake City gave away more than \$1500 worth of ski equipment during its Rock 103 Sizzler Sweepstakes. Shown (l-r) are the "Captain" of Rock 103, Jon Carter, winner Debbie Jex, and Mike Jasper of Park's Ski Equipment.



**HALF A MILLION DOLLARS, FOR YOU!** — 94Z/Raleigh gave away \$500,000 two times last year, where the previous winner crowned the new one with the loot. Also given away at the time was a Nissan 300ZX with \$3000 in the glove compartment. Shown (l-r) are 94Z morning zoo members Donna Mason and Gary Dickson, the Nissan winner, present and previous \$500,000 winners, and 94Z's Sarah the Birthday Girl.



**KISS IN THE COMMUNITY** — Little Steven Van Zandt (left, front) and Naomi Tjutu-Seever (right, front), daughter of South African Bishop Desmond Tutu, got together on WKSS/Hartford's public affairs program "Kiss In The Community" to discuss South Africa's social and racial problems. Sitting in on the program (back, l-r) were WKSS PD Bob Mitchell and Naomi's husband.

## Radio Turns The Tables

Usually it's the programmer who gets thanked. Well, there are a few radio stations out there who feel that record companies should be taken care of once in a while. Once a year, Y100/Miami honors local Florida reps with its "Record Appreciation Party." Everyone gets together for cocktails, dinner, and fun in the sun, courtesy of Y100. The evening celebrated this year by honoring the

"Record Company Of The Year" and two "Record Promoters Of The Year." Y100's picks received gold records from the station.

WPLJ/New York also has a scheme cooked up for rep recognition. From now on it plans to award a gold record to the appropriate local promotion person each time his song reaches number one on WPLJ's chart.



Shown (l-r): Columbia's Richie Tardano, Atlantic's Steve Jones, Y100's Daniel Williams and PD Robert W. Walker, RCA's Shirley Torlucci, and Y100 Assistant PD Frank Amadio.



Pictured (l-r): WPLJ MD Lisa Tonacci, Motown NY promoter Barry Resnick, and WPLJ PD Larry Berger.

## BITS

• **Attention: Ugly Bartenders** — WMMS/Cleveland and Multiple Sclerosis are looking for the ugliest bartender in Cleveland. To kick off the search, WMMS sponsored a Casablanca Ball, where all the bars around town introduced a nominee for the competition. Each pub must collect votes worth \$1 (donated to MS), and the bar that ends up with the highest loot gets a nice plaque from the MS Foundation and the prestige of employing the ugliest bartender in town.

• **Babbling Power** — Q107/Washington wants to know, "How many times can you say 'Q107?'" Listeners who call in at the right time will be

given the opportunity to see how many times they can say "Q107" in ten seconds. For every mention the lucky listener will receive ten dollars, and on Bonus Thursdays, the prize will offer \$1000 plus the winning amount.

• **Grammy Bound** — Y100/Denver celebrated Grammy season by giving away Grammy-nominated albums several times a day. Listeners called in when they heard the corresponding single, and were then registered for a Grand Prize drawing, which sent one lucky listener and a guest to the actual awards ceremony and a party afterwards at the L.A. Bonaventure Hotel.



**MARK IT ON YOUR CALENDAR** — WZVZ/Kokomo, IN, along with two other stations in surrounding communities, agreed to move its dial position over to let a fourth station on the air. The mayor of Kokomo was so pleased with this gesture of goodwill that he declared the changeover date "Z93 Day" in Kokomo. Shown here (l-r) are Z93 PD Steve Durham and morning man Little Tommy Willhoite displaying the official proclamation.

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Steve Rivers  
Program Director  
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STEVE FEINSTEIN

VARIATION ON A FORMAT

Gold : Flash In The Pan Or Longterm?

When you think of oldies stations, what probably comes to mind are outlets that play golden oldies starting with the rock era of the mid-'50s, with music drawn mostly from a Top 40 or AC base. However, there's another strain of oldies stations emerging, designed for people who cut their teeth on album rock of the '60s and '70s.

Geared primarily to 25-40 year-old males, these stations focus on album cuts rather than singles, and since they're based in rock, as opposed to pop, they don't play artists like Lesley Gore, Gary Puckett & The Union Gap, or the Cuff Links ("Tracey").

Three such stations use consultant Fred Jacobs's "Classic Rock" format: WCXR/Washington, WMMQ/Lansing, and Hoker Broadcasting's KCFX/Kansas City, which switched midway through the fall '85 book. It rose 1.8-2.9, and PD Greg Stevens says AIDS runs isolating the six weeks KCFX was in the format were even more encouraging.

"We had been third among three AORs in the market, and wanted a position to distinguish ourselves," says Stevens of the decision to go AOR gold.

"We play album tracks from years gone by, songs that got played on AOR years ago but don't get much exposure anymore," he explains. The concentration is on such artists as Leon Russell, Chicago, Traffic, Grand Funk, Led Zeppelin & Messia and Blood, Sweet & Tears. The bulk of the music is from 1964-78, though there's also a category for songs from 1978 to the present.

KCFX isn't actually 100% oldies. It plays currents by artists whose roots stretch back to the '60s or '70s: Bob Seger, Roger Daltrey, Stones, Pete Townshend, Eric Clapton, John Fogerty, Firm. There also are remakes by contemporary artists such as Tem Petty ("Needles & Pins") and John Cougar Mellencamp ("Under The Boardwalk"). Unlike a traditional AOR, though, KCFX doesn't play these songs more than once a day.

Dayparting allows for softer sounds by Carole King, Simon & Garfunkel, and Joni Mitchell to be played during the day. At night, a harder mix includes rockers like Ted Nugent, Deep Purple, Black Sabbath, Aerosmith, and Alice Cooper.



To keep the station from sounding mired in the past, Stevens says his Jews avoid a nostalgic approach. "It's not like 'American Graffiti.' There's no 'Hey, remember that one from 20 years ago.' The station is in the present, even though the music isn't. We don't sound any more dated than an AOR doing a no-repeat weekend.

KCFX

- LYNYRD SKYNYRD Sweet Home Alabama
JOHN FRED Judy In Disguise
SIMON & GARFUNKEL Homeward Bound
STEVE WINWOOD While You See A Chance
C.S.N.Y. Woodstock
E.L.P. Knife Edge
STANDELLS Dirty Water
JETHRO TULL Thick As A Brick
SUPERTRAMP Give A Little Bit
Beatles With A Little Help...
MEL YOUNG Southern Man
STEELY DAN Josie

"We're like AOR without the repetition of currents and all the synthesizer stuff," he continues. "It's as if you took away the currents and expanded the library to about 2000 titles."

Promotions have included concert tie-ins with Poca, the Band, Dave Mason, and Arlo Guthrie. Programming features include a "Motown Five At Five" in PM drive and a Sunday night "Kansas City Blues" blues show.

Boston's Uncommon Gold Station

In Boston, WZLX (formerly WKKT) signed on its "Classic Hits" format last fall, climbing 2.1-3.1 and more than doubling KKT's showings in all male demos. Consultant Gary Guthrie, who uses a similar format at KSLX/Phoenix (formerly KOPA), has a background in both AOR and CHR. He says he's "melded the records that worked on both formats and have research tenure; they've held up over 10-15 years."

"ZLX's sound and texture was designed to fit between AOR and AC. 'The ACs were too light, and the AORs too heavy,'" says Guthrie. "We're not 'after' WBCN or the big ACs, but now you've got a station that can do well alongside them without invoking war."

The station's 2000 library titles range from rockers like Aerosmith, Cars, and J. Geils to a folk bent due to the Cambridge and Harvard influence. "We'll play Tem Rush's 'No Regrets' and James Taylor's 'Sweet Baby James,'" says Guthrie. Album flavor comes from such tunes as "In Memory Of Elizabeth Reed," "Sunlight," "Helplessly Hoping," "After The Gold Rush," and "O' '85." Tracks repeat no more often than every three days.

Music is drawn from the years 1963-83. Guthrie notes that older tracks, outside of an occasional Elvise tune, don't work because "you can't put Danny & The Juniors be-

tween two Dave Clark Five records." Unlike KCFX, Guthrie rarely plays more recent records, even by artists like John Fogerty and Eric Clapton because "they don't have legs. They haven't become a respected part of the artist's repertoire."

He plans to keep the station sounding fresh in years to come by

WZLX

- RARE EARTH I'm Losing You
WHO My Generation
BOB SEGER Old Time Rock 'n' Roll
BLIND FAITH Can't Find My Way Home
LED ZEPPELIN Whole Lotta Love
BEATLES Tell Me Why
SPENCER DAVIS GROUP I'm A Man
ANIMALS We Gotta Get Out Of...
MOODY BLUES Just A Singer...
YOUNGBLOODS Get Together
ARETHA FRANKLIN Think
JAY FERGUSON Thunder Island
GRATEFUL DEAD Truckin'

moving up the parameters to include the recurrents he doesn't play now. "In two years, we'll be playing 'Money For Nothing' and Heey Lewis."

Keeping It Fresh

Skeptics say these stations won't have longterm success because they operate on a closed-loop system, using a limited universe of music without the freshness and vitality that new music and artists infuse.

Consultant Jacobs disagrees, understandably. By shuttling songs in and out of their libraries, his stations infuse fresh music, he says, even though it's not of a current vintage. As for listener burnout, he uses the "Music Of Your Life" Big-Band format as an analogy, claiming that the music will endure with listeners "of a state of mind to enjoy this format. To them, a classic will always be a classic."

He also allows for the possibility of his stations evolving to a more traditional AOR posture. "That's one way to go, but there are others. Each of the stations is carving out its own niche, and this whole format is still in an experimental stage."

Doubters

WNEU-FM/New York PD Charlie Kendall will concede that an AOR gold format is "incredibly viable," but only if the competition is vulnerable. "It's a way for a station to get its foot in the door and wake up a sleepy AOR that isn't tapping its library. But against a formidable competitor, it will not win."

"They're limited to one plane of music, and I'm fully-dimensional," says Kendall. "They don't have anything to play that I don't have, while I have everything they do along with some things they can't have. They don't have the excitement of a new Stones record, or the excitement of breaking a new act. Hearing a Supremes song you haven't heard in a while is a nice 'Oh, wow' rush. But so is hearing the Heesters for the first time."

Consultant Jeff Pollack, whose client WJMK/Chicago has been successful with a more traditional oldies approach, is also skeptical about a gold format with an AOR base. "You'll have a quick initial surge, with some long time-spent-listening. But what happens in six months when your library burns out?"

A traditional AOR can effectively block an AOR gold station by beeping up its own oldies, says Pollack. A gold-intensive AOR that continues to play 20%-30% currents by contemporary artists such as U2 and Dire Straits will triumph. "25-34s don't want to hear just classics. Nothing but classics is boring."

Pollack feels an AOR gold station is cutting a small piece of the listening pie even smaller. It draws audience and music from a specialty format that is relatively narrow to begin with. He contrasted this with his traditional oldies format, saying, "We draw from 25 years of hits from a variety of formats: Top 40, AC, Black, and even Country."

# NOW THAT EVERYBODY'S TALKING ABOUT CLASSIC ROCK AND ROLL, TALK TO THE COMPANY THAT STARTED IT ALL.

We can't promise your station will get a 200% increase in 12+ share. (Like WMMQ-FM in Lansing, Michigan, now #1 in Men 25-34 and #2 Men 25-49 after going Classic Rock and Roll with Media Strategies.)

We can't promise you'll have your best book ever (like KCFX in Kansas

City—after only  $\frac{1}{3}$  of a rating period!—a 71% increase in 12+).

What we can promise is this: If you're a station that wants to create a new niche—and win—the time to talk, is now. Not oldies, but a hot mix of '60s, '70s and '80s, Classic Rock (as the numbers above indicate) is on a roll.

And—as the numbers above indicate—Fred Jacobs' Media Strategies is the company to talk to.

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**NO SMALL(EY) AFFAIR** — Can you guess which of these people was featured in last month's Playboy? No, it's not playboy-of-the-western-world Merko Babineau . . . it's the famed Judy Smalley (center), Promotions Assistant at KTYD/Santa Barbara. When KTYD threw a party for Judy to sign copies of the issue, music biz mevans arrived in droves. Standing (l-r) are Tom Holeser, Capitol West Coast AOR rep Stan Gleason, PolyGram artist Jeff Paris, Jeff Lauffer, Geffen's Merko-man, Indies Bobby Z, Bobby Applegate and Bruce Kaplan, and Chrysalis West Coast Director Steve Brack. Flanking Judy are KTYD PD Rick Williams (left) and Indie Kenny Ryback, who transported many of the assembled crew from Los Angeles on a rented bus.



**CURRENT RAVES!** — The Del Fuegos receive a backstage visit from WIZN/Burlington Promotion Director Elise Brown, who is most eager to "plug" the band. From left, the group's Cleve Davis, Tom Lloyd, Warren Zanes, Dan Zanes and Woody Gessmann, and Brown.



**COLOUR RADIO** — When the members of Colour Field visit radio stations, they like to buff any cars in need of a shine. In 91X/San Diego's parking lot are Chrysalis's Steve Brack, MD Steve West, hardworking band members Toby Lyons and Terry Hall, and morning man Bryan Jones.

## SEGUES

WDV/Savannah, GA goes AOR consulted by Burkhardt/Alabama. Reach PD Bill Weston and MD Des Holiday at (912) 897-1529 . . . WQNR/Selden, NY ("Rock-It Radio") is serving central Suffolk County with 50 watts of hard rock. Reach PD Brett Jason and GM Kris Holtegaard at (516) 736-6448.

KZEW/Dallas is now consulted by Fred Jacobs, in addition to Jeff Pollock . . . KGB/San Diego night rocker Pat Martin leaves for KMET/Los Angeles weekends, from where Rick Lewis and Frazer Smith exit.

WDIZ/Orlando shifts Production Director Greg Morgan to afternoons, as Mick Dolan comes off the air to con-

centrate on Promotion Director duties, and weekender Dave Culp takes over production chores . . . WSKS/Cincinnati elevates weekender Tony Kurra to late-nights . . . Stosh moves from weekends to evenings at WZZO/Arlentown, where Lou Fontaine joins for parttime . . . WOJ/Ft. Myers ups parttime Carl August to PM drive.

New to WCKG/Chicago weekends are Cathi Parrish and Leslie Harris . . . Tex Wong moves from KOME/San Jose to weekends on rival KJSJ . . . Dana Childs, ex-KFMQ/Lincoln, is on KFMQ/Albuquerque weekends.

Otis XII is KEZO/Omaha's new Promotion Director . . . WRIF/Detroit names Bob Page Sports Director.

# MODELS OUT OF MIND OUT OF SIGHT THE NEW ALBUM

1986 The David  
Geffen Company

1986 The David  
Geffen Company



**FOUR HOMBRES** — ZZ Top's Dusty Hill was there to help KICT/Wichita celebrate seven years of pure rock 'n' roll. From left, OM Bill Bruun, MD Lee Roberts, Hill, and night rocker Phil Thompson.



**GOODBYEALOHA** — KPOI/Honolulu's remote broadcast booth set up shop at a Night Ranger concert with (l-r) MD Andy Preston, personality Phil Abbott, and the band's Brad Gillis and Jack Blades live and in stereo.

# AOR PICTURE PAGE



**BUMPERS POUND** — Gary Myrick travelled in style for a visit to KTYD/Santa Barbara. Leaning on Myrick's 1952 Cadillac are (l-r) air personality Mark Avery, Myrick, Geffen's Karen Sobel, and PD Rick Williams.



**IF LOOKS COULD FEED** — KISW/Seattle's "Have A Little Heart" concert raised 7000 pounds of food for the Northwest Harvest Food Banks. Pictured (l-r) are Heart band members Mark Andes, Howard Leese, Danny Carmese and Nancy Wilson, Capitol's Stan Foreman, KISW's Steve Slaton, Doug Cooper, Sue Hobbs and Beau Roberts, Frontline Management's Brett Kaufman, KISW's Mike Jones, the band's Ann Wilson, and Assistant Station Manager Beau Phillips.



**THESE ARE GOOD TIMES** — At KINK/Portland's pre-concert party for Michael McDonald are (l-r) Warner Bros.' Greg Lee, McDonald, and PD Carl Widing.



**INSURING YOUR PICTURE RUNS IN R&R** — Columbia rep Kevin Knee, holding a copy of a prominent music industry trade paper, presents KROU/Laramie PD John Edwards with Hooters gold.



**CARRY THAT WAITE** — John Waite (right) visits KTYD/Santa Barbara PD Rick Williams (left) and afternooner Analee.



**LITTLE WILD DJ** — Marshall Crenshaw had plenty of support during his guest DJ spot at WKRY/Chicago. From left, personality Frank E. Lee, MD Lin Brehmer, Warner Bros.' Richard Wolod, Crenshaw, and Production Director Bill Cochran.



**POST-FLYTE** — KZEW's night rocker Oz (right) caught Roger McGuinn backstage after the ex-Byrd's Dallas performance.



**HOW DIVINE, Y'ALLS** — Backstage at the Ritz in New York are (bottom row, l-r) Divinyls singer Christine Amphlett, MCA Canada's Lesley Soldat, and guitarist Mark McEntee. Up top it's (l-r) CHOM/Montreal PD Rob Braide, CHEZ/Ottawa MD Gorg Torrington, and Chrystalle's Stephen Tennant.



**BOPPIN' & SWAPPIN'** — Over 1800 people showed up to buy, sell and trade rare records, posters, and other goodies at CHOM/Montreal's Movie and Music Collectibles Convention. Making a flashy entrance is special guest Kim Mitchell.



**QUEEN OF THE ROCK** — After her Little Rock show, Tina Turner huddles with (back row) Capitol rep Sandy O'Connor and KMJX MD Tommy Smith. In front are two contest winners.



DONNA BRAKE

# ADULT CONTEMPORARY

## The Reigns Of Seattle

AC is flying high in Seattle these days. KOMO is still growing, KLSY-FM has rebounded after a summer slip, and a newcomer, KMGI, is getting ready to join the top-ten ranks. This week, Sr. Associate Editor Hurricane Heeran takes a look at the leading competition in the corner of the great Northwest.

### KOMO

Ken Kohl can find plenty of reasons for celebrating. He's been PD of KOMO for five years now, and the station commemorated its 60th year of broadcasting with a great fall book. Consistency has kept KOMO in front of the pack and Ken feels he "inherited a legacy from broadcasters who truly believed in the medium."

Ken has approached his handling of KOMO to the Seattle audience as a marketing project. The results show with Arbitron and "unscientific things like phone calls and letters, and the verbatim comments in the back of Arbitron."

Part of the marketing includes running an ad campaign on TV and busboards. Then there is the community involvement, which is enhanced with a 27-foot motor home that contains a mobile studio. Ken estimates that in 1985 KOMO participated in events with total attendance in excess of five million people.

Last year KOMO did a broadcast from the cockpit of the Concorde SST as it made a maiden voyage to Seattle. Then in November the station added a personal touch to the Geneva peace talks by asking listeners if they had anything to say to either Ronald Reagan or Mikhail Gorbachev. These comments were recorded as the "Geneva Peace Tapes," given to both leaders, garnering media coverage for the station. Ken noticed the payoff, remarking, "In the Arbitron returns from the fall, the week we were in Geneva was the biggest one for us."



Ken Kohl

52/R&R FRIDAY, MARCH 14, 1986

## Seattle Ratings Trends

To better illustrate how these three AC stations are doing with Arbitron, here's a five-book trend. (Due to KMGI signing on in March '85, it has a three-book trend.)

Book	KOMO				
	12+	12+	Conto	10-49	25-64
	Share	Rank	Rank	Rank	Rank
Fa '85	8.3	2	2	4	2
Su '85	8.3	4	3	6	4
Sp '85	5.9	4	3	7	5
W '85	6.8	3	2	5	3
Fa '84	8.5	2	2	5	2

Book	KLSY				
	12+	12+	Conto	10-49	25-64
	Share	Rank	Rank	Rank	Rank
Fa '85	4.4	9	6	5	4
Su '85	2.9	12	13	7	12
Sp '85	4.1	7	9	4	4
W '85	3.5	10	9	4	10
Fa '84	4.4	8	10	4	4

Book	KMGI				
	12+	12+	Conto	10-49	25-64
	Share	Rank	Rank	Rank	Rank
Fa '85	3.8	12	16	6	6
Su '85	2.5	15	19	10	9
Sp '85	2.0	19	18	16	14

### The Basics

The listener can expect KOMO to offer everything: news, traffic reports, weather, music, and personalities. Larry Nelson is the station's morning man of 18 years. Ken says, "He is a local superstar whose image tests as high as the TV personalities."

KOMO runs Paul Harvey during the day and also carries Washington Huskies football. There is also the "Overnight Show" with Jamie Dillon. Ken based it upon KSL/Salt Lake City's "Nightcap" show with Herb Jepko. While Ken didn't want the talk, he did like the feel. Jamie does put a few people on the air to talk, including other overnight jocks from other 50 kw stations. There's also a newsletter which goes out to members of her overnight club.

What's causing KOMO's current growth? Ken is developing the station to have a better 30+ audience, thus assuring a future for his station.

### Classy Comebacks

After a down summer book, KLSY-FM came back as strong as before, putting extra distance between it and the other FM AC competitors. In part, the increase came from some readjustment of the basic on-air ingredients, reports PD Chris Mays, who noted, "It was also the first summer book in the Seattle market."

Chris describes KLSY-FM as being close to an AM AC station, with 12 spot units per hour and the lack of long music sweeps. The airstaff leans towards being more personality-oriented, and the morning show (simulcasted with its AM sister) has a news team, traffic reports, sports person, and meteorologist.

KLSY-FM tries to live up to the name of "Classy" with big promotions. Chris says, "Each fall we send out a Unidyne direct mail piece; we've done that the past seven years." Currently KLSY-FM has a cash contest that involves playing three songs in a row by the same artist.



Ron Conrad

The station is current in its music selection, but the amount varies according to the available product. KLSY-FM's gold library goes pre-Beatles into the '50s. "We play some Elvis and Sam Cooke's 'You Send Me' — not frequently, but we have a category we call 'Classy Classics.'"

### Believe In Magic 108

On March 9 of last year, Seattle's newest station opened for business with morning man/PD Rob Conrad playing Olivia Newton-John's "Magic." If its three-book trend continues, KMGI will soon rank among the market's top ten in 12+ (see sidebar).

Rob is a former PD for cross-town KING, and the rest of the airstaff also bring local experience. They include: Greg Cook (KJZR), Scott Mitchell (KUBE), Tom Rebbick (KLSY), and Jackie Lee (K20K).



KOMO ON KOMO — There aren't too many people who share their name with a radio station, so Perry Como dropped by KOMO/Seattle's studio for a live interview. Relaxing between questions are KOMO Program and News Manager Ken Kohl (left) and Como.

Rob credits market research done before the station hit the airwaves to KMGI's growth. "Our consultant, the Research Group, determined the hole in the market to be an oldies-based AC of the '60s, '70s, and '80s."

Musically, KMGI plays only three currents per hour. Rob agrees, "We are very conservative. We don't go out on new records; we play favorites. We have a very comfortable sound for an AC listener."

Although Magic 108 uses a heavy TV campaign, Rob feels that it's the music which makes for winning, not a gimmicky promotion. However, the station does have an ongoing write-in contest where participants listen to hear their names



Chris Mays

read over the air in order to win either a dinner or \$108 by calling within 108 minutes.

## EVENTS

### Secret Sound

Promotionally-minded KFMB/San Diego is giving listeners a chance to win one of five new home "packages" worth more than \$135,000. Some include not only a house, but also a car, landscaping, a spa, etc. Winners have to identify a "secret sound" at designated times to enter the random drawing.

### Do You Know

#### The Way To Walkiki?

KEZR/San Jose gave listeners a chance to win a trip for two to Hawaii

every weekday throughout February. The winners will travel as a group to Hawaii over the Memorial Day weekend, enjoying six days and five nights in Walkiki. The promotion was designed to help increase in-office listening and to position the station as one which offers quality promotions in the Bay Area.

### WLTT Jazzes Up

WLTT/Washington, after experimenting with "Night Light," (light jazz at night) with personality Steve Allan, has added "Jazz Brunch" on Sundays from 10am-noon.



SKIPPING ON THE AIR — No, not the records. But WJJI/Cleveland did get Mark Price (Skippy of "Family Ties") to join its morning show for a day.



# The 5 Most Common Misconceptions About Oldies

1. Only works in major markets.
2. Format is boring.
3. Burns out after one or two books.
4. Must sound like 60's "BOSS"  
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5. Can't compete with other major  
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LON HELTON

# Traditional Thinking Challenged

By Joel Raab

Country stations in the North play mostly "cross-over" country. In the South, the emphasis is on "traditional" country.

AM Country stations are more "traditional" than their FM competition. Country stations without format competition have longer playlists. Right? Wrong!

In my travels across the country, (no pun intended), I have observed successful Southern stations avoiding traditional artists like George Jones and Loretta Lynn, while successful Northern Country stations are deeply "rooted" in traditional country. This apparent geographic contradiction is explained several ways.

One Northern medium-market FM client faces no serious Country or AC competition on the FM band. Therefore, the station is programmed as a Country-AC hybrid, eliminating all traditional country music, while adding heavy doses of compatible AC that has never appeared on country charts. (Artists like Bruce Springsteen are avoided because of their "rock" image.) To country fans, the station sounds country, with the presence of Alabama, Barbara Mandrell, and Willie Nelson. For potential AC listeners, a viable alternative to "Chain-saw Rock & Roll" and "Boring Elevator Music" is provided. The absence of traditional country music makes the station palatable to noncountry fans.

"The musical direction of your station should be determined more by competitive factors than by geography."

By contrast, a different Northern major-market FM client has no Country competition, yet faces three well-established FM AC signals. Since the AC listener is already well-served, the FM Country station distinguishes itself from the pack by including hit traditional country music. AC-compatible songs take a back seat in order to fully service country fans.

A Southern AM major-market client competes with a well-rated FM Country station. The "traditional" notion is that the AM station should lean more traditional in its music presentation. The reality is that the FM competitor is servicing listeners desiring a traditional

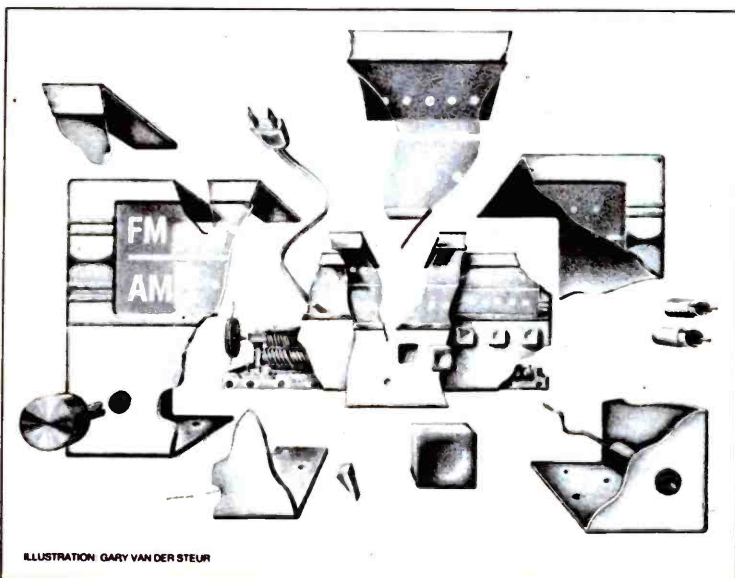


ILLUSTRATION: GARY VAN DER STEUR

music approach. The AM Country outlet is successfully positioned as a modern Country station, servicing listeners desiring a modern/crossover country sound.

The musical direction of your station should be determined more by competitive factors than by geography.

Similarly, the length of a station's playlist is determined by market conditions. The "traditional" thinking is that if you become the only Country station in a market, you can expand your playlist. The opposite is true. When WKHX/New York dropped Country in 1984, it was expected that we would expand the playlist at WHN,



Joel Raab

exposing more music, since only one Country station remained. Instead, we reduced the playlist because we found that it took longer for songs to become familiar to the audience, since they were only being exposed on one station.

Challenge traditional thinking by weighing all possible opportunities in your market. If you have the opportunity to service both a Country and AC audience, go for it! If you are competing with good-sounding AC stations, distinguish yourself and scream, "Country!" If you're facing Country competition, find out what niche they are not serving. If you are the only game in town, make sure that your core

audience is being served while you look for opportunities to expand beyond the current audience.

"Challenge traditional thinking by weighing all possible opportunities in your market."

"Traditional" ideas that work in one market may bomb in another due to market conditions. We are at the beginning of a new era when "traditional" notions of what artists are played no longer fit a pre-determined mold. More than two types of Country stations are developing. One seeking a broader audience plays modern country artists with no traditional flavor. Another balances its presentation with a mixture of all types of country music to distinguish itself in a market glutted with AC competition. Other variations exist, and it's important for the music industry to be understanding and supportive of what stations will or will not play, as long as they are consistent.

Flexible, creative thinking beyond "tradition" will allow the Country format to thrive well into the future.

Joel Raab is a New York-based programming consultant. Prior to opening his own firm, Raab programmed WEEP/Pittsburgh, WHK/Cleveland, and WHN/New York. He can be reached at (212) 245-5010.

## HAVE YOU HEARD

Dennis Dougherty, former GM at WXTU/Philadelphia, is now Managing General Partner at Crisp Communications Corporation, owners of WREY, a new Country station in South Vineland, NJ. Dougherty is the GM and Mike Betler is PD/morning man. They claim it's South Jersey's first and only Country outlet. Speaking of GMs, Dave Acasley did not take over the GM job at WGEE/Green Bay as noted here a couple weeks ago. He did, in fact, become GM of WGEE's sister stations WKGO & WTBX/Hibbing, MN. D.E. Wright is still the WGEE GM.

WQNA/Albany MD Walt Adams has

been upped to PD as Chris Warren exits to pursue an advertising career. Also in New York, Marcia Bost has been named OM at WSEN/Syracuse, while Bryan Richards was tapped as MD.

A lot of action in Boies as Easy Listening KBOI-FM changes to KQFC and Country. Former KGEM PD Chris Adams is the PD/midday talent for the new KQFC. Meanwhile, Steven Helms has left his OM/PM position at KLCI & KNPA for the PD duties at KGEM, which were left open when Steve Latta left for Louisiana. BWG/Bangor's morning drive per-

sonality, Steve McKay has taken over the PD position as Rich Kimball moves into sales. WYAK/Myrtle Beach morning man Ralph Connor has been upped to PD. Jim Patrick is now acting PD at WQHK/Fl. Wayne.

WKIX/Raleigh-Durham's Mike Fenley has been promoted to OM for both stations. Tracey Bloomer has been upped to Assistant PD. KKOW/Pittsburg, KS promotes FM driver/Public Service Director "Face" Lewis to Asst. PD. Nick Taylor has left KWLU/Portland for crossover KUPL-AM. Craig Kelly moves up from parttime to fill the 6pm- midnight

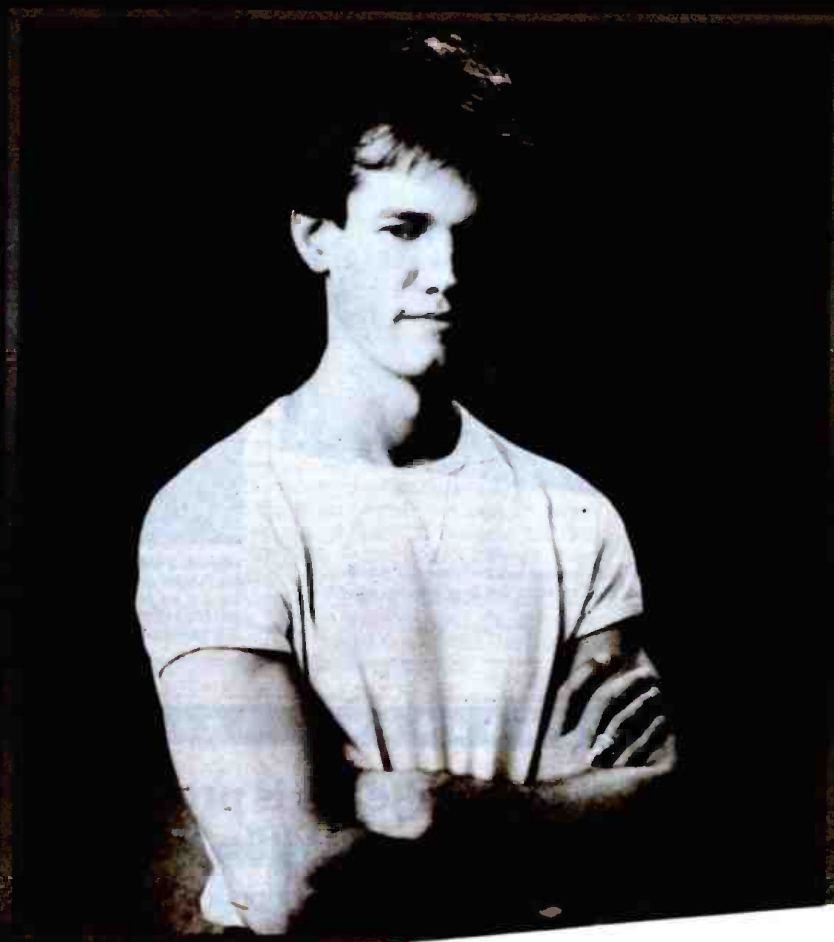
slot. Also moving from parttime to fulltime middayer, but at WTL/Lansing, is Charly Knight. Jimmy Reed joins the station for weekends.

Mike Albert has moved to middays at WVM/Blond from sister station 94-QID/Blond. WLLR/Quad Cities has hired Brian Zachleske to do overnights and Garrett Brown for parttime. WUSQ/Worcester has two new nighttime people: Charlie is now doing 7pm-midnight, and Ben Barrows is holding down overnights. Don't forget, you only get the good stuff when you let me know what you have heard!

Question:  
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# 1982



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*A Top 10 Record Without Reaching Breaker*

Produced by Kyle Lehning



The New Tradition

## CLOSE-UPS

• **WYRL-FM/Melbourne, FL** air personality Ken Scott recently went beyond and way above the call of duty for the local Humane Society. The stunt was called "Parachuting For Pets," in which Scott jumped from a plane above Arthur Dunn Airpark in Titusville. His first-ever jump raised money for the South Brevard Shelter in Melbourne.

• **WILQ/Williamsport** and the American Red Cross concluded their Blood-

drive Marathon and exceeded the goal of 720 pints. Despite blizzards and rain, WILQ managed to get 898 pints in nine days from six locations. In doing so, ILQ set a new Northeastern PA radio station record for employee donations, beating previous recordholder WAZL/Hazleton.

• **WHN/New York** is reliving the music and memories of 1973, the year it brought country music to New York.

Stan Martin, a member of the original airstaff, hosts a show featuring conversations with WHN's first Country PD and current Station Manager, Ruth Meyer. Conversations with current air personalities Del De Montreux, Lee Arnold, and Dan Daniel will be based on the theme, "I Was Country When Country Wasn't Cool." Stan will be taking calls from listeners about what was going on in their lives that year.



**HEY, WSSS** — WSSS/Greenville broke a record in the Southeast region, as its two-day radiothon raised \$71,619 for the St. Jude Children's Research Hospital. Pictured (l-r): Afternoon driver Joe Lawrence, OM Dave Welchel, and the morning team of Lizz Morris and Bob Morgan.



**CRYSTAL & WIXL** — Where do the stars go when they play Sussex County, NJ? To WIXL, of course. And Crystal Gayle is no exception. She's shown here with PD Pete Jirak (l) and morning man Dr. Johnny Fox.



**COUNTRY 'N' WRESTLIN'** — WYAY evening personality Denise Alexander is fast becoming the wrestling queen of Atlanta. She's shown after a National Wrestling Association bout with current NWA heavyweight champion Rick Flair.



**NO STOPPING HIS HEART** — KSOP/Salt Lake City OM Country Joe Flint probably still hasn't calmed down after getting this close to Marie Osmond at an in-store promotion. If you need help to tell you who's (l) and who's (r), you're in very deep trouble.



**LIGHTS, CAMERA, KVET** — Roy Clark and Mel Tillis promoted their latest pic, "Up Hill All The Way," at a local shop with the help of KVET/Austin. Top row (l-r) are Mel, Promotions Director Sheri Bishop, OD Mike Carls, Roy, and MD Steve Gary; front (l-r) are KVET jocks Bob Pickett, Steve Schooler, and Randy Williams.



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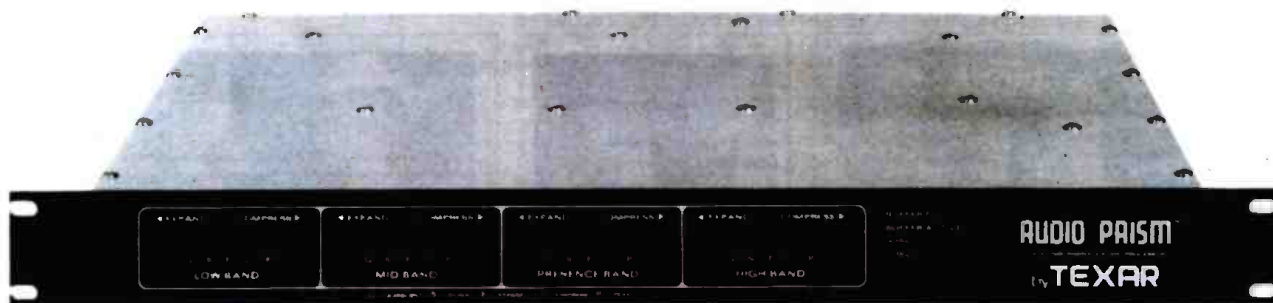
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SHARON ALLEN

# NASHVILLE THIS WEEK

## Country Radio Seminar Photo Recap

This year the consensus on the Country Radio Seminar was that everything was bigger and better . . . sounds a little like Texas, doesn't it? For those of you who weren't able to attend, and for those of you who were, this first batch of photos from the event tells no lies. Stay tuned for more.



(l-r) KRPM/Seattle PD Lee Rogers, RCA's Caron Schreiber, Alabama's Randy Owen, WKQS/Miami PD Bob McKay, and WKCL/Peoria PD Tom McGuire.



Don Everly of PolyGram's Everly Bros. was interviewed by Music Country Radio Network host Charlie Douglas. Pictured (l-r front) are Douglas, Everly, and MCRN's Benny Ray; (l-r top) MCRN MD Kyle Cantrell, air personality Bill Berlin, and MCRN's Trisha Walker and Jim Driver.



Pictured (l-r): KWJL/Portland PD Mark Andrews, Restless Heart's Larry Stewart and John Dietrich, and WMN/Columbus OM Rob Ryan.



KVOO/Tulsa PD Billy Parker (left) and VP/GM Jack Cressa greeted Capitol's Barbara Fairchild.



Columbia's Lacy J. Dalton is flanked by WBOS/Boston GSM Pete Handy (left) and GM Bob Abernethy.



Sawyer Brown's Mark Miller (left) joins WCMR/Elkhart, IN's Greg Harfts (center) and PD Rick Carson.



The Maines Brothers Band was interviewed by Westwood One's Jim Duncan for the New Faces Show radio special. Shown (l-r): Jerry Brownlow, Donnie, Kenny, and Lloyd Maines, Cary Banks, Steve Maines, Duncan, and Richard Bowden.



CBS's Sam Harrell (left) introduced new Columbia act Sweethearts of the Rodeo, Janice Gill and Kristine Arnold, to KIKF/Orange PD Chris Adams.



The KVET & KASE/Austin crew met up with Ronnie Milsap. Pictured (l-r): GM Ron Rogers, Milsap, MD Steve Gary, and PD Mike Carta.



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WALT LOVE

# BLACK/URBAN

## WAMO-FM: Up From Pitts-Burgh

By Sean Ross

"It's a night-and-day improvement. I'd never heard a worse Urban station in my life."

That's one Pittsburgh programmer discussing crosstown WAMO-FM. And his remarks pretty much mirror the industry's opinion of the station. Until PD Chuck Woodson took over, WAMO was one of those B/U FMs that did what it wanted, played what it wanted, and lived off the strength of its calls and a format monopoly.

Ratings fluctuated from the high fives to the low fours. While WAMO always had some listeners, it was no threat to music leaders WDVE or WBZZ (B-94). In its first book under Woodson and MD John Anthony, WAMO rebounded to fifth place, 4.7-6.7. And the general consensus from market observers is that it finally sounds like a real radio station again.

This time last year, Woodson was Sports Director for parent Sheridan Broadcasting Network. He'd consulted WMIE/Cocoa, FL when Sheridan was located there. But after stints in the '70s at WOOK (OK100)/Washington and WEBB/Baltimore, Woodson thought that jocking and/or programming was "part of my life that was definitely history. I was beginning to look ahead to more things as far as sports were concerned." Anthony joined WAMO as a parttimer 13 years ago and had been MD in the early '80s.

Woodson is slightly more diplomatic than others about the state of WAMO when he took over. "Things were kind of haphazard; there may have been too much individuality and not enough consistency. I felt we had to rotate hit music much more frequently than I heard it being rotated. There were weak areas as far as production was concerned, as far as the overall news presentation, the structuring of stopsets, and getting in and out of those stopsets.

"We immediately broadened our target demo. In my opinion it was a little bit too young and showed it in the spring Arbitron. I was more concerned with a 25+ audience as opposed to 12-17 year-olds."

### A Rap On Erase

One of the more noticeable moves toward that end was eliminating rap music almost entirely. "I began to do my own homespun research," explains Woodson. "Most of the feedback I was picking up

### WAMO Music Monitor

#### AM DRIVE

FALCO/Rock Me Amadeus  
CHERELLE/Saturday Love  
UTFO/Fairy Tale Lover  
TA MARA & SEEN/Affection  
FAMILY/Screams Of Passion  
ATLANTIC STARR/Secret Lovers  
EDDIE MURPHY/How Could It Be  
JELLYBEAN/Sidewalk Talk

#### EVENINGS

UTFO/Fairy Tale Lover  
EVELYN "CHAMPAONE" KING/  
Your Personal Touch  
TRAMAINÉ/Fall Down (Spirit Of Love)  
KLYMAXX/Lock & Key  
CHAKA KHAN/Can't Stop The Street (Krush Groove)  
DEBARGE/HEL DEBARGE/The Heart Is Not So Smart  
HEATWAVE/The Groove Line  
ROCHELLE/My Magic Men  
FAMILY/High Fashion  
ATLANTIC STARR/Secret Lovers

from adults was that the heavy influence of rap music had run them away from the station. I stayed away from songs that are predominantly rap. I did play the King Dream Chorus record as well as the Chaka Khan and Renee & Angela records with rap in them. But I'm of the opinion that rap is generally a novelty that's burnt itself out.



Chuck Woodson

"Some things evolve into better things: rap music did just the opposite. The Sugarhill Gang and Kurtis Blow did quality stuff, and it was very tolerable. Later on, it got to where all you had to do was throw on (a rhythm track), then scream and holler. A lot of the raps became belligerent and intimidating in tone... almost like somebody chewing someone out."

Anthony adds, "All music doesn't transform from the streets to the radio, especially when you look at our market. Pittsburgh has become one of the top corporate cities in America, so a lot of our listeners are in offices. And all music doesn't suit that setting. You have to be careful what you play."

### Club Hopping

In lieu of rap, WAMO has gone into the city's dance clubs for records, often including imports. Early discoveries include Zina's "What's Your Name," "I Can't Wait" by Nu Shooz and, most notably, Falco's "Rock Me Amadeus," which B-94 followed suit on several weeks later.

"One of the things we did," says Anthony, "was get more in touch with the club jocks and some of the record pools. I go to the clubs around town and attend meetings. I'm also at one club on a weekly basis. I like to do my own personal research. I meet people from different walks of life and listen to their opinions of our station or radio in general. We try to reflect that on the air."

Historically, Pittsburgh has been on its own musical biorhythm. The city's two big graffiti oldies are Scott English's "High On A Hill" and Donnie Elbert's "Have I Sinned," neither of them well-known to those outside the city. During the mid-'70s Top 40 194 was famous for making local hits of, among others, "Daddy Cool" by Boney M and "Mr. Skin" by Spirit. And B-94 in its first year took "Feels Like I'm In Love" by Kelly Marie to #1, a year after its initial U.S. release, unisating the previous week's #1, "Genius Of Love" by the Tom Tom Club.

WAMO occasionally follows that tradition. It's probably the only B/U reporter in America on "Somewhere" by Barbra Streisand. It also had a local hit last year with the British record, "Clouds Across The Moon" by the



WAMO'S BUSCARD CAMPAIGN — Images the station as the city's music leader.

RAH Band, which Woodson discovered by accident. "I was driving between here and Baltimore, where you lose the radio in the Allegheny Mountains. So I had this RCA demo tape and there was this one song that stuck out in my mind. Coming back that Sunday, I took the tape in the house with me and played it again because I still wasn't sure. Monday I told John, 'You might think I'm crazy, but I want you to listen to this.' It really did turn out to be something and generated a lot of audience response."

"As far as 'The Original FM 106' goes, this FM was 25 years old last year. This was an FM R&B station before that was popular in most places. We know that when everyone else was using FM for wall-to-wall Beautiful Music, this was the only FM in the market programming popular music. That makes us the original. If we take it a step further, this is also where the music starts, something we emphasize in our advertising. B/U music is going to start here. So that makes us the originator of that music in the market."

"Moving On The Hot Tracks" was a combination of the "hot tracks" imagery, which Woodson had used in Florida, and WAMO's longtime "We Are Moving On" slogan, an acronym for the letters WAMO. That's been taken one step further with the "Hot Tracks Dancers," who perform at station functions and debuted recently at a Heart Association benefit.

Joyce Ellis, a young lady from Washington, PA, had been talking to me about possibly doing a radio aerobics program. One day in a skull-session, the idea of having some dancers for the radio station came up. We had some auditions and came up with 20 very good dancers, some of them former cheerleaders for the now-defunct Pittsburgh Maulers. Something like this makes people notice that we're doing something new... and it doesn't always have to be crazy or bizarre."

### Networking

Another unusual aspect of WAMO is that its overnight show is carried on Sheridan and used by many affiliates in place of their own announcers. SBN recently added similar programs in mid-days and evenings which, Woodson says, essentially parallel WAMO-FM's format and are carried in some combination on 35 affiliates, including sister outlet WUFO/Baltimore.

Because WAMO-AM & FM are network flagships, they differ from other B/U outlets by offering news throughout the day. "Full Service AM 880," described by Woodson as "an MOR station," moved 0.5-1.4 in the fall. It carries a full five-minute cast throughout the day, which is augmented with five-minute local newscasts during the drivetimes.

Continued on Page 60



### Private Dancers

Woodson also reinstated the use of the call letters — which had been downplayed in favor of the frequency — and added the image lines "Moving On The Hot Tracks" and "The Original FM 106." "Somebody did a survey a few years ago," says Anthony, "and they found out that WAMO are the second-most recognized calls in the city after KDKA. That can't hurt you."

Woodson adds, "These are the only calls in the market that you can pronounce as a word. I know from past experience here that this station is known as 'whammo.' We don't necessarily say it on the air, but we occasionally drop it in subtly. Our request line is 333-WAMO, so we may say '333-Whammo.'"



John Anthony

# WAMO-FM: Up From Pitts-Burgh

Continued from Page 59

WAMO-FM runs one to three-and-a-half minutes of news every hour from 6am-midnight.

Woodson also emphasizes that "I took the local news department and moved them in with the network. By doing so my local news has improved 100%. It's now hard to tell the difference. One of my local people is now an anchor on the network."

WAMO's airstaff includes Woodson in mornings, Lesita Leslar middays, Anthony in PM drive, Lee Woodruffe (discovered as an AM part-timer by Woodson) in evenings, and Tony Madison on the overnight network shift. Sheridan's two network announcers are Mark Edwards (who also does weekends on WAMO) and former WDMT/Cleveland MD Eric Faison.

## Spring Fever

WAMO has promoted itself in recent months with television and a large showing of bus sides as well as an occasional \$106 touch-tone contest. In the spring, Woodson says, "We're going to go into the travel agency business" with several vacation packages given away through the summer. "We're going

to tie in with the Coke distributor and have some promotions involving the Hot Tracks van. We'll never stop keeping the excitement up. It will always be a two-way street here; we'll obviously have something more to offer than the music."

Throughout 1985, when satisfaction with WAMO was at its ebb, rumors persisted that some other Pittsburgh station — usually AC WHYW (Y-87) (whose two sister stations are B/U) — would soon change format. Does Woodson think anybody will come gunning for WAMO now? "If it happens, I'd have some people tell me that we're the only game in town, so why shouldn't we have numbers?"

"My objective is to prove that you can be B/U and general market. I think that's been proven in markets like Houston, Washington and Dallas, just to name a few. I don't think we're a special market station; I don't subscribe to the theory that we're the 'ethnic' radio station at all. If anyone wants to come in here and make it a more competitive market, it's fine with me. It should just make me sharper."



**NEW YORK MILLS AROUND** — Stephanie Mills was the official hostess at MCA Records' New York Christmas party. Seen (l-r) at the festivities: MCA's Michael Haley, WJNR/Newark's Toya Beesley, Mills, WJNR VP Hector Hannibal, WKND/Hartford MD Melanie McLean, and MCA Sr. VP Jherly Busby.



**TRIPLE PLATINUM** — KJCB/Lafayette recently received a triple-platinum award from MCA Records for its efforts on behalf of several artists. Shown (l-r): KJCB's Quain Dauterive, Station Manager Horatio Handy, owner/President Joshua Jackson, and MCA's A.D. Washington.



**COMBINED STARR POWER** — New B/U outlet KPWR (Power 106/Los Angeles) got early visits from Atlantic Starr and Lushus Daim. Seen in photo #1 (l-r): Motown's Joe Morrow, Daim, KPWR MD Al Tavera, and Research Director Joel Salkowitz. In #2: AS's Barbara Weathers, Tavera, AS's Wayne Lewis, A&M's Kelly Summers, the group's David Lewis, and A&M's Rich Calloway.



**FLYING BUT NOT HOARSE** — Indiana band Pegasus placed first in WBMX/Chicago's local Budweiser Showdown. The band is seen here at the Guitar Shack in suburban Arlington Heights ready to receive \$10,000 in free equipment.



**ALTERED SKATES** — The New Edition were guests of honor at KDAY/Los Angeles's weekly remote from Compton's Skateland U.S.A. Thinking rink are (l-r): New Edition's Ronnie DeVoe and Michael Bivins, MCA's Ernie Singleton, KDAY PD/MD Greg Mack, NE's Ricky Bell, manager Kahlil Rountree, NE's Ralph Tresvant, and MCA Sr. VP/Black Music Jherly Busby.

## ACTION

After more than two years as KLAZ, KOKY/Little Rock is its old self again. A number of broadcast veterans are now installed at the facility, including George "Boogaloo" Frazier as Operations Manager and Robert "Bobby" Earl as MD. Wayne Courtney is GM. The lineup reads: Earl mornings, Frazier middays, Dave Felder afternoons, Brandi Collins nights, Mark In The Dark overnight.

In the never-ending story of KJLH/Los Angeles, Steve Woods is now PD. He held the same post at rival KDAY several years ago. Frankie Ross becomes MD, while Cliff Winston handles midday chores. Programming Assistant Robin Olson is looking for another gig and can be reached at (213)

389-2790.

Nancy Williams, who spent several years at WHUR/Washington, is the new PD at WANT/Richmond. She replaces La Donna (Monet) Freeman ... Dave Alan, who also does sports for local WSMV-TV, is the new morning man at Black Gold WVOL/Nashville ... Henderson Davis comes from Indianapolis to anchor afternoon news at WDA/Memphis. PD Bobby O'Jay is also celebrating his third anniversary with that station ... At WALT/Meriden, former WACR/Columbus PD/MD Steve Poston joins for middays ... Ralph Croesley moves up from Sr. AE to Asst LSM at WACK & WVEE/Atlanta. Coors is sponsoring its second annual "Coors Inside Black America"

series of 60-second programs, featuring "personalities, events and issues significant to Black Americans." More information is available at (800) 525-3786 from Wendy Good or Doyle Albee. Among the stations running the show are WJPC & WLNR/Chicago, WJMJ/Jackson, and WPEG/Charlotte. The latter outlet is also sponsoring a black history quiz, with the winner receiving weekend trips to the New Orleans and Atlanta.

KDAY/Los Angeles is teaming up with Anheuser-Busch to sponsor the annual Challengers Boys & Girls Club celebrity basketball tournament on March 22. KDAY promises to turn out several well-known athletes and other celebrities for the event.

# MARKETPLACE

## COMEDY

**Weird! Wacky! & Wild!**  
Write on station letterhead to:  
CHIEF LAFFS  
1111 W. El Camino Real  
Suite 104-212  
Sunnyvale, CA 94087

*You're word  
permitted, and  
I don't care  
if that's why  
I like your stuff!*  
Dr. Dino Ross  
KRIC  
San Francisco

**Send \$1.00  
For Sample  
Letter**

**NOT DR. RUTH,**  
but ratings are as good as sex. "Dear DJ" is a collection of letters supposedly from listeners who have questions about love, relationships and some very unusual problems. You become the therapist with the hilarious and off-the-wall answers we provide. \$5 trial offer or \$40 for 60 scripts.

**GHOSTWRITERS**  
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**Contemporary  
COMEDY**

Hundreds renewed again!  
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Write on station letterhead to:  
Contemporary Comedy  
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Dallas, TX 75227

**Radio's Greatest Comedy  
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Ratings And Revenue**

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Arlington, TX 76008

**1-800-331-WINE**

**the Electric WEENIE**

**RADIO'S MOST RESPECTED  
DJ GAG SHEET SINCE 1970**

RICK DEES, KRS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"

FOR FREE SAMPLES WRITE:  
The Electric Weenie, Inc.  
P.O. Box 2715  
Quincy, MA 02269

**O'Liners**

FREE SAMPLE ISSUE  
of radio's most popular humor service  
For sample, write on station letterhead to: **O'Liners**  
1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

**"Phantastic Phunnies"**

Highly Respected! Marketed! Original!  
Proven profitable audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

**Disk Jockey Comedy**

KRAZY KOMMERCIALS... 100 of the wildest things ever sold in radio. Everything from a pig to a dog that licks in a telephone to a comb that exorcises bad luck to a free loader in the study course. **FREE TRIBLE!** Write: **HYPE INK**, 7805 Sunset Blvd., #208, Los Angeles, CA 90046

## CONSULTANTS

**CW**  
CALL OR SEND FOR  
**FREE DOPE**  
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"The Kingdom of Organized Comedy"  
Comedy Warehouse, 10240 West St. Marline, Franklin, WI 53132  
(414) 529-5813

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50 wild tracks for your show each month only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Station consulting, aircheck critique and production by a 22-year major market veteran. Call or write for rates.

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"Hi Radio"

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**JINGLES  
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Where do Scott Shannon (Z-100), Cleveland Wheeler (Q Morning Zoo), John Lenders (HR Music USA) and The John Chornio Show (Reno), go for that original sound? OR voice impersonations like Old Blue Eyes, Rodney, Diamond, Reagan, Carson, and the list goes on and on...

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### MIDWEST Aircheck

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Dick Blonfi/Tony "Wild Child" Hamilton  
WDHF/898/KCBQ/G108/8  
Send \$6.00 for this 60 min. cassette  
Midwest Aircheck, Box 221-R, Romeoville, IL 60441

## PROFESSIONAL SERVICES

### GIVE YOUR RADIO ADVERTISING SOME SING.

We can give your clients or your stations contemporary new sound for a song. Original music packages start as low as \$3,000. Customized re-sings from just \$1,500. Give us a jingle and we'll send you a demo reel of ours.

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# OPPORTUNITIES

## OPENINGS

## OPENINGS

## OPENINGS

## OPENINGS

### NATIONAL

### FEMALES WANTED (AND NEEDED)

**NATIONAL**, the nation's leading radio personnel placement service receives constant requests for qualified female announcers and news people from radio stations in all size markets, coast to coast. On many occasions, we simply do not have a sufficient supply. If you are ready for a move, let **NATIONAL** help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:

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Fortune 500 Company Subsidiary, leader in the industry; producing Station IDs, Sales and Production Libraries, Music Commercials and Television Commercials, has opening for Sales Representative.

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Please send resume and salary history to:

Jack Adkins  
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Media General Broadcast Services, Inc.  
2714 Union Ave., Extended  
Memphis, TN 38112  
EOE M/F

Media General  
Broadcast Services, Inc.

### EAST

**B-94 FM**

**Production Pro Needed!**

Looking for great production pro with experience in 4/8-track machines. Send samples of writing and production work (cassette) to: **Blackstone - PD, WJZZ/9-94 FM, 1715 Grandview Avenue, Pittsburgh, PA 15211. No calls please. EOE M/F**

Southeast NY 8hr daytime AC seeks aggressive, mature sounding announcer. T&R: PD, WELX, Box 416, Poughkeepsie, NY 12602. EOE M/F (3-14)

### HB

#### PROGRAM DIRECTOR

Eastern Long Island WWHB seeking PD with musically creative program director to anchor afternoon drive, manage airstaff, and direct an effective community-oriented promotional campaign. If you are looking for an association with a group of experienced entertainment professionals who promote management from within, send T&R: **Paul Sloman Weiss, 1619 Broadway, New York, NY 10019 ATT: WWHB**

You Can Depend On... **WHAM 1160**

50,000-watt full-service AM needs production person who can do it all. Must be creative writer with mature voice and sharp tape skills. 4-track and spec tape experience a must. Rush tape, resume, and writing samples to **Jack Murphy, WHAM, 350 East Ave., Rochester, NY 14604. EOE**

Growing AM/FM seeks experienced CE. Resume: Ed Prenc, WKST/WFEM, 219 Savannah-Gardner, New Castle, PA 16101. EOE M/F (3-14)

Announcer morning news show. 25 hrs/wk. Innovative, successful public station. C&R: Rick Mentzer, 218 University Pl., Syracuse, NY 13244. (Before 5/23)

**CHR FM**  
Western Maryland personality CHR FM accepting applications for future openings. Stable broadcast group. Send cassette and resume to: **Jim Curtis, PD, WQCM-FM 1250 Maryland Ave., Hagerstown, MD 21740 EOE**

Market dominator needs midday CHR personality & partners. Good production skills. C&R: Walt Speck, WJXX-FM, Box 9630, So. Burlington, VT 05401. EOE M/F (3-14)

Mid-Atlantic CHR needs fulltime announcer. T&R: Thomas Grooms, WPTX/WNDA, St. Andrews Church Rd., Leesington, MD 20863. EOE M/F (3-14)

### MAJOR GROUP BROADCASTER

Seeks top-rated Air Talent, News Anchor, Music Director and Promotion Director for Top Ten market. Prefer a minimum of five successful years of commercial experience in CHR or AC. On-air positions require a bright, concise on-air personality, a sense of style, the ability to put together and deliver a credible newscast and the ability to perform at personal appearances. All positions require professional performance and attitude. Your application will be held in strict confidence. Quality compensation package. Send audition cassette (VHS for Promotion Director) to P.O. Box 3405, Princeton, NJ 08543-3405. EOE

### SOUTH

Help! Need evening announcer/production. 100%w AOR/CHR NC beach. Springboard for Top 50 market. C&R: Paul Franklin, Box WZVC, Beaufort, NC 28516. EOE M/F (3-14)

100%w CHR seeks fulltime. T&R: Kelsey Scott, PD, WHEW, Box 570, Fayetteville, AR 72703. EOE M/F (3-14)

Hot new contemporary FM So. AR needs air talent ready to be top-rated. Rush C&R: KIKK, Box 1801, El Dorado, AR 71731, or (501) 862-9696 EOE M/F (3-14)

Major market talent needed for MD/anchor. Must be a people person. T&R/Resume: Dana Webb, Box 1230, Huntsville, AL 35897. EOE M/F (3-14)

Afternoon/evening talent. Production skills helpful. T&R: John West, WFFG, Box 488, Marathon, FL 33060. No calls. EOE M/F (3-14)

Pleasant smaller market needs workaholic. Morning news AC AM/10-2 personality rock FM. T&R/writing sample: Tom Haight, WGAF, 421 N. Franklin St., Watkins Glen, NY 14891. EOE M/F (3-14)

Q108 seeks parttime air talent for possible future openings. T&R: Ken Barlow, WHDQ, Box 1230, Claremont, NH 03060. EOE M/F (3-14)

### GOOD MORNING! NEW NORTHEAST AC

Looking for morning talent. Big market, respected company, good salary, GREAT city. Send T&R to: Radio & Records, 1930 Century Park West, #286, Los Angeles, CA 90067. EOE

Morning news, NJ Shore Hit radio. Small, effective staff. Experience, personality. Decent pay. T&R: C. James, ND, WJRZ-FM, Box 100, Manahawkin, NJ 08060. EOE M/F (3-7)

80%w CHR seeks air talent. Air check/resume: J. J. McKay, 100/WH, Box 758, Ocean City, Maryland 21842, or (301) 288-3488 EOE M/F (3-7)

Need highly qualified Technical Supervisor. Maintenance experience required. Contact: Kenneth Stout, WPAT, 1396 Broad St., Clifton, NJ 07013, or (201) 348-9300 EOE M/F (3-7)

Rare openings! Parttime weekly air production. FSA. T&R: Scott Hooper, PD, WHEB, Box 120, Portsmouth, NH 03801. EOE M/F (3-7)

Afternoon drive opening Adult CHR/Oldies. T&R: Don Thomas, WQRC, Box 87, Mystic, CT 06355. EOE M/F (3-7)

WRIU AOR Shadow of New York seeks parttime newspaperer & air personalities. Local applicants encouraged. T&R: Buzz Knight, Box 86, Danbury, CT 06813. EOE M/F (3-7)

# OPPORTUNITIES

## OPENINGS

### 103 WRKA/Louisville

needs a winning PROGRAM DIRECTOR. We have the staff that's produced one of 1985's biggest AC success stories. Check these 12+ trends:

**3.9 - 5.0 - 8.9**

Can you take one of the hottest stations in America to #1 in 1986? Then come have fun with us in Louisville! Great bucks... plus all the tools needed to win! Send station composite, programming philosophy and resume before March 25, 1986 to:

**Bill Thomas, Vice President/Programming**  
CAPITOL BROADCASTING CORP.  
530 Beacon Pkwy. West, Suite 401  
Birmingham, AL 35209. EOE



Capitol Broadcasting Corporation

## OPENINGS

WORG-FM has 6pm-midnight open. Uptempo AC. T&R: Stu Wright, Box 430, Orangeburg, SC 29116. EOE M/F (3-7)

Winning CHR seeks experienced newperson for parttime. T&R: Dianne Wood, Box 2426, Wilmington, NC 28402. EOE M/F (3-7)

### MAJOR SOUTHEAST MARKET

If you're ready to make the Major Market move, then we want you on file for possible future openings in our on-air staff. Natural personality, desire, and that killer radio instinct is a must. If you're ready don't wait, send tape and resume to: Radio & Records, 1930 Century Park West, #278, Los Angeles, CA 90067. EOE

Immediate opening for night rocker. Excellent communicator, good with phones. No beginners. Top-rated in eight-station market. T&R: Kyle Dewberry, Box 3288, Jackson, TN 38303. EOE M/F (3-7)

MOR needs PD. Strong on-air performance a must. PD experience desirable. T&R: Bob Griesinger, WRNK, Box 331, Fort Myers, FL 33902. EOE M/F (3-7)

AC/Contemporary combo seeks hard-hitting PD/air talent. Immediate opening. T&R: Chuck Wood, GM, WELQ/WZLQ, Box 410, Tupelo, MS 38801. No calls. EOE M/F (3-7)

### MAJOR SOUTHEAST MARKET NEWS ANCHOR/PERSONALITY

Fulltime News Anchor/Personality, MUST be a good, fast writer with natural on-air sound. For opening send tape & resume to: Radio & Records, 1930 Century Park West, #277, Los Angeles, CA 90067. Females and minorities encouraged.

## WPLO

### Capital Cities/ABC Inc.

WPLO/Atlanta is seeking a high-profile PERSONALITY air talent. Skills include humor, phone technique, community involvement. Tape and resume to: Neil McGinley, Operations Manager, WPLO, 360 Interstate North, Atlanta, Georgia 30338. EOE

Experienced news anchor/reporter. Credible, authoritative, contemporary, distinctive. T&R/salary: Frank Horecny, WLAP, Box 11670, Lexington, KY 40677, or (606) 293-0663. EOE M/F (3-7)

Reporter. Experienced, good writing/reporting skills. T&R: Don Nos, W5VA/Q101, Box 762, Hartsburg, VA 22801. EOE M/F (3-7)

## WBCY-108FM

CHR, 38th market in the sunny Southeast, has an IMMEDIATE AM Drive opening. We need you to be funny, topical, personable, controversial at times, and have a desire to continue the winning tradition. Fabulous facilities, great support staff, and top dollars await the right individual or team. **OVERNIGHT** a stammer of your morning show to: **BILL MARTIN**, 1 Julian Price Place, Charlotte, NC 28208. We can't wait to hear from you! EOE M/F

## OPENINGS



### MORNING PERSONALITIES

We are looking for a morning personality and a morning news person to tie it all together into a smooth, professional, contemporary package. We're looking for communicators. Great production a must. Rush resume and samples on cassette to: GABE BAPTISTE, Program Director, I-95 WINZ-FM, 4330 N.W. 207th Drive, Miami, FL 33065. EOE

## MIDWEST

### Easy Listening

Operations Manager needed for immediate East Listening start-up. Must be familiar with Bonneville product, and all phases of play-back (live, live-assist, auto). Production and on-air shift mandatory. Some audio processing desirable. New station will be the only Easy Listening in a market of 100,000 population. Outstanding company with history of moving programming people up to general management. Excellent salary, working conditions, and market. Send letter, including salary requirements, one-page resume, and examples of your work on cassette to: Bob Hensbery Associates, Inc., c/o Radio & Records, 1930 Century Park West, #285, Los Angeles, CA 90067. Phone calls will not be accepted.

PM drive/PD needed at dominant MW AM AC. Great facility, staff, salary, benefits. T&R: Brian Gallagher, KRDS, Grand Island, NE 68802. EOE M/F (3-14)

6PM CHR seeks experienced personalities for future openings. All openings. T&R: Brian Katz, WBEZ, Box 24, Eau Claire, WI 54702. EOE M/F (3-14)

185-480 Hz AC needs middle talent now! Good communication, production essential. Females/talented beginners encouraged. C&R: D. L. Rogert, Box 728, Rella, MO 65401. EOE M/F (3-14)

## WTMJ

### Radio 62

#### Program Director

WTMJ/Milwaukee, WI is losing an excellent Program Director. We need another one committed to carrying on the winning tradition of News, Information and Sports. EOE

Resume to Paul LeSage, PO Box 620, Milwaukee, WI 53201

Y103 Rock needs morning air/production whiz. Some steps. T&R: Larry King, PD, Box 2250, Decatur, IL 62526. EOE M/F (3-7)

Possible future openings at personality-oriented AM AC. T&R: KLIN, Box 30181, Lincoln, NE 68603. EOE M/F (3-7)

Top-rated Co. IL CHR FM needs night jock. T&R: Matt McCann, PD, WLWR, Box 3369, Champaign, IL 61821. EOE M/F (3-7)

News personality. Good voice/attitude/lifestyle reporting skills. T&R: C. Johnson, KCLD, Box 1458, St. Cloud, MN 56302. EOE M/F (3-7)

KLVF PM100 seeks 7pm-midnight personality. No liner cards readers. Experienced only, please. T&R: Bob Majors, 1801 Grand Ave., Des Moines, IA 50306. EOE M/F (3-7)

## OPENINGS

### WEST

Sales representative for medium market in CO. Professional appearance, strong track record. Six-day work week. References required. Contact Pac: (303) 248-3056 EOE M/F (3-14)

Fullparttime announcer. Must have experience, energy, personality. C&R: Jeff Harrison, KRE, 801 Ashby Ave., Berkeley, CA 94710. EOE M/F (3-14)

### CALIFORNIA AM/FM

Established California AM/FM combo looking for aggressive, dynamic News Anchor and Reporters for future openings. Experience a must. Send tapes and resumes to: Radio & Records, 1930 Century Park West, #284, Los Angeles, CA 90067. EOE

Campbell Broadcasting, Inc. seeks air/production talent. A real personality station in SW WY. Freedom. T&R: Dan Cole, K-95, Box 432, Kemmerer, WY 83101. EOE M/F (3-14)

News opening now. Strong on-air/writing a must. Journalism skills. Beginning pay. T&R: Richard Perry, KYOS, Box 717, Merced, CA 95341. EOE M/F (3-14)

### L.T.D. VISION, Inc. Creative Productions

Experienced Sales Person to sell syndicated radio programs. Must love program directors and be exceptionally creative. Must start immediately. Send resume to: L.T.D. VISION, Inc., Box 4942, Los Angeles, CA 90065

So. CA BAU-CHR seeks afternoon rocker. T&R: Howard Thomas, Box 1060, Ojai, CA 93023. EOE M/F (3-14)

CHR overnight opening. Some experience preferred. T&R: KZMK, 101 Babco Rd., Babson, AZ 85603. EOE M/F (3-14)

Music salesperson needed. Beautiful setting in So. OR. Resume: Drawer 488, Klamath Falls, OR 97601, or (503) 862-8633 EOE M/F (3-14)

### FM IN NORTHWEST

Top 100 market. CHR/AC experience. Morning team or individual. Track record a must. Rush C&R to: Radio & Records, 1930 Century Park West, #288, Los Angeles, CA 90067. EOE M/F

AM AC morning personality. Good production. No beginners. T&R: Steve Miller, KBET, 100 N. Arlington, Ste. 240, Reno, NV 89501. EOE M/F (3-14)

No. AZ's top-rated CHR seeks overnight jock. T&R: Don Cann, KISS-FM, Box 10, Cottonwood, AZ 86326. EOE M/F (3-14)

## OPERATIONS MANAGER San Francisco KLOK-FM

We need a leader with five years of experience motivating an airstaff. If you can get the BEST performance out of people, have good organizational skills, and a creative mind, send a resume, references, and programming philosophies to:

**Bill Weaver**  
VP/GM/PD  
KLOK-FM  
77 Maiden Lane  
San Francisco, CA 94108  
EOE

# OPPORTUNITIES

## OPENINGS

**CHR**  
Experienced CHR air talent needed now. FM in top 100 market. Only pro need apply. Send C&R ASAP to: Radio & Records, 1930 Century Park West, #289, Los Angeles, CA 90067. EOE M/F

Phenakia Adult AOR seeks a Production Director/morning person. Minimum two years' AOR experience. C&R: Jeff Pareto, KSTW, 525 W. Southern, Mesa, AZ 85202. EOE M/F (3-7)  
PD needed. Sunbelt Top 100 Class C. New GM shaking up established AC. Need winner into 25-34 domination. C&R: Sam Stephens, K108, Box 108, Beaumont, TX 77701. EOE M/F (3-7)  
Morning man/communicator for top-rated Palm Springs Country station. T&R: KCMJ, Steve Karwan, Box 1828, Palm Springs, CA 92263. EOE M/F (3-7)

## POSITIONS SOUGHT

Versatile, self-motivated seeks news/public affairs. Experienced radio news/copywriting/sales. Some TV. Attractive, articulate. DIANE: (217) 529-9500 (3-14)  
Experienced AOR. Creative production. Steering character. Conversational on-air. Want to rock/hybrid. JOHN: (312) 262-3773 (3-14)  
It's a hire-a-beginner needed! Top 100 markets call for your no-obligation T&R. BRAD SMALL: (516) 481-4103 (3-14)  
Need a start. Female DJ. News/copywriting/production. Any career. Prefer MW. Have license. C&R: (319) 386-4212, or 289-3873 (3-14)  
I'm your midnight meal! Put your golden gravelder in your graveyard. Five years in radio. Call now. FRANK MICHAELS (THE NITELY): (802) 722-2816 (3-14)

## You Need A Surgeon?

Let's talk the HOTTEST little nightmare show in America! I ain't jokin'. Record, reputation, references. You need a surgeon? God's sake, at least get this tape. No purchase required, money-back guarantee. West: SHANE: (804) 464-6702

Ready to work. Four years' experience CHRAOR, AC. Small/major market. Razor-sharp. SAMTO: (306) 752-3303 (3-14)  
Seattle arena, save me. Not innovative air/production pro at top-rated Top 30. Seek new challenge in smaller market. CHR/Oldies. SCOTT: (704) 553-1141 (3-14)  
I did it for them. I'd do it for you. Five years' on-air college. AOR/CHR. Production/news in a pinch. Ready yesterday. Prefer West/Sun Belt. DARRYL: (415) 986-9874 (3-14)  
PD available. Creative, talented, lots of know-how. Eight years in the business. Currently on-air major SE market. BILL: (615) 331-7070 (3-14)  
Funny morning show. Good bits, banter, experience. Proven publicity-getter. Hardworking, reliable. Will relocate to any Top 100/CHR/AC. J. C.: (914) 968-8079 (3-14)  
12-year vet just. Variety of formats. Tired of moving around. Will settle in any size market for good offer. 11+ in major market. JEFF: (308) 294-2620 (3-14)  
Experienced MID seeks same/Asst. PD medium/large market east of the Mississippi. Creative, organized people person. Extensive music knowledge. GARY: (301) 796-2284 (3-14)  
Mid seeks medium market spots/14+ years' experience. MIKE DONOVAN: (614) 348-1860, or 248-4701, or 1028 Wincennes St., Lake Geneva, WI 53147. (3-14)  
We eat, sleep, drink radio. Developing young team needs place to grow. Personality, variety, production, creativity and more. THE WES-HODDLE PARTY: (404) 234-2182 (3-14)  
Eight-year vet. Music/programming experience seeks on-air job. Sun Belt. LARRY: (804) 488-4728 (3-14)  
Have crystal ball, will travel. Articulate English Radio Psychic. Fly into in your gear show. Amazing ratings with WKOD-FM. WEDDIE: JOHN KAINE: (808) 296-1953 (3-14)  
Anchor/reporter currently MD 5W AM one year. Medium/large market in SE. Excellent writer. Aggressive, community-minded. Broadcast Journalism degree. JEFF: (404) 834-2062 (3-14)  
Sunbelt news/talk gig. 6+ years doing same in frozen North. MD/producer/host. Talk show. WAYNE BYERS: (701) 251-2338 (3-14)  
Midwest Country. Good MD. Reliable, reliable, friendly. Community-minded. Excellent writer. Excellent producer. Warmth. C&R: (808) 836-3457 (3-14)  
25 year+ broadcasting vet. Great adult delivery for news/talk show/formerly. Variety talents. Formerly. Warner. Excellent producer. VIC: (508) 643-8338 (3-14)  
Five years' & love's every second. Up/quote/consultative/seasoning CHR jock. Outgoing fun & good with kids. Will relocate. Have T&R. TOMMY: (217) 662-0511 (3-14)

## POSITIONS SOUGHT

26.3 share good enough? Granddaddy now available for AOR/CHR/AC. RICK CARROLL: (318) 474-2028 (3-14)  
Top-rated Q102/Cincinnati's afternoon entertainer seeks major/medium market CHR/AOR/AC. Ratings/verve/available. RICK JENSEN: (513) 731-7208 (3-14)  
CHR does personality needs move up. 12 years' experience. Award-winning production/programming/management skills. Prefer West/Rockies. BOB CHURCH: (408) 721-8458 (3-14)  
Associate Editor Radio & Records seeks Asst. Sales, promotion. Prefer New Haven/Hartford radius. Available 4/15. P. MARITZER: (213) 278-1384, 953-4330 (3-14)  
Team leader PD, people person. Great air/production. Book PD/air with good stable company. AC/EZ/news. JOHN: (312) 227-6328 (3-14)  
Frightfully talented jockette with fabulous phone warts West Coast CHR afternoons. Personality that listeners gravitate to. Contact: (213) 666-8111 (3-14)

## THERE JUST AIN'T ANYBODY LIKE ME!

One of "the" originals in rock & roll radio. A stylist, phraseologist, I do tricks with my voice, make people laugh, give great breaks, DOMINATE. Super-heated evenings. Majors. Needs? Hungry Top 20s, please. Send replies to Radio & Records, #279, 1930 Century Park West, Los Angeles, CA 90067.

Broadcast school graduate seeks position as announcer. Sharp, talented, willing to learn. LISA: (412) 461-0310 (3-14)  
Going to sleep with EZ, want to wake up with Country. 10 years' experience. Deep, resonant voice. Steady & dependable. DAVE GUNN: (717) 529-9500 (3-14)  
Communicator 18 years. Can do it all: write, produce, deliver. Prefer on-air. Smooth, easy style. Personal appearances. DAN RICH: (217) 529-9500 (3-14)  
Look no further. Top-rated top 75 market PD/MD. Stable, promotions-oriented. 12 years' CHR/AC. TIM PHILLIPS: (412) 868-8440, (218) 488-1240 (3-14)  
PD/MD NJ, CT, NC, SC, NW programming MD. Excellent pipes. Award-winning production. All markets. BUJ, Not His. J. W.: (301) 748-8308 (3-14)  
14-year seasoned morning show producer/voice. Bits, quick wit. TV experience. Top 30 markets only. TIM KINCAID: (718) 244-1108 (3-14)  
Special! That's my game. Good PEP/reporting. DJ/production. Five years' experience. Confident, not egomaniac. MW/Rockies. MIKE: (303) 346-5306 (3-14)  
DJ/Top voice/excellent PEP. One-year experience Country Top 10 market. Go anywhere. Available now. JEFF: (309) 523-3611 (3-14)  
One of OR's most honored newsmen. Winning attitude. Enthusiastic. West Coast/Rockies. RON: (803) 965-7427 (3-14)  
Great character voice/station ID. Write commercials/continuity/concentration. Produce shows, contest winners. ANTHONY KWIECINSKI: (312) 366-8311 (3-14)  
Proven 18-year AOR vet. Seek fresh medium/major market challenge. Top-rated. PD/MD experience. Strong production promotion. J. T. JUSTICE: (802) 987-0761 (3-14)  
MID/RO. Automation programming, research coordination. Computer music formats. Prefer West. DAVE MURKIE: (808) 536-4817, or 448-8666 (3-14)  
This female won't melt/sugarcoat your milt. Will perform unbelievable feats with it. Very strong production, copywriting. CHR PD/producer/TV news. GARY: (308) 898-0088 (3-14)  
Blues, ethnics/salsa-minded person that knows how to dance. Seek hot position. Will relocate. DREW HATFIELD: (802) 867-8808 (3-14)  
Attention! Great/RP, medium markets. 17 years' experience news/programming/production. Available. Former. Married, single. LARRY KAY: (717) 863-2600 (3-14)  
Outgoing Country personality/MD ready to settle down with my lovely wife & start a family. Hard worker, want to learn more. MICHAEL: (615) 728-3944 (3-14)  
Seek! Energetic, enthusiastic & knowledgeable. Love music. Seek position in broadcasting, not necessarily DJ. Office/CHR/Host. Prefer West. CRAIG: (213) 826-2622 (3-14)  
Veteran over-nighter seeks evenings. CHR, BU medium market. Excellent producer. Recent references. Ready to join. ALLAN: (304) 825-2644 (3-14)  
Midwest team. Jack & News. Top-rated/18 years' in-between us. One year together. Contact: (218) 985-1052 (3-14)  
Remotely pre with five years' experience. Leader/team player. Family commitment. Seek mid-level/producer. STEVE: (417) 451-7827 (3-14)  
I want more than a gig! Eight years' PD/Asst. MD/production, commercials, & music. AOR/CHR/AC. Los Angeles. Work/week necessary. DAVE BARK: (213) 826-4360 (3-14)

## POSITIONS SOUGHT

For sale. Unstapped creativity. Nine-year pro seeks growing small/medium market COM/TV. Announcer/MD/producer/music format experience. TONY: (303) 346-6308 (3-14)  
Jock seeks work in Albuquerque. Three years' experience PEP/Sports Talk. THOM: (505) 892-2218 (3-14)  
Strong, heavily experienced female newscaster. Two+ years' production major market. Currently anchor/reporter. Prefer East/TX/IL. Act fast. Contact: (304) 786-2220 (3-7)  
Enthusiasm No screaming. Give your station a swift kick in the pants. Give it exciting production. Up promo. Fun commercials. MIKE: (312) 849-0404 (3-7)  
Large market drive-time entertainer targeting 18-44! I can re-learn! Outspoken at times. Quick. Contract expires in February. BRIAN: (504) 488-4778 (3-7)  
Anywhere! Travel! Trained broadcaster. AC/CHR/MOR. Good production. HENRY: (201) 836-5186 (3-7)  
Has the theater of your mind been turned to comedy? Tired of nodding in front of the televisual? For excitement, JOHN: (802) 782-2748 (3-7)  
Experienced AOR. Creative production. Steering character. Conversational on-air. Want to rock/hybrid. JOHN: (312) 262-3773 (3-7)  
Entry-level no-egoist announcer seeks air position. JEFF ARNETT: (517) 892-5440 (3-7)  
Austin/Dallas/San Antonio! Need a female jock with great ratings! Outspoken at times. Quick. Contract expires in February. Voice. P.J.: (817) 666-7176 (3-7)  
I'm expensive but worth it. 16-year pro. Experienced PD/MD, talented announcer. Country. MIKE: (301) 688-1095 (after 6:00pm EST) (3-7)  
Free cost! Library/assess! If you make me your CHR/AC MD, Prefer West. Will consider all. T. HALL: (303) 685-9663 (3-7)  
Top 20 CHR jock without a home. Will relocate anywhere night now. Part-time experience NY. MIKE ABRAMS: (718) 948-6140 (3-7)  
13-year hardworking, dedicated Country pro. MD/Asst. PD seeks career advancement. Capable of all shifts/venues. MYLAN RAY: (901) 825-2839 (3-7)  
Versatile, self-motivated seeks news/public affairs. Experienced radio news/copywriting/sales. Some TV. Attractive, articulate. DIANE: (217) 529-9500 (3-7)  
Herb! Based on my station! Former PD seeks same/Asst. PD air gig. Seven years' experience. Great references. DAVE WINSTON: (517) 790-0805 (3-7)  
Possessed by CHRAOR. MW jock seeks fulltime. Creative, tight team player. Two years' commercial experience. Remotes/production. PHIL: (218) 980-3633 (after 6pm CST) (3-7)  
Need a great voice with talent? 16-year pro. St. Louis, Memphis, Kansas City, Little Rock. CHUCK RILEY: (601) 968-1184, or 968-6332 443 (3-7)  
Experienced MID seeks MD/Asst. PD, medium market. Hardworking, organized, people person with extensive music knowledge. GARY: (301) 798-3284 (3-7)  
Experienced air personality seeks next challenge. Variety of experience including programming. Prefer AC/Oldies. Country. DAVE MURDOCK: (306) 275-6064 (3-7)  
Three-year pro. Seek winning team. Top-rated in small/medium market. Programming/production. TOM: (405) 794-4825 (3-7)  
12-year pro seeks Seattle/Tacoma. Excellent on-air, strong production. AC/EZ/Country. Contact: (818) 988-3202 (3-7)  
Is your station ready for a really funny morning entertainer? 16-year vet available. WLAV-FM/WZTO/WAAY. RICK BECKETT: (818) 643-0811 (3-7)  
Four-year personality news vet seeks SW drive-time. Formerly DC/Winston-Salem/Louis. Fun, creative. CHRAOR. CHR CLARE MEYERHOFF: (919) 723-4307 (3-7)  
Reporter with five years' PEP/reporting experience. Seek medium/large market. Will relocate. College graduate. BOB: (313) 862-8280 (3-7)  
Who are a stressed four years' part-time during college. No fulltime openings in my market. High-energy CHR. Prefer SE. MARK: (618) 873-1949 (3-7)

## POSITIONS SOUGHT

Experienced morning news personality seeks move to successful medium/large market. Competitive, dependable, good voice, funny. MARK: (208) 533-4867 (3-7)  
Great voice, automated. Big sports, PEP, production. news. Copy. Go anywhere. GARNETT: (318) 368-8163 (3-7)  
Experienced female news reporter seeks position small/medium, team-oriented news room. T&R, relocation, interview available. DEB: Box 1344, Atlanta, PA 19603 (3-7)

## MISCELLANEOUS

Jazz record service needed for new program. Current end old. Cannon Brown: WKRD-FM, 556 Broadstreet Dr., Middle, AL 36806, or (206) 478-5556 ext. 301 (3-14)  
EZ/AC/Country station needs service from all labels. Contact: KEN YORK, PO. Box 148, Shalbyville, IL 62686, or (217) 774-2148 (3-14)  
Katie! 98, KEBB/Label needs Country record service from all labels. John Noble: KKEN, 8672 Spur Hwy., Karns, AK 99611. (3-7)  
WKRC-FM. Brand new CHR in Worcester, (Providence) RI needs record service from all labels. Steve Raymond: PD MD, (401) 782-1240 (3-7)

**Dates appearing at the end of each listing signify first week listed.**

**Important Notice:** When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

## R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

## Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

## Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

## Payable in Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

## OPPORTUNITY FORM

OPENING  POSITION SOUGHT  
 MISCELLANEOUS

Region \_\_\_\_\_ NAME: \_\_\_\_\_  
PD Name: \_\_\_\_\_ PHONE: ( ) \_\_\_\_\_  
GM Name: \_\_\_\_\_

- Please type or print clearly, using 24 words or less to include address/phone number, and attach to this form.
  - Do not use abbreviations.
  - All ads are subject to editing.
- Mail to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

# NATIONAL MUSIC FORMATS

Added This Week

## Bonneville Broadcast System

Kevin McCarthy (800) 631-1800

### Alpha

BARBRA STREISAND "Send In The Clowns"

### Easy Listening

NICK INGMAN "Gina," "Diary"

## Broadcast Programming

John Sherman/Bob English (800) 426-9082

### Adult Contemporary

OMD "If You Leave"

ELO "Calling America"

JERMAINE JACKSON "I Think It's Love"

### Modern Country

OAK RIDGE BOYS "Juliet"

PAKE McENTIRE "Every Night"

NETTY GRITTY DIRT BAND "Partners, Brothers And..."

## Century 21

Greg Stephens (214) 934-2121

### The Z Format

OMD "If You Leave"

PHIL COLLINS "Take Me Home"

JULIAN LENNON "Stick Around"

VAN HALEN "Why Can't This Be Love"

LITTLE RICHARD "Great Gosh A'Mighty"

MIKE & THE MECHANICS "All I Need Is A Miracle"

### The AC Format

DENNIS DEYOUNG "Call Me"

TEDDY PENDERGRASS "Love 4/2"

MIAMI SOUND MACHINE "Bad Boy"

SIMPLY RED "Holding Back The Years"

### Super-Country

WILLIE NELSON "Living In The Promised Land"

BARBARA MANDRELL "When You Get To The Heart"

## Concept Productions

Evin Ichyama (918) 782-7754

### CHR

OPUS "Live Is Life"

BOB SEGER "American Storm"

PHIL COLLINS "Take Me Home"

CHARLIE SEXTON "Best's So Lonely"

VAN HALEN "Why Can't This Be Love"

### Country

RESTLESS "Ti I Loved You"

EDDIE RABBITT "Repetitive Regret"

JOHNNY LEE "I Could Get Used To This"

C. McCLAIN & W. MASSEY "When It's Down To Me..."

## Drake-Chenault

Bob Laurence (818) 883-7400

### XT-40

MIAMI SOUND MACHINE "Bad Boy"

VAN HALEN "Why Can't This Be Love"

### Contempo 300

LOVERBOY "This Could Be The Night"

DIANNE WARWICK "Whisper In The Dark"

### Great American Country

MARTY STUART "Ariene"

RONNIE MILSAP "Happy Happy Birthday Baby"

## Media General Broadcast Services

Bob Dumas (801) 320-4433

### Action

ALABAMA "She And I"

BANGLES "Manic Monday"

DENNIS DEYOUNG "Call Me"

DIRE STRAITS "So Far Away"

BARRY MANILOW "He Doesn't Care (But I Do)"

## MEDIA GENERAL CONTINUED

### Your Country

GENE WATSON "Carmen"

DWIGHT YOAKAM "Honky Tonk Man"

RONNIE MILSAP "Happy Happy Birthday Baby"

### Hit Rock

OPUS "Live Is Life"

BOB SEGER "American Storm"

JOHN TAYLOR "I Do What I Do"

JACKSON BROWNE "For America"

LEVEL 42 "Something About You"

VAN HALEN "Why Can't This Be Love"

## Peters Productions, Inc.

George Junak (800) 255-8511

### Country Lovin'

OAK RIDGE BOYS "Juliet"

DWIGHT YOAKAM "Honky Tonk Man"

EDDIE RABBITT "Repetitive Regret"

FORESTER SISTERS "Mama's Never Seen Those Eyes"

### The Great Ones

DIRE STRAITS "So Far Away"

MAURICE WHITE "Lady Is Love"

BARBRA STREISAND "Send In The Clowns"

## Radio Arts

John Benedict (918) 941-0225

### Country's Best

OAK RIDGE BOYS "Juliet"

EDDIE RABBITT "Repetitive Regret"

### Soft Contemporary

OMD "If You Leave"

DENNIS DEYOUNG "Call Me"

PHIL COLLINS "Take Me Home"

### Sound 10

DENNIS DEYOUNG "Call Me"

BOB SEGER "American Storm"

PHIL COLLINS "Take Me Home"

MIAMI SOUND MACHINE "Bad Boy"

## Satellite Music Network

Pat Clark (214) 991-9200

### The Starstation

FORCE MDS "Tender Love"

JERMAINE JACKSON "I Think It's Love"

### Country Coast-To-Coast

ROSANNE CASH "Hold On"

NEBA McENTIRE "Whoever's In New England"

NETTY GRITTY DIRT BAND "Partners, Brothers And..."

### Rock 'N' Hits

OPUS "Live Is Life"

PHIL COLLINS "Take Me Home"

BOB SEGER "American Storm"

PET SHOP BOYS "West End Girls"

LEVEL 42 "Something About You"

## TM Programming

Cal Casey (214) 834-8511

### Stereo Rock

BOB SEGER "American Storm"

JOHN TAYLOR "I Do What I Do"

LEVEL 42 "Something About You"

PET SHOP BOYS "West End Girls"

ROLLING STONES "Harlem Shuffle"

### TM AC

CARS "I'm Not The One"

JERMAINE JACKSON "I Think It's Love"

### TM Country

MEL McDANIEL "Shoe String"

WAYLON JENNINGS "Working Without A Net"

RONNIE MILSAP "Happy Happy Birthday Baby"

## Transtar

### Country

Ed Chandler (213) 460-6383

WAYLON JENNINGS "Working Without A Net"

RONNIE MILSAP "Happy Happy Birthday Baby"

Keep Yourself  
Informed with  
The Industry's  
Weekly  
Newspaper

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**THE No. 1  
PUBLICATION  
FOR RADIO**

Start my subscription immediately

Name \_\_\_\_\_

Station/company \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Subscription price \$215 per year (US/Canada)-mailed first class  
Overseas (\$400-US funds only)

Payment enclosed

Charge my:

VISA

MasterCard

Interbank # \_\_\_\_\_

Signature \_\_\_\_\_



# BLACK/URBAN

## BREAKERS.

### VANITY

#### Under The Influence (Motown)

72% of our reporting stations on it. Rotations: Heavy 1/8, Medium 30/5, Light 30/9, Total Adds 14 including WXYV, WDAS, WUBL, WAMO, KMJQ, W.J.B., Z93, W.M.J., WBUI, KDKO. Debuts at number 34 on the Black/Urban chart.

### MICHAEL HENDERSON

#### Do It To Me Good (Tonight) (EMI America)

66% of our reporting stations on it. Rotations: Heavy 1/8, Medium 17/3, Light 41/17, Total Adds 20 including WAMO, WHUR, WVEE, WQWJ, WTMP, WBAK, WZAK, XHPR, WCXK, WYKO. A Most Added Record. Debuts at number 39 on the Black/Urban chart.

### WALLY BADAROU

#### Chief Inspector (Island)

66% of our reporting stations on it. Rotations: Heavy 4/0, Medium 29/1, Light 23/7, Total Adds 8, WBAK, WLUM, XHPR, JET4, WHYZ, WKXI, WANT, Z103. Moves 40-36 on the Black/Urban chart.

### ISLEY BROTHERS

#### May I? (WB)

65% of our reporting stations on it. Rotations: Heavy 2/0, Medium 22/2, Light 31/14, Total Adds 16 including WHRK, WEDR, WDMT, W.J.B., WTKL, WXOK, Z93, WPEG, KHYS, KDKO. Debuts at number 40 on the Black/Urban chart.

## NEW & ACTIVE

**JUNIOR "Oh Ladies" (Mercury/PolyGram) 68/19**  
Rotations: Heavy 0/0, Medium 13/3, Light 37/15, Total Adds 18, WDAS, WHUR, WEDR, WBAK, WOKX, WTKL, WXOK, WATV, WENN, JET4, WQAG, WNYZ, KJCB, WLOU, KHYS, WANT, Z103, WZEN.

**WHISTLE "Nothin' Serious" Just Dimples" (Salsoul) 68/11**  
Rotations: Heavy 9/0, Medium 22/1, Light 19/10, Total Adds 11, WHUR, WBAK, WLUM, WDKX, Z93, JET4, W.J.S., WBLX, WFLZ, WDMR, KJQK, Heavy: WDAS, KMJQ, KDAY, K.J.H., WKNO, KIZ, WLOU, WOOK, WTLG. Moves 39-33 on the Black/Urban chart.

**L.L. COOL J "Rock The Bells" (Def Jam/Columbia) 68/10**  
Rotations: Heavy 7/1, Medium 13/1, Light 28/8, Total Adds 10, HOT105, KMJM, K.J.H., WTKL, WXOK, WIKI, KHYS, WANT, WHDM, Z103, Heavy: KMJQ, WZAK, KDAY, WKNO, WANN, WZEN. Debuts at number 39 on the Black/Urban chart.

**THUNDER "It's So All You Ever Need" (Music Specialist) 63/11**  
Rotations: Heavy 5/0, Medium 13/0, Light 25/11, Total Adds 11, WDA, WHRK, WQWJ, WQWZ, OC104, WFXA, WPEG, WPLZ, WYKO, KBLZ, KJQK, Heavy: WDAS, HOT105, WEDR, KDAY, WALT.

**ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 62/3**  
Rotations: Heavy 4/0, Medium 20/1, Light 18/2, Total Adds 3, WDAS, KSOL, WDMR, Heavy: WAMO, WENN, WDAO, WYCI. Mediums include WWIN, WVEE, WDA, HOT105, WYLD-FM, WZAK, KACE, OC104, WACK, WPEG, WAM, WZAZ, WBLX.

**READY FOR THE READY "Slide Over" (MCA) 36/2**  
Rotations: Heavy 5/0, Medium 15/0, Light 19/2, Total Adds 2, KJCB, WDMR, Heavy: WAMO, K104, W.M.J., WANN, WOKX. Mediums: WDAS, WDJY, WDA, WDKX, WACK, WATV, WPEG, WFC, WHYZ, WOCK, KAPE, WAAA, WOPR, WTLG, WYCI.

**MONIE WAMPWICK "Whisper In The Dark" (Arista) 37/16**  
Rotations: Heavy 1/0, Medium 12/0, Light 24/13, Total Adds 16, WAMO, WDJY, WVEE, K64, WQCI, KMJM, WHNC, WDKX, WFXA, WXOK, WHYZ, WOPX, WYLY, WOKI, WOPR, KJQK, Heavy: WANN, WAAA.

**FOURTEEN SISTERS "Twist My Arm" (MCA) 36/5**  
Rotations: Heavy 3/0, Medium 14/0, Light 19/5, Total Adds 5, WVEE, WDA, Z93, WOPX, KBLZ, Heavy: WTMP, WFXA, JET4, Medium: WAMO, WHRK, WBLZ, WDMT, WLUM, OC104, WACK, WENN, WPEG, WQWZ, WALT, WORL, WANN, WTKL.

**JENNIFER STEWART "We Don't Have To Take Our Clothes Off" (Arista) 35/3**  
Rotations: Heavy 0/0, Medium 14/2, Light 13/1, Total Adds 3, WYLD-FM, Z93, WDMR, Heavy: K104, KMJQ, WOM, W.M.J., KIZ, WYLY, WLOU, WALT, Medium: WLD, WVEE, WZAK, KJ.H., XHPR, WOKI, KDZ, WHYZ, WANN, WAAA, WAKX.

**808 BANO "The Finest" (Tabu/CBS) 33/30**  
Rotations: Heavy 1/1, Medium 12/12, Light 20/20, Total Adds 33, WWIN, WLD, WUBL, K104, WHRK, WBAK, WQCI, WBLZ, WDMT, WZAK, KMJM, KDAY, XHPR, WHNC, OC104, WACK, WENN, Z93, WOPX, W.M.J., KIZ, WLOU, WATV, WOKX, WYCI, KAPE, WAAA, Z103, WHRM, WTKL, WZEN, KDKO.

**CONTROLLERS "Baby" (MCA) 32/16**  
Rotations: Heavy 0/0, Medium 13/5, Light 19/13, Total Adds 18, WWIN, WYLY, WDAS, WEDR, WQWJ, WDMT, WZAK, KACE, KSOL, WOPX, W.M.J., KJCB, WLOU, WALT, WHMK, WYCI, KDKO.

**PATTI LABELLE & MICHAEL McDONALD "On My Own" (MCA) 31/30**  
Rotations: Heavy 0/0, Medium 10/10, Light 21/20, Total Adds 30, WWIN, WDAS, WHUR, KM, WQCI, WDMT, KACE, KDAY, XHPR, WHNC, OC104, WDKX, WACK, WTKL, Z93, WOPN, WFXC, KDZ, WQMG, KIZ, KAPE, WANN, WAAA, WDAO, WHRM, WTKL, WZEN, WYCI, KDKO, KJQK.

**ANITA BAKER "Watch Your Step" (Epic) 31/10**  
Rotations: Heavy 1/0, Medium 14/0, Light 19/10, Total Adds 10, WYLD-FM, KM, WQWJ, KSOL, WACK, WPEG, KDZ, WANT, WANN, WTKL, Heavy: WOPR, Medium: WWIN, WDJY, K104, WDMT, KACE, XHPR, WATV, WENN, WOPN, WFXC, WBLZ, KAPE, WAAA, KDKO.

**MAVIS STAPLES "Where No One Else Works" (WB) 31/3**  
Rotations: Heavy 0/0, Medium 15/0, Light 18/0, Total Adds 3, WZAK, WACK, KDZ, Medium: WEDR, KACE, KSOL, WFXA, KOKL, WATV, WPEG, WQMG, WOPX, WQWJ, WZAZ, WBLX, KAPE, WAAA, WDAO.

**ALPHE "Just One Dollar Worth Time" (Motown) 30/12**  
Rotations: Heavy 1/0, Medium 10/1, Light 19/11, Total Adds 12, WDAS, WHUR, WVEE, WACK, WATV, WENN, WPEG, WOPN, WFC, WZAZ, WOKL, WOKI, Heavy: WBAK, Medium: K104, KMJQ, WEDR, WFXA, KAPE, WAAA, WZEN, WQMG, WOPX.

**SABE "Never As Good As The First Time" (Parade/CBS) 30/11**  
Rotations: Heavy 4/1, Medium 16/0, Light 10/7, Total Adds 11, WAMO, KM, WENN, WOPN, WJ.B., WBLX, WANT, WFLZ, WDMR, Z103, WYCI, Heavy: WYTY, HOT105, KIZ, Mediums include WWIN, WUBL, WTMP, WZAK, KACE, WFOQ, WZAZ.

**SCHEAL "Don't You Want My Love" (Parade/CBS) 29/5**  
Rotations: Heavy 1/0, Medium 8/1, Light 20/4, Total Adds 5, WZAK, WPEG, W.M.J., KAPE, WOKI, Heavy: WTMP, Medium: HOT105, K.J.H., WTKL, WOKX, WOPX, WBLZ, KHYS, KDKO.

**GENE CHANDLER "Lucky" (Futura) 29/4**  
Rotations: Heavy 3/0, Medium 14/2, Light 12/2, Total Adds 4, WQCI, WFXA, WQMG, WAAA, Heavy: WYKO, WDAO, WTKL, Medium: WDAS, WDA, KSOL, WHNC, WACK, WENN, WPEG, WYLY, WBLX, KHYS, WZEN, WDMT.

**ARNE'S LOVE "Natural High" (Futura) 29/0**  
Rotations: Heavy 1/0, Medium 4/2, Light 25/0, Total Adds 3, WDJY, WQCI, WACK, WFXA, WENN, WPEG, WOPX, WTKL, KJ.B., Heavy: WBLX, Medium: WTMP, WOKX, WFXC, WQMG.

**TEMPTATIONS "Push Me" (Mercury/Motown) 29/0**  
Rotations: Heavy 2/0, Medium 11/1, Light 13/6, Total Adds 6, WDA, WQWJ, WTMP, WDKI, KHYS, KJQK, Heavy: WHUR, WDAO, Medium: WWIN, WYTY, WBAK, KACE, WACK, WFXA, WENN, WANN, WAAA, WZEN.

**SHARON & BOB BROWNE "Wedded Vow" (Capitol) 29/0**  
Rotations: Heavy 2/0, Medium 4/2, Light 15/0, Total Adds 2, WDAS, WAMO, KM, KAPE, WOPR, Heavy: W.M.J., WOKK, Medium: WDMT, WZAK, W.J.B., WLOU, WYLY, WYCI.

**WEST COAST CREW "Ain't It" (MCA) 29/0**  
Rotations: Heavy 0/0, Medium 4/0, Light 21/8, Total Adds 6, WDMT, WQMG, WBLX, WOKX, WAAA, WZEN, Medium: K104, KDAY, WATV, WQCI.

### MOST ADDED

**808 BANO (33)**  
The Finest (Tabu/CBS)  
**PATTI LABELLE/MICHAEL McDONALD (30)**  
On My Own (MCA)  
**FREDDIE JACKSON (21)**  
Love Is Just A Touch Away (Capitol)  
**MICHAEL HENDERSON (20)**  
Do It To Me Good... (EMI America)  
**CONTROLLERS (18)**  
Stay (MCA)  
**JUNIOR (18)**  
Oh Louise (Mercury/PolyGram)

### HOTTEST

**JANET JACKSON (87)**  
What Have You Done For Me... (A&M)  
**PRINCE (86)**  
Kiss (WB)  
**CHERRELLE/ALEXANDER O'NEAL (84)**  
Saturday Love (Tabu/CBS)  
**NEW EDITION (22)**  
A Little Bit Of Love (Is All It...) (MCA)  
**RENE & ANGELA (22)**  
Your Smile (Mercury/PolyGram)

## SIGNIFICANT ACTION

**ALEXANDER O'NEAL "What's Missing" (Tabu/CBS) 27/17**  
Rotations: Heavy 0/0, Medium 8/3, Light 18/13, Total Adds 17, WDJY, WHUR, K104, HOT105, KM, WHNC, WXOK, WENN, Z93, WOPN, WOKX, KIZ, WYLY, WATV, WFLZ, WYCI, WQCI, KACE.

**ROSE BROTHERS "I Got On On You" (Blues) 26/9**  
Rotations: Heavy 2/1, Medium 11/4, Light 7/4, Total Adds 9, WVEE, WTKL, WENN, Z93, WQMG, W.M.J., KAPE, WANN, Heavy: K104, Medium: WDAS, WDJY, WHUR, WDA, WPEG, WFXC, KDZ.

**TEASE "Firestarter" (Epic) 19/6**  
Rotations: Heavy 0/0, Medium 9/3, Light 10/5, Total Adds 8, WUBL, WHUR, WDMT, KMJM, WENN, W.M.J., WLOU, KHYS, Medium: WYLD-FM, WOKX, KAPE, WANN, WAAA, WZEN.

**94 EAST "Just Another Sunday" (Hot Pink) 18/4**  
Rotations: Heavy 1/0, Medium 8/1, Light 11/0, Total Adds 4, WDA, WQWJ, WATV, WZAZ, Heavy: WAMO, Medium: WDKX, WDMT, KMJM, WTKL, WZEN.

**CHAKA KHAN "The Other Side Of The World" (Atlantic) 17/6**  
Rotations: Heavy 1/0, Medium 4/1, Light 12/5, Total Adds 6, WEDR, WYLD-FM, WTKL, KDZ, WQMG, WYLY, Heavy: WAMO, Medium: WDA, KACE, WANT.

**GEORGE CLINTON "Do Price Go With That Shakin'" (Capitol) 16/16**  
Rotations: Heavy 0/0, Medium 4/4, Light 12/12, Total Adds 16, WHUR, K104, WHRK, WBLZ, KMJM, KDAY, K.J.H., KSOL, WHNC, WACK, WOPN, W.M.J., KIZ, WYCO, WOPR, WZEN.

**SLY FOX "Let's Go All The Way" (Capitol) 16/6**  
Rotations: Heavy 2/0, Medium 9/2, Light 8/4, Total Adds 8, WHRK, HOT105, KMJM, K.J.H., WHYZ, WOCK, Heavy: WBLZ, JET4, Medium: WAMO, KM, WLUM, KJQK, WFXA, WFLZ, Z103.

**MAZARATI "Playa Ball" (WB) 16/4**  
Rotations: Heavy 1/0, Medium 6/1, Light 9/2, Total Adds 4, WDA, WQWJ, WYCI, Heavy: KDAY, Medium: WHUR, K104, WLUM, WOPN, KAPE.

**BEL'LA NORMAN "Do You See Love Me" (Capitol) 16/14**  
Rotations: Heavy 0/0, Medium 4/0, Light 11/11, Total Adds 14, WDA, WYLD-FM, WQCI, WZAK, KACE, WOPN, KDZ, KJCB, WLOU, WANN, WOKX, WDAO, WHRM, WQCI.

**TKA "See You Love" (Tammy Bay) 14/10**  
Rotations: Heavy 0/0, Medium 2/1, Light 12/9, Total Adds 10, WYTY, WLD, WDA, HOT105, WEDR, KDAY, KJ.H., WHNC, WQMG, KDKO, Medium: XHPR.

**STYLISTICS "Special" (Brookstone) 14/3**  
Rotations: Heavy 1/0, Medium 8/0, Light 5/2, Total Adds 3, WEDR, WTMP, WAAA, Heavy: W.M.J., Medium: WWIN, WZAK, KACE, WYCI, WQMG, WBLX, WLOU, WHRM, WQCI.

**S.J. & B BANO "Do The Shuff" (On Your Face) 14/2**  
Rotations: Heavy 3/0, Medium 8/1, Light 3/1, Total Adds 2, WAK, WDMT, Heavy: WQWJ, KMJM, WQAG, Medium: WWIN, WYTY, WHRK, WHUR, WZAK, WANT, WZEN.

**LON RAWLS "Are You With Me" (Epic) 14/1**  
Rotations: Heavy 0/0, Medium 7/0, Light 7/1, Total Adds 1, WOKX, Medium: JET4, WQWJ, WZAZ, WALT, WAAA, WDAO.

**KURTIS BLAKE "A.I. Is Cool" (Mercury/PolyGram) 13/6**  
Rotations: Heavy 0/0, Medium 5/0, Light 11/8, Total Adds 6, K104, WTKL, WXOK, WQMG, WOPX, WQCI, Heavy: KDAY, WYCI.

**TA MARRA & SEEN "Thinking About You" (A&M) 13/6**  
Rotations: Heavy 0/0, Medium 8/1, Light 7/4, Total Adds 5, WOKX, KIZ, KHYS, WYCI, KDKO, Medium: K104, KDAY, WOPN, WOKX, KAPE.

**LISA-LISA & COLT JAM W/PAUL PORCE "Can You Feel The Heat" (Columbia) 13/2**  
Rotations: Heavy 5/0, Medium 4/0, Light 4/2, Total Adds 2, WWIN, KDZ, Heavy: WYTY, WUBL, WBLZ, KDAY, K.J.H., Medium: WFGS, WDAS, WDJY, KJCB.

**MARQUE WHITE "Lady to Love" (Columbia) 11/7**  
Rotations: Heavy 0/0, Medium 2/1, Light 9/8, Total Adds 7, WDA, WHUR, WTMP, Z93, WQMG, WDAO, WTKL, Medium: KACE.

**MARVON BARNES "Teaser" (Arista) 11/6**  
Rotations: Heavy 0/0, Medium 3/2, Light 8/1, Total Adds 3, WDKX, WBLZ, WTKL, Medium: WTMP.

**ROLLING STONES "Harlem Shuffle" (Rolling Stone/CBS) 10/6**  
Rotations: Heavy 1/1, Medium 5/0, Light 4/2, Total Adds 6, WAO, HOT105, WBLZ, OC104, WFXA, JET4, Medium: WLUM, WDMT.

**LITTLE RICHARD "Sweet Soul Train" (Arista) 10/6**  
Rotations: Heavy 0/0, Medium 1/1, Light 8/4, Total Adds 5, WTKL, WPEG, WQMG, KHYS, WOKI.

**ALYSON WILLIAMS "You're The One" (Futura) 10/6**  
Rotations: Heavy 0/0, Medium 2/1, Light 8/4, Total Adds 4, WDJY, WTMP, WFXA, WOKX, WOPN, Medium: WFXC.

**TATA VERA "Miss Colla's Blues" (Mercury) (Sweet/WB) 10/3**  
Rotations: Heavy 0/0, Medium 8/1, Light 4/2, Total Adds 3, WYCO, WDAO, WZEN, WLD, WZAK, WFXC, KDZ, WTKL.

**SHAMON "Say It Again" (Spring) 10/2**  
Rotations: Heavy 0/0, Medium 1/0, Light 8/2, Total Adds 2, WYTY, WBLX, Medium: WZAK.

**FAT LARRY'S BAND "Zoo" (Mercury) 10/1**  
Rotations: Heavy 0/0, Medium 5/0, Light 5/1, Total Adds 1, WZAZ, Medium: WEDR, WTMP, WFXC, WQMG, KHYS.

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.

"The Isle Brothers ask May?"



They can.  
"May I?" is a breaker

BELOW TO THE TOP OF THE CHARTS

Sheila K.  
WEDDING STORE

1234







# COUNTRY

## TOP 50

MARCH 14, 1986

Prev. Week  
New  
Weeks  
Last  
Weeks

6	4	1	<b>1</b> DON WILLIAMS/We've Got A Good Fire Goin' (Capitol)
4	1	2	<b>2</b> ALABAMA/She And I (RCA)
8	6	3	<b>3</b> GARY MORRIS/100% Chance Of Rain (WB)
12	7	5	<b>5</b> GEORGE STRAIT/You're Something Special To Me (MCA)
15	8	6	<b>6</b> ANNE MURRAY/Now And Forever (You And Me) (Capitol)
18	13	7	<b>7</b> BELLAMY BROTHERS/Feelin' The Feelin' (MCA/Curb)
16	11	8	<b>8</b> RICKY SKAGGS/Cajun Moon (Epic)
23	16	9	<b>9</b> JUDDS/Grandpa (RCA/Curb)
21	15	10	<b>10</b> EARL THOMAS CONLEY/Once In A Blue Moon (RCA)
20	17	11	<b>11</b> RANDY TRAVIS/1982 (WB)
3	3	4	<b>11</b> LEE GREENWOOD/Don't Underestimate My Love (MCA)
26	21	12	<b>12</b> SAWYER BROWN/Heart Don't Fall Now (Capitol/Curb)
22	18	16	<b>16</b> MERLE HAGGARD/Had A Beautiful Time (Epic)
13	12	11	<b>14</b> T.G. SHEPPARD/In Over My Heart (Columbia)
24	19	17	<b>15</b> LARRY GATLIN & THE GATLIN BROTHERS/Nothing But Your Love Matters (Columbia)
29	24	20	<b>16</b> HANK WILLIAMS JR./Ain't Misbehavin' (WB/Curb)
27	23	22	<b>17</b> JANIE FRICKE/Easy To Please (Columbia)
36	27	23	<b>18</b> KENNY ROGERS/Tomb Of The Unknown Love (RCA)
14	10	10	<b>19</b> MICKY GILLEY/Your Memory Ain't What It Used To Be (Epic)
25	22	21	<b>20</b> STATLER BROTHERS/Sweeter And Sweeter (Mercury/PG)
32	30	24	<b>21</b> WAYLON JENNINGS/Working Without A Net (MCA)
1	5	12	<b>22</b> JOHN SCHNEIDER/What's A Memory Like You... (MCA)
31	29	25	<b>23</b> MEL McDANIEL/Shoe String (Capitol)
30	28	26	<b>24</b> PAKE McENTINE/Every Night (RCA)
37	32	28	<b>25</b> TANYA TUCKER/One Love At A Time (Capitol)
—	41	32	<b>26</b> RONNIE MILSAP/Happy Birthday Baby (RCA)
34	31	29	<b>27</b> MICHAEL MARTIN MURPHY/Tonight We Ride (WB)
41	33	30	<b>28</b> ROSANNE CASH/Hold On (Columbia)
45	34	31	<b>29</b> REBA McENTINE/Whoever's In New England (MCA)
48	39	34	<b>30</b> NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)
42	38	35	<b>31</b> KETH WHITLEY/Miami, My Amy (RCA)
38	35	33	<b>32</b> MARTY STUART/Ariene (Columbia)
44	40	37	<b>33</b> GIRLS NEXT DOOR/Love Will Get You Through... (MTM)
2	2	15	<b>34</b> EDDY RAVEL/You Should Have Been Gone By Now (RCA)
10	9	19	<b>35</b> JOHN DENVER/Dreamland Express (RCA)
49	43	39	<b>36</b> JOHN CONLEE/Harmony (Columbia)
<b>BREAKER</b>	40	40	<b>37</b> STEVE WARNER/Life's Highway (MCA)
—	44	40	<b>38</b> CONWAY TWITTY/You'll Never Know How Much I... (WB)
<b>BREAKER</b>	45	41	<b>39</b> FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)
—	45	41	<b>40</b> GENE WATSON/Carman (Epic)
<b>BREAKER</b>	5	14	<b>41</b> DWIGHT YOAKAM/Honky Tonk Man (Reprise/WB)
—	14	27	<b>42</b> EXILE/Can't Get Used To You (Epic)
<b>DEBUT</b>	7	20	<b>43</b> EDDIE RABBITT/Repetitive Regret (RCA)
—	7	20	<b>44</b> DOLLY PARTON/Think About Love (RCA)
<b>DEBUT</b>	—	50	<b>45</b> OAK RIDGE BOYS/Juliet (MCA)
—	—	50	<b>46</b> KEITH STEBALL/Think I'm In Love (Epic)
<b>DEBUT</b>	—	50	<b>47</b> RESTLESS HEART/Till I Loved You (RCA)
<b>DEBUT</b>	—	49	<b>48</b> EVERLY BROTHERS/Gorn Yesterday (Mercury/PG)
—	—	49	<b>49</b> ADAM BAKER/In Love With Her (Arista)
<b>DEBUT</b>	—	—	<b>50</b> TOMMY ROE/Radio Romance (MCA/Curb)

Total  
Reports/Adds

162/0	148	13	1
189/0	138	18	3
154/0	124	22	8
156/0	123	25	8
158/0	117	39	2
163/0	105	54	4
146/0	108	27	11
163/0	79	81	3
163/1	78	77	8
152/2	86	51	15
141/0	90	32	19
157/1	53	92	12
146/2	61	71	16
134/0	78	45	11
152/2	44	94	15
159/0	34	110	15
153/1	33	102	18
160/1	20	120	20
128/0	71	44	13
132/1	63	53	16
154/4	15	108	31
113/0	70	30	13
142/4	24	84	34
140/2	24	81	35
156/6	14	100	42
160/15	12	96	52
133/1	18	79	36
146/5	6	97	46
148/11	13	88	47
147/10	6	78	64
129/3	16	72	41
103/3	18	48	37
120/12	13	66	41
88/1	38	30	20
81/0	25	38	18
117/9	2	63	52
131/36	1	49	81
108/9	3	81	54
124/33	3	39	82
96/8	2	60	44
107/23	2	48	57
67/1	23	24	20
85/62	0	19	66
42/0	13	17	12
85/50	0	17	68
70/7	1	32	37
75/21	0	18	57
67/13	1	23	43
59/2	0	23	36
58/4	3	18	37

## MOST ADDED

- EDDIE RABBITT (82)  
Repetitive Regret (RCA)
- OAK RIDGE BOYS (58)  
Juliet (MCA)
- STEVE WARNER (36)  
Life's Highway (MCA)
- FORESTER SISTERS (33)  
Mama's Never Seen Those Eyes (WB)
- JOHN ANDERSON (29)  
You Can't Keep A Good Memory ... (WB)
- DWIGHT YOAKAM (23)  
Honky Tonk Man (Reprise/WB)
- CHARLIE DANIELS BAND (22)  
Drinkin' My Baby Goodbye (Epic)
- RESTLESS HEART (21)  
Till I Loved You (RCA)
- CHARLY McLELLAN & WAYNE MASSEY (20)  
When It's Down To Me And You (Epic)
- BARBARA MANDRELL (17)  
When You Get To The Heart (MCA)

## HOTTEST

- ALABAMA (82)  
She And I (RCA)
- DON WILLIAMS (88)  
We've Got A Good Fire Goin' (Capitol)
- GEORGE STRAIT (88)  
You're Something Special To Me (MCA)
- GARY MORRIS (53)  
100% Chance Of Rain (WB)
- RANDY TRAVIS (47)  
1982 (WB)
- JUDDS (42)  
Grandpa (RCA/Curb)
- RICKY SKAGGS (39)  
Cajun Moon (Epic)
- ANNE MURRAY (38)  
Now And Forever (You And Me) (Capitol)
- BELLAMY BROTHERS (38)  
Feelin' The Feelin' (MCA/Curb)
- LEE GREENWOOD (27)  
Don't Underestimate My Love (MCA)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS.

**STEVE WARNER**  
Life's Highway (MCA)

On 80% of reporting stations. Rotations: Heavy 1, Medium 48, Light 61, Total Adds 36 including WBCB, WJMN, WPOP, WYNN, WPLX, KHEY, KYCK, WBOX, WDAF, WMLL, WL, KRBT, KZLA, KNEW, KIM. Moves 43-37 on the Country chart.

**FORESTER SISTERS**

Mama's Never Seen Those Eyes (WB)

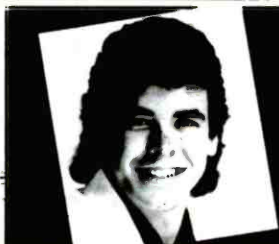
On 78% of reporting stations. Rotations: Heavy 3, Medium 36, Light 62, Total Adds 33 including WJMN, WXTU, WPOP, WEZL, KLLL, WKIX, KJNE, WUBE, KSO, WPMR, KPFP, KIK-FM, KUON, KSON, KSBK. Moves 44-38 on the Country chart.

**DWIGHT YOAKAM**

Honky Tonk Man (Reprise/WB)

On 88% of reporting stations. Rotations: Heavy 2, Medium 48, Light 57, Total Adds 23 including WQNA, WKYB, CHOW, KEAN, WYNN, WEZL, WKLO, KYXX, KRMD, WGAR-FM, WONE, WBCB, WTOD, KUZZ, KMPS. Moves 46-41 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.



The New  
**ADAM BAKER**  
Release of

"IN LOVE WITH HER"  
(AV3810)



is  
Happy Anniversary

NATIONAL PROMOTION  
TEAM LEADER JACK FRITZ  
STEVE MANN  
JOHN BRIDGES

KEN STAYNOR  
KENT HARRIS  
BROOKS JERRY  
TERRY WICKS

PHILIP JAMES HAYES  
ARLEN MANNING  
BOB WALKER



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RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

GENE WATSON "Carman" (Epic) 88/8

Rotations: Heavy 2, Medium 50, Light 44, Total Adds 8, WSEN, CHOW, KYXK, KYXK, WSLR, KGH, KUGN, KMPS Heavy  
KTOM Medium WVAM, WTSV, KRIV, WOV, KYOO. Moves 41-40 on the Country chart.

EDDIE RABBITT "Negative Regret" (RCA) 88/8

Rotations: Heavy 0, Medium 19, Light 88, Total Adds 82, including WBOB, WHN, WDSY, CHOW, KEAN, KRIV, WTVY,  
WLVI, WKCO, WHL, KTTS, KFDI, KRST, KIK-FM, KKCS, KTOM. Debuts at number 43 on the Country chart.

OAK RIDGE BOYS "Juliet" (MCA) 88/8

Rotations: Heavy 0, Medium 17, Light 88, Total Adds 50, including WVAM, WCAO, WTOR, WFOR, WEZL, WSOC,  
KLL, WPK, WUBE, KJLY, WDG, KIO, KUP, KOLO, KSON. Remains at number 45 on the Country chart.

NESTLESS HEART "I'm I Loved You" (RCA) 78/21

Rotations: Heavy 0, Medium 18, Light 57, Total Adds 21, including WGNA, WFOR, WZZK, WUSY, WSX, WPAP, WSLR,  
WYNG, WXCL, KYOO, KRST, KGH, LZ, KUGN, KTOM. Debuts at number 47 on the Country chart.

KEITH STEGALL "I Think I'm In Love" (Epic) 78/7

Rotations: Heavy 1, Medium 32, Light 37, Total Adds 8, WXL, WDY, WVM, WUSO, WDAF, KCJB, KKCS, KFRE, Heavy  
WOKK, Medium WGNA, WOKW, WONE, WVVJ, KALF. Moves from 80-48 on the Country chart.

EVERLY BROTHERS "Born Yesterday" (Mercury/PolyGram) 67/13

Rotations: Heavy 2, Medium 23, Light 43, Total Adds 13, WGNA, WTLU, WFOR, KYXK, KRMD, KJNE, WTL, WKCO,  
KTTS, WVJ, KUGN, KRPM. Debuts at number 48 on the Country chart.

ADAM BAKER "In Love With Her" (Arista) 88/2

Rotations: Heavy 0, Medium 23, Light 38, Total Adds 2, WNYR, KCJB, Medium: WVAM, WCAO, KASE, WTVY, WCMS,  
WPAP, KKYX, WOV, WXCL, WKCO, WTCM, KALF, KIGO. Remains at number 49 on the Country chart.

TOMMY DOE "Radio Remances" (MCA/Curb) 88/4

Rotations: Heavy 3, Medium 18, Light 37, Total Adds 4, WVLA, WEZL, KBMR, KFRE, Heavy: WTSV, WOLZ, KIOV, Medium  
WBGW, WDK, KRMD, WQYK, KRKT, KEN, KALF. Debuts at number 50 on the Country chart.

JOHN ANDERSON "You Can't Keep A Good Memory Down" (WB) 82/29

Rotations: Heavy 0, Medium 8, Light 44, Total Adds 29, including WVAM, KEAN, WYR, KKX, WLVI, WCMS, KKYX,  
WHN, WAXI, KWMT, WTSO, KTTS, KYOO, KFRE, KUGO.

OSMOND BROTHERS "Baby Wants" (Epic America/Curb) 88/18

Rotations: Heavy 0, Medium 9, Light 41, Total Adds 22, including WPOC, WDK, WDK, WOKK, WPAP, WDAF, KTTS, KTKP,  
KIK-FM, KDKC.

SIGNIFICANT ACTION

SNELLY WEST "What Would You Do" (WB) 48/8

Rotations: Heavy 0, Medium 15, Light 33, Total Adds 9, WFOR, WQY, KRIV, WLVI, WSLR, KBMR, KTTS, KRST, KULY.

DOBBIE GRAY "That's One To Grow On" (Capitol) 48/11

Rotations: Heavy 1, Medium 5, Light 34, Total Adds 11, WBGW, WFOR, WYRK, WXBO, WTVY, WVK, KLL, WOKK, WONE,  
KCJB, WKCO.

RAY PRICE "You're Nobody Till Somebody Loves You" (Step One) 48/8

Rotations: Heavy 0, Medium 13, Light 27, Total Adds 6, WTVY, WSLR, KWMT, KIOV, WTH, KEN, Medium: WGNA, WBGW,  
KXYX, KALF.

NICOLETTE LARSON "Let Me Be The First" (MCA) 34/18

Rotations: Heavy 0, Medium 5, Light 29, Total Adds 10, WGNA, WVV, WVM, KFGO, KYOO, KRST, KUGN, KOI, KEN,  
KRKT, KALF.

CHARLIE DANIELS BAND "Orlando My Baby Goodbye" (Epic) 32/22

Rotations: Heavy 0, Medium 5, Light 27, Total Adds 22, including WPOC, WDK, WDK, WOKK, WPAP, WDAF, KTTS, KTKP,  
KIK-FM, KDKC.

STEVE EARLE "Whisper Highway" (MCA) 31/8

Rotations: Heavy 0, Medium 10, Light 21, Total Adds 5, KHEY, WLVI, KFGO, WTH, KFRE, Medium: WCVR, KRIV, KTTS,  
KRKT, KEN.

A.J. MASTERS "Book Name" (Mercury/Dunes) 38/6

Rotations: Heavy 0, Medium 9, Light 22, Total Adds 5, WEZL, KJNE, KFGO, WKCO, Medium: WVAM, WVV, WTVY, KTTS,  
KFDI.

YERRI GOSNELL "It's Only Love Again" (Compost/PolyGram) 28/8

Rotations: Heavy 0, Medium 5, Light 24, Total Adds 9, WCVR, WEZL, WTVY, WESC, KKYX, KTTS, KRKT, KALF, KTOM.

CHARLY McLANE & WAYNE MASSEY "When It's Gonna Be Me And You" (Epic) 28/20

Rotations: Heavy 0, Medium 4, Light 22, Total Adds 20, including WCVR, WDK, KEAN, WESC, KKYX, WAXI, KIOV, KRKT,  
KUZZ, KYOO.

MAINES BROTHERS BAND "Danger Zone" (Mercury/PolyGram) 28/6

Rotations: Heavy 0, Medium 7, Light 19, Total Adds 6, WQY, KEAN, WUSY, WTVY, KTTS, KOLO, Medium: KLL, KKYX,  
WQY, KRKT, KERL.

CHANCE "I Need Some Good News Bad" (Mercury/PolyGram) 21/6

Rotations: Heavy 0, Medium 4, Light 17, Total Adds 8, WOTO, WLVI, WVM, KJNE, KFGO, KYOO, KFDI, KIGO, Light:  
WVAM, WNYR.

SEBASTIAN WYLER "If You Wanna Talk Love" (Columbia) 18/7

Rotations: Heavy 0, Medium 1, Light 17, Total Adds 7, WCAO, WFOR, WVK, WVK, KKYX, KYOO, KFDI, Medium: WTVY,  
Light: WTCM, KALF.

JAMES TAYLOR "Only One" (Columbia) 18/2

Rotations: Heavy 1, Medium 5, Light 12, Total Adds 2, WVV, WKCO, Heavy: WOKW, Medium: WGNA, WPAP, KJNE, Light:  
KLT-FM, WYNG, WOLZ, KALF.

BARBARA MANDRELL "When You Got To The Heart" (MCA) 17/17

Rotations: Heavy 0, Medium 2, Light 15, Total Adds 17, including WVAM, WCVR, WDK, WDK, KSSN, WPK, KUDY, KIOV,  
KRKT, KUZZ, KIK.

WILLIE NELSON "Living In The Promised Land" (Columbia) 15/15

Rotations: Heavy 1, Medium 1, Light 13, Total Adds 15, including WBGW, WDSY, WDK, KSSN, WOKK, KFDI, KUZZ, KVVJ,  
KTOM, KGBQ.

RONN LEE "I'll Take Your Love Anytime" (Evergreen) 15/10

Rotations: Heavy 0, Medium 1, Light 14, Total Adds 10, WVAM, WEZL, WOTO, WLVI, KKYX, WAXI, KFGO, KTTS, KFDI,  
KIGO.

BAMA BAND "I've Changed My Mind" (Compost/PolyGram) 15/4

Rotations: Heavy 0, Medium 5, Light 10, Total Adds 4, KEAN, WTVY, WTSO, KYOO, Medium: WTSV, WOLZ, KFDI, KRKT,  
Light: WCMS, KALF.

SONNY THROCKMORTON "Eye Eye Baby Blues" (WB) 15/2

Rotations: Heavy 0, Medium 4, Light 11, Total Adds 2, WTOR, KYOO, Medium: WQYK, KFDI, KOI, Light: WDK, WKLO,  
WOW, KRKT, KIGO.

PATTY LOVELESS "I Do" (MCA) 14/6

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 6, WTVY, WAXI, WDAF, KYOO, KRKT, KALF, Medium: WCVR, Light:  
WVAM, WQY, KRIV, WTCM.

DON KING "All We Had Was One Another" (Booth Mark) 14/2

Rotations: Heavy 1, Medium 2, Light 11, Total Adds 2, WLVI, WXCL, Heavy: KFDI, Medium: KKYX, WOW, Light: WVV,  
KRIV, WOTO, WTVY, WVVJ.

JERRY REED "Country's Alive And Doing Well" (Capitol) 13/9

Rotations: Heavy 0, Medium 0, Light 13, Total Adds 9, WGNA, WVAM, KSO, WOW, WTCM, KRKT, KUZZ, KTOM, KIGO.

DAVID FRIZZELL "Celebrity" (America) 11/3

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 3, KKYX, KFDI, KALF, Light: WVV, KRIV, WDK, WLVI, WPAP,  
KYOO, KOLO.

JOHNNY LEE & LANE BRODY "I Could Get Used To This" (WB) 10/10

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 10, WTSV, WDK, KSSN, WOLZ, KUDY, KIOV, KRKT, KYOC, KKCS,  
KOL.

NEL YOUNG "Old Way" (Gulf) 10/4

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 4, KLT-FM, KRST, KULY, KOLO, Medium: KFDI, Light: WCMS, WXCL,  
KRKT, KALF.

FAMILY REUNION "What If It's Right" (RCA) 10/3

Rotations: Heavy 0, Medium 2, Light 6, Total Adds 3, WLVI, KKYX, KFDI, Medium: WTSV, WOW, Light: CHOW, WOKK,  
KTTS, KYOO.

WAYNE KEPP & BOBBY B. RICE "Red Neck And Over Thirty" (Deerfoot) 10/2

Rotations: Heavy 0, Medium 0, Light 10, Total Adds 2, KFGO, KALF, Light: WLVI, WPAP, KKYX, KSO, KWMT, KTTS, KYOO.

JAMES & MICHAEL YOUNGER "Back On The Radio Again" (A&J) 8/4

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 4, WTOR, KYOO, KRST, KOLO, Medium: KFGO, Light: WOTO, WOKK,  
WCU, KTKP.

JUDY ROEMAN "Until I Met You" (MTM) 8/3

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 3, WCVR, WDK, WDK, KALF, Medium: WBGW, WKYG, WKLO, WPAP, WUSO.

TONY ARATA "Some Old Story" (Hobie/Victrol/MCA) 9/1

Rotations: Heavy 1, Medium 2, Light 7, Total Adds 1, KALF, Medium: WLVI, Light: WVAM, WCMS, WOW, WTCM, KOI.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

CONWAY TWITTY/Lay Me Down Carolina (WB)	Chasin' Rainbows
DON WILLIAMS/Then It's Love (Capitol)	New Moves
JUDDS/Rockin' With The Rhythm... (RCA/Curb)	Rockin' With The Rhythm
GEORGE STRAIT/Dance Time In Texas (MCA)	Something Special
STEVE WARNER/She's Crazy For Leaving (MCA)	Life's Highway
REBA McENTIRE/Can't Stop Now (MCA)	Whoever's In New England
SAWYER BROWN/Shakin' (Capitol/Curb)	Shakin'
MICHAEL MARTIN MURPHY/Rollin' Nowhere (WB)	Tonight We Ride
GEORGE STRAIT/In Too Deep (MCA)	Something Special
JUNE NEWTON/Cheap Love (RCA)	Old Flame
ANNE MURRAY/My Life's a Dance (Capitol)	Something To Talk About
EMMYLOU HARRIS/Just Someone I Used To Know (WB)	Thirteen

THE FACTS ...



The Forester Sisters

"Mama's Never Seen Those Eyes" 7-28785-A

COUNTRY BREAKERS

From the album "The Forester Sisters" 2-314-1



Dwight Yoakam

"Honky Tonk Man" 7-28783-A

COUNTRY BREAKERS

From the album "Guitars Cadillac Etc. Etc." 1-28372

... THE NEW TRADITION



# RADIO & RECORDS NATIONAL AIRPLAY

## FULL-SERVICE AC

### TOP 20

MARCH 14, 1986

Pos. Last Week

Pos.	Last Week	Artist/Title
1	1	HEART/These Dreams (Capitol)
2	3	ATLANTIC STARBU/Secret Lovers (A&M)
3	2	ELTON JOHN/Nikita (Geffen)
4	5	JAMES TAYLOR/Only One (Columbia)
5	7	ANNE MURRAY/Now And Forever (You And Me) (Capitol)
6	4	STEVE WONDER/Overjoyed (Tama/Motown)
7	6	STARSHIP/Sara (Grun/RCA)
8	8	EVERLY BROTHERS/Born Yesterday (Mercury/PG)
9	11	DAN SEALS/Op (EMI America)
10	10	DREAM ACADEMY/In A Northern Town (Reprise/WB)
11	12	POORIE MO'S/Tender Love (Tommy Boy/WB)
12	13	SMOKEY ROBINSON/Hold On To Your Love (Tama/Motown)
13	14	DIONNE WARWICK/Whisper In The Dark (Arista)
14	15	JACK WAGNER with V. CARTER/Love Can Take Us All Away (Quest/WB)
15	16	MELISSA MANCHESTER & AL JANNONE/The Music Of Goodbye (MCA)
16	17	MIKE & THE MECHANICS/Silent Running (Atlantic)
17	18	MIKE/The Sweetest Taboo (Portrait/CBS)
18	19	MRL. BISTER/Kyrie (RCA)
19	20	THOMPSON TWINS/King For A Day (Arista)
20	21	BARBRA STRESAND/Send In The Clowns (Columbia)

Total Reports/Adds	Heavy	Medium	Light
46/0	43	3	0
45/0	37	8	0
45/2	35	10	0
41/1	30	11	0
42/0	30	12	0
44/3	26	18	1
39/0	30	8	1
38/0	23	14	1
34/1	19	14	1
32/0	13	17	2
33/6	8	23	2
36/1	10	22	4
35/7	6	23	7
31/0	7	20	4
32/3	8	19	7
22/1	10	10	2
26/0	12	11	3
16/0	14	1	1
20/1	9	9	2
26/1	3	15	8

### MOST ADDED

- DENNIS DEYOUNG (12)  
Call Me (A&M)
- BWE STRAITS (11)  
So Far Away (WB)
- BARRY MANLOW (10)  
He Doesn't Care (But I Do) (RCA)
- DIONNE WARWICK (7)  
Whisper In The Dark (Arista)
- PHIL COLLINS (6)  
Take Me Home (Atlantic)
- FORCE MD'S (6)  
Tender Love (Tommy Boy/WB)

### HOTTEST

- HEART (37)  
These Dreams (Capitol)
- ATLANTIC STARBU (28)  
Secret Lovers (A&M)
- ELTON JOHN (23)  
Nikita (Geffen)
- JAMES TAYLOR (21)  
Only One (Columbia)
- ANNE MURRAY (18)  
Now And Forever (You And Me) (Capitol)

## BREAKERS

**DIRE STRAITS**  
So Far Away (WB)

53% of our reporters on it. Rotations: Heavy 0, Medium 15, Light 10, Total Adds 11, KFMB, WCHS, WELL, WBT, WSPD, KBOI, KSL, WWNR, WTKO, WGBR, WASK.

**ROSANNE CASH**  
Hold On (Columbia)

51% of our reporters on it. Rotations: Heavy 3, Medium 14, Light 7, Total Adds 2, WTMJ, KBOI.

## NEW & ACTIVE

- DENNIS DEYOUNG "Call Me" (A&M) 21/12  
Rotations: Heavy 10, Medium 8/2, Light 11/10, Total Adds 12 including WFBR, WCCO, KFMB, WCHS, WGY, WOOV, W-HC, WBA, WMTR, WGBR, Heavy: KTWO, Medium including WELI, KOIL, KUGN, KVEC.
- JENNIFER JACKSON "I Think It's Love" (Arista) 21/4  
Rotations: Heavy 2/0, Medium 14/2, Light 5/2, Total Adds 4, WTVN, WBT, WBA, KSL, Heavy: WWKB, WELI, Medium including KHOW, KFMB, W-HC, WING, KOIL, KBOI, WGBR, WSTU.
- LAURA BRANSMAN "I Passed Someone" (Arista) 23/2  
Rotations: Heavy 1/0, Medium 14/2, Light 5/0, Total Adds 2, WTC, WVA, Heavy: WWKB, Medium including WFBR, KFMB, WCHS, WBT, WING, KBOI, WPOE, WGBR, WJBC, KTWO.
- THOMPSON TWINS "King For A Day" (Arista) 23/1  
Rotations: Heavy 9/0, Medium 9/0, Light 2/1, Total Adds 1, W-HC, Heavy including WTVN, WING, WWNR, WMTR, WSTU, WASK, KYJC, Medium including WTAE, 55R/C, KHOW, WHAS, KBOI, KTWO.
- BARRY MANLOW "He Doesn't Care (But I Do)" (RCA) 15/10  
Rotations: Heavy 0, Medium 10/5, Light 5/5, Total Adds 10, WFBR, WPRO, WSN, WGY, W-HC, WSPD, WGBR, WJBC, WASK, KYJC, Medium including WBT, KUGN, KSL, WPOE, WTKO.
- ELG "Cutting America" (CBS Associates) 14/2  
Rotations: Heavy 2/0, Medium 8/1, Light 4/1, Total Adds 2, W-HC, WTKO, Heavy: WWKB, KTWO, Medium including WTVN, KHOW, WING, WWNR, WMTR, WSTU, KYJC.
- BANGLES "Bonds Menagerie" (Columbia) 14/2  
Rotations: Heavy 3/0, Medium 7/0, Light 4/2, Total Adds 2, WING, WSPD, Heavy: WTKO, WCL, KTWO, Medium: KHOW, WCCO, WPOE, WMTR, WGBR, WSTU, KYJC.
- CARL "I'm Not The One" (Elektra) 14/0  
Rotations: Heavy 2/0, Medium 11/0, Light 1/0, Total Adds 0, Heavy: WWKB, KOIL, Medium: KHOW, KJR, WCHS, WGOV, W-HC, WMTR, WGBR, WSTU, WASK, KFOD, KYJC.
- ARETHA FRANKLIN "Another Night" (Arista) 11/0  
Rotations: Heavy 1/0, Medium 10/0, Light 0, Total Adds 0, Heavy: KYJC, Medium: WTVN, KHOW, WCCO, WCHS, WGOV, WING, WWNR, WMTR, WSTU, KFOD.

- B.J. THOMAS "America Is" (Columbia) 5/2  
Rotations: Heavy 0, Medium 8/1, Light 3/1, Total Adds 2, KSL, WASK, Medium including KJR, W-HY, WTKO, WJBC, KVEC.
- SHEENA EASTON "Jenny Mack" (EMI America) 5/1  
Rotations: Heavy 0, Medium 7/0, Light 2/1, Total Adds 1, WGOV, Medium: WWKB, WRVA, KSL, WWNR, WPOE, WGBR, WJBC.
- JACKSON BROWNE "For America" (Acapula) 5/4  
Rotations: Heavy 0, Medium 1/0, Light 7/4, Total Adds 4, WCHS, WING, WWNR, WSTU, Medium: WCCO.
- ALABAMA "She And I" (RCA) 5/1  
Rotations: Heavy 0, Medium 4/0, Light 4/1, Total Adds 1, WJBC, Medium: WFBR, WHAS, WPOE, KTWO.

## SIGNIFICANT ACTION

- PHIL COLLINS "Take Me Home" (Atlantic) 7/6  
Rotations: Heavy 0, Medium 3/2, Light 4/4, Total Adds 6, KFMB, WCHS, WPOE, WTKO, WSTU, WCL, Medium including KYJC.
- BRASS SOUND MACHINE "Bad Boy" (Epic) 7/2  
Rotations: Heavy 0, Medium 4/1, Light 3/1, Total Adds 2, KHOW, KFMB, Medium including WFBR, WSTU, KVEC.
- LOVERBOY "This Could Be The Night" (Columbia) 7/1  
Rotations: Heavy 4/0, Medium 1/0, Light 2/1, Total Adds 1, WCHS, Heavy: WWNR, WMTR, KTWO, KYJC, Medium: WSTU.
- GEDD "If You Leave" (A&M) 6/2  
Rotations: Heavy 0, Medium 2/1, Light 4/1, Total Adds 2, WING, WSTU, Heavy including WPOE.
- MAURICE WHITE "Lady In Love" (Columbia) 5/2  
Rotations: Heavy 0, Medium 1/0, Light 4/2, Total Adds 2, WGBR, KYJC, Medium: WPOE.
- EURYTHMICS "It's A Real Gone Girl" (RCA) 5/1  
Rotations: Heavy 1/0, Medium 2/0, Light 2/1, Total Adds 1, WWNR, Heavy: KTWO, Medium: KOIL, KYJC.
- PATTI LABELLE & MICHAEL McDONALD "On My Own" (RCA) 4/4  
Rotations: Heavy 0, Medium 2/2, Light 2/2, Total Adds 4, W-HY, WSTU, WJBC, KVEC.
- SIMPLY RED "Holding Back The Years" (Elektra) 4/4  
Rotations: Heavy 0, Medium 1/1, Light 3/3, Total Adds 4, KFMB, W-HY, WING, KVEC.
- JOHN COUGAR WELLENBAMP "R.O.C.K. In The U.S.A." (New/Polygram) 4/1  
Rotations: Heavy 0, Medium 4/1, Light 0, Total Adds 1, WHAS, Medium including WCCO, WWNR, KYJC.
- RAY PARKER JR. & HELEN TERRY "See Sunny Boy/Swelling Blues" (Atlantic) 4/1  
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WWNR, Medium: KTWO, KVEC.
- COCK ROBIN "The Promise You Made" (Columbia) 4/1  
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WMTR, Medium: KTWO, KYJC.
- MARK WILLIAMS JR. "Ain't Misbehavin'" (WB) 3/2  
Rotations: Heavy 0, Medium 0, Light 3/2, Total Adds 2, WCCO, WCHS.
- NYLONS "The Line Sleeps Tonight" (Open Air) 3/0  
Rotations: Heavy 0, Medium 3/0, Light 0, Total Adds 0, Medium: WCCO, KYJC, KVEC.
- TEBBY FENDERBASS "Love 4/2" (Elektra) 3/0  
Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0, Medium: W-HY, KTWO.
- OLIVIA NEWTON-JOHN "Toughen Up" (RCA) 3/0  
Rotations: Heavy 0, Medium 3/0, Light 0, Total Adds 0, Medium: WWNR, KTWO, KVEC.

# MISTER SPATS

## LOVE SPEAKS

Track/pauza



# ADULT CONTEMPORARY

## BREAKERS.

### DENNIS DeYOUNG Call Me (A&M)

64% of our reporters on it. Rotations: Heavy 0, Medium 33, Light 37, Total Adds 28 including WLTS, 2WD, KUDL, WMYX, KMJL, KGW, KIOI, KEZR, WJDX, WDLT, KLYF. Debuts at number 27 on the AC chart.

### SIMPLY RED

#### Holding Back The Years (Elektra)

53% of our reporters on it. Rotations: Heavy 0, Medium 19, Light 39, Total Adds 26 including WNCN, KKLT, KGW, KHYL, B100, KIFM, KEZR, WKYE, K106, 96WAVE. Debuts at number 30 on the AC chart.

### MIAMI SOUND MACHINE Bad Boy (Epic)

51% of our reporters on it. Rotations: Heavy 0, Medium 15, Light 41, Total Adds 24 including WHTX, WSB-FM, LOVE94, 2WD, KUDL, KGW, B100, K106, WIVY, U102, WNAM, WTRX, WHNN, KMGQ.

## NEW & ACTIVE

- ❑ **DMO "If You Leave" (A&M) 51/11**  
Rotations: Heavy 0, Medium 18/1, Light 33/10, Total Adds 11, WCLY, B100, WSPM, WKGW, WSFL, KWFM, WKNE, WOLL, WPPA, K98, KMGQ. Medium including KIFM, WKYE, 96WAVE, WJMN.
- ❑ **TEDDY PENDERGRASS "Love 4/2" (Elektra) 47/10**  
Rotations: Heavy 0, Medium 15/2, Light 32/6, Total Adds 10, WPKI, WCLY, KEY103, WJDX, WAVE, WHNN, KWFM, WQHQ, KWEB, WJON. Medium including WBN, KELT, WSFL, KLYF, KDKR, WSKI.
- ❑ **PHIL COLLINS "Take A Little Heart" (Atlantic) 44/48**  
Rotations: Heavy 1/0, Medium 17/17, Light 26/26, Total Adds 43 including WSM, WHTX, 97.9A, 2WD, WDLT, KUDL, KYKY, KOST, B100, KIOI, V100, KDKR, KKUA. Heavy, U102.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 HEART	109/0	103	4	2
2 ATLANTIC STARR	109/0	97	11	1
3 ELTON JOHN	105/0	91	12	2
4 STEVE WONDER	105/1	65	40	4
5 MIKE & THE MECHANICS	100/0	72	27	1
6 JAMES TAYLOR	97/0	66	25	6
7 FORCE MD'S	106/5	51	45	9
8 STARSHIP	91/0	58	26	7
9 THOMPSON TWINS	93/1	46	39	8
10 NRI. NISTER	83/0	62	17	4
11 DAN SEALS	88/1	40	44	5
12 ANNE MURRAY	88/1	40	42	6
13 JERMAINE JACKSON	100/11	14	64	22
14 WHITNEY HOUSTON	69/1	26	29	14
15 ARETHA FRANKLIN	82/0	22	54	6
16 SMOKEY ROBINSON	80/1	25	44	11
17 CARS	78/0	18	52	8
18 JACK WAGNER w/VALERIE CARTER	73/3	20	44	9
19 ELO	77/6	14	52	11
20 DONNIE WARWICK	83/7	4	58	21
21 DINE STRAITS	83/17	6	51	26
22 LAURA BRANIGAN	76/0	8	57	11
23 EVERLY BROTHERS	73/1	30	29	14
24 MELISSA MANCHESTER & AL JANNEAU	72/9	6	42	24
25 DREAM ACADEMY	61/0	13	31	17
26 BILLY OCEAN	53/1	12	23	18
27 DENNIS DEYOUNG	70/28	0	33	37
28 JACKSON BROWNE	65/5	1	37	27
29 LOVERBOY	43/5	9	23	11
30 SIMPLY RED	58/26	0	19	39

## MOST ADDED

- PHIL COLLINS (43)  
Take Me Home (Atlantic)
- DENNIS DeYOUNG (28)  
Call Me (A&M)
- SIMPLY RED (26)  
Holding Back The Years (Elektra)
- MIAMI SOUND MACHINE (24)  
Bad Boy (Epic)
- BARRY MANLOW (23)  
He Doesn't Care (But I Do) (RCA)

## HOTTEST

- HEART (89)  
These Dreams (Capitol)
- ATLANTIC STARR (78)  
Secret Lovers (A&M)
- ELTON JOHN (64)  
Nikita (Geffen)
- NRI. NISTER (38)  
Kyrie (RCA)
- MIKE & THE MECHANICS (33)  
Silent Running (Atlantic)
- STARSHIP (33)  
Sara (GrunT/RCA)

- LOVERBOY "This Could Be The Night" (Columbia) 42/6  
Rotations: Heavy 9/0, Medium 23/2, Light 11/3, Total Adds 5, WLTE, KDKR, KKUA, WQHQ, WFFX. Heavy including WLTS, WSPM, WPMK, WJMN, WCKQ, KALE. Medium including WHTX, WLTF, WMLJ, KLSI.
- ❑ CHERELLE w/ ALEXANDER O'NEAL "Secondary Love" (Toto/CBS) 42/10  
Rotations: Heavy 0, Medium 13/2, Light 29/8, Total Adds 10, KOST, KHYL, WKYE, WKGW, KEY103, WDLT, WTRX, WKNE, WCKQ, WFFX. Medium including WPKI, KELT, WSFL, KWAV.
- ❑ BANGLES "Manic Monday" (Columbia) 41/13  
Rotations: Heavy 4/0, Medium 18/2, Light 19/11, Total Adds 13 including 96WAVE, WXTX, WVVY, WTRX, WLHT, WPMK, WJMN. Heavy WHTX, KVL-FM, WJML, WSKI. Medium including KYKY, WSPM, WKYE, KCIK.
- BARBARA STREISAND "Good In The Streets" (Columbia) 41/9  
Rotations: Heavy 1/0, Medium 18/1, Light 24/8, Total Adds 9, WSM, WLTS, WMLJ, KFM, WDLT, WRAL, WHNN, WCHV, WEIZ. Heavy: KQSW. Medium including WPKI, KVL-FM, WLTF, WKYE, KWAV.
- JOHN COUGAR BELLEFANT "R.D.C.E. In The U.S.A." (Riva/PolyGram) 40/2  
Rotations: Heavy 11/0, Medium 16/0, Light 13/2, Total Adds 2, WSPM, WQHQ. Heavy including V100, WKYE, K106, KQ99, WJMN. Medium including KVL-FM, B100, KEY100, U102, WAVE, WNAM, WPMK, KWFM, WGLL.
- ❑ ALABAMA "She Had It" (RCA) 39/19  
Rotations: Heavy 2/0, Medium 10/1, Light 27/12, Total Adds 13 including WEZL, U102, WDLT, K10A, KQ99, WTRX, WHNN, WQHQ, KMGQ. Heavy: WAHR, KRLS. Medium including KWFM, WEIM, WMT-FM.
- ROSANNE CASH "Hold On" (Columbia) 36/1  
Rotations: Heavy 0, Medium 17/0, Light 19/1, WAGE. Medium including KFM, 96WAVE, KWFM, WEIM, WGLL, WSKI, WHPA, WGSV, WAHR, WMT-FM, KFSS, WJON, KQSW.
- SHEENA EASTON "Jimmy Mack" (EMI America) 27/2  
Rotations: Heavy 1/0, Medium 14/1, Light 12/1, Total Adds 2, B100, WLAC-FM. Heavy: WLTF. Medium including KVL-FM, 2WD, KEY103, WTRX, KWFM, WKNE, WTNV, WMT-FM, 94, KLVV, KQSW.
- ❑ BARRY MANLOW "He Doesn't Care (But I Do)" (RCA) 26/23  
Rotations: Heavy 0, Medium 3/3, Light 22/20, Total Adds 23 including WNCN, KOST, WXTX, WNAM, WEIM, WKNE, WSKI, WPPA, WCKQ, WCHV, WGSV, KKLV, KQSW, KALE.

## SIGNIFICANT ACTION

- NYLONS "The Lion Sleeps Tonight" (Open Air) 27/7  
Rotations: Heavy 0, Medium 5/1, Light 15/6, Total Adds 7, WNAM, WGLL, WSKI, WSKY, WZLQ, WFFX, KQSW. Medium including WMT-FM, WJON, WBOW, KALE.
- ❑ ALAN PARSONS PROJECT "LimeLight" (Arista) 20/20  
Rotations: Heavy 0, Medium 3/3, Light 17/17, Total Adds 20 including KEY103, 96WAVE, WAVE, WNAM, WEIM, WSKI, WQHQ, WTNV, KRSS, KKLV, KQSW, KALE.
- LEVEL 42 "Something About You" (Polydor/PolyGram) 18/9  
Rotations: Heavy 0, Medium 5/1, Light 14/6, Total Adds 9, 96WAVE, WNAM, WJMN, WMLJ, WSKY, WCHV, WAGE, 94, KQSW. Medium including WGLL, WSKI, WPPA, KALE.
- CDCK ROBIN "The Promise You Made" (Columbia) 19/2  
Rotations: Heavy 0, Medium 7/0, Light 12/2, Total Adds 2, KWAV, WBOW. Medium: WEIM, WGLL, WSKI, WTNV, KKLV, KQSW, KMGQ.
- CHAKA KHAN "Other Side Of The World" (Atlantic) 12/0  
Rotations: Heavy 0, Medium 2/0, Light 10/0, Total Adds 0, Medium: KTYL, KALE.
- ROLLING STONES "Harrison Sheffield" (Rolling Stones/Columbia) 10/4  
Rotations: Heavy 0, Medium 1/0, Light 9/4, Total Adds 4, WHTX, WKYE, KQ99, KALE. Medium: KTYL.

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.





**A DAZZLING NEW SINGLE**



**FROM GRAHAM NASH**  
**"INNOCENT EYES"**

Featuring Special Guest Kenny Loggins

From Graham Nash's Forthcoming Album

PRODUCED BY CRAIG DOERGE STANLEY JOHNSTON GRAHAM NASH  
MANAGEMENT BILL SIDONS & ASSOCIATES



ON ATLANTIC RECORDS & CASSETTES

# RADIO & RECORDS NATIONAL AIRPLAY

## AOR ALBUMS

			158 REPORTS	MARCH 14, 1986	Total Reports/Adds	Power	Heavy	Medium
1	1	1	<b>FIRM</b> /Mean Business (Atlantic)	"King's" (131) "Live" (73) "Tear" (28)	145-/-1	43-	116-	25+
-	3	2	<b>JACKSON BROWNE</b> /Lives In The Balance (Asylum)	"For America" (143) "Lives" (46) "Lawless" (30)	151-/-0	46+	120+	31-
2	2	3	<b>ZZ TOP</b> /Afterburner (WB)	"Rough Boy" (110) "Delirious" (68) "Stages" (28)	134-/-0	20-	95+	36-
11	7	4	<b>ROBERT PALMER</b> /Riptide (Island)	"Addicted To Love" (143)	143-/-1	63+	132+	10-
4	6	4	<b>MIKE &amp; THE MECHANICS</b> /Mike & The Mechanics (Atlantic)	"All I Need" (118) "Hanging" (34)	130-/-3	21+	86-	37-
5	4	5	<b>INKS</b> /Listen Like Thieves (Atlantic)	"What You Need" (106) "Listen" (15)	118-/-3	42-	100-	14+
22	16	9	<b>FABULOUS THUNDERBIRDS</b> /Tuff Enuff (CBS Associated)	"Tuff Enuff" (140)	141-/-1	8+	54+	79-
21	17	10	<b>HONEYMOON SUITE</b> /The Big Prize (WB)	"Feel It Again" (132)	135-/-0	3+	50+	82-
14	13	11	<b>DIRE STRAITS</b> /Brothers In Arms (WB)	"So Far Away" (74) "The Man's" (32) "Ride" (12)	104-/+6	15=	51+	48-
17	15	12	<b>BLUE OYSTER CULT</b> /Club Ninja (Columbia)	"Dancin'" (123)	123-/-1	6+	49+	65-
-	-	-	<b>BRIAN SETZER</b> /The Knife Feels Like Justice (EMI America)	"The Knife Feels" (129)	129-/+2	4-	37+	81-
3	5	7	<b>JOHN C. MELLENCAMP</b> /Scarecrow (Riva/PG)	"R.O.C.K." (55) "Minutes" (35)	83-/-1	13-	60-	22-
10	8	8	<b>PETER DINKlage</b> /Premonition (Atlantic)	"Lying" (93)	100-/-1	11+	54-	44-
23	23	17	<b>OZZY OSBOURNE</b> /The Ultimate Sin (CBS Associated)	"Shot In The Dark" (110)	110-/+2	5=	44-	60-
19	14	14	<b>ELDO</b> /Balance Of Power (CBS Associated)	"Calling America" (91) "Sorrow" (18)	109-/-3	17+	47-	56-
8	11	13	<b>PETE TOWNSHEND</b> /White City (Alco)	"Secondhand" (42) "Crashing" (27) "Blood" (21)	88-/-2	7-	41-	40-
13	18	20	<b>OUTFIELD</b> /Play Deep (Columbia)	"Your Love" (84)	87-/-1	13+	49+	34-
9	12	19	<b>SIMPLE MINDS</b> /Once Upon A Time (Virgin/A&M)	"All The Things" (74) "Sanctify" (22)	95-/+22	4-	25-	63+
37	32	25	<b>CALL</b> /Reconciled (Elektra)	"I Still Believe" (102)	105-/+9	3+	19+	74-
-	-	23	<b>TALK TALK</b> /The Colour Of Spring (EMI America)	"Life's" (97)	98-/-4	3-	27+	62-
-	-	14	<b>JOHN LENNON</b> /Live In New York (Capitol)	"Karma" (47) "Imagine" (45) "Together" (35)	78-/-1	1-	18-	47-
25	27	24	<b>RUSH</b> /Power Windows (Mercury/PG)	"Mystic Rhythms" (95)	96-/-7	1=	13-	73+
29	29	26	<b>ALARM</b> /Strength (IRS/MCA)	"Spirit Of '76" (95)	96-/-4	3+	24+	54-
30	31	26	<b>DOKKEN</b> /Under Lock And Key (Elektra)	"In My Dreams" (90)	91-/+7	5-	21+	56-
35	37	31	<b>MR. MISTER</b> /Welcome To The Real World (RCA)	"Is It Love" (86) "Kyrrie" (10)	94-/+16	1=	20+	67+
6	9	15	<b>HEART</b> /Heart (Capitol)	"These Dreams" (52)	60-/-1	11-	35-	21+
<b>DEBUT</b>	27	27	<b>PHIL COLLINS</b> /No Jacket Required (Atlantic)	"Take Me Home" (74)	75-/+36	13+	36+	33+
24	26	29	<b>DREAM ACADEMY</b> /Dream Academy (Reprise/WB)	"The Edge" (82)	89-/-4	4+	16+	68-
18	21	22	<b>STEVIE NICKS</b> /Rock A Little (Mercury/Alco)	"Imperial Hotel" (37) "I Can't Wait" (33)	75-/-2	3-	25-	45-
7	10	19	<b>ALAN PARSONS PROJECT</b> /Stereotomy (Arista)	"Stereotomy" (46) "Real" (23) "Limelight" (15)	78-/-6	1-	15-	53+
-	-	36	<b>TED NUGENT</b> /Little Miss Dangerous (Atlantic)	"Little Miss" (86)	87-/+7	0=	10+	62+
38	35	32	<b>ELVIS COSTELLO</b> /King Of America (Columbia)	"Don't Let Me Be Misunderstood" (68)	70-/+5	4=	19-	39+
36	36	35	<b>DEL FUGGOS</b> /Boston, Mass. (Slash/WB)	"I Still Want You" (70)	71-/-3	4+	20+	45-
34	34	34	<b>BANGLES</b> /Different Light (Columbia)	"Manic Monday" (54) "Egyptian" (10)	64-/+6	9=	25=	29+
-	-	40	<b>PRETTY IN PINK</b> /Soundtrack (A&M)	"Left Of Center" (30) "If You" (24) "Do Wo!" (11)	51-/+11	7=	17+	28+
33	33	33	<b>JIMMY BARNES</b> /Jimmy Barnes (Geffen)	"Working" (52) "Prize" (32)	77-/-6	1=	6+	55-
<b>DEBUT</b>	19	19	<b>MARILLION</b> /Brief Encounter (Capitol)	"Lady Nina" (76)	76-/+9	1+	6+	56+
20	24	30	<b>MARILYN MARTIN</b> /Marilyn Martin (Atlantic)	"Night Moves" (53)	57-/-2	2-	20-	33-
<b>DEBUT</b>	19	19	<b>GLEN BURTNICK</b> /Talking In Code (A&M)	"Little Red House" (56)	66-/+7	0=	6+	36+
40	39	-	<b>CHARLIE SEXTON</b> /Pictures For Pleasure (MCA)	"Impressed" (34) "Beat's So Lonely" (22)	50-/+5	1=	8-	35+

# the UNFORGIVEN

ELKTRA

# BREAKERS

No albums qualified for Breaker status this week.

## NEW & ACTIVE

**UFO "Medusa" (Chrysalis) 48/18 (8/8)**  
 Adds including WHYY, WKDF, WRXK, WYCK, WYKE, KJLO. Heavy 0 Medium 29 including WLVO, WLLZ, WOFM, KSHE, KGB, WPTX, KVCN, KJBS, WLAY, WYOT.

**LEVEL 42 "World Beaters" (PolyGram) 47/12 (25/14)**  
 Adds including KSPR, WLVO, KRQO, CFOX, WJLP, WWWW, KTYD. Powers 2 Heavy 8 including CHOM, WZZO, CHEZ, WKQO, KTCC, KQZL, KSPN. Medium 32 including WSHS, WNCR, KAZY, KBCC, 91X, KFQG, KLAQ, WONE, KZEL.

**CLANNAD "Bosnia" (RCA) 46/1 (46/3)**  
 Adds: WHEB. Powers 8. Heavy 11 including CHOM, WYRT, KAZY, KBCC, 91X, WONE, WTUE. Medium 27 including WOVE, WNCR, WKQO, WLJR, WNCN, WLJR, WFDH.

**YAN STEPHENSON "Senseless Heart" (MCA) 38/1 (38/6)**  
 Adds: WZEW. Heavy 2. WSKS, KRQO. Medium 27 including KSPR, WBNB, WLVO, WLLZ, WOFM, KOME, KLAQ, WONE, WLAY.

**FEARFUL SHARKEY "Fearful Sharkey" (Virgin/A&M) 33/2 (31/4)**  
 Adds: WBAE, WAAF. Powers 3. Heavy 11 including WBCN, CHOM, KRQO, 91X, CFOX, WFFS. Medium 12 including WNEW, WYRT, KBCC, WHEB, KLXP.

**RAMBLIN' "Real Man" (Mercury/PolyGram) 28/0 (23/6)**  
 Adds: 0. Heavy 0. Medium 22 including WYYY, WBAE, WSKR, WNCR, WLLZ, WOFM, KSHE, KGB, WEZD, WAAF, KLAQ, WDJZ, KISS, KJLO.

**VIRGINIA WOLF "Virginia Wolf" (Atlantic) 28/1 (23/2)**  
 Adds: WBLM. Heavy 0. Medium 20 including WHYY, WLLZ, KORS, KSHE, KRQR, WPYX, KLBJ, KLAQ, WFFY, KJLO.

**EUROGLIDERS "Absolutely" (Columbia) 25/4 (23/7)**  
 Adds: WLLC, WYCK, WZEV, WQZJ. Powers: 1. Heavy 6 including WLJR, KTCC, KGRG, KRQO, KRQJ. Medium 13 including KBCC, KRQO, KLAQ, KLXP.

**MODERN ENGLISH "Step Out" (Sire/WB) 24/6 (18/9)**  
 Adds: WAPL, KSTM, WWWW, WZZO, KTCL. Heavy 5 including KRQO, WLJR, KRQJ, KQGL. Medium 13 including WYRT, KAZY, 91X, WEZJ, WRDU, WONE, WTUE, KTYD.

**DOWN AND OUT IN BEVERLY HILLS "Soundtrack" (MCA) 22/3 (28/6)**  
 Adds: WBAE, WYCK, KSPN. Powers: 1. Heavy 3. KZEW, WLUP, KFMD. Medium 13 including WNEW, Q107, KTKQ, WOFM, KRQO, WEZD, WONE, WTUE, KJLO.

Continued on Page 79

# AOR TRACKS

## MOST ADDED

**JULIAN LEHNON (125)**  
Stick Around (Atlantic)  
**BOB SEGER (88)**  
Fortunate Son (Capitol)  
**JUDAS PRIEST (82)**  
Locked In (Columbia)  
**SMOKE RINGS (38)**  
All The Things She Said (Virgin/A&M)  
**PHIL COLLINS (36)**  
Take Me Home (Atlantic)

## HOTTEST

**VAN HALEN (63)**  
Why Can't This Be Love (WB)  
**ROBERT PALMER (63)**  
Addicted To Love (Island)  
**ROLLING STONES (58)**  
Harlem Shuffle (Rolling Stones/Columbia)  
**JACKSON BROWNE (42)**  
For America (Asylum)

## CHART CLIMBERS

### DOKKEN "In My Dreams" (Elektra) 88/8 (88/5)

Adds 6 WBCN, WBAB, KTRQ, KBPI, WKXK, KROU, Heavy 21 including WXPX, WHJY, KQRS, KLOS, KUPD, KOME, WYSP, WHEB, WPDH, WAQX, KNKN, KISS, KILQ, KRK, Medium 55 including Q107, KZEW, KLOL, KSPR, WLLZ, WRF, KYYS, WFO, KSHE, KMET, KGB, KSJO, WPKX, KLAQ, WKQG, KZEO, WWCT, WLOT, KLFX, Moves 28-28

### MR. BUSTER "Is It Love?" (RCA) 88/17 (88/21)

Adds including WNEW, WXPX, WHJY, KSPR, WCMF, WAQX, WQZ, WRXL, Heavy 14 including CHOM, KTKQ, 91X, WZZO, WCCC, WTKX, WLAV, KRSP, Medium 65 including WBAB, WKLS, KLOL, KSPR, WNOR, KFQG, WPKX, WHEB, WONE, WLOT, KZEL, Moves 41-32

### TED NUGENT "Little Miss Dangerous" (Atlantic) 88/6 (79/29)

Adds Q107, KGB, WAFF, WHIF, WQZ, WFO, WOOJ, KTAI, Heavy 10 including WBCN, KZEW, WRF, KMET, KUPD, KLOL, KRSP, KYTD, Medium 82 including WNEW, WOVE, WHJY, KLOL, WHEB, WNOR, WLVO, WLLZ, KSHE, KISW, WPKX, KNKN, KLAQ, KLFX, Moves 37-30

### DREAM ACADEMY "The Edge Of Forever" (Reprise/WB) 82/5 (88/3)

Adds KYYS, KMET, WLIR, KMJX, WFQZ, Heavy 12 including WLUP, KAZY, WZZO, WPDH, WONE, WTUE, Medium 66 including WNEW, KSPR, WNOR, WLVO, WOFM, KBOO, KROQ, KFQG, KROR, WPKX, WEZA, WAFF, WHCN, WRDU, WAPL, WLAV, KEZO, WWCT, WLOT, KILQ, KMBY, KMBY, KPLX, Remains at 31

### MARILLION "Lady Miss" (Capitol) 78/6 (88/16)

Adds including WSH, KMJX, WTKX, KODS, WWCT, KDJX, KMBY, Heavy 6 WOFM, WPLR, WPKM, KLOL, WQBK, KJZL, Medium 56 including WTY, WNEW, WOVE, DC101, KLOL, KSPR, WNOR, WCKG, WLUP, KRON, KOME, WPKX, WFTV, KISS, Moves 44-39

### SMOKE RINGS "All The Things She Said" (Virgin/A&M) 74/36 (88/22)

Adds including WMMR, KLOL, WNOR, WLLZ, KMET, KZAP, KROR, KOME, WRDU, WRXL, WLAV, KEZO, Heavy 12 including WNEW, WHJY, Q107, KZEW, KROQ, 91X, WKQG, KLOL, Medium 55 including DC101, WKLS, KTKQ, WCKG, WLUP, KBOO, WPKX, WHCN, WQZ, WONE, KZEL, Moves 58-35

### PHIL COLLINS "Take Me Home" (Atlantic) 74/36 (88/28)

Adds including WBAB, WOVE, KROQ, KUPD, 91X, CFOX, WEZL, KLAQ, WLAV, Heavy 35 including WTY, WNEW, WMMR, DC101, WKLS, WSH, WLVO, KRON, KISW, WPKX, WRDU, KEZO, Medium 33 including KLOL, WPKX, KTYE, KBI, WTPA, WAQY, WAFF, WFTV, WXPX, Moves 49-27

### DRE STRAITS "Do For Away" (WB) 74/16 (88/21)

Adds including KTKQ, KORS, WPKX, WDM, KNKN, WQMF, WLAV, KMBY, WEZL, Heavy 41 including WBCN, WNEW, WMMR, WNOR, WBEH, WLLZ, WRF, KBI, KUPD, KRON, KZAP, 91X, Medium 31 including WBAB, WOVE, WKLS, WSH, WLVO, KGB, WHEB, WAQY, WRDU, WRXL, Moves 32-22

### FIRM "Live In Peace" (Atlantic) 73/6 (88/8)

Adds KTKQ, KORS, WZZO, WPLR, WTKX, KISS, WXPX, KMBY, KFQX, Heavy 27 including WOVE, Q107, DC 101, KZEW, KLOL, WTKX, KISS, KGB, KFQX, KROR, KNKN, WFTV, KLOL, Medium 43 including WNEW, WHJY, WKLS, WNOR, WCKG, WLVO, WLLZ, KYYS, KMET, KZAP, WQZ, WONE, WTUE, KEZO, KEZE, Moves 29-28

### DEL FUEGOS "I Still Want You" (Sire/WB) 70/3 (74/4)

Adds KSHE, KUPD, KICT, Heavy 20 including WXPX, WOFM, KQRS, KAZY, KMET, KISW, WTPA, WHEB, KLBJ, WONE, WTUE, Medium 44 including WNEW, WHJY, KLOL, WPKX, WTKX, KLOS, KGOB, KGB, KNKN, KEZO, KLOL, Remains at 36

### BOB SEGER "Fortunate Son" (Capitol) 68/8 (8/8)

Adds including WBAB, WOVE, WHJY, WQZ, WLUP, WOFM, KSH, KMET, KZAP, KFQG, Heavy 23 including Q107, KZEW, WRF, KROR, WAQX, WHIF, WQZ, WRXL, KLOL, KZEL, Medium 38 including WKLS, WNOR, WLVO, WLLZ, KYYS, CFOX, WPKX, WZZO, KEZO, Debuts at #33

### ELVIS COSTELLO "Don't Let Me Be Misunderstood" (Columbia) 88/6 (88/7)

Adds WXPX, DC101, CFOX, WZZO, WGR, KSPN, Heavy 17 including WBCN, CHOM, WNEW, KBOO, 91X, KSTM, Medium 39 including WBAB, WMMR, Q107, WSH, WCKG, KORS, KAZY, KROR, KRON, KFQG, WPDH, WONE, WTUE, WLAV, Remains at 38

### OLEN BURTRICK "Little Red House" (A&M) 88/6 (82/6)

Adds KSPR, KMJX, WKXK, KSOY, KSPN, Heavy 6 WNEW, WXPX, WLLZ, WOFM, WDM, WPLR, Medium 28 including WHJY, KTKQ, WLVO, WRF, KOME, WHEB, WPM, WEZL, WQZ, KLOL, KLFX

### BAMBLES "Bliss Beyond" (Columbia) 84/4 (88/3)

Adds KGB, WPDH, WXPX, KTAI, Heavy 22 including WBCN, WBAB, KAZY, KROQ, 91X, CFOX, WONE, WTUE, WWCT, WBLM, KTYD, Medium 25 including WMMR, WSH, WLVO, KSPR, WPKX, WHEB, WAFF, WRU, WWWV

### JUDAS PRIEST "Locked In" (Columbia) 82/2 (8/8)

Adds including WBCN, WXPX, KTKQ, KZEW, WLLZ, WRF, WOFM, KLOS, KMET, WHEB, KLBJ, Heavy 4 WBAB, WNEW, WHJY, KISS, Medium 34 including WTY, KLOL, KSPR, WNOR, KUPD, KGB, KOME, KISW, KLOL, KLPX, KTYD, Debuts at #43

### JIMMY BARNES "Working Class Man" (Geffen) 82/22 (31/11)

Adds including WMMR, KSPR, WLLZ, WPLR, WPDH, WEZL, WAPL, KLPX, WWWV, KTYD, Heavy 5 KMET, KFQX, KRK, KJZL, KROU, Medium 38 including WOVE, Q107, WKLS, KZEW, WLVO, KOME, KSJO, WPKX, WFTV, KLOL, KZEL, Debuts at #56

### JOHN LEHNON "Instant Karma (We All Shine On)" (Capitol) 47/4 (48/22)

Adds WHJY, KSTM, WGR, KVRE, Heavy 11 including WXPX, WMMR, KAZY, KMET, WCCC, WYSP, WONE, KJZL, Medium 27 including WBAB, DC101, WCKG, KBOO, KZAP, KROR, WHCN, KLBJ, WQZ, KISS, WTUE, KLFX, Moves 51-48

### LEVEL 42 "Something About You" (Polygram/PolyGram) 48/11 (36/14)

Adds including KSPR, WLVO, CFOX, WPLR, WXPX, Heavy 8 including CHOM, WZZO, CHEZ, WTKX, KTKQ, KJZL, KSPN, Medium 32 including WSH, WNOR, KAZY, KBOO, 91X, KFQG, WHEB, KLAQ, WONE, KZEL, KTYD, Debuts at #53

### JACKSON BROWNE "Lives In The Balance" (Asylum) 48/3 (48/22)

Adds WLUP, KSTM, KEZE, Heavy 23 including KLOL, WLVO, KAZY, KFQG, KROR, WPKX, WHCN, WPKX, WONE, WLAV, KLOL, KTYD, Medium 21 including DC101, KTKQ, KYYS, KZAP, WQZ, WTUE, KEZO, WLOT, KZEL, KLPX, Moves 48-42

### GREG KINN "Love And Rock & Roll" (EMI America) 48/22 (23/23)

Adds including WNEW, WXPX, WMMR, WHJY, KLOS, KGOB, KGB, KFQG, WHEB, KLBJ, Heavy 4: KORS, KOME, KROU, KVRE, Medium 29 including KLOL, WPKX, KMET, WOFM, KROR, WPDH, WEZL, WAFF, KLBJ, Debuts at #59

### PET SHOP BOYS "West End Girl" (EMI America) 44/8 (38/12)

Adds WBCN, KSPR, WPKX, WBRU, KMJX, WWCT, WBLM, KTKL, Heavy 10 including WSH, 91X, CFOX, WZZO, WLIR, WPLR, KFQX, Medium 26 including WBAB, WXPX, KAZY, KBOO, KBI, WPDH, WIMZ, WRDU, WONE, WTUE, Debuts at #57

### PETE TOWNSHEND "Secondhand Love" (A&M) 42/6 (38/7)

Adds including CHOM, WOVE, KBOO, WPKX, WEZL, WQZ, WWWV, Heavy 20 including Q107, WLUP, WXPX, KMET, KGB, KFQG, KROR, KLBJ, KLOL, KTYD, Medium 18 including WCKG, KUPD, KNKN, WQZ, KEZO, WOT, Moves 61-44

### ROLLING STONES "Had It With You" (Rolling Stones/Columbia) 33/21 (11/11)

Adds including WOVE, WKLS, KTKQ, WRF, KYYS, WOFM, KMET, KROR, WPKX, WHCN, WAFF, KLOL, Heavy 16 including WMMR, Q107, WXPX, KFQG, Medium 15 including WBAB, DC101, WSH, Debuts at #47

## NEW & ACTIVE

### UFO "This Time" (Chrysalis) 47/17 (38/22)

Adds including WHJY, WKLC, WDM, KMJX, WXPX, WTKX, WPKX, WKXK, KLOL, Heavy 0 Medium 28 including WLVO, WLLZ, WOFM, KSHE, KGB, WPDH, KNKN, KLAQ, KISS, WLAV, WLOT, KLFX

### ONCE THE MECHANICS "Hanging By A Thread" (Atlantic) 34/3 (82/4)

Adds WKQG, WKXK, WLOT, Powers 1: Heavy 11 including DC101, KROR, WPKX, WHCN, WFTV, KLOL, KPOI, Medium 21 including WTY, WNEW, WLVO, WCKG, KYYS, KGOB, KFQG, KEZO, KZEL

### CHARLIE SEXTON "Impressed" (MCA) 34/3 (23/3)

Adds WCCC, WLOT, WQZ, Heavy 6 including WNEW, WOFM, WPLR, WAQX, KROU, Medium 21 including KTKQ, KLOL, WLLZ, 91X, KOME, WAFF, KNKN, KEZE, KLFX

### VAN STEPHENSON "We're Doin' Alright" (MCA) 33/1 (33/6)

Adds WZZW, Heavy 2 WKS, KROU, Medium 24 including KSPR, WBEH, WLVO, WLLZ, WOFM, KOME, WYSP, WLAV, FEARFUL SHARKEY "A Good Heart" (Virgin/A&M) 32/2 (38/4)

### SUZANNE VEGA "Let It Be" (A&M) 30/1 (31/4)

Adds WRDU, Powers 5, Heavy 14 including WXPX, KBOO, 91X, WFS, WLIR, CFOX, WFS, WLIR, Medium 12 including WNEW, WXPX, KBOO, WHEB, KLFX

### JACKSON BROWNE "Lawless Avenue" (Asylum) 30/4 (30/11)

Adds KUPD, WPDH, KZEL, KSTM, Heavy 9 including KLOL, KMET, KROR, KOME, KTYD, Medium 19 including WNEW, WCKG, WOFM, KZAP, KNKN, WRDU, WLOT, KLFX

### FIRM "Spirit Of Love" (Atlantic) 28/4 (25/9)

Adds KLOL, WCMF, WFTV, WKT, Powers 1, Heavy 11 including Q107, KSHE, KROR, WPKX, WCCC, WEZL, KATT, Medium 17 including DC101, WLUP, KLAQ, KZEL, KLFX

### FIRM "Tear Down The Walls" (Atlantic) 28/3 (27/3)

Adds WGR, WXPX, WRF, Powers 1, Heavy 12 including KZEW, KLOL, WOFM, KQRS, KLOS, KGB, WHCN, KLBJ, Medium 14 including WXPX, KOME, KLOL, WPKX

### WAX "Right Between The Eyes" (RCA) 27/13 (14/14)

Adds including WMMR, WOFM, WPDH, KATT, KOMP, Powers 1, Heavy 2, WLUP, WLVO, Medium 18 including WNEW, WKLS, KTKQ, WXPX, WPKX, WLAV, KLFX

### YOUNG AND THE RUBIES "Waiting For Love" (Atlantic) 25/1 (27/2)

Adds WBLM, Heavy 0 Medium 19 including WHJY, WLLZ, KORS, KSHE, KROR, WPKX, WHEB, KLAQ, WQZ, KLOL, WRF, BODEN ENGLISH "Ink And Paper" (Sire/WB) 24/6 (18/8)

### ADDY "In The Heat Of The Night" (Sire/WB) 24/6 (18/8)

Adds WAPL, KSTM, WWWV, WZZO, KTKL, Heavy 5 including KROQ, WLIR, KROU, KCGL, Medium 13 including WXPX, KAZY, 91X, WEZL, WRDU, WONE, WTUE, KTYD

### OMD "If You Leave" (A&M) 24/4 (28/8)

Adds WBAB, KBI, WPLR, KFQX, Powers 1, Heavy 8 KBOO, KROQ, 91X, WLIR, CHEZ, CFOX, KQGL, KVRE, Medium 14 including KAZY, WPKX, WTUE

### ALAN PARSONS PROJECT "In The Real World" (Arista) 23/11 (14/6)

Adds including KSHE, KROR, WHEB, WEZL, WOT, KLFX, Heavy 2, WFTV, KMBY, Medium 16 including KZEW, KZAP, WPKX, WWWV

### LITTLE RICHARD "Great Gosh A'Mighty" (MCA) 22/3 (28/6)

Adds WBAB, WXPX, KSPN, Powers 1, Heavy 3 KZEW, WLUP, KFQX, Medium 13 including WNEW, KTKQ, WOFM, KROQ, WEZL, KLAQ, WONE, WTUE, KLOL

### MODELS "Out Of Mind, Out Of Sight" (Geffen) 18/11 (8/9)

Adds including WNEW, KSPR, WSH, KLOS, KROQ, WDM, Heavy 2 WLIR, KROU, Medium 8 including KFQX

### JACKSON BROWNE "In The Shape Of A Heart" (Asylum) 18/6 (13/2)

Adds KBOO, KICT, KDJX, KFQX, Powers 2, Heavy 11 including WLUP, KZOK, WQBK, Medium 8 including WBAB, WOT, KZEL

### EUROGLADERS "Can't Wait To See You" (Columbia) 18/4 (18/4)

Adds WLKC, WMMO, WZZW, WOPZ, Heavy 2, WLIR, KROU, Medium 10 including KBOO, KROQ, KLAQ, KLPX

### ELO "Surreal One To Fall" (CBS Associated) 18/4 (14/2)

Adds KISW, KLOL, WOPX, KSOY, Powers 1, Heavy 6 including WEZL, KTKZ, Medium 9 including KLOL, KBOO, WONE, WTUE, KLOL

### MR. BUSTER "Something Real (Inside Me, Inside You)" (RCA) 18/8 (21/3)

Heavy 2 WLAV, KJZL, Medium 15 including WCKG, WLVO, KFQG, WHCN, WOT, KZEL, KLPX

### AEROSMITH "By Your Side" (Geffen) 18/4 (13/4)

Adds KMET, WIMZ, WKDF, KISS, Heavy 4 WBCN, WHJY, WHEB, WAFF, Medium 9 including WMMR, WLLZ, WPDH, WLOT

### MENTAL AS ANYTHING "Love & Up" (Columbia) 18/2 (18/8)

Adds WLKC, WPLR, Heavy 3 91X, KTKL, KROU, Medium 11 including WMMR, WHJY, KBOO, KROQ

### BOB "Listen Like Thieves" (Atlantic) 18/6 (7/1)

Adds including WNEW, WRF, WKDF, Heavy 6 KBOO, 91X, WHCN, KPOI, KMBY, WWWV, Medium 8 including KTKQ, KISS

### ALAN PARSONS PROJECT "Limagline" (Arista) 18/3 (11/1)

Adds DC101, KLOL, KZEL, Heavy 0 Medium 11 including WCKG, KAZY, WONE, WTUE, WWWV

# AOR ALBUMS

## MOST ADDED

**PHIL COLLINS (36)**  
No Jacket Required (Atlantic)  
**SMOKE RINGS (22)**  
Once Upon A Time (Virgin/A&M)  
UFO (18)  
Madameam (Chrysalis)  
**MR. BUSTER (16)**  
Welcome To The Real World (RCA)  
LEVEL 42 (12)  
World Machine (Polygram/PolyGram)

## HOTTEST

**ROBERT PALMER (63)**  
Riptide (Island)  
**JACKSON BROWNE (48)**  
Lives In The Balance (Asylum)  
**FIRM (43)**  
Mean Business (Atlantic)  
**BOB (42)**  
Listen Like Thieves (Atlantic)  
**MIKE & THE MECHANICS (21)**  
Mike & The Mechanics (Atlantic)

## NEW & ACTIVE

Continued from Page 78

### MENTAL AS ANYTHING "Fundamental" (Columbia) 21/2 (28/3)

Adds WLKC, WPLR, Heavy 5: 91X, WLIR, KTKZ, KTKL, KROU, Medium 12 including WMMR, WHJY, KBOO, KROQ, WFS, WAFF

### AEROSMITH "Done With Mirrors" (Geffen) 18/4 (17/1)

Adds WIMZ, WKDF, KISS, KTKL, Powers: 1, Heavy 5 WBCN, WHJY, WRF, WHEB, WAFF, Medium 11 including WMMR, WYSP, WPDH, WAQX, WOT

### EVERLY BROTHERS "Born Yesterday" (Mercury/PolyGram) 18/1 (18/8)

Adds KTKL, Powers: 1, Heavy 4: KROR, KSPN, KROQ, KVRE, Medium 8 including WXPX, KBOO, WONE, WTUE

### SUNSHINE POOL "One Tomorrow" (A&M) 18/3 (12/8)

Adds WBCN, CHEZ, WXPX, Heavy 2 KTKL, KVRE, Medium 7 including KZEW, KBOO, WFS, WFTV, WRDU

### VIOLENT FEMMES "The Blind Leading The Blind" (Sire/WB) 18/1 (14/1)

Adds 1 WBRU, Heavy 6 WBCN, WFS, WLIR, CFOX, KTKL, KCGL, Medium 6 including WXPX, WOFM, KROQ, WHEB











# CHR PARALLEL ONE PLAYLISTS

**7-93 Atlanta**  
 PD: John Young  
 MD: Chris Thomas

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**94.1 Miami**  
**WINZ-FM**  
 PD: Gabe Bocate  
 Asst. PD/MD: Mark Shands

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**94-G Atlanta**  
 PD: Jim Morrison  
 MD: Jill McCartney

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**Q108 Tampa**  
 Ops Mgr: Mason Dixon  
 MD: Bobby Rich

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**103 KHTR**  
 KEEP HEARING THE ROCK  
 Ops. Dir: Dave Robbins  
 MD: Tom Kelly

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**B96 Chicago**  
 PD: Buddy Scott  
 MD: Joe Bohannon

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**WPRO fm 100**  
 New Orleans  
 PD: Mike Costello  
 MD: Wayne Wattans

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**KISS 103.1 KTKS**  
 Dallas  
 Ops Mgr: Chuck Morgan  
 MD: Marcia Guzman

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**103.3 WNVZ**  
 Norfolk  
 PD: Chris Bailey  
 MD: Mary Ann Reymont

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**MIDWEST**  
**WHYT 104.1**  
 Detroit  
 PD: Gary Barlowicz

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**KDWB 101**  
 Minneapolis  
 PD: Dave Anthony  
 Asst. PD/MD: Don Michaels

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**795.5**  
 Detroit  
 PD: Steve Wood  
 MD: Kathy Means

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MIDWEST

HOTTEST PAUL COLLINS, PHIL COLLINS, MIAMI SOUND MACHINE, NICKI & MICHAELE

CHR ADDS & HOTS

WEST

HOTTEST PAUL COLLINS, MIAMI SOUND MACHINE, PHIL COLLINS, NICKI & MICHAELE

MIDWEST

PARALLEL TWO

WIDDIAAron, OH Matt Patrick... WILKINGeorge, WI McCartyMichael T... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper...

WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper...

WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper...

WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper...

WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper...

WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper...

WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper...

WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper... WYMANJohn, OH LeCainBumper...

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readed.

WEST

PARALLEL TWO

KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan...

KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan...

KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan...

KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan...

KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan...

PARALLEL THREE

KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan...

PARALLEL THREE

KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan... KIRKJohn, OR Jim Ryan...

246 Reporters 231 Current Reports The following stations reported a new playlist this week: KTUX/Dallas Z108/Philadelphia KTUX/Shreveport The following stations failed to report this week, and therefore their playlists were frozen: WZLD/Columbia KPMQ/Madison KMOQ/Honolulu WQUG/Bangor KRMQ/Des Moines WSPY/Stevens Point



# PARALLELS

### F

<b>FALEO</b> <i>Rock Me Amadeus (A&amp;M)</i> LP Falco 3	
2290 57% National A 154 B 194 C 144 D 184 E 134	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

<b>FORCE MA'S</b> <i>Tender Love (WB)</i> LP Cher 16	
2970 69% National A 144 B 184 C 134 D 174 E 124	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

<b>MINNIE TERPSON SUITE</b> <i>Foot &amp; Again (WB)</i> LP The Big Bop 2%	
2290 57% National A 154 B 194 C 144 D 184 E 134	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

<b>JANET JACKSON</b> <i>What Have You Done For Me Lately</i> LP Control 7	
2290 57% National A 154 B 194 C 144 D 184 E 134	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

<b>ELTON JOHN</b> <i>Nikita (Geffa)</i> LP Ice On Fire 7	
2290 57% National A 154 B 194 C 144 D 184 E 134	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

<b>JEROME JACKSON</b> <i>I Think It's Love (Arista)</i> LP Precious Moments 24	
2110 63% National A 114 B 154 C 104 D 144 E 94	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

### H

<b>FINE</b> <i>All The Kings Horses (Atlantic)</i> LP Mean Business 20%	
2290 57% National A 154 B 194 C 144 D 184 E 134	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

<b>HEART</b> <i>These Dreams (Capitol)</i> LP Heart 22%	
2270 60% National A 144 B 184 C 134 D 174 E 124	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	


<b>What You Need (Atlantic)</b> LP Listen Like Thieves 22%	
2290 57% National A 154 B 194 C 144 D 184 E 134	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

<b>JEROME JACKSON</b> <i>I Think It's Love (Arista)</i> LP Precious Moments 24	
2110 63% National A 114 B 154 C 104 D 144 E 94	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

<b>ELTON JOHN</b> <i>Nikita (Geffa)</i> LP Ice On Fire 7	
2290 57% National A 154 B 194 C 144 D 184 E 134	
3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31	

## Picture Yourself In R&R.

If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.



**R&R**  
RADIO & RECORDS

1930 Century Park W.  
Los Angeles, CA 90067  
(213) 553-4330

**THE PICTURE PAGE**



# PARALLELS

**LEVEL 42**  
Something About You (Polydor/PG)  
LP World Machine

19823 70% **Chart EXTRA**

Rank	Title	Label	Weeks
1	Something About You	Polydor	10
2	...And the Winner is...	Polydor	10
3	...And the Winner is...	Polydor	10
4	...And the Winner is...	Polydor	10
5	...And the Winner is...	Polydor	10

**LITTLE RICHARD**  
Great Gosh A Mighy (MCA)  
LP Down And Out in Beverly Hills Soundtracks

60715 30% **NBA**

Rank	Title	Label	Weeks
1	Great Gosh A Mighy	MCA	10
2	...And the Winner is...	MCA	10
3	...And the Winner is...	MCA	10
4	...And the Winner is...	MCA	10
5	...And the Winner is...	MCA	10

**JOHN COBAIN BILLESWAP**  
R.O.C.K. in The U.S.A. (Riva/PG)  
LP Scoreless

33888 80% **NBA**

Rank	Title	Label	Weeks
1	R.O.C.K. in The U.S.A.	Riva	10
2	...And the Winner is...	Riva	10
3	...And the Winner is...	Riva	10
4	...And the Winner is...	Riva	10
5	...And the Winner is...	Riva	10

**BOB & BIANCA**  
All I Need Is A Miracle (Atlantic)  
LP Mau & The Mechanics

6888 25% **NBA**

Rank	Title	Label	Weeks
1	All I Need Is A Miracle	Atlantic	10
2	...And the Winner is...	Atlantic	10
3	...And the Winner is...	Atlantic	10
4	...And the Winner is...	Atlantic	10
5	...And the Winner is...	Atlantic	10

**THE 5th WAVE**  
If You Leave (Virgin/AS&M)  
LP Philly in Pina Soundtrack

12894 80% **NBA**

Rank	Title	Label	Weeks
1	If You Leave	Virgin	10
2	...And the Winner is...	Virgin	10
3	...And the Winner is...	Virgin	10
4	...And the Winner is...	Virgin	10
5	...And the Winner is...	Virgin	10

**OFFICER**  
You're Love (Columbia)  
LP Ray Danc

16076 87% **NBA**

Rank	Title	Label	Weeks
1	You're Love	Columbia	10
2	...And the Winner is...	Columbia	10
3	...And the Winner is...	Columbia	10
4	...And the Winner is...	Columbia	10
5	...And the Winner is...	Columbia	10

**LISA LOVAY**  
This Could Be The Night (Columbia)  
LP Love Every Minute Of It

2288 80% **NBA**

Rank	Title	Label	Weeks
1	This Could Be The Night	Columbia	10
2	...And the Winner is...	Columbia	10
3	...And the Winner is...	Columbia	10
4	...And the Winner is...	Columbia	10
5	...And the Winner is...	Columbia	10

**REBECCA BROWN**  
Night Moves (Atlantic)  
LP Moby Dick

1762 70% **NBA**

Rank	Title	Label	Weeks
1	Night Moves	Atlantic	10
2	...And the Winner is...	Atlantic	10
3	...And the Winner is...	Atlantic	10
4	...And the Winner is...	Atlantic	10
5	...And the Winner is...	Atlantic	10

**BOB DYLAN**  
Bad Boy (Epic)  
LP Ponder Love

12888 70% **REPLACEMENT**

Rank	Title	Label	Weeks
1	Bad Boy	Epic	10
2	...And the Winner is...	Epic	10
3	...And the Winner is...	Epic	10
4	...And the Winner is...	Epic	10
5	...And the Winner is...	Epic	10

**BOB DYLAN**  
Cart Walk (Modern/Atco)  
LP Rock A Little

2188 80% **NBA**

Rank	Title	Label	Weeks
1	Cart Walk	Modern	10
2	...And the Winner is...	Modern	10
3	...And the Winner is...	Modern	10
4	...And the Winner is...	Modern	10
5	...And the Winner is...	Modern	10

**THE 5th WAVE**  
Love Is Life (Polydor/PolyGram)  
LP Up And Down

12894 80% **NBA**

Rank	Title	Label	Weeks
1	Love Is Life	Polydor	10
2	...And the Winner is...	Polydor	10
3	...And the Winner is...	Polydor	10
4	...And the Winner is...	Polydor	10
5	...And the Winner is...	Polydor	10

**ROBERT PALMER**  
Addicted To Love (Island)  
LP Rescue

21881 87% **NBA**

Rank	Title	Label	Weeks
1	Addicted To Love	Island	10
2	...And the Winner is...	Island	10
3	...And the Winner is...	Island	10
4	...And the Winner is...	Island	10
5	...And the Winner is...	Island	10

# PARADES

### PET SHOP BOYS

West End Girls (EMI America)  
LP (Parade)

21414 88% Not Listed

Rank	LP	Label	Weeks on Chart
1	West End Girls	EMI America	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### FRANCE & THE REVOLUTION

Kiss (WB)  
LP (Parade)

2104 91% Not Listed

Rank	LP	Label	Weeks on Chart
1	Kiss	WB	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### ROLLING STONES

Wild Horses (Rolling Stones)  
LP (Columbia)

22776 90% Not Listed

Rank	LP	Label	Weeks on Chart
1	Wild Horses	Columbia	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### JAMMER RUSH

The Power of Love (Epic)

2012 22% Not Listed

Rank	LP	Label	Weeks on Chart
1	The Power of Love	Epic	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### BOB SEGER

American Storm (Capitol)  
LP (A & R)

20124 80% Not Listed

Rank	LP	Label	Weeks on Chart
1	American Storm	Capitol	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### CHARLIE SIXTON

Beer's So Lonely (RCA)  
LP (RCA)

1066 80% Not Listed

Rank	LP	Label	Weeks on Chart
1	Beer's So Lonely	RCA	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### SMOOTH SOUNDS

Simplify Yourself (Virgin/A&M)  
LP (Once Upon A Time)

2140 88% Not Listed

Rank	LP	Label	Weeks on Chart
1	Simplify Yourself	Virgin/A&M	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### BLV FOX

Let's Go All The Way (Capitol)  
LP (Let's Go All The Way)

2182 91% Not Listed

Rank	LP	Label	Weeks on Chart
1	Let's Go All The Way	Capitol	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### JOHN TAYLOR

I Do What I Do (Capitol)  
LP (9 1/2 Weeks Soundtracks)

12828 88% Not Listed

Rank	LP	Label	Weeks on Chart
1	I Do What I Do	Capitol	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### ROBERT YEPPER

No Easy Way Out (Schoon Bros/CBS)  
LP (Rocky IV Soundtracks)

1822 88% Not Listed

Rank	LP	Label	Weeks on Chart
1	No Easy Way Out	Schoon Bros/CBS	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### VAN HALEN

Why Can't This Be Love (WB)  
LP (5150)

21028 88% Not Listed

Rank	LP	Label	Weeks on Chart
1	Why Can't This Be Love	WB	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

### STEVE WONDER

Overjoyed (Tama/Albion)  
LP (In Square Circle)

17217 72% Not Listed

Rank	LP	Label	Weeks on Chart
1	Overjoyed	Tama/Albion	10
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

# PARALLELS

## SIGNIFICANT ACTION

**A**

**ANNIHILATION**  
I Engineer (Mercury/PolyGram)  
LP: Strange Behavior

**B**

**JIMMY BARNES**  
Working Class Man (Geffen)  
LP: Jimmy Barnes

**C**

**BOE COCKER**  
Shatter Me (Capitol)  
LP: Cocker

**D**

**OLYMPIA**  
The Man At Home (Constellation/MCA)  
LP: Meeting In The Ladies Room

**E**

**BUTLEY ONE**  
Home Sweet Home (Elektra)  
LP: Theatre Of Pain

**F**

**FINE YOUNG CANIBALS**  
Johnny Come Home (IRS/MCA)  
LP: Fine Young Canibals

**G**

**OZZY OSBOURNE**  
Shot In The Dark (CBS Associated)  
LP: The Ultimate Sin

**H**

**WYN STEPHENSON**  
Who's Doing It Right (MCA)  
LP: Suspicious Minds

**I**

**PAT LAZELLE & MICHAEL DONOVAN**  
On My Own  
LP: Winner

**J**

**PATLAZELLE**  
I Like You (Carnegie/CBS)  
LP: I Like You

**K**

**MELBA MORAN**  
Do Me Baby (Capitol)  
LP: Melba Moran

**L**

**NEW EDITION**  
A Little Bit Of Love (Is All It Takes)  
LP: All For Love (MCA)

**M**

**MELBA MORAN**  
Do Me Baby (Capitol)  
LP: Melba Moran

**N**

**FEARFUL SHAWKEY**  
A Good Heart (A&M)

**O**

**STITCH**  
Where Are You Now (Columbia)

**P**

**FIVE STAR**  
Let Me Be The One (RCA)  
LP: Luxury Of Life

**Q**

**LAURA BRANGAN**  
I Found Someone (Atlantic)  
LP: Hold Me

**R**

**BRUCE SPRINGSTEEN**  
Love & Rock 'N' Roll (EMI America)  
LP: Love & Rock 'N' Roll

**S**

**STAMPONI**  
Restless (Elektra)  
LP: Restless

**T**

**MI SUOZZ**  
I Can't Wait (Atlantic)

**U**

**MENTAL AS ANYTHING**  
Live It Up (Columbia)  
LP: Fundamentals

**V**

**GIORNE WANNACKE**  
Whisper In The Dark (Arista)  
LP: Friends

**W**

**WAX**  
Right Between The Eyes (RCA)  
LP: Magnetic Heaven

P1	ANNIHILATION	ANNIHILATION
ANNIHILATION	ANNIHILATION	ANNIHILATION

P1	JIMMY BARNES	JIMMY BARNES
JIMMY BARNES	JIMMY BARNES	JIMMY BARNES

P1	BOE COCKER	BOE COCKER
BOE COCKER	BOE COCKER	BOE COCKER

P1	OLYMPIA	OLYMPIA
OLYMPIA	OLYMPIA	OLYMPIA

P1	BUTLEY ONE	BUTLEY ONE
BUTLEY ONE	BUTLEY ONE	BUTLEY ONE

P1	FINE YOUNG CANIBALS	FINE YOUNG CANIBALS
FINE YOUNG CANIBALS	FINE YOUNG CANIBALS	FINE YOUNG CANIBALS

P1	OZZY OSBOURNE	OZZY OSBOURNE
OZZY OSBOURNE	OZZY OSBOURNE	OZZY OSBOURNE

P1	WYN STEPHENSON	WYN STEPHENSON
WYN STEPHENSON	WYN STEPHENSON	WYN STEPHENSON

P1	PAT LAZELLE & MICHAEL DONOVAN	PAT LAZELLE & MICHAEL DONOVAN
PAT LAZELLE & MICHAEL DONOVAN	PAT LAZELLE & MICHAEL DONOVAN	PAT LAZELLE & MICHAEL DONOVAN

P1	PATLAZELLE	PATLAZELLE
PATLAZELLE	PATLAZELLE	PATLAZELLE

P1	MELBA MORAN	MELBA MORAN
MELBA MORAN	MELBA MORAN	MELBA MORAN

P1	NEW EDITION	NEW EDITION
NEW EDITION	NEW EDITION	NEW EDITION

P1	MELBA MORAN	MELBA MORAN
MELBA MORAN	MELBA MORAN	MELBA MORAN

P1	FEARFUL SHAWKEY	FEARFUL SHAWKEY
FEARFUL SHAWKEY	FEARFUL SHAWKEY	FEARFUL SHAWKEY

P1	STITCH	STITCH
STITCH	STITCH	STITCH

P1	FIVE STAR	FIVE STAR
FIVE STAR	FIVE STAR	FIVE STAR

P1	LAURA BRANGAN	LAURA BRANGAN
LAURA BRANGAN	LAURA BRANGAN	LAURA BRANGAN

P1	BRUCE SPRINGSTEEN	BRUCE SPRINGSTEEN
BRUCE SPRINGSTEEN	BRUCE SPRINGSTEEN	BRUCE SPRINGSTEEN

P1	STAMPONI	STAMPONI
STAMPONI	STAMPONI	STAMPONI

P1	MI SUOZZ	MI SUOZZ
MI SUOZZ	MI SUOZZ	MI SUOZZ

P1	MENTAL AS ANYTHING	MENTAL AS ANYTHING
MENTAL AS ANYTHING	MENTAL AS ANYTHING	MENTAL AS ANYTHING

P1	GIORNE WANNACKE	GIORNE WANNACKE
GIORNE WANNACKE	GIORNE WANNACKE	GIORNE WANNACKE

P1	WAX	WAX
WAX	WAX	WAX

# Running A Promotion Department

... is a time consuming, detailed, agonizing experience. Mondays and Tuesdays are filled with hope, satisfaction, elation and disappointment. Orchestrating a record through the radio maze takes energy, expertise, creativity and dependable input from a variety of sources. All decisions made on each project should be informed ones. If you're not currently using AIR, you're losing an important pipeline in the promotional process.

AIR accelerates the promotional process by assuring that your priority is listened to by the most important CHR reporters nationwide. And since "the sound of the record" is their number one reason in deciding playlist adds, using AIR to impact your priority is simply sound judgement.

To sum it all up ... giving promotion departments more time to expose new product is critical in the fight for airplay. The key is getting radio familiar with each record. That's what AIR is all about.

**AIR . . . the fastest, most reliable tool available to get radio to listen to music. It's a sound way to start a project.**

**WEEK #5**

**AIR Priorities**

**WEEK #5**

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, March 19, 1986.

TITLE	ARTIST	LABEL
ROUGH BOY	ZZ TOP	WB
IS YOUR LOVE STRONG ENOUGH <small>(From the "Legend" soundtrack)</small>	BRYAN FERRY	MCA
LIVE IT UP	MENTAL AS ANYTHING	COLUMBIA
PRINCES OF THE UNIVERSE	QUEEN	CAPITOL
RESTLESS	STARPOINT	ELEKTRA

## COMPETITION #5

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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**AIR**

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# CONTEMPORARY HIT RADIO

## CHART EXTRAS

### LEVEL 42

#### Something About You (Polydor/PolyGram)

70% of our reporters playing it. Moves: Up 62, Debuts 24, Same 50, Down 0, Adds 23 including CFTR, WFSR, KPKE, KWSS, WFLY, WAPI, KQKQ. Complete airplay in Paralels.

## BREAKERS

### PHIL COLLINS

#### Take Me Home (Atlantic)

85% of our reporters playing it. Moves: Up 13, Debuts 25, Same 15, Down 0, Adds 151 including B104, WAVA, KKBO, Q106, WCZY, WLWL-FM, KIS-FM. Complete airplay in Paralels.

### MIAMI SOUND MACHINE

#### Bad Boy (Epic)

78% of our reporters playing it. Moves: Up 46, Debuts 43, Same 46, Down 0, Adds 48 including B94, WQVE-FM, WLS, WKTI, KHTR, KMLK, KMEL. See Paralels, debuts at number 46 on the CHR chart.

## NEW & ACTIVE

**JOHN TAYLOR "I Do What I Do (Theme For B's Woods)" (Capitol) 128/88**  
 Moves: Up 47, Debuts 21, Same 35, Down 0, Adds 38 including WKSE, WPHD, PRO-FM, WVVZ, WAMS, KBEQ, KIS-FM, K3103, KITS, KWSS, WYBR, WFAF, Z30 30-30, KPLUS 26-19, KZZB 31-21.

**OSBO "If You Leave" (A&M) 128/44**  
 Moves: Up 23, Debuts 39, Same 28, Down 0, Adds 44 including WHTT, PRO-FM, WFSR, WAMS, WKTI, KWOD, KITS, B118, WBQD, KSKD, WFRQ, WDCQ, K1103 38-22, KPLUS 20-12, WZOU 40-33.

**JANET JACKSON "What Have You Done For Me Lady?" (A&M) 106/25**  
 Moves: Up 44, Debuts 14, Same 25, Down 0, Adds 25 including WFLJ, B94, Y106, B86, KWSS, Q100, WPST, WDXL, WVIC, KRO, WGLF, KZOO, WBEH-FM 11-9, WHYY 12-7, KIS-FM 16-11.

**LITTLE RICHARD "Great Gosh A'Mighty" (MCA) 83/13**  
 Moves: Up 19, Debuts 14, Same 37, Down 0, Adds 13 including KWOD, KITS, WYBR, WERZ, R104, KRBE, 94Z, WLXK, KSHD, WQVY, WYKS, KWRZ, Z30 30-30, KZZZ 37-27, KCAQ 40-33.

**MIKE & THE MECHANICS "All I Need is a Miracle" (Atlantic) 86/88**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 86 including WAVA, 94Q, KEGJ, WLS, Z86, KKRZ, KPLUS, KSHD, WGF, WSKZ, WVIC, KAY107, KCPX, 95XXX, KISR.

**HONEYMOON SUITE "Feel It Again" (WB) 63/3**  
 Moves: Up 22, Debuts 7, Same 31, Down 0, Adds 3 WKZL, WFOJ, WYKS, WBEH-FM 38-27, WPHD 33-25, CHAM 18-18, KIS-FM on, KMEL 31-27, KPLUS 31-22, WBSB 38-30, WWSB 27-22, WZLJ 38-31, KOZ-FM 40-38, KDOT 34-29, OK95 30-24.

**PHIL "All The King's Horses" (Atlantic) 63/0**  
 Moves: Up 28, Debuts 4, Same 32, Down 1, Adds 0, WHTT 25-18, WPHD 31-24, KJKB 28-25, WLS d-38, KWK 21-18, WRRZ-FM 40-37, WTL0 25-20, KZZB d-40, 95XXX 34-29, OK100 22-17, KPMN 29-25, WKSF 38-34, WHSL 30-28, KPMW 38-35.

**DEWON DeYOUNG "Call Me" (A&M) 58/18**  
 Moves: Up 2, Debuts 10, Same 28, Down 0, Adds 18 including WPHD, KMLK, WFLY, WERZ, KPR, KRBE, K104, WPHD, KIR, KDMN-FM, KISR, KYYY, WLXK 38-36, KO83 d-29, KRM 40-35.

**CHEWELIE with ALEXANDER O'NEAL "Saturday Love" (Taka/CBS) 58/16**  
 Moves: Up 21, Debuts 5, Same 17, Down 0, Adds 18 including KKBQ, WVVZ, KZZZ, KJBE, 93Q, WBSX, WBS, Y107, B1105, KLUC, WZYR, KSHK, FM102 7-6, KSHD 19-10, KTB 17-12.

**JENNIFER RUSH "The Power of Love" (Epic) 58/12**  
 Moves: Up 17, Debuts 2, Same 23, Down 2, Adds 2, WCAU-FM, CFTR, B5, KMLK, Q100, WPST, WPKM, WFOJ, WKSF, WCOQ, WHSL, WBSW, WSPK 24-12, KZZB 17-13, B1105 4-3.

**JULIAN LEWIS "Sisk Avenue" (Atlantic) 54/44**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 54 including WBEH-FM, WPHD, PRO-FM, CFTR, WPHD, B88, WAMS, KHTR, KPLUS, WYBR, WLXK, KCAQ, OK100, Q104, OK95.

**BOICKEN "In My Dreams" (Epic) 58/1**  
 Moves: Up 18, Debuts 1, Same 30, Down 0, Adds 1, KOPR, WQXS-FM d-32, WBEH-FM 38-37, KPLUS 30-23, WERZ on, KZZB 32-30, WOKI 29-27, WZLJ 37-32, WYCN 38-28, KYS 33-21, WZON on, WGAN 37-33, WAZY-FM 40-38, WBR 38-38, OK95 29-26.

## SIGNIFICANT ACTION

**DEWON DeYOUNG "Call Me" (A&M) 58/18**  
 Moves: Up 2, Debuts 10, Same 28, Down 0, Adds 18, PRO-FM, WRRZ-FM, WBY, WDCQ, Z106, WLXK, KIK, WPS, 95XXX, WBSW, KZOO-FM, OK95, WBSB 27-24, WCOQ 37-31, KTV 28-23.

**WALK "Right Between The Eyes" (MCA) 48/88**  
 Moves: Up 1, Debuts 2, Same 28, Down 0, Adds 28 including OK94, 95X, KZZZ, KOPR, KMLK, KPLUS, WPST, WOKR, KSHD, KCAQ, WEDN, WYBY, KRYV-FM 49-37, KSHD d-28, OK95 d-40.

**FRANK SIBREY "A Good Heart" (A&M) 47/7**  
 Moves: Up 7, Debuts 3, Same 23, Down 0, Adds 7, OK94, B104, WEDU, KOZ-FM, WSKF, WZYR, WQXS-FM 28-20, CFTR 12-4, CHAM 17-12, WAMS on, K104 d-40, KIR 28-25, WGAN 28-28, KTR 28-32.

## MOST ADDED

**PHIL COLLINS (161)**  
 Take Me Home (Atlantic)  
**MIKE & THE MECHANICS (89)**  
 All I Need is a Miracle (Atlantic)  
**JULIAN LEWIS (84)**  
 Stick Around (Atlantic)  
**MIAMI SOUND MACHINE (46)**  
 Bad Boy (Epic)  
**OSBO (44)**  
 If You Leave (A&M)

## HOTTEST

**FALCO (105)**  
 Rock Me Amadeus (A&M)  
**HEART (114)**  
 These Dreams (Capitol)  
**ATLANTIC STARR (100)**  
 Secret Lovers (A&M)  
**FRANCE & THE REVOLUTION (100)**  
 Kiss (WB)  
**JOHN COUGAR WELLENCAMP (78)**  
 R.O.C.K. In The U.S.A. (Riva/PolyGram)

**NEW EDITION "A Little Bit Of Love (to AS R Takes)" (MCA) 46/4**  
 Moves: Up 23, Debuts 8, Same 13, Down 0, Adds 4, WBS, WCRN, WCOQ, Q101, WQXS-FM 35-29, WKSE 29-21, Z30 24-27, WCYZ 24-21, WCOB 14-10, WBSR 38-35, KZPW 29-21, KANZ 28-20, KSHD 40-38, KMOX 35-30, WGLF 40-32.  
**ANNUNCIATION "I Engineer" (Cassablanca/PolyGram) 45/3**  
 Moves: Up 8, Debuts 5, Same 30, Down 0, Adds 3, WAMS-FM, B1105, KKAZ, WKSE d-38, WPHD 38-34, KPLUS 28-18, KJBE 27-24, WERZ 38-35, WOKI 30-27, KYS 38-38, KSHD d-33, WAZY-FM d-40, KDOT d-36, KOZE d-35, KZOO 38-32.

**BU SHARPE "I Can't Wait" (Atlantic) 41/9**  
 Moves: Up 14, Down 4, Same 14, Same 14, Same 8, WKSE, FM102, KTR, R104, WBS, WYVO, KSKD, WOL-FM, OK95, WFL 29-14, Z100 19-11, KMEL 29-19, KJBE 24-14, KDFM 38-31, KMOX 34-23.

**JERRY GARRES "Working Class Man" (Suffan) 35/6**  
 Moves: Up 0, Debuts 1, Same 26, Down 0, Adds 8, WZOU, WAMS-FM, WOKI, OK100, KPM, WCOQ, WDR, SLYB, WPHD d-38, CFTR on, 94Q on, WMSB on-dp, KYS on, KCAQ on-dp, KRLS-FM on.

**JOE COCKER "Bad Boy" (Epic) 24/1**  
 Moves: Up 3, Debuts 2, Same 28, Down 0, Adds 1, KZZJ, WHTT 38-38, WQXS-FM d-35, WPHD on, PRO-FM on, WAMS on, WHYY on, KWK on, WGRD 31-30, KFB 31-28, KCAQ on, WCOO on, KJR on, Q101 d-29.

**STARPOINT "Redneck" (Epic) 20/16**  
 Moves: Up 2, Debuts 3, Same 10, Down 0, Adds 15 including B5, KMEL, Q100, WAKK, WTC-FM, WSPK, B1105, WGAN, WOMP-FM, WJAD, WYKS, KTR, WKSE 32-24, KANZ d-28, Q104 38-33.

**MELBA BECKMAN "Do Me Baby" (Capitol) 27/8**  
 Moves: Up 11, Debuts 0, Same 8, Down 8, Adds 2, KSHD, WZPL, WQXS-FM 32-28, Z100 10-8, Y100 10-7, FM102 24-21, WPP 33-25, Z103 21-18, KPM 12-10, Y108 24-18, KMOX 24-18, WOL-FM 27-25, KDYV 24-14.

**PATTI LABELLE & MICHAEL HUDRONS "On My Own" (MCA) 22/23**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 23 including B84, 94Q, Z30, 987, WCYZ, KIS-FM, KKRZ, FM102, K3103, KMEL, WOKI, WFM, WLXK, WOPR, WZON.

**OSBO "If You Leave" (A&M) 128/44**  
 Moves: Up 8, Debuts 0, Same 18, Down 0, Adds 0, WPHD on, KTR d-38, Q100 32-30, WERZ on-dp, WPK 38-35, WFM on-dp, 98X 24-21, WYCN on, KOPR on-dp, KRO on-dp, KQZ-FM 27-28, Q104 23-18, Q101 d-28, OK95 d-38.

**VAN STEPHENSON "We're Doing Alright" (MCA) 29/0**  
 Moves: Up 3, Debuts 1, Same 18, Down 0, Adds 0, WPHD on, WAMS on, KPLUS d-38, WPK on, WTL0 on, WOKI 37-38, WFM on, K104 35-32, KZZU on, WDR on-dp.

**FRYLLIS NELSON "I'm In You" (Columbia) 19/0**  
 Moves: Up 11, Debuts 0, Same 8, Down 8, Adds 2, KSHD, WZPL, WQXS-FM 32-28, Z100 10-8, Y100 10-7, FM102 24-21, WHYY 29-27, FM102 on, WPK 11-9, WSPK 6-3, R104 21-17, WYVO 25-22, KJ103 on, KMOX on.

**GENE KEN "Love & Rock 'n' Roll" (EMI America) 18/0**  
 Moves: Up 1, Debuts 1, Same 9, Down 0, Adds 8, Y108, Z104, 95XXX, WKH, KYYY, KBM, KZOO, OK95, KMLK on, FM102 on, KMEL d-38, WKZL on, WZYR on-dp, WHSL on, YFM on.

**ELYMAKI "The Heat Is On" (Cassablanca/MCA) 18/0**  
 Moves: Up 7, Debuts 1, Same 9, Down 1, Adds 0, WYNS on, 99J 14-11, FM102 20-19, R104 29-27, WRRZ-FM on, WTL0 on, KZZB 38-33, KQ85 29-27, B1105 18-17, KJ103 38-34, WOL-FM d-33.

**FINE YOUNG CANNIBALS "Johnny Come Home" (RS/MCA) 17/4**  
 Moves: Up 2, Debuts 4, Same 7, Down 0, Adds 4, 95XXX, WGAN, WJAD, KRM, WBEH-FM d-38, WPHD d-40, OK101 28-20, CFTR 38-29, CHAM d-28, KIK on, WKSF on-dp, WHSL d-40.

**MOTLEY CRUE "Home Sweet Home" (Epic) 17/0**  
 Moves: Up 10, Debuts 0, Same 7, Down 0, Adds 0, WHTT 28-23, WQXS-FM on, WPHD on, WAMS 24-23, WCYZ on, WZOU 38-31, WOKI 31-28, B1105 18-18, Y108 on, WKZL 28-25, WGAN 27-24, KOZ-FM 23-12, KWES 28-25, WAZY-FM 15-10, KRM on.

**LAPRA BRANSON "I Found Someone" (Atlantic) 16/0**  
 Moves: Up 6, Debuts 0, Same 8, Down 0, Adds 0, WQXS-FM 32-27, PRO-FM 30-28, KDWB-FM 30-29, K104 24-23, R104 32-28, KMOX on, KO83 25-20, KOPR on, OK100 28-18, 95XK 27-23, WCOG on, KISR on.

**MENTAL AS ANYTHING "Love R' Up" (Columbia) 15/3**  
 Moves: Up 2, Debuts 2, Same 8, Down 0, Adds 3, WOMP-FM, KPM, Q101, WBEH-FM d-40, WYNS on, WPHD d-38, Q100 33-31, KIK on-dp, KMOX on, WGAN 40-37, WJAD on, WDR on-dp, KIRM on.

**FIVE STAR "Let Me Be The One" (MCA) 15/0**  
 Moves: Up 8, Debuts 0, Same 8, Down 1, Adds 0, WYNS 31-30, WCAU-FM 33-32, PRO-FM 34-32, KIS-FM 28-27, FM102 17-14, WYBY 27-28, WCRN on, WCRN on, KMOX 13-12, KDM-FM on, 95XXX 7-6.

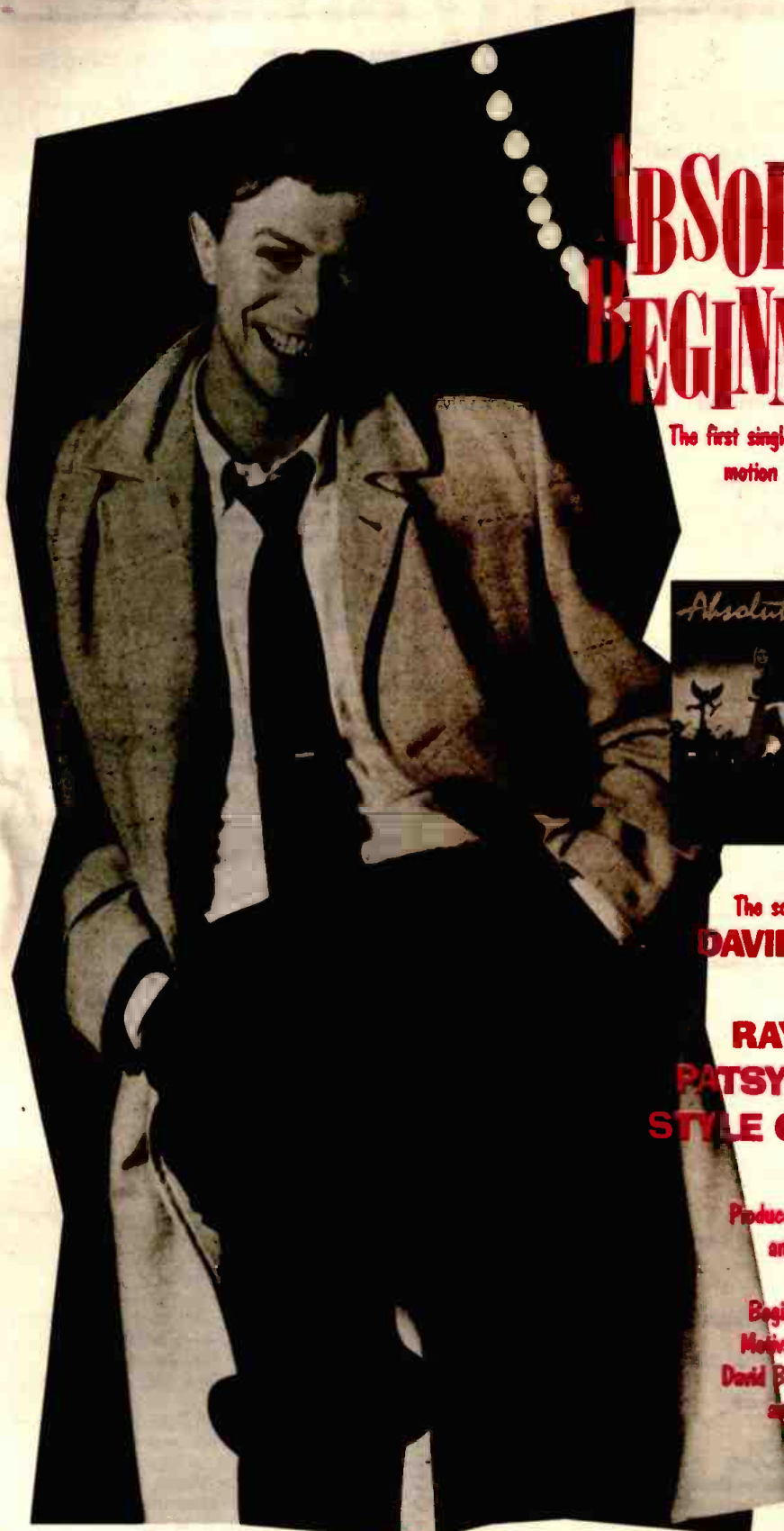
**STEVE "Where Are You Now?" (Columbia) 14/1**  
 Moves: Up 9, Debuts 2, Same 1, Down 1, Adds 1, WHSL, WCAU-FM 30-29, Q100 18-17, K104 40-37, WRRZ-FM 28-25, WTL0 22-18, B1105 11-9, Y108 22-17, 95XXX on, OK100 d-40, 95XX d-40, WOMP-FM 9-7, OK95 27-25.

**BRIAN SETZER "The Knife Falls Like Justice" (EMI America) 13/0**  
 Moves: Up 3, Debuts 1, Same 9, Down 0, Adds 0, WYNS 31-30, WCAU-FM 33-32, PRO-FM 34-32, KIS-FM 28-27, FM102 17-14, WYBY 27-28, WCRN on, WCRN on, KMOX 13-12, KDM-FM on, 95XXX 7-6.

**OSBO "If You Leave" (A&M) 128/44**  
 Moves: Up 8, Debuts 0, Same 18, Down 0, Adds 0, WPHD on, WAMS 24-23, WCYZ on, WZOU 38-31, WOKI 31-28, B1105 18-18, Y108 on, WKZL 28-25, WGAN 27-24, KOZ-FM 23-12, KWES 28-25, WAZY-FM 15-10, KRM on.

Now & Active includes songs reported by at least 80 of our CHR reporters. Significant Action includes songs reported by fewer than 80, but at least 10 of our CHR reporters. The two numbers following the artist's name designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity the week. Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number to a sampling of individual station activity. Complete activity can be found in the Paralels.  
 NOTE: Records that lack the required 80% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay.  
 CHR Rotation Criteria — Full-time Adds and/or One: four plays in a 24-hour period, three of them before midnight. Superseded Adds and/or One: two plays in a 24-hour period, both of them before midnight.

Paralels Begin on Page 88  
 Adds & Hits Begin on Page 86  
 P-1 Playlists Begin on Page 83



# ABSOLUTE BEGINNERS

The first single from the original motion picture soundtrack



The soundtrack features:  
**DAVID BOWIE**  
**SADE**  
**RAY DAVIES**  
**PATSY KENSIT**  
**STYLE COUNCIL**  
and more.

Produced by Clive Langer and Alan Winstanley except "Absolute Beginners" and "That's Motivation" produced by David Bowie, Clive Langer and Alan Winstanley

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CONTEMPORARY HIT RADIO

Weeks	Peak	Last	Title	Artist
4	3	1	1	HEART/These Dreams (Capitol)
19	9	5	2	FALCO/Rock Me Amadeus (A&M)
8	5	3	3	ATLANTIC STARR/Secret Lovers (A&M)
3	2	2	4	STARSHIP/Sara (Grunt/RCA)
12	8	6	5	JOHN COUGAR MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)
20	15	10	6	INXS/What You Need (Atlantic)
16	10	8	7	ELTON JOHN/Nikita (Geffen)
17	13	11	8	LOVERBOY/This Could Be The Night (Columbia)
34	21	15	9	PRINCE & THE REVOLUTION/Kiss (WB)
9	7	7	10	THOMPSON TWINS/King For A Day (Arista)
23	19	14	11	SLY FOX/Let's Go All The Way (Capitol)
16	14	12	12	SIMPLE MINDS/Sanctify Yourself (Virgin/A&M)
32	22	16	13	BANGLES/Manic Monday (Columbia)
1	1	4	14	MR. MISTER/Kyrie (RCA)
2	4	9	15	WHITNEY HOUSTON/How Will I Know (Arista)
37	32	21	16	FORCE MD'S/Tender Love (Tommy Boy/WB)
26	26	19	17	ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)
27	24	18	18	MARILYN MARTIN/Night Moves (Atlantic)
39	36	26	19	ROBERT PALMER/Addicted To Love (Island)
40	34	25	20	STEVIE NICKS/I Can't Wait (Modern/Atco)
5	6	13	21	MIKE & THE MECHANICS/Silent Running (Atlantic)
33	30	24	22	ELO/Calling America (CBS Associated)
—	—	—	23	PET SHOP BOYS/West End Girls (EMI America)
—	—	—	24	JERMAINE JACKSON/I Think It's Love (Arista)
26	25	23	25	ABC/(How To Be A) Millionaire (Mercury/PG)
24	23	22	26	ARETHA FRANKLIN/Another Night (Arista)
—	—	—	27	DIRE STRAITS/So Far Away (WB)
36	33	30	28	CARS/I'm Not The One (Elektra)
36	35	32	29	CHARLIE SEXTON/Beat's So Lonely (MCA)
DEBUT	—	—	30	ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia)
—	—	—	31	OUTFIELD/Your Love (Columbia)
DEBUT	—	—	32	VAN HALEN/Why Can't This Be Love (WB)
7	11	17	33	SADE/The Sweetest Taboo (Portrait/CBS)
—	—	—	34	JACKSON BROWNE/For America (Asylum)
6	12	20	35	DREAM ACADEMY/Life In A Northern Town (Reprise/WB)
DEBUT	—	—	36	STEVIE WONDER/Overjoyed (Tamlam/Motown)
—	—	—	37	OPUS/Live Is Life (Polydor/PG)
11	20	33	38	SHEILA E./A Love Bizarre (WB)
DEBUT	—	—	39	BOB SEGER/American Storm (Capitol)
BREAKER	—	—	40	MIAMI SOUND MACHINE/Bad Boy (Epic)

NBA Begins on Page 94

ADULT CONTEMPORARY

Weeks	Peak	Last	Title	Artist
2	1	1	1	HEART/These Dreams (Capitol)
5	2	2	2	ATLANTIC STARR/Secret Lovers (A&M)
3	3	3	3	ELTON JOHN/Nikita (Geffen)
20	13	7	4	STEVIE WONDER/Overjoyed (Tamlam/Motown)
7	5	4	5	MIKE & THE MECHANICS/Silent Running (Atlantic)
9	6	6	6	JAMES TAYLOR/Only One (Columbia)
25	10	7	7	FORCE MD'S/Tender Love (Tommy Boy/WB)
1	4	5	8	STARSHIP/Sara (Grunt/RCA)
12	11	9	9	THOMPSON TWINS/King For A Day (Arista)
10	9	8	10	MR. MISTER/Kyrie (RCA)
14	12	11	11	DAN SEALS/Bop (EMI America)
15	13	12	12	ANNE MURRAY/Npw And Forever (You And Me) (Capitol)
—	—	—	16	JERMAINE JACKSON/I Think It's Love (Arista)
8	8	12	14	WHITNEY HOUSTON/How Will I Know (Arista)
17	15	14	15	ARETHA FRANKLIN/Another Night (Arista)
21	18	17	16	SMOKEY ROBINSON/Hold On To Your Love (Tamlam/Motown)
24	20	18	17	CARS/I'm Not The One (Elektra)
28	21	19	18	JACK WAGNER with V. CARTER/Love Can Take Us All Away (Qwest/WB)
—	—	—	24	ELO/Calling America (CBS Associated)
—	—	—	26	DIONNE WARWICK/Whisper In The Dark (Arista)
—	—	—	27	DIRE STRAITS/So Far Away (WB)
30	24	22	22	LAURA BRANIGAN/I Found Someone (Atlantic)
22	19	23	23	EVERLY BROTHERS/Born Yesterday (Mercury/PG)
—	—	—	26	MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)
4	7	15	25	DREAM ACADEMY/Life In A Northern Town (Reprise/WB)
6	10	20	26	BILLY OCEAN/When The Going Gets Tough... (Live/Arista)
BREAKER	—	—	27	DENNIS DeYOUNG/Call Me (A&M)
—	—	—	29	JACKSON BROWNE/For America (Asylum)
—	—	—	30	LOVERBOY/This Could Be The Night (Columbia)
BREAKER	—	—	30	SIMPLY RED/Holding Back The Years (Elektra)

NBA Begins on Page 74

AOR TRACKS

Weeks	Peak	Last	Title	Artist
—	—	—	2	ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia)
6	3	3	2	ROBERT PALMER/Addicted To Love (Island)
—	—	—	7	VAN HALEN/Why Can't This Be Love (WB)
8	4	4	3	JACKSON BROWNE/For America (Asylum)
—	—	—	5	BOB SEGER & THE SILVER.../American Storm (Capitol)
1	1	1	6	FIRM/All The King's Horses (Atlantic)
2	2	6	7	INXS/What You Need (Atlantic)
20	12	10	8	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)
7	6	8	9	MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)
22	13	12	10	HONEYMOON SUITE/Feel It Again (WB)
16	10	11	11	BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)
BREAKER	—	—	12	ZZ TOP/Rough Boy (WB)
27	19	14	13	BRIAN SETZER/The Knife Feels Like Justice (EMI America)
BREAKER	—	—	14	JULIAN LENNON/Stick Around (Atlantic)
26	18	15	15	OZZY OSBOURNE/Shot In The Dark (CBS Associated)
56	32	23	16	JOE COCKER/Shelter Me (Capitol)
11	9	13	17	JOHN C. MELLENCAMP/Under The Boardwalk (Riva/PG)
5	5	9	18	PETER FRAMPTON/Lying (Atlantic)
9	14	16	19	OUTFIELD/Your Love (Columbia)
24	21	17	20	ELO/Calling America (CBS Associated)
23	22	22	21	TALK TALK/Life's What You Make It (EMI America)
—	—	—	22	DIRE STRAITS/So Far Away (WB)
BREAKER	—	—	23	CALL/I Still Believe (Great Design) (Elektra)
30	28	27	24	ALARM/Spirit Of '76 (IRS/MCA)
34	30	25	25	RUSH/Mystic Rhythms (Mercury/PG)
35	31	28	26	DOKKEN/In My Dreams (Elektra)
—	—	—	49	PHIL COLLINS/Take Me Home (Atlantic)
42	36	29	27	FIRM/Live In Peace (Atlantic)
18	17	18	29	ZZ TOP/Delirious (WB)
—	—	—	37	TED NUGENT/Little Miss Dangerous (Atlantic)

Complete Tracks Chart Begins on Page 76

BLACK/URBAN

Weeks	Peak	Last	Title	Artist
11	4	3	1	PRINCE/Kiss (WB)
1	1	1	2	JANET JACKSON/What Have You Done For Me Lately (A&M)
2	2	2	3	CHERELLE/ALEXANDER O'NEAL/Saturday Love (Tabu/CBS)
7	6	4	4	NEW EDITION/A Little Bit Of Love (Is All It Takes) (MCA)
15	12	7	5	GAP BAND/Going In Circles (Total Experience/RCA)
9	7	6	6	ARETHA FRANKLIN/Another Night (Arista)
21	17	13	7	NU SHOOUZ/I Can't Wait (Atlantic)
19	15	8	8	TEDDY PENDERGRASS/Love 4/2 (Asylum)
12	11	9	9	EUGENE WILDE/Diana (Philly World/MCA)
27	15	10	10	JETS/Crush On You (MCA)
39	19	11	11	STEPHANIE MILLS/I've Learned To Respect The Power Of Love (MCA)
18	14	12	12	JUICY/Sugar Free (Private I/CBS)
23	16	15	13	JERMAINE JACKSON/I Think It's Love (Arista)
—	—	—	20	FALCO/Rock Me Amadeus (A&M)
24	19	17	15	STEVIE WONDER/Overjoyed (Tamlam/Motown)
3	3	5	16	RENE & ANGELA/Your Smile (Mercury/PG)
31	26	22	17	CASHFLOW/Party Freak (Mercury/PG)
—	—	—	25	PATTI AUSTIN/The Heat Of Heat (Qwest/WB)
—	—	—	28	COLONEL ABRAMS/I'm Not Gonna Let (MCA)
—	—	—	33	STARPOINT/Restless (Elektra)
37	31	26	21	VAL YOUNG/If You Should Ever Be Lonely (Gordy/Motown)
—	—	—	36	FREDDIE JACKSON/Love Is Just A Touch Away (Capitol)
25	23	23	23	TRAMAINÉ/In The Morning Time (A&M)
29	26	27	24	SHIRLEY MURDOCK/No More (Elektra)
—	—	—	35	ALEM & LEROY BURGESS/Love's On Fire (Atlantic)
10	10	10	28	ISLEY, JASPER, ISLEY/Insatiable Woman (CBS Associated)
4	5	11	27	FORCE MD'S/Tender Love (Tommy Boy/WB)
—	—	—	38	EVELYN "CHAMPAGNE" KING/High Horse (RCA)
40	32	31	29	ET (EDDIE TOWNS)/Best Friends (Total Experience/RCA)
6	8	14	30	ZAPP/Computer Love (WB)
—	—	—	34	FULL FORCE/Unselfish Lover (Columbia)
5	9	18	32	WHITNEY HOUSTON/How Will I Know (Arista)
—	—	—	39	WHISTLE/(Nothin' Serious) Just Buggin' (Select)
BREAKER	—	—	40	VANITY/Under The Influence (Motown)
BREAKER	—	—	41	WALLY BADAROU/Chief Inspector (Island)
28	27	32	36	LUSHUS DAIM & PRETTY VAIN/The One You Love (Conceded/Motown)
20	20	24	37	BERNARD WRIGHT/After You (Manhattan)
BREAKER	—	—	42	MICHAEL HENDERSON/Do It To Me Good (Tonight) (EMI America)
DEBUT	—	—	43	LL COOL J/Rock The Bells (Def Jam/Columbia)
BREAKER	—	—	44	ISLEY BROTHERS/May I? (WB)

NBA Begins on Page 66