

I N S I D E:

NEW AGE FOR AC?

In the first of a two-part series on new age music, **Donna Brake** looks at its appeal for AC, with **Windham Hill's Jeff Helman** offering his views.

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THE Z100 DELISTING IN DEPTH

Jhan Hiber begins a two-part examination of the implications of **Arbitron's** recent delisting of **WHTZ/New York**.

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NEW FREEDOM FOR CANADIAN FM's

Sean Ross reports on the **CRTC's** loosening of regulations on FM airplay, and whether the new rules pose a threat to Canada's relatively thriving AMs.

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IN THE NEWS THIS WEEK

- **Walt Wurfel Sr.** VP at NAB
- **Jay Clark** PD at WOMC
- **Tony Quartarone** PD at WUSL
- **Abe Thompson** VP/Station Mgr. at WGC-AM & FM
- **Cliff Hunter** forms **Radio West**; **Bill McMahon** new SRO Broadcasting Director
- **NBC** files new report; labels subpoenaed
- **Jim Fishel** VP at RIAA
- **Jim Long** Pres./GM at WPRO-AM & FM
- **Alan Lawson** PD at "New AC" WBGK
- **Jim White** OM for SMN's "Heart & Soul"
- **NRBA** format survey shows AC still rising
- **Gary Parks** PD at Format 41 WCZE
- **Sean Ross, Yvonne Olson** Asst. Editors at R&R
- **John Summers** GM at KDIG & KBON
- **Doug Huber** VP/GSM at KGLD & KWK
- **Joan Houma** GSM at WGMS-AM & FM
- **Gary Beatty** PD at WING
- **Cap Cities/ABC** buys **KQRS-AM & FM**
- **GE's** NBC takeover challenged
- **WHAT & WWDB** settlement okayed

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OVERSEEING OVERSEAS BROADCASTS

More and more AOR stations are broadcasting from overseas, and are realizing the importance of making these events spectacular. **Steve Feinstein** provides some examples.

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SOMETHING WILD IN BOSTON

In a community with an urban population far below the national average, AM WILD is on the upswing. **Walt Love** probes the station's techniques for success.

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NEXT WEEK IN R&R

Timed for the spring NAB Convention, R&R provides a "players manual" for the station transactions game: how to line up capital, what to ask before buying a station, the role of a media broker, the legal ramifications, the engineering angle... plus a look at new broadcast technology.

Newsstand Price \$5.00



AM-FM Duplication Limits Eased

The FCC voted last week to let AM-FM combos engage in as much program duplication as they like, regardless of market size. The change, which is aimed at helping the AM band, is

likely to become effective in the middle of May.

This week (4/3) the Commission will receive a comprehensive report from its Mass Media Bureau on what else can be done to revive the AM band.

In communities of more than 25,000 population, current rules bar an FM from duplicating more than 25% of a commonly-owned AM's programming each week.

The Commission said the rule is no longer necessary, and its removal will "foster expanded radio hours of operation" and give stations "full discretion to make decisions concerning program duplication in accordance with market conditions."

DUPLICATION/See Page 9

Lawrence VP/GM At WINZ



Gary Lawrence

After 11 years as GSM at WAXY/Ft. Lauderdale, **Gary Lawrence** is the new GM at crosstown News/Talk-CHR combo **WINZ-AM & FM**. He succeeds **Stan Cohen**, who left in January to pursue station ownership.

Guy Gannett VP/Radio Mike Horn noted, "The complexities of the Miami market, along with WINZ's prominent position, demanded that we locate a manager with greater than conventional abilities. Gary met all of our standards: his productivity, rep. and longevity ranked him by far as the outstanding candidate after a very thorough and comprehensive management search."

Lawrence, who operated his own ad agency and worked on-air in New York, Dallas, Norfolk, and Louisville prior to WAXY, told R&R, "WINZ is a South Florida landmark, an established entity that has a very good image in the community. My objective is to make these stations even bigger and better. There's some exciting talent in place already, and that should make my job a lot easier."

OWENS NEW PD

Hazen GM At WMET

On the eve of SBI, Inc.'s acquisition of **WMET/Chicago** from **Doubleday**, **Bill Hazen** and **Tom Owens** have been named GM and PD, respectively. The appointments reunite the two, who earlier worked together in similar capacities at **KTXQ/Dallas**.

SBI VP Tom Shadek told R&R, "I've always been very impressed with **Bill**, who's one of the most organized guys I've ever met in broadcasting. He's on top of the business and has a good feel for programming as well. To date he hasn't had an opportunity to show it, but I figured I'd give him one."

Hazen steps in after eight years in sales at **KTXQ**, the last five as **LSM**. Regarding **Owens**, he said, "Tom has great people-development and promotion skills. He's very good at finding out what people want, building a product that delivers it, and making people aware that it's available."

Owens, an AE at **KZPS/Dallas** for the past year after a four-year stint as PD at **KTXQ**,

WMET/See Page 9

Keeney Appointed VP/GM At KHOW & KPKE

After 13 years with **Jefferson-Pilot's KIMN & KYGO/Denver**, VP/GM **Steve Keeney** has accepted the VP/GM post across town at **Legacy Broadcasting AC-CHR** combo **KHOW & KPKE**. Keeney will assume his new duties when **Legacy** takes over the stations later this month.



Steve Keeney

Legacy President Carl Hirsch commented, "Steve is one of the premier broadcasters in the US. His appointment portends quite a bright future for **KHOW & KPKE**. I'll have a great sleeping quotient now with **Steve** at the helm."

Newly-appointed VP/Group Operations **Doug Brown** added, "He's a tremendous person, totally committed to **Legacy's** growth, and unquestionably the finest broadcaster in **Denver**."

A 27-year radio veteran, Keeney told R&R, "Anything I

might say about the **KIMN, KYGO**, and **Jefferson-Pilot** people, particularly after ten years as GM, would really understate my feelings. However, to join a company of this magnitude on the ground floor from day one is a rare opportunity."

KIMN & KYGO OM Bob Call is serving as interim GM at until a permanent successor is named.

Deane Heads Rock Promotion At PolyGram

Independent AOR promoter **Fred Deane** has joined **PolyGram** as Sr. National Director/Rock Radio Promotion, and closed his own **Cherry Hill, NJ** promotion and marketing firm, **Hot Trax**. Deane assumes responsibility for all aspects of rock radio promotion at the label, reporting to National Director/Pop Promotion **David Leach**. National Director/Rock Radio Promotion **Drew Murray** continues in his position, now reporting to Deane.



Fred Deane

Commented **Leach**, "Freddie's accomplishments and expertise are renowned as the best in the field of rock radio promotion. When you combine his talents and his tremendous leadership abilities with the potent roster of our own rock acts, the results will be amazing."

Deane told R&R, "We're basically moving **Hot Trax** to **PolyGram**. My independent tenure has allowed me to work with some of the top-shelf national

directors of promotion; in essence, you can say I know exactly what I'm up against."

Deane founded **Hot Trax** in early 1983 after more than two years with **PolyGram** in regional promotion. Before that he held marketing and promotion posts with **RSO** and **EMI America**. Moving to **PolyGram** with Deane is **Debby Appelbaum**, who was Promotion Director at **Hot Trax** (News In Brief, Page 11).



THE CARDINAL LENDS A HAND — Cardinal John J. O'Connor joined Hands Across America founder/organizer Ken Kragen and over 3000 participants in singing the new song "Hands Across America" on the steps of St. Patrick's Cathedral in New York during the Good Friday national broadcast. See Page 32 for more details.

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APRIL 4, 1986

**GOOD FRIDAY
SIMULCAST — ONE
YEAR LATER**

Once again radio responded, this time for Hands Across America. **Harvey Mednick** reports on what took place all across the country during this special program.

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**Lawson
Programs 'New
AC' WBGK**



Alan Lawson

Amos Communications CHR WZUU/Milwaukee has switched to consultant John Sebastian's "New AC" (formerly "EOR") format with new call letters WBGK. The format kicked on March 31, but is not expected to be fully installed until April 6. Taking over the programming for "Milwaukee's Unique Radio" is Alan Lawson, former PD at WGRX/Baltimore, which ran Sebastian's format until February. Lawson succeeds Chris Andrews, who left the station last month.

Amos Exec. VP Charles Harper, serving as acting GM at WBGK, told R&R, "Hey, I liked it when it was 'Eclectic Oriented Rock.' There's a genuine need among 25-49s for an adult format that sets a unique mood by blending Crosby, Stills & Nash, James Taylor, LAWSON/See Page 12

Wurfel NAB Sr.VP/Public Affairs

Walt Wurfel has been appointed Sr. VP/Public Affairs and Communications at NAB, effective May 1. He replaces Shaun Sheehan, who resigned to become VP/Washington for Tribune Broadcasting.

**Quartarone
PD At
WUSL**

Former WRKS/New York PD Tony Quartarone, now recovered from an extended illness that led to his departure, has been named PD at Urban outlet WUSL/Philadelphia. The appointment is ironic in that he replaces Tony Gray, who became Quartarone's successor at WRKS three weeks ago.

WFIL & WUSL President/GM Bruce Holberg remarked, "Tony's been in touch with WUSL and in some ways part of the station since our inception three and a half years ago, so it's not as if we're strangers. He's familiar with all of our systems and philosophy, and certainly has a tremendous track record in New York. Both (earlier PD) Jeff Wyatt and Tony Gray left the station in good shape, so we don't look for any changes."

Quartarone, who worked at WRKS for five years, joined the station as an intern in 1981 and advanced to Research Coordinator and MD/Asst. PD before taking over as PD in late 1984. He was unavailable for comment at press-time.

McMAHON SRO BROADCASTING HEAD

Hunter Forms Radio West

SRO (Sterling Recreation Organization) Director Of Broadcasting Cliff Hunter has resigned to form Radio West Communications. He's succeeded at SRO by consultant and former radio manager Bill McMahon.

Hunter, who expects to announce Radio West's first acquisitions soon, told R&R, "During the past six years with SRO and Fred Danz, I have supervised 15 radio stations in markets ranging in population from 50,000 to over two million. In the last 12 months, I have concentrated on the sale of several SRO's smaller market properties and the purchase of properties in the Las Vegas, Denver, and Milwaukee metro areas.

"I believe SRO today is a much

**Long President/
GM At WPRO-
AM & FM**

WJR/Detroit VP/GSM Jim Long has been promoted to President/GM of co-owned Cap Cities/ABC combo WPRO-AM & FM/Providence.

Cap Cities/ABC President/Owned Stations Don Bouloukos said, "I am happy to be able to promote an executive with such an outstanding record in the radio station business. Jim's experience and knowledgeability will continue to distinguish him as an outstanding executive."

Long joined WJR as an Account Executive in 1964, and was promoted to NSM in 1968, GSM in 1972, and VP/Radio Division in 1983.

Since 1984 Wurfel has been Washington President of the public relations agency Ruder Finn & Rotman. He served five years as VP/Corporate Communications for Gannett Co., and from 1977 to 1979 was Deputy Press Secretary to President Jimmy Carter.

Wurfel has worked as both a newspaper and television reporter, and for seven years in 1960s and 1970s was associated in various capacities with Straus Broadcasting Chairman R. Peter Straus. Among other jobs, he served as Operations Director of the four-station Straus

MICHAELS NEW COMBO PD

**Thompson VP/Station
Manager At WGCI-AM & FM**

WGCI-AM & FM/Chicago VP/GSM Abe Thompson has been promoted to VP/Station Manager for the Gannett Urban combo. In his new post, Thompson will now oversee sales, programming, and engineering, while station President/GM Marv Dyson will continue to supervise the finance and promotion departments, in addition to concentrating on research.

"In essence," said Dyson, "this move allows me the opportunity to train another black person to move up within Gannett. Abe's been here for 11 years, and it was time for him to get out of the sales area and expand his horizons. Abe is one of the best people persons I've ever

radio group for a year.

NAB President Eddie Fritts commented, "We feel fortunate to have persuaded such a seasoned and gifted executive as Walt Wurfel, whose range of experience encompasses broadcasting, public relations, and government, to join with NAB in representing the broadcast industry."

Wurfel said it's too early to sketch any plans for NAB's communications efforts, and he'll be studying the issues facing the broadcast industry over the next four weeks.

known, and he's going to do an incredible job for us."

Thompson told R&R, "All our personalities are outstanding professionals, and I plan to heighten that degree of professionalism. In addition to increasing ratings and revenue, we also plan to get WGCI-AM & FM more involved in the Greater Chicago community — specifically in the black community." THOMPSON/See Page 7

**McGee PD
At WEZB**



Kipper McGee

WROK & WZOK/Rockford OM Kipper McGee has been named to program EZ Communications' WEZB (B97)/New Orleans. He replaces Kris O'Kelly, who recently became VP/Programming for SunGroup, based at WKXX/Birmingham.

WEZB GM Marc Leunissen told R&R, "Kipper has the abilities to combine the interests of programming and sales. He's into promoting better radio by promoting radio better."

EZ VP/Programming Dan Valie added, "Kipper is knowledgeable, articulate, disciplined, and creative. — quite a package." MCGEE/See Page 9

**White Heart
& Soul OM**

Jim White, on-air personality with SMN's "Rock N Hits" format, has been promoted to OM at the network's Black/Urban oldies format, "Heart & Soul."

SMN VP/Programming Robert Hall told R&R, "I'm extremely pleased to promote Jim within our organization. His duties will include working 9-noon on the Heart & Soul network, as well as overseeing, and support. NBC/See Page 9



Jay Clark

**Clark PD
At WOMC**

Longtime programmer Jay Clark has joined WOMC/Detroit as PD, replacing Leigh Jacobs, who resigned several weeks ago.

VP/GM Elaine Baker commented, "Jay's a talented programmer who brings a great wealth of experience to the station. We've tried to position ourselves, with all the changes that have gone on in Detroit, as a consistent-sounding AC, and we're going to stay with that consistency."

Clark told R&R, "Opportunities abound here, and because Detroit is such an AC market there is plenty to keep me busy. I know Elaine wants to win, and I know the company wants to win, and I can't ask for anything better than that."

Clark was most recently OM at KRLA & KHTZ/Los Angeles for a year and a half. Before that he held the same position at WGAR/Cleveland for six months and at WABC/New York for three and a half years.

**Fishel
Upped To
RIAA VP**



Jim Fishel

Jim Fishel, Exec. Director of the Recording Industry Association of America (RIAA), has been promoted to VP/Exec. Director. Fishel, whose advancement was approved by the RIAA Board of Directors last month, joined the trade organization in New York two years ago.

RIAA President Stan Gortikov commented, "Jim's expanded title represents our acknowledgment of his skills and his contributions to the RIAA and our industry. It also reflects our appreciation for his zeal and dedication."

Fishel, who was unavailable for comment, worked for CBS Records from 1977-81 in marketing and merchandising posts, then served as an independent marketing consultant for several labels until coming to the RIAA in 1984. He has also produced recordings by such artists as Dexter Gordon and James Blood Ulmer.

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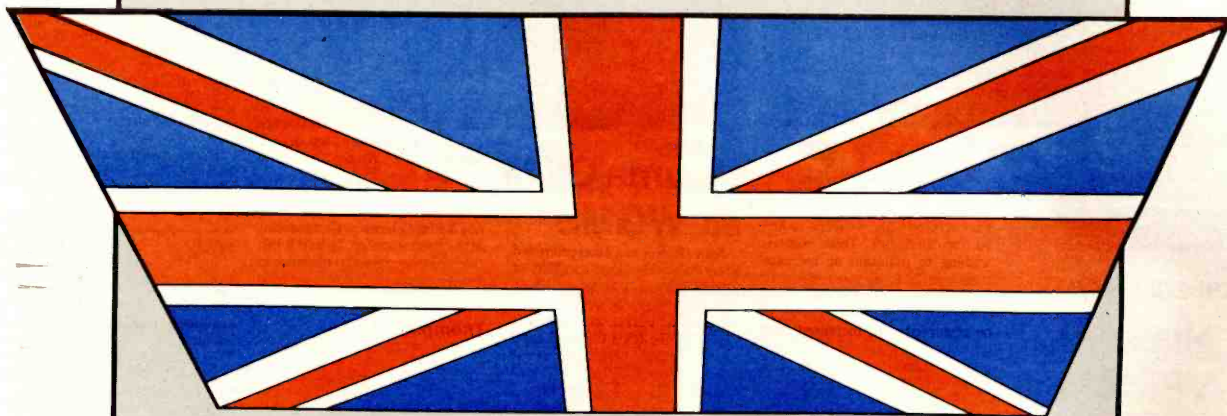
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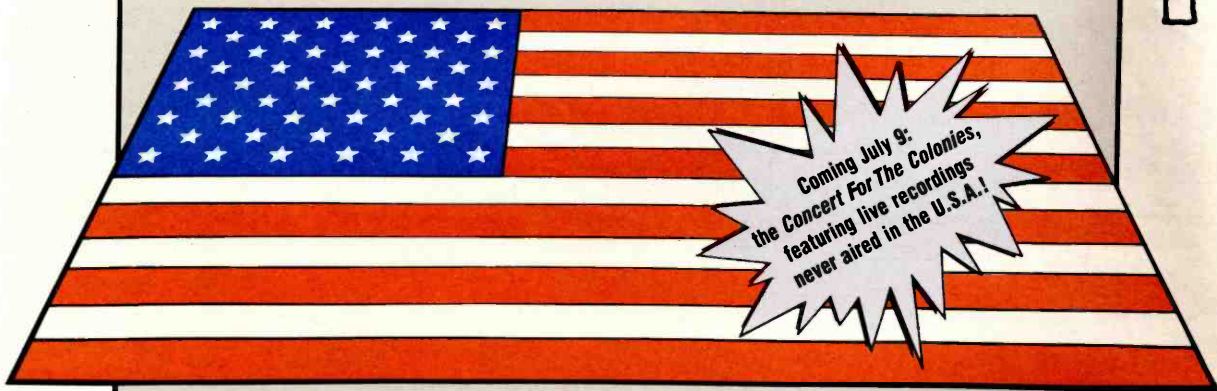
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Following the April 14 premiere, *BBC Concert Classics* will air every fourth program as a special addition to Westwood One's *In Concert* series, and will be made available to all *In Concert* affiliates. To be a part of it, call Westwood One at (213) 204-5000 or Telex 4996015 WWONE.

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WESTWOOD ONE RADIO NETWORKS

CRTC Loosens FM Restrictions

By Sean Ross

Proponents of FM CHR, traditionally blocked by the Canadian Radio-Television & Telecommunications Commission (CRTC), received a surprise gift last week when CRTC Chairman Andre Bureau released an extensive proposal that would substantially lower the non-hit and non-entertainment quotas now imposed on the FM band.

Perhaps the most radical of the

proposed changes would exempt all material more than two years old from the rule requiring 50% of all FM music to be non-hits. And Canadian content ("Cancon") selections would be allowed an unlimited number of repeat plays during the week instead of the 18 now allowed.

In addition, "foreground" programming, the primarily non-entertainment material imposed by the CRTC on FMs, would be reduced from 20 to 15%. Those stations wishing to maintain or increase their level of foreground, however (especially some of that category's more esoteric components), would be rewarded with increased spot limits.

Now, some estimate, an FM rocker, by being only slightly more gold-oriented than its American counterparts, could play 75% familiar music. As a result, observers say, AM's one advantage, its ability to play the hits, will be seriously compromised.

The CRTC's proposals, if adopted, include other gifts for all programmers. A longtime rule limiting station giveaways to \$5000 a month in cash and prizes would be eliminated. The AM spot limit, previously held at 13 minutes an hour, would be eliminated for a two-year trial period.

Sandy Sanderson, PD at AM CFTR/Toronto, commented, "I thought the hit/non-hit ratio was meant to give AM a shot so that we don't all have to go Talk."

Surprisingly, CHUM-FM/Toronto Manager Duff Roman agrees. "AM's only advantage in Canada is the ability to be 100% hits. I'm trying to make sure that while FM's progress accelerates, we don't wind up with all these weak AM sisters across the country."

Broadcasters and the general public have been given until May 1 to respond to Bureau's proposal. The new regulations will be taken up at a May 23 hearing.



Joan Houma

Houma GSM At WGMS

Joan Houma has been promoted from Sales Manager to GSM at WGMS-AM & FM/Washington. The post has officially been vacant since Mike Ferrel moved up to VP/GM of the RKO Classical combo in November 1984.

Houma joined WGMS in 1979 as an Account Executive, became Retail Sales Manager in 1981, and Sales Manager in 1984.

Ferrel commented, "Joan's success and track record within the sales department give her excellent credentials to undertake this new challenge. She has the professional commitment necessary to ensure our future growth."

PARKS NEW PD

WAIT Becomes WCZE, Adopts Format 41

Big Band/Nostalgia outlet WAIT/Chicago will switch to Transtar's Format 41 on April 7. Tying in with its new "cozy" theme, the station has also applied for the calls WCZE. Recently-appointed PD Gary Parks will also double as host of the station's new live morning show.

Prior to joining WCZE, Parks spent five years as PD at WBNS-AM & FM/Columbus. Commenting on the format switch, he told R&R, "We've done extensive research in the marketplace and felt that this is

way to go. It's a viable concept for an AM station in Chicago. We're excited that we'll be the first major market station on the AM dial to basically do Transtar's Format 41 in its purest form."

Parks added that five staffers had been let go, and no other major staff changes were anticipated.

White

Continued from Page 3

ing all programming operations and affiliate relations." White will continue to base out of SMN's Dallas facilities.

With SMN since 1984, White earlier programmed KNUS/Dallas and XEROK/El Paso and was Operations Director at TM Programming and KIOI/San Francisco. "Heart & Soul is really taking off," he remarked. "We take the Motown feeling, use it as a common thread, and stretch right up into today with it. This allows us a wide variety of music to play in a good-times format."

KRUEGER LSM

Huber VP/GSM At KGLD & KWK

Doug Huber, GSM at Robinson Broadcasting's KGLD & KWK/St. Louis, has added VP stripes at the Gold/CHR combo. Additionally, Kurt Krueger has been elevated from Account Executive to Local Sales Manager.

President/GM Steve Butler told R&R, "Doug is like my righthand man. His hard work, tenacity, and feel for the St. Louis market makes his promotion well-deserved."

Butler continued, "Kurt came to work here fresh out of college two years ago. His success has been astonishingly fast; he's become our top-billing account executive for the past two years."

Huber commented, "I've been here four years and have seen the station's potential, and I'm working hard, as is everyone, to see that it's maximized."

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NEWS IN BRIEF



Michael Hoppe Judy Gold Oz Debby Appelbaum

● **MICHAEL HOPPE** has joined Private Music as a consultant on all international activities for the label. He was formerly VP/A&R for PolyGram, and earlier was VP/Popular Repertoire for PolyGram International, Hamburg.

● **BIG MARTY (BELTER)** is promoted from MD to PD at Lotus AOR KOMP/Las Vegas. Belter joined the station in 1981.

● **JUDY GOLD**, a former marketing executive with Westwood One, Transstar, and Drake-Chenault, has joined Active Markets as VP. Active Markets, comprised of "Rock Experience," "Sports Exchange USA," and the "Travel Experience" subsidiaries, provides national/international promotions, concerts, and syndicated programming, often involving travel.

● **WENDELL WOOD**, former Director/Media & Public Affairs for NRBA, is named Director/Station Services for AP in Washington. She will be responsible for providing program information, promotional support materials, and sales ads, publishing the network news newsletter for affiliates, and assisting in convention planning.

● **OZ (OSCAR MEDINA)** joins Noble AOR 91X/San Diego as MD/afternoon personality from nights at KZEW/Dallas.

McGee

Continued from 3

McGee, who begins April 14, added, "I'm delighted to get a crack at programming CHR in a market like New Orleans. All the tools are in place and the resources are ready. The staff is primed, and I've got a superior MD in Greg Rolling. B97 represents a chance for me to exercise all my experience."

A former PD/OM at KFMW/Waterloo, McGee was Promotions Manager at Milwaukee outlets WLUM and WKTI and morning personality at WRKR. WZOK PD Steve Brill has been named OM for WRK & WZOK; a new WZOK PD will be hired.

● **MITCHELL COHEN** becomes A&R Consultant for Arista Records. Cohen retains his post as Director/Creative Advertising and Editorial Services, and will also continue to work on reissue projects and compilation albums.

● **DEBBY APPELBAUM** is the new Assistant to new PolyGram Sr. National Director/Rock Radio Promotion Fred Deane (see Page 1). Most recently, she was Promotion Director for Hot Trax, and also worked at Philadelphia outlets WYSP and WMMR, as well as WBCN/Boston.

● **STEPHEN SHRIMPTON** has been appointed Sr. VP/International Marketing & Artist Development at WEA International, starting May 1. He was Managing Director of the Paul McCartney group of companies — MPL Communications — and previously was Managing Director of EMI Music Australia. In his new post, Shrimpton will operate out of WEA International's London and N.Y. offices.

● **JULIE SKAGGS**, Marketing Manager for Programming Plus since September, 1984, has been promoted to GM of Programming Plus and Treasurer of the Hayes Broadcasting Companies.

● **GARY FRANKLIN**, PD at WKPE/Cape Cod, rejoins President/GM JACK ALIX at WJXQ/LANSING. New to the programming chair at WKPE is MICHAEL MacDONALD, formerly with WAGO/Chicago, while STEVE McVIE is promoted to MD/Asst. PD.

● **KKFM/COLORADO SPRINGS** makes the move from CHR to "Colorado Classics" under the leadership of PD Mark Seger and Music Coordinator Kelly Thomas. With the new direction, 96.5 KKFM will offer AOR rock tracks from the '60s, '70s, and '80s, as well as current product aimed at 25+ adults.

● **JIM SCHLICHTING** is the new GM at Waters Broadcasting's WCXTHart, MI. His background includes consulting stations in New York, Los Angeles, San Diego, Washington, Phoenix, and Las Vegas.

WMET

Continued from Page 1

earlier programmed WZXR/Memphis and was Asst. PD at WRNO/New Orleans. "I've learned some sales skills that not only give me a better understanding of what it's like on the streets, but also help me in programming," he said.

WMET has been consistently the fourth-rated AC in Chicago behind WCLR, WFYR, and WLAK. Shadek noted, "It's going to be tough. Unfortunately, a format was picked here that a lot of other people were doing well; there just wasn't a hole for it. Also, the research we did shows that people still identify the WMET call letters with a rock station. It's like trying to package 7-Up in a Coke can."

Even so, Shadek said there would not be a dramatic departure from the current AC format. Hazen said the station would soon be applying for new call letters and that the present format would be readjusted. He added, "No one moves into any market with all of the answers. We just want to make sure we're asking the right questions."

AM/FM Duplication

Continued from Page 1

Industry comments generally supported the change, but some broadcasters fear unlimited simulcasting will further damage AM by shifting even more of the band's unique programming to FM.

The FCC, on the other hand, believes total freedom to duplicate in markets of all sizes will help some struggling AMs survive financially, and encourage other combo owners not to shut down their AMs at night.

Alan Stillwell of the FCC said the item will be published in the Federal Register within 10 days, and become effective 30 days following the publication date.

In the most recent program survey released by NRBA for 1985, 55% of responding AMs and 67% of FMs were part of combos.

NBC

Continued from Page 3

"We are exploring whether further steps can be taken to correct the extremely unfortunate misimpressions created by this broadcast," concluded Wyman.

The RIAA had no comment on Monday's NBC report. The association, through a spokesman, has confirmed that an investigation into independent promotion was proposed earlier this year, but never implemented. RIAA documents concerning this and related matters were subpoenaed by federal investigators in New York last month, and have been supplied.

Meanwhile, two major record companies, CBS and Capitol, have been subpoenaed by federal investigators reported to be probing payola and independent promotion. Both companies confirm through spokesmen that they have been served and are complying with the subpoenas, but have no further statement. A spokesman for MCA declines comment on reports that it has also been subpoenaed by federal authorities.

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BIO MEMO	TO	PROGRAM DIRECTORS	AIR DATE	WKND. 5/23-26	TIME	6 HR. SPECIAL
	FROM	WESTWOOD ONE	AREA CODE	213-204-5000	NUMBER	
	MESSAGE	NOM. "ROCK & ROLL NEVER FORGETS THE GREATEST BANDS" DAY WEEKEND BEATLES/DOORS/EAGLES/ZEPPELIN/FLOYD/WHO!				HOSTED BY DENNIS ELSAS!
		FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY				

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CHR GAINS, COUNTRY SOFTENS

AC Bolsters Lead IN NRBA Survey

By Brad Woodward

Adult Contemporary strengthened its lead as the most popular radio format in the nation last year, according to NRBA's 1985 programming survey. AC was programmed by 31% of reporting stations, up 0.6% from the previous year.

Country, which nearly surged in to first place the year before, remained a close second but fell from 29.9% of all stations to 27% in 1985.

In third place was CHR, up to 13% from 10.6% in 1984, followed by Religious (5%), AOR (4%), Easy Listening (4%), Big Band (4%), Urban/Contemporary (2%), Oldies (2%), News/Talk (2%), Ethnic (1%), Jazz (0.5%), and Classical (0.5%).

The most dramatic growth of any format in 1985 was CHR's 6% gain to 26% of FMs, edging out Country (20%) as the band's second most-programmed format behind AC (29%). AOR also picked up last year, moving from 5% to 8% of all FMs.

Unlike past years, when NRBA polled over 3000 stations, this year's survey was conducted by the University of Indiana and sampled 857 at random (382 FM, 475 AMs, of which 256 were combos).

Adelsberg, Gunning New Blair Radio VPs



Lori Adelsberg Jean Gunning

Blair Radio Director/Research Lori Adelsberg and Director/Marketing Information Jean Gunning have been promoted to VP for the rep firm.

Adelsberg, who provides research-based sales tools, computerized research, and other research sales support systems, joined Blair Radio's New York office in 1983 as Research Manager/Spot Sales after three years as Research Manager for Major Market Radio. Gunning moves up after seven years in her most recent post, and is responsible for writing/coordinating sales promotional materials used by the company's regional offices.

Said Blair Radio President Charlie Colombo, "Lori and Jean are definite assets for Blair Radio. They do an excellent job for us and deserve this recognition for outstanding performance."

Other key findings:

- 40% of FMs now use their SCAs.
- Only 12% of AMs are now in stereo, 26% are planning to convert but 63% have no such plans.
- FMs average 9.3 commercial minutes per hour, compared to 10.1 minutes on AM.
- The most sought-after demos are 25-34 for FM and 35-44 for AM.
- FMs average 3.4 minutes of news per hour, compared to 7.3 minutes for AM.
- 78% of FMs and 83% of AMs own satellite dishes.

Three-Year Format Trends

Format	1985	1984	1983
AC	31%	30.4%	28.1%
Country	27%	29.9%	25.5%
CHR	13%	10.6%	9.4%
Rel	5%	5.0%	5.5%
AOR	4%	2.4%	3.9%
Easy	4%	5.3%	6.5%
BBnd	4%	1.1%	2.0%
Oldies	2%	3.4%	4.0%
N/T	2%	2.3%	4.6%
Ethnic	1%	0.3%	0.8%
Jazz	0.5%	-	-
Clas	0.5%	0.5%	0.5%

Beatty PD At WING

Gary Beatty has been appointed PD at full-service AC WING/Dayton. He most recently programmed WQHK/Ft. Wayne.

WING VP/GM Walter Broadhurst commented, "Gary comes here from Ft. Wayne with an extensive background in Country and AC programming. He's also very promotionally-oriented. We look for Gary to lead WING back to prominence in the market."

Before joining WQHK, Beatty programmed WIMT/Lima, OH; WZZX/Louisville; and WFMB/Springfield, IL.

Ross, Olson Upped To R&R Asst. Editor

Sean Ross and Yvonne Olson have been promoted to the new positions of Assistant Editor at R&R. Both had been Associate Editors. Ross specializing in Black/Urban Radio and Olson in CHR. They report to Senior Associate Editor Hurricane Heeran.

R&R Sr. VP & Editor Ken Barnes observed, "The Assistant Editor position is designed to recognize key editorial contributions. Sean and Yvonne are extremely knowledgeable, have written columns and features, and merit greater recognition. We're very pleased to give it to them."

Ross joined R&R in mid-1983 after on-air stints at WVOI/Toledo and WVBK/Herndon, VA. Olson came to R&R in early 1984 following an internship at KHIS/Los Angeles; her radio experience also includes posts at KFWB and KPFK/Los Angeles.

Summers Manages KDIG & KBON

KDIG & KBON/San Bernardino-Riverside PD John Summers has been promoted to GM, succeeding Roger Pasquier, who vacated that post in January.

A 14-year broadcaster, Summers has on-air, programming, and operations experience from KLIF/Dallas and WDXB/Chattanooga, among other stations. He is also an instructor at Riverside's Loma Linda University, where he teaches seven courses in the Dept. of Communications.

Regarding the Country/AC combo, Summers said, "I hope to make these stations truly viable competitors in a market that's already competitive beyond imagination, with 85 other signals to contend with." He added that KDIG has added California Angels baseball, and has first option to pick up play-by-play for the NFL Rams and UCLA basketball/football.



MEDIA AND MARKETING ON RADIO — Participating in last week's Southern California Broadcasters Association/RAB Radio Workshop as case study presenters were (l-r): McDonald's Media Manager Karen Dixon-Ware, SCBA Chairman Bob Fox, RAB President Bill Stakelin, and Jim Thompson of Leo Burnett, Inc. The well-attended event attracted professionals from all fields within the radio sales, marketing, and advertising communities.

MADONNA

CHR Breaker
184/184

Chart Debut

39

THE NEW SINGLE
WRITTEN AND PRODUCED
BY MADONNA
AND PAT LEONARD
FROM THE FORTHCOMING
MADONNA ALBUM
ON SIRE RECORDS
AND THE ORION
MOTION PICTURE
"AT CLOSE RANGE"



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\$10.5 MILLION PRICETAG

Cap Cities/ABC Buys KQRS-AM & FM

In its first radio acquisition since January's merger, **Cap Cities/ABC** has purchased AOR-formatted **KQRS-AM & FM/Minneapolis** from **Hudson Communications Corp.** for \$10.5 million.

CC/ABC Radio President **Jim Arcara** commented, "Great station, great market." Noting that the deal brings the company's radio station total to 19, Arcara said CC/ABC definitely plans to buy up to the 12 AM/12 FM limit.

Arcara added that he's especially interested in picking up properties in Seattle, Phoenix, Miami, and Denver. He declined to comment on industry speculation that CC/ABC will ask the FCC for permanent waivers allowing it to retain seven radio stations that must now be divested as a result of the merger.

Hudson is principally owned by communications attorney **James McKenna** of the Washington law firm **McKenna, Wilkinson & Kiltner**. It also owns **WCMB & WSPM/Harrisburg** and **WHIT & WWQM/Madison**. McKenna said he's looking to buy additional stations in the Washington-Maryland-Pennsylvania region.

Cap Cities/ABC's other radio properties are **WABC & WPLJ/New York**,

WLS-AM & FM/Chicago, **KABC & KLOS/Los Angeles**, **KGO/San Francisco**, **WMAL & WRQX/Washington**, **WPLO & WKHX/Atlanta**, **WJR & WHYI/Detroit**, **WPRO-AM & FM/Providence**, and **WBAP & KSCS/Dallas**.

KQRS (AM), which simulcasts with the FM, operates on 1440 kHz with 5 kw days/500 watts nights. The FM broadcasts with 50 kw on 92.5 MHz at 850 ft.

WOKS & WFXE/COLUMBUS, GA; WTHB & WFXA/AUGUSTA, GA

PRICE: \$6,161,000

BUYER: **Davis Broadcasting**. President is **Gregory Davis**, Sales Manager of **WLWT-TV/Cincinnati**. Davis, who will relocate to Columbus and become President/GM of **WOKS & WFXE**, has no other broadcast interests, but will be seeking additional acquisitions.

SELLER: **Ken Woodfin Group**, which owns no other stations.

DIAL POSITION: 1340 kHz; 104.9 MHz; 1550 kHz; 103.1 MHz

POWER: 1 kw; 3 kw at 300 ft; 5 kw days; 3 kw at 300 ft.

FORMAT: All are Urban Contemporary

BROKER: Avpro

WCEN-AM & FM/MT. PLEASANT, MI

PRICE: \$1,350,000 cash, plus a \$100,000 noncompete agreement to be paid over five years.

BUYER: **Somerville Broadcasting**, a partnership of **Richard Somerville** and his wife **Letty**. They also own **WSMA/Marine City, MI**. **Somerville** and son **Jeff** are also owners of **WADM & WQTZ/Dacatur, IN**. Another son, **David**, owns **WDEY AM & FMI/Lapeer, MI**.

SELLER: **Central Michigan Broadcasters**, owned by **Charles Anthony, Dr. Frank Horowitz, and Anthony Bielawski**.

DIAL POSITION: 1150 kHz; 94.5 MHz

POWER: 1 kw; 65 kw at 230 feet

FORMAT: Full-service AC; Country

CALL SIGN CHANGES

Clinton, TN; **WNKX** to **WTNZ** (requested)

Elizabethton, TN; **WUSJ** to **WUSJ-FM** (effective 3/26)

Las Vegas, NV; **AR KZZE** to **KZZE-FM** (4/1)

Las Vegas, NV; **AR KYYN** to **KZZE** (4/1)

Jonesboro, TN; **WJSO** to **WUSJ** (3/26)

Las Vegas, NV; **KBKK** to **KVEG** (3/27)

Norfolk, VA; **WNOR** to **WKLR** (5/5)

Phoenix; **KONC** to **KAMJ** (3/31)

Pueblo, CO; **KRYT** (new station)

San Angelo, TX; **KGLB** to **KELI** (3/28)

Washington; **WCXR** to **WCPT** (requested)

INITIAL DECISION OVERTURNED

Phoenix FM Goes To Newmountain

The FCC Review Board has reversed a law judge's initial decision awarding a new Phoenix FM on 105.3 MHz to **Lee Optical & Associated Companies Retirement and Pension Fund Trust**. The board decided instead to give the license to **Newmountain Broadcasting Corp.**

Lee Optical was originally selected because, of five applicants, it was the only one to propose the Phoenix suburb of Peoria, rather than Glendale, as its city of license. The station would be the first licensed to Peoria.

In reversing that ruling, however, the

Review Board noted that both communities sit squarely within the Phoenix urban area, and the new station's Class C signal will cover the entire metro.

After wiping out Lee Optical's preference for first local service to Peoria, the board picked Newmountain largely for its proposal to integrate its five principals 100% into station management. Lee Optical proposed no integration.

Lee also lost points because it owns an AM in Hawaii, and its 49% owner has interests in stations in Arizona and Texas.

NBMC FEES DROPPED

WHAT & WWDB Settlement Gets FCC Green Light

A settlement agreement that drops payments to minority advocacy groups has been okayed by the FCC, clearing the way for the sale of **WHAT & WWDB/Philadelphia**. The Commission approved the settlement pact and renewed the stations' licenses, but said the sales must still be approved by the Mass Media Bureau.

Under the agreement, **Banks Broadcasting** will sell **WHAT** to **Main Line Communications** for \$625,000 while co-owned **Independence Broadcasting** sells **WWDB** to **Ragan Henry's NewSystems** for \$5,985,000. A third party, **American Minority Communications**, receives \$200,000 from **NewSystems** for dismissing its competing applications for both stations.

The combo's renewals and proposed sales have been held up for years by a series of legal actions alleging EEO and other minority hiring problems at the stations. The renewals were also designated for hearing on charges that **WHAT** sermons aided an illegal numbers game.

The initial settlement pact called for payments by **NewSystems** of over \$860,000 to various groups, including a quarter-million dollars for the **National**

Black Media Coalition. The Mass Media Bureau objected to those payments as unwarranted, and the parties subsequently removed them from the formal agreement. The Commission accepted that change, noting that **NewSystems** will "consider making donations" which "over a period of years, may equal or exceed the amount of the disputed payments."

One key to the FCC's approval of the entire deal was the death of the combo's owner last September. Said the Commission, "We agree with the parties that the death of **Dotty Banks Shapiro** obviates the need for further inquiry into the basic qualifications of the licensees here."

GE Takeover Of NBC Challenged

Wilbert Tatum, publisher of the **Amsterdam News** in New York City, has filed a petition asking the FCC to schedule a full evidentiary hearing into whether **General Electric's** \$6 billion takeover of **RCA** is in the public interest.

Among other grounds, Tatum cited ongoing investigations by federal authorities of possible payola in the radio and record industries that might involve **RCA's NBC** radio station unit and **RCA Records**. He also said GE has committed improprieties in its role as a defense contractor.

Lawson

Continued from Page 3

Beatles, and **Steely Dan** with some new music you won't hear anywhere else. I was 90% sure of my decision; when I saw recent **Birch** figures from San Antonio (**KESI** ranked first in 25-54 men and second with 25-54 adults), my interest went to 110%."

Describing the format as "album-oriented adult contemporary," Lawson said, "Now we've got the tools to do it. Because of the signal problems in Baltimore, where a large portion of the metro couldn't receive the station, it wasn't really a full-fledged competitive situation."



Bob Pates

Frank Boyle

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Hunter

Continued from Page 3

Mahon will do an excellent job. Meanwhile, I intend to put my experience, including management stints at **KYA/San Francisco**, **WOAI/San Antonio**, and **WLW/Cincinnati**, to work for myself. Financing opportunities have never been better and the time for action is now."

McMahon most recently ran his own consultancies, **AM Strategies, Ltd.** and **EARS Strategies and Implementations**. Earlier he was VP/GM at **KIRO/Seattle** for three years and President/GM at **KSDO & KEZL/San Diego**. He commented, "SRO has changed its strategy over the last year, going from a small Northwest company to one that's going to be a major player. Now we have to digest our acquisitions and then, it's hoped, acquire some more."

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MW	Metro	AM	\$10,000K	Cash	Ray Stanfield	(818) 366-2554
TX	Metro	AM/FM	5750K	SOLD	Bill Whitley	(214) 680-2807
AR	Metro	TV	5620K	SOLD	Brian Cobb	(202) 822-8913
RocMt/MW	Group		5500K	Terms	David LaFrance	(303) 234-0405
GA	Medium	AM/FM	5000K	SOLD	Charles Giddens	(202) 822-8913
SC	Metro	FM	2500K	Cash	Mitt Younts	(202) 822-8913
VA	Metro	FM	2200K	Terms	Mitt Younts	(202) 822-8913
NV	Metro	FM	2100K	SOLD	Elliot Evers	(415) 495-3516
Plains	Metro	AM/FM	2000K	Terms	Peter Stromquist	(818) 366-2554
Rky Mts.	Major	AM/FM	2000K	\$500K	Greg Merrill	(801) 753-8090
CO	Medium	FM	1900K	Cash	Elliot Evers	(415) 495-3516
FL	Medium	AM/FM	1700K	SOLD	Randy Jeffery	(305) 295-2572
LA	Metro	AM/FM	1700K	SOLD	Ernie Pearce	(404) 998-1100
IN	Metro	AM/FM	1700K	SOLD*	Charles Giddens	(202) 822-8913
TX	Metro	FM	1625K	\$350K	Bill Whitley	(214) 680-2807
MS	Metro	AM/FM	1500K	Terms	Mitt Younts	(202) 822-8913
ME	Small	AM/FM	1400K	Cash	Ron Hickman	(401) 423-1271
CA	Metro	FM	1250K	\$400K	Jim Mergen	(818) 366-2554
NB	Medium	AM/FM	1100K	\$300K	Bill Lytle	(816) 941-3733
WY	Medium	AM/FM	1100K	\$175K	David LaFrance	(303) 234-0405
CA	Small	AM/FM	1100K	\$150K	Elliot Evers	(415) 495-3516
ID	Metro	AM/FM	1000K	\$333K	Peter Stromquist	(818) 366-2554
FL	Medium	AM/FM	975K	SOLD	Randy Jeffery	(305) 295-2572
ME	Small	AM/FM	800K	Terms	Ron Hickman	(401) 423-1271
Rky. Mts.	Metro	AM/FM	795K	\$100K	Greg Merrill	(801) 753-8090
NY	Small	FM	750K	Terms	Ron Hickman	(401) 423-1271
IL	Medium	AM	700K	SOLD	Ernie Pearce	(404) 998-1100
Islands	Medium	FM	675K	\$75K	Randy Jeffery	(305) 295-2572
PA	Small	AM	575K	SOLD	Warren Gregory	(203) 364-5659
KY	Small	AM/FM	535K	\$165K	Ernie Pearce	(404) 998-1100
NB	Medium	FM	500K	\$100K	Bill Lytle	(816) 941-3733
NB	Small	FM	500K	Terms	Bill Lytle	(816) 941-3733
NY	Small	AM/FM	500K	Cash	Randy Jeffery	(305) 295-2572
OK	Small	FM	425K	SOLD*	Bill Whitley	(214) 680-2807
TX	Small	AM/FM	450K	SOLD*	Bill Whitley	(214) 680-2807
ME	Small	AM/FM	450K	Terms	Ron Hickman	(401) 423-1271
WY	Small	AM	450K	\$75K	David LaFrance	(303) 234-0405
NC	Small	AM	360K	\$90K	Mitt Younts	(202) 822-8913
UT	Metro	AM	325K	\$100K	Greg Merrill	(801) 753-8090

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*subject to FCC approval.

PUBLIC FILE UNAVAILABLE

WXTR Fined \$10,000 For Misplaced Studios

The Dalton Group's WXTR-AM & FM/Washington (La Plata, MD) have been fined \$10,000 by the FCC's Mass Media Bureau for violating the Commission rule requiring a station's main studio to be physically located in its community of license.

The Oldies combo was also cited for failing to make its public file readily available for public inspection.

In a letter to WXTR President/GM Bill Dalton, acting Mass Media Bureau Chief Bill Johnson said his staff last November investigated the station's La Plata main studio, as well as a studio it maintains 30 miles away in Marlow Heights, MD.

"It appears that both stations are being operated in violation of the Commission's main studio and program origination rules," Johnson concluded.

51% Rule Violated

FCC rules require that at least 51% of a station's non-network programming originate from its main studio or elsewhere within its community of license. But the FCC found that WXTR used its main studio only eight hours a week.

Meanwhile, FCC investigators

found the Marlow Heights studio in use six and a half days a week. Johnson wrote, "At least since April 17, 1985 the vast majority of all the stations' programming, including local newscasts and weather reports, has originated from the Marlow Heights studio."

Johnson charged that the move was made "without first obtaining Commission consent."

Public File

In "Unoccupied" Office

The public file violation was added to the charges because WXTR houses its file in La Plata, where the studio "normally remains locked and unoccupied Monday through Saturday, for a period most members of the public would consider 'regular business hours,'" Johnson explained.

WXTR has the right to challenge the fine. It was given 30 days to submit "evidence of or proposals for corrective action."



CHAIRMEN GATHER — NAB Chairman Ted Snider (far right) last week brought five of his predecessors together in Washington to discuss the association's future. One of the strongest recommendations to come from the meeting was that NAB should resume holding regional conferences. Past chairmen shown with Snider are (left to right) Eddie Fritts, NAB President; Dick Chapin, DKM Broadcasting; Andy Ockershausen, formerly of WMAL/Washington; Gert Schmidt, Harte-Hanks; and Don Thurston, Berkshire Broadcasting.

"SORRY MESS" DECRIED

FCC Judge Denies WJRL Renewal

An extremely rare denial of a radio station license renewal application has been issued by an FCC law judge in the case of WJRL/Calhoun City, MS. Judge Walter Miller called owner Jesse Williams a "dishonest and unreliable" person who doesn't belong in broadcasting.

At the same time, Miller said he only renewed the license of co-owned WCSA/Ripley, MS to compensate Williams for what he called inexcusable "misfeasance" by the FCC staff in letting the case sit untouched for a decade, and failing to order a dark station back on the air.

"Williams and the Commission have combined to deprive the listening public."

Judge Miller's criticisms contained some of the harshest denunciations in recent memory of both a radio broadcaster and the FCC staff.

The action grew out of a nasty fight between Williams and his former salesman, Kerry Hill, over a new FM station Hill sought to have licensed to Ripley. Williams filed a competing application that Judge Miller described as a "no-win" effort because Williams knew his ownership of WCSA in the same community would virtually disqualify him from consideration.

"Gutter Tactics" Hit

"While this was going on, Williams attempted to attack Hill's

Judge Miller noted that Williams is now seriously ill with cancer, and only wishes to have his licenses renewed so he can sell his stations. "We can only hope that he'll live up to his promise," Miller said in renewing WCSA as "atonement" for FCC bungling of the case. "There is no need in the broadcast business for licensees of Williams's ilk."

Dishonest and Unreliable

Miller refused to extend the license of WJRL, however, saying

"There is no need in the broadcast business for licensees of Williams's ilk."

FCC Staff Inaction Hammered

"Williams and the Commission have combined to deprive the listening public in the Ripley, MS area of an AM service over a two-year period," Miller charged. He said the FCC's failure to resolve the character issues hanging over Williams for a decade amounted to "misfeasance," adding, "To sit on such issues for ten years is totally indefensible."

In still other charges against Williams, the judge found that he submitted ascertainment data so false as to be "ludicrous." One person supposedly interviewed had been committed to a mental institution five months earlier.

that, after winning back WCSA, "Williams is fresh out of equities." Miller wrote, "He now stands before us as: one who has misrepresented facts to the Commission; one who has authored and published false hearing issues; one who has continuously abused Commission processes; and one who took WJRL off the air for the flimsiest of reasons."

Miller concluded, "Williams has not only shown that he is dishonest and unreliable, he hasn't even shown an interest in the Calhoun listening public. It would be excessive to grant the WJRL renewal."

NEWS BRIEFS

NAB Asks FCC To Halt Translator Abuses

Charging that FM translators are being abused by offering "excessive and unfair competition" to full-service stations, NAB this week petitioned the FCC to tighten up its rules so that translators would:

- Not be allowed for profit-making ventures
- Have stricter technical standards
- Be limited in areas with an adequate number of primary radio signals
- Not be used as relay stations
- Be permitted to rebroadcast AM stations.

NAB noted that translators are designed to help FM stations fill in weak spots in their coverage. But the association said, "The lack of clear, comprehensive, and enforced rules has allowed FM translators to grow — virtually unrestrained — into a service which, in many instances, is a far cry from what it was created to be."

WDVL & WKQV Fined \$11,750

The FCC Mass Media Bureau has landed hard on **WDVL & WKQV/Vineyard, NJ** for violations of 17 different Commission rules, including those dealing with directional antennas, public files, and responding to FCC

correspondence. **WKQV** was fined \$4000 and **WKQV** \$7750, for a total forfeiture of \$11,750 for the combo.

Meanwhile, **WRCS & WODK/Richmond, VA** have been slapped with a \$3000 fine by the bureau for failing to maintain operational equipment, fully instruct transmitter operators, and conduct weekly EBS tests.

In other action, the full Commission has upheld a steep \$20,000 fine handed last April to **KXRO/Trumann, AR** for undergoing a series of transfers of control without FCC approval. The station argued the fine will put it out of business. But the Commission countered that KXRO failed to supply current profit and loss statements, as requested, supplying only a statement of account that the FCC deemed "inadequate."

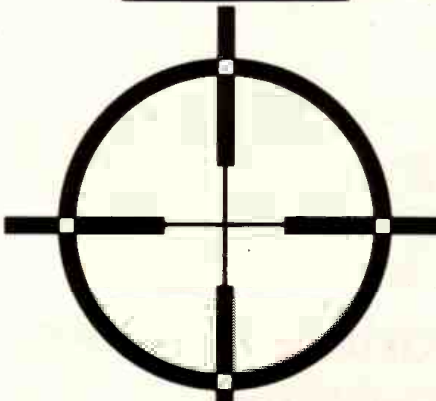
Other Key Developments:

- The FCC this week (4/3) will receive a long-awaited report from its Mass Media Bureau on the overall state of the AM band and what might be done to lift its sagging fortunes.

- **Robert McFarlane**, President Reagan's former National Security Advisor, has joined **National Public Radio** as a regular commentator on "Morning Edition."

- Former FCC Commissioner **Robert E. Lee** has joined the board of **United Broadcasting**.

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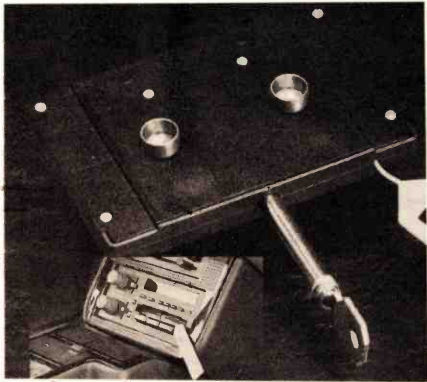
Stop by our suite, #6189, in the Anatole to get your hands on a copy of The Predictor™. You may want to call our office, or the suite itself, to schedule a private consultation session.

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Cassette Crimestopper



Help put a lock on the stolen auto cassette player market with "Lockaset," the European sensation that'll be sweepin' this nation in the near future. Basically, the Lockaset is an inexpensive (\$25), anti-theft device that slides into your car's cassette player and locks the deck's tape transport system with a pair of pop-up steel hub covers.

All you have to do is stick the Lockaset into the player — just like an ordinary cassette tape — turn the key, and your car's tape deck is inoperable. Sure, a thief could still steal your cassette player. But with the extra hassle required to remove the Lockaset *without damaging the unit*, who's going to bother?

The Lockaset comes in two models: one for front-loading cassette players, the other for side-loading units. However, the device *cannot* be used in cassette players that feature motor-driven, power-loading, and eject systems. This clever anti-theft device comes with two long-handled keys (one's a spare), a large plastic warning tag, and a window sticker. It's available from the Belmont, MS-based *Markline* catalog at 1-800-482-4005.

Rent A Car And A Cellular Phone

Not too long ago, the four largest rental car companies attempted to install cellular telephones in their luxury rental models. All concluded that the idea was a crashing failure.

However, *Budget Rent a Car* recently decided the concept was still viable — if taken one step further. Therefore, Budget will soon offer to rent customers portable cellular phones for a mere \$3 per day and 95 cents for each minute of calls. Naturally, Budget's customers can use the phones even when they're not in their cars. As one Budget official noted, "These customers can take their office with them wherever they go."

To get the program off the ground, Budget has contracted to lease 2000 *Motorola* portable phones. The firm plans to have them available in 20 cities nationwide, beginning May 1.

One of the previous problems with car rental companies and cellular phones was that while 75% of Budget's luxury models (featuring built-in cellular phones) were being rented, less than 40% of the customers were using the phones. Therefore, Budget contends the main advantage in *renting* the portable phones is that they can be used in any car the customer wants.



World's Smallest CD Player

Measuring less than 5" x 5" x 1 1/4," this *Technics* compact disc player is reportedly the smallest yet. It sports shock-free suspension as well as an LCD display that

shows you which track is playing, the elapsed time, remaining time, programmed track number, battery condition and more. The completely portable unit also boasts a 15-step Random Access Programming feature that allows you to select any playing sequence and number of repeats you like.

Retail price: \$300 (AC adapter included). For another \$80, you can get a hard-case portable accessory pack complete with built-in rechargeable battery and carrying strap.

60-Second Spots Tops With Radio

While the television medium continues to campaign for 15-second spots, an *Interop*-conducted analysis of national radio spots shows that 60-second spots are not only the preferred length for radio but have also become more popular over the past six years. As reported by the *Radio Advertising Bureau*, the *Interop* study found that 80% of 1985's national radio spots ran 60 seconds in length, up from 75% in 1980. The figures were the result of *Interop* analyzing between 20,000 and 30,000 national contracts.

"Radio is offering (advertisers) four times that (the length of a 15-second TV spot) to present, develop, and extend commercial messages at competitive prices," notes RAB VP/Marketing Information *Ken Costa*. "Savvy marketers understand that 15-second video billboards can't really have the impact to move merchandise. Radio — which now offers the longer time segment — can achieve recall, impact, and price efficiencies without excessive clutter."

Sea Of Tunes

Of King Neptune has been responsible for some high C's in San Francisco lately. Using an instrument called the "Wave Organ," the axe's inventor, local artist *Peter Richards*, transforms the ebb and flow of the tides into electronic-sounding tunes.

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

- 1 1 ZZ TOP
- 4 2 RUSH
- 3 3 KENNY ROGERS
- 5 4 ALABAMA
- 6 5 PAT BENATAR
- 5 6 JOHN C. MELLENCAMP
- 7 7 AEROSMITH
- 9 8 LOVERBOY
- 8 9 HEART
- 11 10 RATT
- 10 11 HANK WILLIAMS JR.
- 12 12 WILLIE NELSON
- 13 13 DAVID COPPERFIELD
- 14 AMY GRANT
- 16 15 KISS
- 17 16 TWISTED SISTER
- 18 17 THOMPSON TWINS
- 14 18 DIO
- 20 19 NIGHT RANGER
- 20 STEVIE RAY VAUGHAN

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.

Office Colors: Green Is Hot

The color purple's reign is over. Colored the truly modern office green. According to *Welton Becket Associates*, a Santa Monica, CA-based building and design firm, the number one color of preference for office interiors is "bottle green," as executives strain for an ef-

fect of old-world class instead of high-tech, nouveau flash.

Quoted in *USA Today*, Becket Director *Bill Scott* claims that "We're all surrounded by CRTs and VDTs. A clean space may be right for machines, but it's not necessarily the right environ-

ment for humans."

Along with all the hue "n" cry over what color to paint the workplace walls, other decidedly *outré* modes of interior office decor are "post-modernism." *USA Today* explains "buildings that resemble cake decorations are out; less-excessive structures are in." "Wall-to-wall carpeting," has given way to more downhome "area rugs."

Chrome is also out, as brass makes a comeback. (You were wondering what metal goes with bottle green.) The time for tinted glass has passed as well, as peering through the clear is in. Finally, spartan entrance halls are definitely *de-classe*, as lavish lobbies are all the rage.

"We're seeing a return to spending extra money on high-quality things that show," explains *Scott*. Meanwhile, noted stylist *Oscar Wilde* offers another, more pointed analysis: "Fashion is so ugly it has to be changed every 15 minutes . . ."

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is

BOOTH 3414

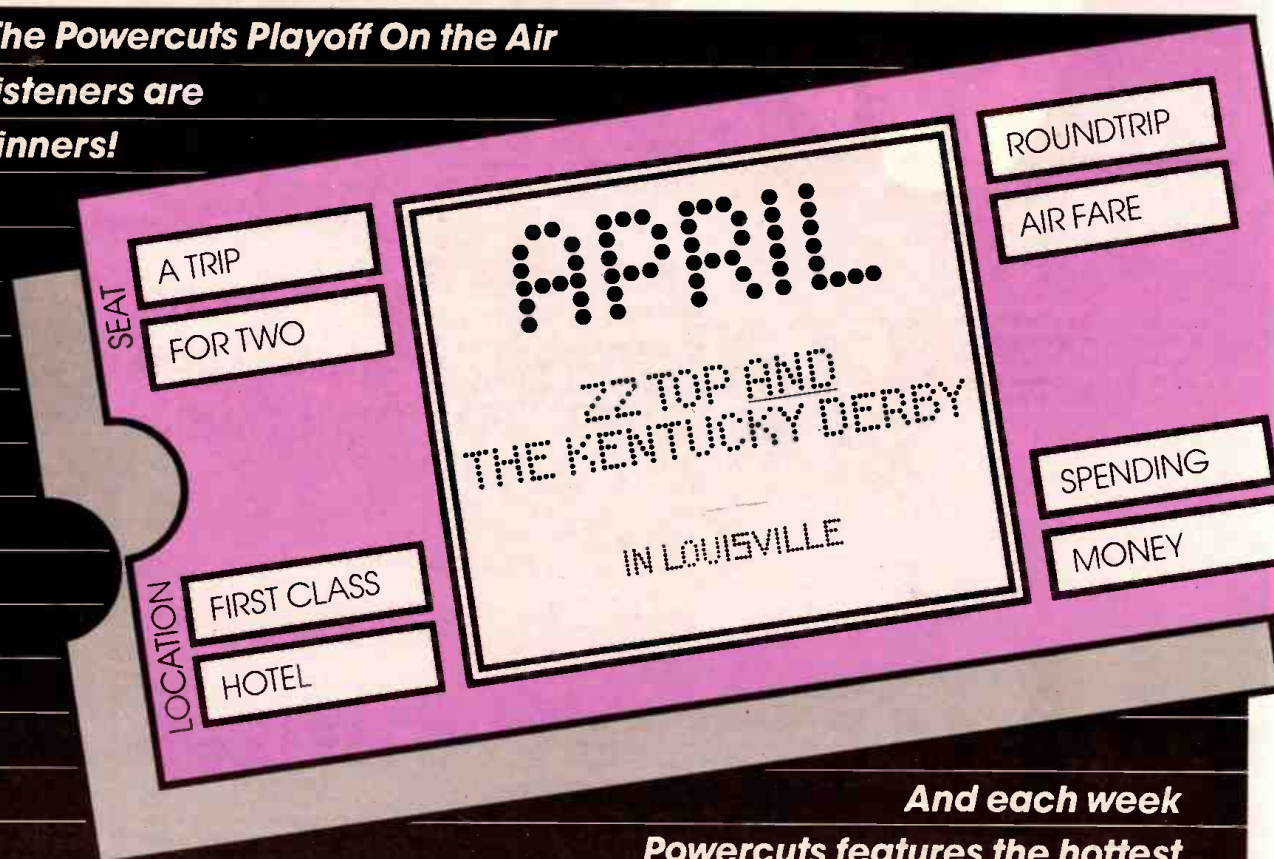
(Probably Afternoons)

Look for your copy of the April Ratings Report & Directory coming with the April 18th issue of R&R!

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CBS RADIORADIO invites you to celebrate the growing success of our all-new ROCK CONNECTIONS series. So Tuesday evening, April 15th we'll give away a Bob Dylan autographed guitar. Drawing will be held at 10:00PM. It all happens in the Presidential Atrium Suite 1134 at the Loews Anatole.

Drop off your business card or fill out an entry blank in our suite during opening hours Sunday, April 13, 5:00PM-11:00PM or Monday and Tuesday starting at 3:00PM. No obligation necessary; entries are cumulative. A winner will be selected by random drawing, will be notified by mail and need not be present at drawing. Contest open to full-time commercial radio station employees and the working press only, except employees of CBS and their families. Prize cannot be exchanged for cash.



PRO:MOTIONS

Durham Life Promotes Britt

Charles Britt Jr. has been promoted to VP/Director of Engineering for Durham Life Broadcasting, which owns and operates Durham-Raleigh's WPTF-AM, WQDR-FM, and WPTF-TV and WEWO & WSTS/Laurinburg, NC. Britt joined the company in October as Director of Engineering; his 18 years' engineering experience includes posts with WOLO-TV/Columbia, SC and WAXA-TV/Anderson, SC.

Sirabian Segues To PolyGram

Karen Sirabian has joined PolyGram Records as Manager/Benefits Administration. She comes from Johnson & Higgins, where she was a Senior Research Specialist. Before that she was Benefits Manager for Thomas Cook Travel, Inc.

PROS ON THE LOOSE

Paul Bottoms—News Director WCXR/Washington (703) 824-8411

Jim Cummings—VP/GM WUWU/Bufalo (716) 827-7000

Eilene Galbo—Assistant News Director WUWU/Bufalo (716) 836-2365

Fred Haier—Overnights WUWU/Bufalo (716) 337-3165

Randy Miller—Mornings ZZ99/Kansas City (913) 631-2752

Jay Mitchell—Nights WTAE/Pittsburgh (412) 941-1161

Steve Mortenson—MD WUWU/Bufalo (716) 834-3944

Shawn Mulhern—PD KLQT/Salt Lake City (801) 943-7788

Aian Sledge—Assistant PD KOAQ (Q103)/Denver (303) 934-3181

Bill Tourot—Middays WUWU/Bufalo (716) 827-7000

Paul Wagner—morning news anchor WCXR/Washington (202) 543-9129

John Wetherbee—PD WNAP/Indianapolis (317) 845-0504

Fenston Upped To WNBC Sales Manager

Stuart Fenston has been promoted from National Sales Manager to Sales Manager at WNBC/New York. He had held his most recent position since February 1985; prior to that he spent four years as a WNBC AE. Before joining WNBC he glogged five years as an Account Executive with neighboring WABC.

FM Promotions Bows

Fresno is the home of a new entertainment service, production and marketing company, FM Promotions (Futuristic Marketing). At the helm are Executive Producer Robby Roberson, Art Director Joe Bowden, and Marketing Director Martin Felix. FM's headquarters are located at 611 E. Belmont Avenue, Fresno, CA 93701; (209) 442-3331.

Berger, Lareau To RAB Board

RAB welcomes Michael Lareau, President/COO of Grace Broadcasting, Inc., and Steven Berger, VP/Radio at Nationwide Communications, to its Board of Directors' Executive Committee. Both men fill vacancies that resulted from radio mergers and acquisitions.

Capitol/EMI America/Manhattan Name Two

Karen Goodman and Paul Donahoe have been named Manager/International Press & Artist Relations and Coordinator/International Marketing & Promotion, respectively, at Capitol/EMI America/Manhattan International. Goodman previously served as assistant to the VP of International; Donahoe was assistant to the VP/A&R, Rock Division.

Atlantic Taps Burrell, Gilmour



Horace Burrell



Diane Gilmour

Horace Burrell has been promoted to Associate Director of Media Relations at Atlantic Records. He's a 15-year label veteran who's held a variety of posts: Publicity Services Assistant/Special Markets, Tour Publicist/Special Markets and, most recently, Publicity Manager. In addition Diane Gilmour moves up to Manager of Media Relations. She joined the label in 1984 as Publicity Coordinator. Prior to that Gilmour was with Warner Communications Inc. as Director of Special Projects for the Travel Department.

CHANGES

Michelle Robinson, AE at McGavren Guild Radio/Seattle, has been promoted to Sales Manager.

Corkey Murray, former Media Director for Marx Corporation/Denver, joins McGavren Guild/Denver as Regional Radio Specialist.

Andrea Simon, former AE at KLIF & KPLX/Dallas, joins McGavren Guild Radio/Dallas as AE/Research Manager.

Robert Ryals, formerly with D'Arcy, Masius, Benton, & Bowles/Atlanta, joins Arbitron Ratings/Atlanta as AE.

Michael Gonick, former Assistant Broadcast Manager at Bamberger's Department Stores/Newark, joins WLIF/Baltimore as AE.

Frances P. Burns, former Sales Manager at Times Publishing Group/Townson, joins WLIF/Baltimore as AE.

Katie McLaughlin, former AE at KSDO/San Diego, joins KFWB/Los Angeles as same.

Awura-Adzua Backman, former Sales Representative for American Networks/Tacoma, joins WOR/New York as Retail Sales Representative.

Patricia Diggs, former Sales Asst. at KCOOP-TV/Los Angeles, joins KFWB/Los Angeles as AE.

Billie Parrott, former Local Sales Manager at KEGD/Dallas, joins KLIF & KPLX/Dallas as AE.

James Stone, formerly with Cox Cable/Tucson, joins Katz Radio/Atlanta as AE.

Curtis Carroll, former AE at KOB/Albuquerque, joins Katz Radio/Dallas as same.

Yanna L. Nau, a National Sales Asst. at KLZI/Phoenix, has been promoted to AE.

Colleen Velarde, former Media Director for Kimitata and Associates Advertising, Inc./Phoenix, joins KLZI/Phoenix as AE.

Bill Gallagher, former Product Coordinator Manager for the Capitol Magnetics division, rejoins Capitol Records/Los Angeles as Manager of Video Product Coordination.

Margaret Walsh, former Sales Representative at Dale Carnegie/San Francisco, joins KGO/San Francisco as AE.

Al Black, former National Sales Manager WXJY/Osterville, joins WCIB/Falmouth, MA as AE.

Meg Gray, formerly with WBSM/New Bedford, joins WCIB/Falmouth, MA as AE.

Billy Lasseter, warehouse staffer for WEA/Atlanta, promoted to Field Merchandiser/Atlanta.

Annette M. Cirillo, Production Administrator for RCA Video Productions, Inc./New York, has added Video Production Manager to her duties.

Debbie Priore, AE at Arbitron/Chicago, is promoted to Southeast Regional Manager for Arbitron/Atlanta.

Marianne Pieper, client service representative, Radio Station Sales at Arbitron/Atlanta, promoted to AE.

Robin Villa, former AE at KPWR/Los Angeles, joins KKHR/Los Angeles as AE.

Stuart Heifetz, formerly with WIBA/Madison, joins Katz Radio Group Sports/New York as AE.

Ann Courtney, former print coordinator and broadcast buyer for Leo Burnett/Detroit, joins Major Market Radio/Detroit as AE.

Dalys Hylton, formerly with Harrington, Righter, and Parsons/New York, joins WNBC/New York as AE.

Lee Davis, Producer at WNBC/New York, is promoted to AE.

Marilyn Kaplan, former AE at WRFM/New York, joins WCBS-FM/New York as AE.

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Everything is well organized by music style, tempo and intensity. And our easy-to-use mini-catalog puts everything at your fingertips.

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With Century 21, the music, accents, stingers and sound effects are as advanced as our Compact Disc technology. The music will *stay* fresh and as new as tomorrow, because you'll get updates every four months for three years (at no additional cost)



One Century 21 Compact Disc gives you more useful music than a stack of production albums.

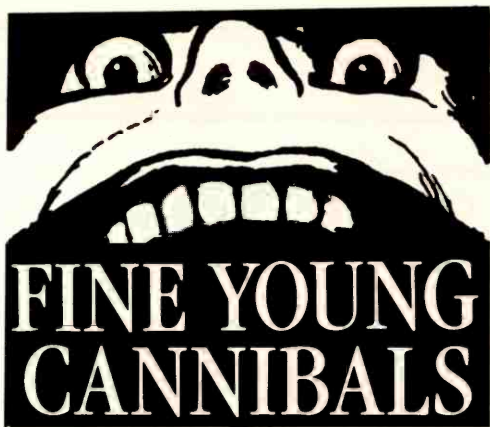
You'll gain a competitive edge because Century 21's Compact Disc Production Library is available to only one station in a market. And you choose whether to lease or buy.

Put this new production power to work for you. Visit us at the NAB Convention in Booth 3452 or Anatole Suite 1172, or call toll-free for a 10 day trial. The number is (800) 582-2100. Act now. Or at least before your competition does.

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WBENFM 19-14
WKSE on
WNYS 35-26
WPHD 33-23
CKOI 12-8
CFTR 15-13
CHUM 13-9
WRNO on
WMMS d-39
KDWBFM a
Q100
WERZ
RI-104
WRCK

WKRZFM
KZZB
WROQ
WANSFM
WCKN
KTUX
WVIC
KIKX
WGUY
WZON
95XXX
OK100
WGAN
WOMPFM
KQIZFM

WKSF
WZYP
WGLF
WHSL
WVBS
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WDBR
KBIM
KZOZ

R&R STREET TALK

No, **Z100/NEW YORK** is not taking its delisting from the **ARBITRON** winter sweep (**R&R** 3-21) lying down. **VP/GM DEAN THACKER** declared, "WHTZ is outraged. The contention that two off-the-cuff and obviously humorous 15-second remarks could cause, or were intended to cause, ratings distortion is absurd. Moreover, Arbitron apparently has violated its own procedures by bowing to the pressure from WHTZ's competitors instead of reaching the decision independently. WHTZ has retained the law firm of **KAYE, SCHOLER, FIERMAN, HAYS, & HANDLER** to fully investigate this matter and advise on what legal options are available."

Meanwhile, **BIRCH** also received a complaint from rival **WPLJ** on the situation, but the ratings firm does not consider **Z100's** activities to have been ratings distortion.

The man who allegedly murdered consultant **BOBBY HATTRIK (R&R 2-7)** has been arrested and confessed to the crime. If convicted, **STEVEN FERDO**, 18, faces up to 50 years without parole for first-degree murder and 20 more for second-degree arson. The St. Louis homicide division described Ferdo as a street kid who turned homosexual favors. A detective told ST that a fight between Ferdo and Bobby precipitated the stabbing and the ensuing fire the same night. Police tracked down Ferdo at his home after he had bragged about the killing to some friends.

Is **RCA/ARIOLA** chief **ELLIOT GOLDMAN** planning executive changes? No official comment, but one confirmed new appointment is that of **TOM MCINTYRE** as VP/CFO. He returns to the record division after a tour of duty at **NBC**, replacing **HENRY KANEGBERG**, who's moving back to **NBC**.

RCA's beefing up its ranks, adding **ATLANTIC's LISA VELASQUEZ**, who'll assist Director/National Promotion **MIKE BECCE** as Nipper's National Singles Manager. Also look for **RHONDA HERLICH** to advance to Assistant to Director/Promotion & Trade Relations **BONNIE GOLDNER**. And **RCA** hints there will be new faces in Nashville, Cincinnati, and Houston, with **MILA COLLINS** moving into the open slot in Dallas. We hear **Atlantic** will replace Lisa with Boston local **JOE IANELLO**, and will also fill slots in NY, LA, Boston, Cleveland, and Houston.

Late word at presstime was that **MANHATTAN RECORDS** will be adding a pair of co-national promotion directors in the very near future.

Continued on Page 22

It's April, You Fool!

Radio's merry pranksters got an early start this year. Unfortunately, **ZZ99 (KZZC)/KANSAS CITY** morning man **RANDY MILLER's** bit cost him his job. On March 31, he announced a **BOB SEGER** concert to benefit the *homeless future farmers of America*, stating where the \$5 six could be purchased. Many local farmers didn't think the joke was funny, and **PD TODD CHASE** stood his ground against a crowd of over 60 angry listeners, prompting support from police while Randy was escorted out the back of the station. "We've had at least five similar instances where Randy didn't follow company policy regarding his on-air content," said Todd. But Randy told **R&R**, "Todd told me, 'We should do something like this every day. What a great way to kick off the book.' Then things got ugly, and I was fired. I've got a two-year, no-cut deal with 14 months to go, so this ain't over yet!" Afternoon man **TOM KENNEDY** has taken over until a permanent replacement is found.

Other quick bits: **WMJQ/ROCHESTER** sent **CHR** rival **98PX** a tear-sheet of a dummy newspaper ad announcing "Lin Broadcasting's debut of Rochester's only Beautiful Music station, **WMJQ**, to be consulted by **BONNEVILLE**," with a **April 2** launch date. . . **WHJY/PROVIDENCE** morning team **CAROLYN FOX & GLENN STEWART** jammed up the switchboard when they announced that the city was closed for the day and that people could stay home from work. . . **WAQY/SPRINGFIELD, MA** conducted a bogus **LED ZEPPELIN** interview that inspired gullible fans to show up at the station for autographs. . . **WHTF/YORK's** morning team stayed on the air for 18 hours when the rest of the staff called in sick. . .

Finally, veteran **WOKD/ARCADIA, FL** afternoon man **CHARLIE B** barricaded himself in the studio and played "Take This Job & Shove It" nonstop for over two hours. The prearranged gag got somewhat out of hand, as over 250 listeners showed up to watch a policeman take Charlie B away at the end of his show. Interestingly, **WOKB** never acknowledged the event on-air as a stunt.

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"THE LOVE PARADE"

NEW FROM

The Dream Academy



PRODUCED BY ALAN TARNEY •
MANAGEMENT: TARQUIN GOTCH
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Continued from Page 20

Legendary **WNAP/INDIANAPOLIS** is no longer. Its new calls are **WEAG** (Eagle?), and while the station is playing continuous CHR hits (no talk), look for changes shortly. PD **JOHN WETHERBEE** is out, but is still on the payroll until he finds a new job. VP/GM **ROY COOPER**'s lips are zipped about the new direction.

Advance congrats to former **ARISTA** staffer **JEFF LAUFER**, who's joining **CHRYSALIS** as West Coast Album Promotion Director.

Attention, yachting enthusiasts! The "MV Communicator," better known as pirate pontoon **LASER 558**, is being auctioned off by the British government April 8. Former PD **TOMMY RIVERS** has joined **KSTP (AM)/MINNEAPOLIS** as weekend/swing newscaster, so at least some of the experience gained on the ship is knot all for naut.

The **D.I.R./HBO** "Comic Relief" simulcast was no laughing matter for stations like **WNEW-FM/NEW YORK**, **WMMR/PHILLY**, and **KZEW/DALLAS** that opted to pull the plug early because of obscenities by **WHOOPI GOLDBERG** and **GEORGE CARLIN**. **KZEW**'s decision has been catching heavy heat from the local press and some listeners. PD **ROB BARNETT** calls the controversy a "mockery of the reason for the show in the first place," and to cool things down, he's asked for permission to rebroadcast the audio sans obscenities. "We want to get the garbage behind us and bring the cause back up front," says Barnett.

Looking for a Talk station PD gig? Contact **SANDUSKY** Corp. PD **JEFF SATTLER** about **KNUS/DENVER**, where Managing Editor **CRAIG KUHL** has exited.

Word is that Cleveland may soon get an AOR outlet. **WSKS/CINCINNATI** PD **MARTY BENDER** is reportedly headed there to become MD for the mystery station.

Buffalo, which hasn't had an AOR since '84, will have one shortly. After a lengthy delay, the **FCC** has approved **DEVINE COMMUNICATIONS'** purchase of **MOR WUWU**, which will become **WBER** under the guidance of **BURKHART/ABRAMS** by the end of this month.

WCCC-AM & FM/HARTFORD PD **DAVID GROSSMAN** is resigning April 18, having "taken the stations as far as he could." David will announce his future plans shortly.

Is it true that **RON ALEXENBURG** is consulting **POLYGRAM** on its day-to-day operations? You betcha!

At a Big Apple bash Monday (4-7), **ATLANTIC** Chairman **AHMET ERTEGUN**, **BMI** President **ED CRAMER**, and **SONGWRITERS GUILD** President **GEORGE DAVID WEISS** will be honored by the NY Board of Trade for services to the music industry and to the city's "economic welfare." Venue is the Pierre, MC is **ROBERT KLEIN**, and the **COUNT BASIE ORCHESTRA** will rock the house.

Yet another morning drive change in Dallas, where **CHR**s **KEGL**, **KTKS**, and **KZPS** have revamped their wakeup shows recently. **AOR KZEW** is bringing in **AOR** vet **STEVEN CLEAN** Monday (4-7), and the station's making eight-year morning man **JOHN LABELLA**'s exit a farewell party broadcast live from a club, replete with a 20-piece orchestra performing "Stairway To Heaven," going-away gifts from listeners, and testimonials from other Dallas morning talent.

And in the "you never know who you might be working for someday" dept., **Clean** is being reunited with a guy who was his intern at **WCOZ** in '79 — **KZEW** PD **Rob Barnett**.

Meanwhile, **KZEW ND** **JOHN RODY** has organized the **HANDS ACROSS TEXAS RADIO NETWORK** for Texas stations to trade reports on what's going on in their area. There's no fee or charge; call John at (214) 977-6437.

Our condolences to the family and friends of **WQMG/GREENSBORO** partner/GM **REESE POAG**, who passed away from a heart attack last Tuesday (3-25). Reese was only 35.

Why was **WXRK/NEW YORK** morning man **HOWARD STERN**, 40 minutes from airtime, prevented from doing the second of two scheduled shows from London's Hard Rock Cafe March 26? Apparently, the Hard Rock remembered its exclusive arrangement with **NBC's SOURCE** network for live broadcasts. Howard quickly moved to a recording studio, missing only ten minutes, and blasted PD **CHARLIE KENDALL** and Ops. Dir./PM driver **SCOTT MUNI** of rival **WNEW-FM**, accusing them of sabotaging his broadcast ('NEW-FM has done numerous shows from New York's Hard Rock).

To heck with five-year contracts: Scott Muni has inked what 'NEW-FM is calling a "lifetime agreement." "The Professor" has been with the station since it switched to rock in 1967. VP/GM **MIKE KAKOYIANNIS** says, "This personal contract reflects Scott's unique status with 'NEW-FM and the rock 'n' roll community."

Cheers to **WB** National Promotion Director **STU COHEN** and his lovely bride **VERA**, who are honeymooning in Mexico after their March 27 nuptials.



When It Feels This Good, Once Is Not Enough.

"Feel It Again"
By Honeymoon Suite
From Their
Album
The Big Prize

This Week's Summary:

CHR BREAKERS

Chart Debut **36**

Produced by Bruce Fairbairn
Management: Stephen Prendergast/Head Office Management
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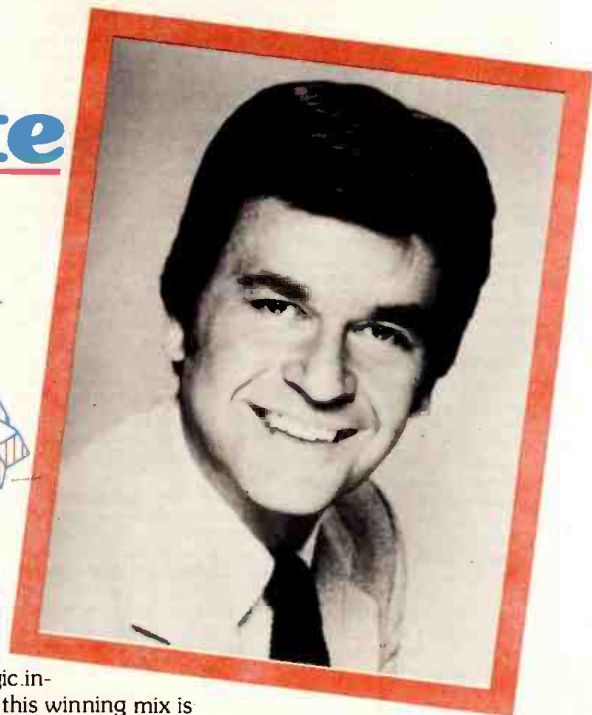
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- The CHR Top 40—the tunes your listeners have made the hottest on the charts today.

- The tremendous appeal of the best-known personality in radio, Dick Clark.

- Exclusive guest interviews with the artists at the top of the charts.

- The unmatched drawing power of the countdown format.

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topping artists, week after week. Nobody else has Clark's phenomenal track record in the entertainment industry.

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JHAN HIBER

RATINGS AND RESEARCH

Distortion Delisting: Where's The Consistency?

Arbitron's recent decision to delist (remove from the ratings book and computer tapes) **WHTZ (Z100)/New York** is a heavy one, so important there should be precedent and consistency established to make the judgment.

Consistency is important in two ways. First, stations can glean from past actions taken by Arbitron what might be considered ratings distortion so they can try to avoid this calamity. Consistency also is in Arbitron's best interest, in that for a policy to be respected as fair it must be applied evenly, lest subscriber cynicism and disrespect cause the policy to be viewed with a jaundiced eye.

This week and next I'll review Arbitron's rating distortion policy. We'll go from the genesis of this approach in 1977 to its latest application. I contend that the ratings leader's use of force is at best inconsistent. I'll then pose some suggestions for what I feel is a better approach.

Twin Perspectives

As luck or fate would have it, my perspective on this issue is a special one. In 1977 when then-Arbitron President (now Chairman) Ted Shaker issued the first announcement on ratings distortion policies I was its Manager/Syndicated Radio Market Reports (in charge of issuance of the regular ratings books). As such I sat on the Special Station Activity Committee, the body that consists of Arbitron people in Maryland and New York who confer on whether station activities have run afoul of its station activity policies.

More recently, I've been consulting stations in matters relating to research and marketing. One of those clients is Z100.

Given my involvement, let me try looking at this case as objectively as possible.

1977: Ratings Distortion Is Born

In May 1977 Ted Shaker issued his first policy letter regarding

ratings distortion. Essentially, the memo announced for the first time that Arbitron would delist (remove) stations which in the Special Station Activity Committee judgment had engaged in activities designed to distort the numbers. Most crucial was Arbitron's concern that stations somehow mislead or confuse diarykeepers into recording "listening" in their diaries that was not actually done.

The genesis for this policy manifesto? In the spring 1977 sweep (then just four weeks long) a spate of "checkbook" promotions cropped up, urged on by certain programming consultants. The key ingredient in the checkbook promotions was that you "take anything and make it your W_____ checkbook." The point was to write down the station's call letters as many times as you could. If the station personnel came up to you, you got a certain cash payoff for every time you had the calls written in your "checkbook."

As you might imagine, we at Arbitron were concerned that this event might cause diarykeepers to think their booklets could be considered a "checkbook." The catch was the reference to "anything." This could possibly be construed by diarykeepers, or potential diarykeepers, as the ability to use the diary as an entry (and possible cash winner) in the station promotion. Thus, stations might benefit from having more entries in the diaries than the person's actual listening might warrant. That inflation would lead to ratings distortion. (By the way, the stations using such promotions received mixed results in the numbers.)

That spring, such promotions and stations were flagged in the books, but it was felt a stronger

stance was needed; hence, the delisting policy.

Keep in mind the key concern here. Arbitron did not want, and does not want, stations to engage in activities (on-air or external) that could cause diarykeepers to record other than the person's actual listening.

1978: KUPD Is First

After the Shaker letter went to all stations (not just Arbitron subscribers) we at Arbitron didn't have to wait long to see if a station would test the policy.

The spring 1978 sweep brought complaints against **KUPD/Phoenix**. What had the station done? Over many days, both on-air and externally, KUPD had run a promotion we felt could confuse diarykeepers much as the checkbook promotion might have. KUPD supplied its version of the incidents, but it was removed from that spring Phoenix report. Legal action taken by the station to prevent the removal was ineffective. In looking at both sides of the issue, it seemed to those of us on the committee that delisting was warranted.

Subsequent Delistings

Since that first delisting in 1978 there have been removals in Pittsburgh, Tulsa, and Portland, OR, among others. There haven't been many delists, probably because few stations want to suffer the economic consequences of having no numbers to sell with.

But one apparent consistency among the delists that stations could go to school on, was that the offenses judged delistable were ongoing and multimedia in nature. Besides on-air announcements that covered more than one day and usually went on for several, there was often some sort of other medium used to spread the word. In the case of Portland, it was a mailer. In Tulsa it was newspaper ads.

The lesson seemed clear: Stay away from anything that could confuse diarykeepers into recording something other than their actual listening. Especially stay away from having the campaign be more than a random on-air remark. A planned multimedia effort was a red flag.

The WLW Case

Arbitron seemed to verify this reading when it received complaints against **WLW/Cincinnati** in the fall '83 sweep. The case revolved around two brief on-air references to Arbitron, diaries, and the fact that the sweep was in progress. Then-PD (now VP)/morning man Randy Michaels and his sidekick twice joked about the importance of the books. According to Michaels, the remarks included "If you get one of those diaries put us on every page. If you go out of town have your dog fill it in," and "Write us down all day - we'll send you money in the mail."

While these comments seem to have caused some to complain to Arbitron, the ratings firm did not delist WLW. While the tone of the comments could have confused diarykeepers (the first key in Arbitron's policy), they were judged by Arbitron to be "characterized as spontaneous and humorous," and also were not spread in any other media. Thus, the offense was not ongoing or promoted elsewhere (an apparent tenet of Arbitron's policy). WLW was penalized by being put below the other stations in the market reports, but was not delisted. The isolated, humorous, and exaggerated nature of the remarks had, in Arbitron's judgment, mitigated the circumstance.

The WLS Case

All seemed clear-cut until last summer, when Arbitron received complaints against **WLS/Chicago**. In this situation the station's afternoon team of Steve Dahl & Garry Meier had seen the spring sweep

results showing them down. The duo then used their on-air forum for several days - even after being contacted by the Chicago Arbitron office - to discuss Arbitron and diaries, and lament how their listeners probably didn't have time to fill in the booklets. The plea "Please don't put us through this (the soft spring numbers) again" was cited by some as ratings distortion. In essence it seemed the personalities were asking their loyal followers to hype their diary entries so Steve and Garry wouldn't have to suffer through another down book.

Arbitron's action here? The mildest of handslaps. Even though the WLS personalities had discussed in detail the survey workings and implicitly asked for their listeners to help them, Arbitron didn't even go as far as in the WLW case. A note in the front of the book was the only punishment.

The lack of action here surprised, confused, and disappointed many. While there was no other medium used to promote Steve and Garry's cause, the detailed discussions over several days that involved several personnel were construed by many to warrant stronger penalty.

Now Z100

We'll look next at the WHTZ case. What was its offense? In the February 17 complaint letter from Arbitron two verbatims were cited. The key reference by PD Scott Shannon was, "Radio Z100 is WHTZ, write that down, please write it down. And especially if you're involved in a radio survey. (Ed. note: no specific reference to Arbitron or Birch.) Tell them you're listening to us. Tell them all day long every day, you got 11,000 people living there (laughter). And you all listen 24 hours a day, right."

Next week we'll explore what happened as a result of this isolated and exaggerated remark. Stay tuned.

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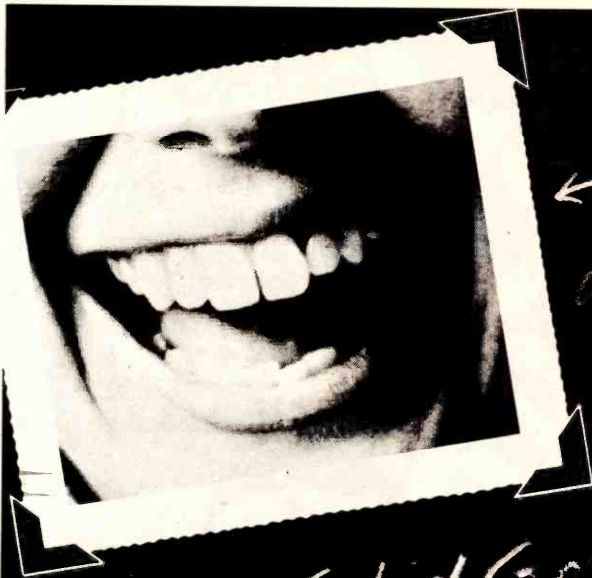
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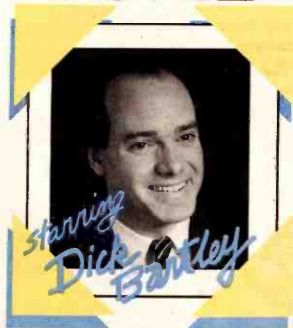
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New York Washington, D.C. Chicago Detroit Dallas Los Angeles London

RATINGS

FALL '85

Arbitron Demographic Rankings

Miami-Ft. Lauderdale

WCJX Hits Top Of Teen Chart; WSHE Retains All Adult Leadership; WAXY Makes Major Gains In Adult Demos; WHYI Runner-up In Teens And Young Adult Demos

Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10

Nassau-Suffolk

WBLI Now Leads In 18-49 And 25-54, Solid Second In Younger Demos; WHTZ Keeps Teen Crown, But Slips In Adults; WBAB Remains Leader Of 18-34, Gains Older Adults; WNBC Runner-up Of 25-54

Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank
1	1	1	1	2	1	1	1
2	2	2	2	3	2	2	2
3	3	3	3	4	3	3	3
4	4	4	4	5	4	4	4
5	5	5	5	6	5	5	5
6	6	6	6	7	6	6	6
7	7	7	7	8	7	7	7
8	8	8	8	9	8	8	8
9	9	9	9	10	9	9	9
10	10	10	10	11	10	10	10

Pittsburgh

WDVE Flies High With Young Adult Demos; KDKA Still Older Adult Champ, Makes Gains In Younger Demos; WBZZ First Choice Of Teens, Second Choice Of Young Adults; WAMO Gains Strongly In Adults

Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank	Sp '85	Fa '85 Rank
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10

Atlanta

WQXI-FM New Champ Of Older Adult Demos, Slips In 18-34; WZGC Remains Teen Leader, Goes Down In Adult Demos; WKLS-FM New 18-34 Leader, Makes Other Gains; WVEE Down In All Demos

Sum '85	Fa '85 Rank	Sum '85	Fa '85 Rank	Sum '85	Fa '85 Rank	Sum '85	Fa '85 Rank
1	1	4	1	2	1	2	1
2	2	1	2	3	2	1	2
3	3	2	3	4	3	3	3
4	4	3	4	5	4	4	4
5	5	4	5	6	5	5	5
6	6	5	6	7	6	6	6
7	7	6	7	8	7	7	7
8	8	7	8	9	8	8	8
9	9	8	9	10	9	9	9
10	10	9	10	11	10	10	10

Talking SHEETS



"Once in a Lifetime"
From the motion picture
Down And Out In Beverly Hills



WHTT a	WPST on	KOZE d-34
KEGL a	WROQ a	OK95 39-33
Y108 a	94Z on	
KKRZ on	WKZL on	
KMJK on	Z104 d-33	
KPLUS 36-33	WHSL on	
KUBE d-33	KCMQ a	



REED BUNZEL

NBC Soups Up Oldies

GETTING IT ON

The Fine Art Of Solicitation

It is written (somewhere) that every great journey begins with a single step. It is also written (here, at least) that in radio every great program begins with a single concept. Every person in radio has a great idea or two or five that will be the next megabucks blockbuster. All they need are the bucks, finesse, and resources to get it on the air; the rest is showbiz history.

This is where networks and syndicators come in. All those great countdowns, concerts, artist profiles, and theme shows bouncing off the satellite have to come from a single spark, a single idea that was great enough for someone else to commit time and money to. Great programs don't crawl out from under a rock (or a roll); they're the offspring of brainpower... and sometimes an unsolicited demo tape.

Mail Call

Every network and syndicator is deluged with such tapes. Part of any network programmer's job description is to listen to the myriad cassettes which find their way across the desk. This can be a tedious and thankless task, but that next tape on the top of the pile might just be the greatest Top 40 countdown ever conceived. Gary Landis, Director/Programming at Westwood One comments, "We have a responsibility to our in-



Frank Cody

dustry and every listener to look for, nurture, and develop the fresh new ideas that will add to the excellence of radio."

Unlike most Hollywood producers or book publishers, virtually all networks are, to varying degrees, receptive to unsolicited concepts. Landis says he receives an aver-

age of 25-50 tapes per week, while NSBA (Nationally Syndicated Broadcast Alliance) President Jeff Leve reports that he gets only one or two. Still, whatever the number, they all eventually get a pair of trained ears listening to them. As NBC's Source Director/Programming Frank Cody explains, "I would be stupid if I didn't examine every possible idea that I got in my office. You never know when someone is going to come up with a really great, unusual, or unique idea."

Given this enthusiastic encouragement from the networks, what are the odds that an unsolicited demo might eventually work its way onto a network's schedule? "Look at it this way," begins Landis. "If people don't send in their tapes or ideas, what chance do they have of getting it produced? Zero. The odds against getting a show produced just from a demo are very high, but we do have programs on the air that are the result of unsolicited submissions."



Ed Salamon

"It is possible to find a great show in the pile of tapes," adds NSBA's Leve. "Sometimes people come up with interesting concepts that could be good, and you never know where the next star is coming from. If a person can offer us something we couldn't think of on our own; if it couldn't be done without their participation; and if it filled a hole in radio programming, it would probably have a good chance."

However, while not discouraging the submission of new program concepts, United Stations does not place a great deal of importance on them. "We prefer to do our own program development," says Exec. VP Ed Salamon. "This company employs a lot of qualified, hardworking people, and unlike other networks we produce most of our programs in-house. Because of this, it's really not my job to find

Midday WNBC/New York (and longtime TV) personality Soupy Sales is slated to debut his new weekly oldies program this weekend (4/5-6) through NBC Radio Entertainment. "Soupy Sales' Moldy Oldies" will feature selected cuts from the 1950s through the mid-'70s, combined with such pop memorabilia as old television themes, vintage commercials and news actualities, and Soupy's legendary pie-in-the-face comedy routines.

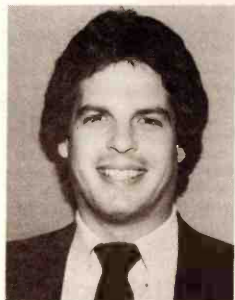
NBC Radio Entertainment Vice President/General Manager Wilford Lochridge comments, "Listeners in the bulge of the baby boom have been laughing at Soupy — and loving him — for the past 25 years. His enduring wit, combined with everybody's favorite blasts from the past, will make for a terrific chunk of weekly, fun-filled nostalgia."

Sales told R&R, "This is perfect for me — I'm one of the moldiest, oldest people around. There's nothing like this on the air today. It will be like the old days of comedy

radio — and there's no heavy lifting."

Soupy Sales first gained national prominence on his Friday night ABC television program by throwing a pie at Frank Sinatra, and admits to receiving over 19,000 himself. He recorded several novelty records, and was a regular on such weekly TV programs as "What's My Line." He later toured with his own nightclub act as he continued his work in radio and television.

"Moldy Oldies" will be co-hosted by Sales' WNBC sidekick Ray D'Ariano.



Gary Landis

shows from the outside to syndicate and sell."

Salamon also doesn't believe the next great American radio idea is going to come to him through the mail. "Despite what most people think, program concepts are a dime a dozen. Programs don't begin with the concept — they begin with the need. They develop from the needs of the stations and the advertisers, and we at United Stations feel we're in a better position to ascertain what those needs are."

Miss Manners Sez . . .

Radio has been described as "the exciting game without any rules," and submitting demo tapes follows the same lack of guidelines. If you have a hot concept burning a hole in your patience, what etiquette should you follow to get a proper audience for your demo or idea? Should a producer call first, send a query letter, or simply drop a tape in the mail and hope for the best?

"Rule number one: don't call us, we'll call you," Landis prescribes. "A person is far better off sending in a tape and waiting for us to listen to it. If we get 50 tapes a week we must get three times that many phone calls, which I just can't handle. Submit your demo and a short

letter, and we'll get back to you. We really will."

NBC's Cody also discourages phone calls because of the amount of time involved in handling them. "Einstein had as many hours in a day as I have, but he didn't have to hear all the pitches I receive," he jokes. "The best thing to do is send a tape and a one-page outline. Some people have gotten so sharp that they send one-page treatments along with their tape, and it really does help when we're trying to get a handle on the show." Yes, Cody also answers all submissions.

Salamon agrees that phone calls are a bit inconvenient, and while he does listen to unsolicited submissions he explains that each must be accompanied by a standard release form. "We won't listen to anything unless we send them a returnable release form to protect ourselves."

This brings up an interesting point: what are the odds of someone by accident pilfering a program or part of an idea? "You always do run that risk," admits Leve. "I don't really think about it, but since you can't copyright an idea I'm surprised it doesn't happen more."

"Concept theft isn't much of a problem," Cody adds. "If an idea isn't particularly good, no one will want to steal it. If it's interesting enough to make it to the air, it's also going to be recognized by other people who've heard the demo. One of the greatest ways a producer can protect himself is to send a tape to a lot of different people."

The bottom-line message to all this: if you have an idea, don't sit on it. Don't be afraid to send it to the networks, and don't be too shy to run it past your friends and acquaintances. Radio isn't like TV; you don't have to cut through reels of red tape to get your pitch heard. All you need is a tape recorder, a cassette, and a fantastic, wonderful, unique idea.

WWI, SUN COUNTRY SPONSOR

Stevie Nicks 1986 Tour

Westwood One and Sun Country Wine Cooler have announced a joint agreement to co-sponsor the upcoming Stevie Nicks 1986 U.S. concert tour, beginning next Friday (4/11). The sponsorship marks WW1's third concert involvement (having joined with Foreigner and Rick Springfield in 1985), and is a first for Sun Country.

Sun Country-Canadaigua Director/Marketing Howard Jacobson comments, "We see this tour as a marketing breakthrough that has all the right elements — tremendous impact against our target audience by association with Stevie Nicks, massive radio exposure through Westwood One, and the opportunity for our distributors to take part in the excitement right in their own markets. We're thrilled."

WW1 GM/Music Marketing and Promotion Mark Kress says, "Westwood One's involvement and support marks the next logical step in the evolution of our sponsorship.

Since Sun Country's commitment to take this tour marks the first such effort by any wine cooler brand, it gives us the opportunity to further demonstrate the tremendous impact of a media-driven tour sponsorship."

Stevie Nicks adds: "I'm delighted to be sponsored by Sun Country Cooler, and to extend my relationship with Westwood One from the radio to the road."

Sun Country's sponsorship was negotiated by the Towne, Silverstein, Rotter Inc. advertising agency.

PLAYBOY MAGIC CONTEST

**FOR
D.J.s ONLY**

**WIN A TRIP TO
LAS VEGAS OR THE
BAHAMAS TO SEE
IN PERSON ONE OF
THE MAGIC ACTS
FEATURED IN THE
MAY PLAYBOY.**

This month's PLAYBOY will keep you spell-bound with an eight-page pictorial on women who levitate, disappear and even transform into tigers: magician's assistants.

To celebrate this special feature, we're offering D.J.s a chance to win a three-day trip for two to Las Vegas or the Bahamas. There you'll meet—and, if you like, tape an interview with—MARK KALIN and JUBIE RICH, a magic act directly from the pages of PLAYBOY. See KALIN perform many exciting illusions, including the transformation of his beautiful assistant into a ferocious tiger. Then, spend two leisurely days, compliments of PLAYBOY.

CONTEST RULES: To enter, just tell us in your own clever words on a tape cassette: 1) What you think of the "It's Magic" feature in May PLAYBOY, and 2) If you suddenly found yourself in possession of a mysterious power that enabled you to perform a single magic act, what would you choose to do?
GET YOUR LISTENERS INVOLVED and take a winner and a guest along on your prize trip! Ask your audience for help in answering our questions and send us an on-air tape of yourself and the listener with the best suggestions. If yours is the winning entry, we'll send both of you—plus your two guests—on our Magical Prize Trip.
 ● Only on-air personalities may enter. ● All decisions by judges at PLAYBOY are final. ● No substitutions for prizes will be made. ● Exact date and location of prize trip to be set at a later date, pending availability of magic act. ● Winners must be 21 years of age or older or be accompanied by a legal guardian. ● Taxes on prizes are the sole responsibility of the winner. ● No purchase necessary to enter.

PLAYBOY'S MAGIC CONTEST ENTRY FORM

Register me today for a chance to win a trip to Las Vegas or the Bahamas to see one of the magic acts featured in the May PLAYBOY. I enclose a tape cassette of _____ myself only or _____ myself and a listener.

Name _____
 On-Air Hours _____ Station _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____

Entries must be postmarked no later than April 25, 1986.

SEND YOUR CASSETTE TO: Janis Peterson, Promotion Manager, Playboy Magazine, 919 North Michigan Avenue, Chicago, IL 60611



**MAY ISSUE
ON SALE
NOW**

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

March 31-April 4

MUSIC FEATURES

The Weekend

April 12-13	
American Christian Countdown (SP)	Randy Mayfield
American Eagle (DIR)	Earl Thomas Conley/Kathy Mattea
Countdown America With Dick Clark (US)	E.L.O.
Country Calendar (CW)	Merle Haggard/Berbara Fairchild
Country Report Countdown With Ron Martin (WRN)	Mickey Gilley/Hank Williams, Jr. Waylon Jennings
The Countdown (WO)	Faico/Nu Shooz
Dick Clark's Rock, Roll & Remember (USP)	Sly & The Family Stone
Dr. Demento (WO)	Leon Redbone
Future Hits (WO)	Journey/Madonna
Great Sounds (USP)	Margaret Whiting
Hot Rocks (USP)	Starship
Jazz Show With David Sanborn (NBCE)	Andy Narell
King Biscuit Flower Hour (DIR)	Reason to Rock
Musical! (WO)	Vivian Silman/High Society/MGM musicals
Musical Starstreams (MS)	Giorgio Moroder
On The Radio (NSBA)	Whitney Houston
Pioneers In Music (DIR)	Bob Dylan
Rick Dees' Weekly Top 40 (USP)	Sly Fox
Rock Chronicles (WO)	"Rock Wives"/Fabulous T-Birds
Rock Over London (RI)	Jason Bonham
Scott Muni's Ticket To Ride (DIR)	John Entwistle/Justin Hayward/Rick Wakeman
Scott Shannon's Rockin' America Countdown (WO)	Janet Jackson/Charlie Sexton/Hearth
Sinatra Special (CRN)	Fred Astaire
Solid Gold Saturday Night (US)	The name game
Super Gold (TRAN)	Female superstars/Gary Lewis & the Playboys
That's Love (WO)	Juice Newton/Keith Carradine/Spinners
Top 30 USA (CBSR)	April showers
Weekly Country Music Countdown (USP)	John Anderson

The Week Of

April 14-18	
American Music Magazine With Rick Dees (USP)	Faico (4/14)
Heart (4/15)	Starship (4/18)
Billy Ocean (4/17)	iNXS (4/18)
Country Calendar (CW)	Glen Sutton (4/14)
Susan Ray (4/15)	Girls Next Door (4/18)
Judds (4/17)	George Strait (4/18)
Country Closeup (NP)	Waylon Jennings
Country Report (WRN)	Hank Williams, Jr. (4/14)
Billy Joe Royal (4/15)	Dobie Gray (4/16)
Randy Travis (4/17)	Dobie Gray (4/18)
Country Today (MJI)	Judds
Earth News (WO)	Ron Howard/Michael Keaton/ Geddy Wataabe/Steve Vai/Meg Tilly/ Judge Reinhold
Encore With William B. Williams (WO)	1948: Art Mooney
In Concert (WO)	Led Zeppelin
Innerview (IN)	Ozzy Osbourne
Live From Gilliey's (WO)	Judds
Metalshop (MJI)	Ozzy Osbourne
Off The Record (WO)	Bob Seger/Dire Straits/Fabulous Thunderbirds
Off The Record Special (WO)	Mr. Mister/Hooters
Shootin' The Breeze (WO)	Jermaine Stewart/Eddie "E.T." Towns/Vanity
Solid Gold Country (USP)	Loretta Lynn (4/14)
Money in music (4/15)	Elvis Presley (4/18)
Feature year: 1973 (4/17)	Soundtrack hits (4/18)
Solid Gold Scrapbook (USP)	Superstar birthdays (4/14)
This week in 1974 (4/15)	Cruisin'/hot-rods/car songs (4/16)
This week in 1967 (4/17)	Gold and platinum (4/18)
Special Edition (WO)	Smokey Robinson Pt. 1
Star Trak (WO)	Hearth/Pet Shop Boys/Charlie Sexton
Star Trak Profile (WO)	Melissa Manchester
Superstars Rock Concert (WO)	Tears For Fears/Hooters

PROGRAM LISTING

AA = Audiophile Action (415) 457-2741
 ABC = ABC Direction Net (212) 582-7777
 AP = Associated Press (202) 895-7200
 ASR = All Star Radio (213) 850-1169
 BIRE = Barnett-Robbins (818) 789-2331
 CB = Continuum Broadcasting (212) 650-5925
 CBS = CBS Radio (212) 975-4394
 CBSR = CBS Radio/Radio (212) 975-4321
 CCA = Christian Countdown America (312) 820-1369
 CRS = Creative Radio Shows (818) 787-0410
 CW = Clayton Webster (314) 726-0906
 DCA = DC Audio (202) 838-4222
 DIR = DIR Broadcasting (212) 371-8850
 ESG = Estara Syndication Group (209) 578-6747
 GSN = Global Satellite Net (818) 905-1888
 IN = Inneview (213) 852-8710
 KSE = Kira Stevens Enterprises (818) 981-8255
 LBP = Lee Ballew Prod. (213) 256-2778
 LW = London Wavelength (914) 951-7600
 MBS = Mutual Broadcasting (703) 685-2000
 MJI = MJI Broadcasting (212) 245-5010
 MS = Musical Starstreams (415) 388-0622
 NBC = NBC Radio (212) 684-4444
 NBCE = NBC Radio Entertainment (212) 684-4444
 NP = Natwood Productions (212) 755-3320
 NSBA = NSBA Network (213) 306-8009
 PRN = Progressive Radio Network (212) 585-9400
 PIA = Public Interest Affiliates (312) 943-8888
 RI = Radio International (212) 896-2350
 SBS = Strand Broadcast (213) 318-1086
 SC = Syndicom (415) 366-1781
 SI = Syndicate II (818) 841-9350
 SLP = Steve Lehman Productions (213) 457-2346
 SP = "The Spirit" Productions (518) 371-0808
 SPI = Spin Publications Inc. (212) 498-8100
 TRAN = Transar (213) 460-8383
 USP = The United Stations (703) 556-9870
 WRN = Westwood Radio Network (213) 462-5922
 WO = Westwood One (213) 204-5000

COMEDY

Comedy Hour (MJI)	Bob Newhart/Eddie Murphy/Lily Tomlin/Cheech & Chong/Burns & Allen/Joan Rivers/Franken & Davis
Daily Feed (DCA)	Genetic preservatives/foreign policy/routeliter/carcans defined/new gulf tips/silence don't work
Laugh Machine (PRN)	Rodney Dangerfield/Erni Phillips/Don Adams/Eddie Murphy/Woody Allen/George Lindsey
Live From The Improv (DIR)	Kevin Pollack/Bob Dubac/Paul Provenza/Michael Hampton/Gaine/Rick Ducommun
National Lampon's True Facts (SLP)	Two birds in hand/doggie stew/hammer head/bring home the bacon/feeble flyers
Party Drop-ins (ASR)	Junk mail defcon/Jillanne Springsteen winif house party 3/party do's and don'ts/Hamoz
Radio Hotline (ASR)	Bumper stickers/cocktail waitress/you are so super! took a poll/ I can get you anything
Stevens & Grdnic's Comedy Drop-ins (ASR)	Rock trail wine/rock trail soup/taxes with Hog shoppers/please disregard this message
United Spots Of America (ASR)	Don Ramble/killer bees/gunners school of driving/roach disco/scamco nose hair remover

GENERAL INFORMATION

Computer Program (PRN)	Arcade games/home video voice synthesizers/graphics
Ed Busch Talk Show (AP)	Eating raw foods/options/legal rights (4/5) Elvis isn't dead/gun control/heart disease (4/6)
NBC Extra (NBC)	Country music in the '80s
News Blimp (PRN)	Registering colors/violent cartoons/compact discoveries/overseas embassies
Sound Advice (PRN)	Multipam distortion/antenna interference
Sporting News Report (CW)	Roy Firestone/Jack Nicholson/Jim Simpson
Sports Flashback (CW)	Spectacular Bid/Biom Bop/1979 indy 500
Waldenbooks Review (WO)	Robert Haas/Zig Zigar/The White House Mess



ELEVEN YEARS, PLAYING TO SELLOUT CROWDS.

The AP Network is, without a doubt, the hottest ticket in radio today.

Because we deliver more listeners than any other radio network in the country. And we serve the leaders in nearly all of the top 100 markets. Including top-rated stations in New York, Philadelphia, Boston, Houston, Dallas, Minneapolis, San Diego, Phoenix and Seattle.

Why? Because we've got the largest, most pervasive news staff in the world.

Because we give you more

programming options than anybody else.

Because we give you absolute flexibility and control over your programming mix.

And because when it comes to avails, you run the show. AP never requires any commercial clearances.

So when local advertisers line up to sponsor AP reports, you're the one who cleans up at the box office.

For more information about the AP Network, call Jim Williams at 800-821-4747, or your local AP Broadcast Executive.

AP Associated Press Broadcast Services Without A Doubt.



THE DOC AND HAWK — Westwood One's Dr. Demento met his match recently when Screamin' Jay Hawkins dropped in during the "Dr. Demento Show." Screamin' Jay and the good doctor reviewed Hawkins's blues and early rock recordings, and talked about his unique influence on modern rock music. Wardrobe by Botany 500.

Radio Update #6

HANDS ACROSS AMERICA™

Simulcast Sets Stage For Hands Across America

Thousands of radio stations from coast-to-coast joined WPLJ personality Jim Kerr for the Good Friday Hands Across America broadcast. This marked the first time in history a song – "Hands Across America" – was ever launched nationally via radio simulcast. This event also commemorated the first anniversary of the historic "We Are The World" simulcast and set the stage for the news-and-information updates which started March 31 on the Hands Across America Coca-Cola Radio Network and continue daily right up to the event on May 25th. Thousands gathered (pictured) on the steps of Saint Patrick's Cathedral in New York to show their support of this never-before-attempted effort to help alleviate hunger and homelessness in America. Similar spontaneous demonstrations of support in cities all across the nation have been reported.



Cardinal John J. O'Connor and Hands founder Ken Kragen are joined by thousands in singing "Hands Across America" on the steps of St. Patrick's Cathedral in New York.

Citibank Newest Hands Across America Sponsor

Citibank, America's largest full-service financial institution, has joined Hands Across America. As a part of their sponsorship of the 4000 mile human chain which will stretch from coast-to-coast on May 25th, Citibank is giving Hands Across America 1 cent for each transaction made with their MasterCard, Visa, Preferred Visa, or Choice Card during the months of April, May or June 1986. Citibank will also give \$2 to Hands Across America for every approved card application during the same period. In addition to these direct dollar efforts, Citibank's sponsorship also includes advertising and promotional programs.

Hands-On Cards Now Available From Coca-Cola Bottlers

To assist you in developing and stimulating tie-in Hands Across America promotions,

Hands-On cards are available from your local Coca-Cola Bottler. The card, which may be personalized on the back with your call letters, represents a unique opportunity to have Hands Across America and your call letters in the wallets of thousands of Americans for 4-8 weeks at virtually no cost to you. To get your cards, contact your local Coca-Cola Bottler now! For information, call Ms. Trish Dugan at 404-676-6692.



Rock Experience Takes On Mojave Desert

Rock Experience, the leading travel promotion company in the broadcast industry, has taken on the challenge of filling the most difficult portion of the Hands Across America line – the 1000-plus miles between Amarillo, Texas and San Bernardino, California.

In donating their services and expertise to the Hands Across America project, Rock Experience President David Marinoff said: "We've spent over 20 years transporting people to every major event in the world. We plan to use the knowledge accumulated over those past two decades to guarantee that the Hands Across America line is sustained across this difficult portion of the coast-to-coast linkage."

Rock Experience is developing numerous radio-driven and community events targeted at maximizing participation along this portion of the line. For more information about this critical portion of the cross-country program, call Rock Experience at 213-452-2733.

All Hands Across America State Offices Open

On March 13th, Mary Wilson of the Supremes joined State Director J. Bradford Senden in Indianapolis to open the Indiana office of Hands Across America.

With the Indiana opening, all 17 state and the District of Columbia offices for the coast-to-coast human chain which will span our country on May 25th, are now in operation. If you need any information on how to contact your state office, call Ms. Marcia Thomas at 213-556-1812.



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

IMAGE & MARKETING

FROM USA FOR AFRICA TO HANDS ACROSS AMERICA

One Year Later, Radio Still Leads The Way

If last Friday is any indication, then Hands Across America is well on its way to reaching that awesome goal of stretching 6-10 million Americans from coast to coast on May 25.

Once again, one year to the day after the historic "We Are The World" simulcast, thousands of radio stations all across the country exhibited their continued concern for their fellow man by carrying the United Stations Radio Networks program originating from New York City.

And once again, thousands gathered on the steps of St. Patrick's Cathedral in Manhattan as a living symbol of the project which is dedicated to ending hunger and homelessness in our nation.

USRN took advantage of this happy confluence by anchoring with WPLJ personality Jim Kerr in the studio and WPLJ newscaster Shelli Sonstein on the steps of St. Pat's. For those of you who did not hear the program, they went back and forth, featuring Ken Krageon on the steps with star inserts from Michael Jackson, Quincy Jones, Glenn Close, and others from the studio. The highlight, I believe, was when on one of the most important days of the Christian calendar, Cardinal John J. O'Connor cleared his schedule and appeared on the steps of the cathedral to stress the importance of the project and encourage participation in the event.

Dan Rather and the CBS Evening News put together a long piece,

using Hands Across America as the focus, to demonstrate the involvement of celebrities in projects like Farm Aid, Live Aid and USA For Africa.

It Happened All Over

New York may have been the focus, but spontaneous demonstrations took place in other cities. In Chicago the staff of the Hands Across America office joined hands across the Michigan Avenue

Bridge. According to Carolyn Stein of the Hands Chicago office, "Eighty-five percent of the radio stations in the city carried the program. We were covered by all the TV nets and the two daily papers. There was a tremendous amount of excitement. We had a real sense that the project was truly on its way."

Here in L.A., it was amazing to see the number of stations that carved a gigantic hole in morning drive (7:15am) to carry the entire 30-minute program. The news stations (KNX, KFWB) treated the event as a news story and scanned



CELEBRATING THE SIMULCAST — This was the team that made the simulcast happen. Shown at the USRN studios are (l-r): Exec. VP/Programming Ed Salamon, WPLJ morning man/program host Jim Kerr, USRN VP/News Harvey Nagler, and USRN President Nick Verbitsky.



HANDS ACROSS THE WINDY CITY — Illinois Hands Across America Press Secretary Katie Broeren (r) is joined on the Michigan Avenue bridge during the Good Friday simulcast of Hands Across America.

Shelli Sonstein. Jim Kerr, morning man at the top-rated station, told the USRN folks that when he got behind the mike to host the show, "It was the first time in a long time I had butterflies . . . and it felt great!" We all can feel great about that sort of attitude, and it traveled right down from the front office. GM Joe Parish reported, "It was a great kick-off for Hands Across America, and we're proud to have been a part of it. I was really impressed by the broadcast and proud of the part Jim and Shelli played."

The Radio Network Association is also due congratulations for getting the word out and dramatically expanding the circulation of the program by involving virtually every national and international distribution source.

Behind the scenes, there are the people at Coca-Cola, the major sponsor of Hands Across America and the spearhead for this broadcast. Their PR firm, Cohn & Wolfe, who coordinated the effort, also deserve special praise.

Now It Really Begins

We should not bask too long in the glory of the Good Friday broadcast, for now comes the really hard part — getting the people out on May 25. Use the Hands Across America Coca-Cola Radio Network daily news/information updates that started on USRN on the 31st, and keep an eye on R&R to maximize your participation.

A big "Thank You" to every station that took part in last Friday's broadcast!

ONE YEAR AGO TODAY

- Craig Scott VP/GM at KCMO-AM & FM/Kansas City
- Jherly Busby Sr. VP/Black Music MCA
- Tom Watson Operations Director at KJR/Seattle
- Mary McMillian VP/GM at KBIQ/Los Angeles
- Jeff Goodridge PD at WNYR/Rochester
- #1 CHR: "We Are The World" — USA For Africa (Columbia)
- #1 AC: "One More Night" — Phil Collins (Atlantic) (3 wks)
- #1 B/U: "Be Your Man" — Jesse Johnson's Revue (A&M) (2 wks)
- #1 Country: "There's No Way" — Alabama (RCA) (3 wks)
- #1 AOR Track: "Don't Come Around Here. . ." — Tom Petty (MCA)
- #1 LP: "Southern Accents" — Tom Petty (MCA)

FIVE YEARS AGO TODAY

- Burt Sherwood and Bill Hennes form consultancy
- Charlie Brown PD at KBLE-FM/Seattle
- Pat Martin WBCS/Milwaukee PD
- J. Lee Morris VP at Cox
- #1 CHR: "Kiss On My List" — Daryl Hall & John Oates (RCA) (2 wks)
- #1 AC: "What Kind Of Fool" — Streisand & Gibb (Columbia) (2 wks)
- #1 B/U: "Being With You" — Smokey Robinson (Tamlam/Motown) (3 wks)
- #1 Country: "Old Flame" — Alabama (RCA) (2 wks)
- #1 LP: "Another Ticket" — Eric Clapton (RSO)

TEN YEARS AGO TODAY

- #1 CHR: "December 1963" — Four Seasons (WB) (3 wks)
- #1 AC: "Let Your Love Flow" — Bellamy Brothers (WB)
- #1 B/U: "Disco Lady" — Johnnie Taylor (Columbia) (6 wks)
- #1 Country: "If I Had To Do It All Over Again" — Don Williams (ABC/Dot)
- #1 LP: "Comes Alive" — Peter Frampton (A&M) (3 wks)

the dial to highlight the number of stations involved. Once again, formats were broken as Talkradio KABC played the song.

Saturday evening in Seattle, during the activities preceding the L.A. Laker-Seattle Superonics game, NBA great Kareem Abdul Jabbar and Sonic Ricky Sobers took a moment to invite the fans to become a part of the project. All of the players, coaches, officials and spectators then joined hands as "Hands Across America" was played over the arena's P.A. system.

A Lot Of People To Thank

One of the nicest parts of getting involved in projects like this is the terrific spirit of cooperation and volunteerism that always seems to surface. A lot of people got involved in the Good Friday simulcast, and they deserve to be recognized.

Top of the list has to be Nick Verbitsky and his people; Janis Burenga, Joe Maguire, Harvey Nagler, and Ed Salamon at United Stations Radio Networks in New York and Paul Brownstein, Jamie Younger, and Dick Clark at DCP in L.A.

Following closely are the people from WPLJ; GM Joe Parish and air personalities Jim Kerr and

DATELINES

April 9-13
Alpha Epsilon Rho, National Broadcasting Society's 44th Annual Convention Sheraton Park Towers, Dallas

April 13-16
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

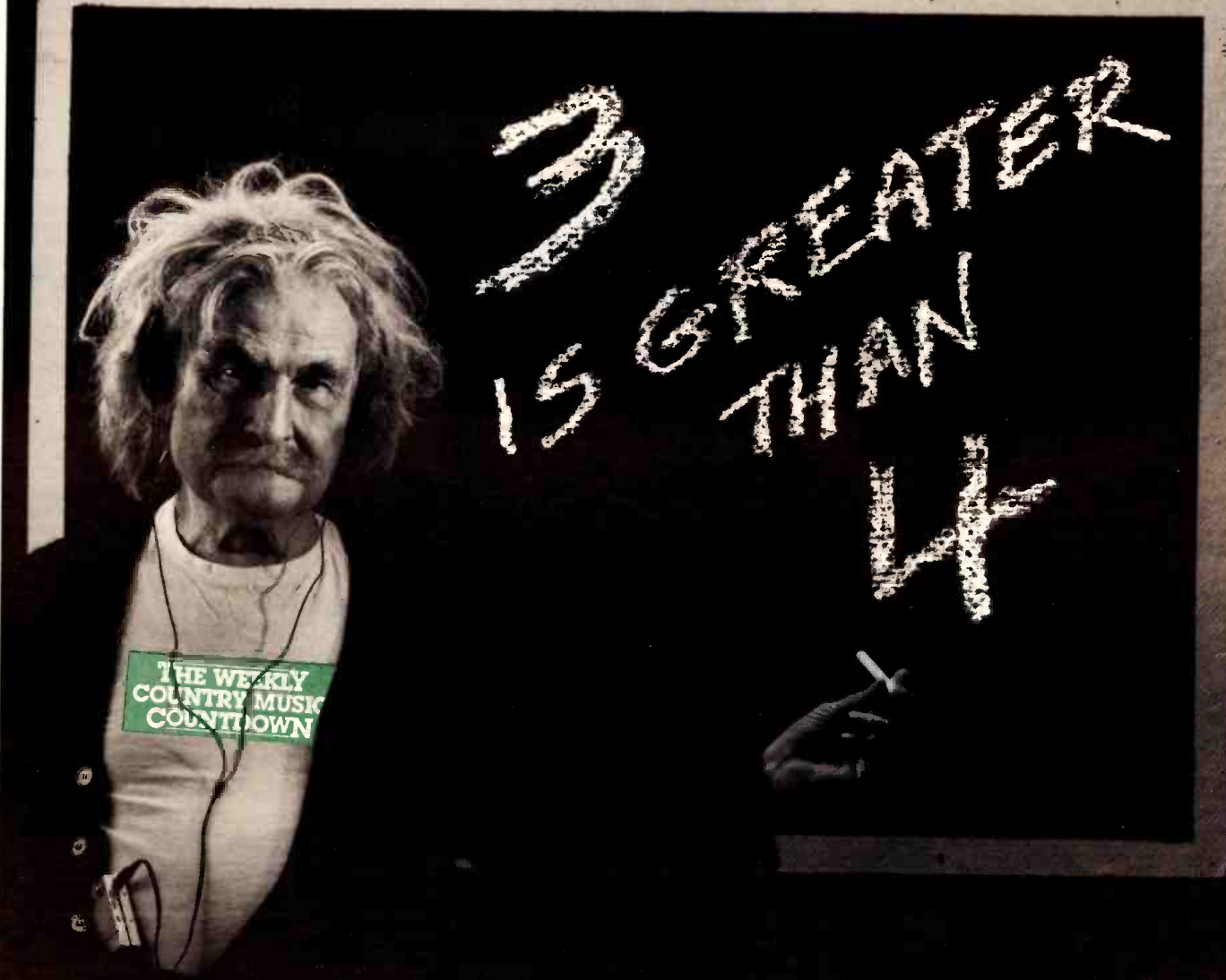
April 19
9th Annual Great Lakes Radio Conference Presented by Specs Howard and Central Michigan University University Center Building, Mount Pleasant, MI

May 2-4
2nd Annual Music Business Symposium Ambassador Hotel, Los Angeles

May 14-17
American Association of Advertising Agencies' Annual Meeting Greenbriar, 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



YOU DON'T HAVE TO BE A GENIUS TO KNOW YOU CAN'T MAKE A HIT 4-HOUR SHOW WHEN THERE'S JUST 3 HOURS OF HITS.

United Stations Programming Network's three-hour **THE WEEKLY COUNTRY MUSIC COUNTDOWN**, with Chris Charles, plays all the top hits and only the top hits, plus exclusive interviews with country's biggest stars.

If you wonder why we haven't followed the lead of other networks and expanded our program to four hours, the answer is simple. That would mean burying the good stuff under a full hour of songs

your audience may be unfamiliar with.

You don't have to be a genius to know that isn't what your listeners are listening for.

Let the others do what they like, we'll stick to our proven three-hour format. Because when we put together **THE WEEKLY COUNTRY MUSIC COUNTDOWN** we insist on hits. Just solid top 30 that keeps listeners hanging on every word, note and guitar lick. And keeps them coming back for more.

Play it smart. Call us about **THE WEEKLY COUNTRY MUSIC COUNTDOWN**. It's what real hit country music is all about. For national sales information call United Stations Programming Network in New York at (212) 575-6100.

THE WEEKLY COUNTRY MUSIC COUNTDOWN

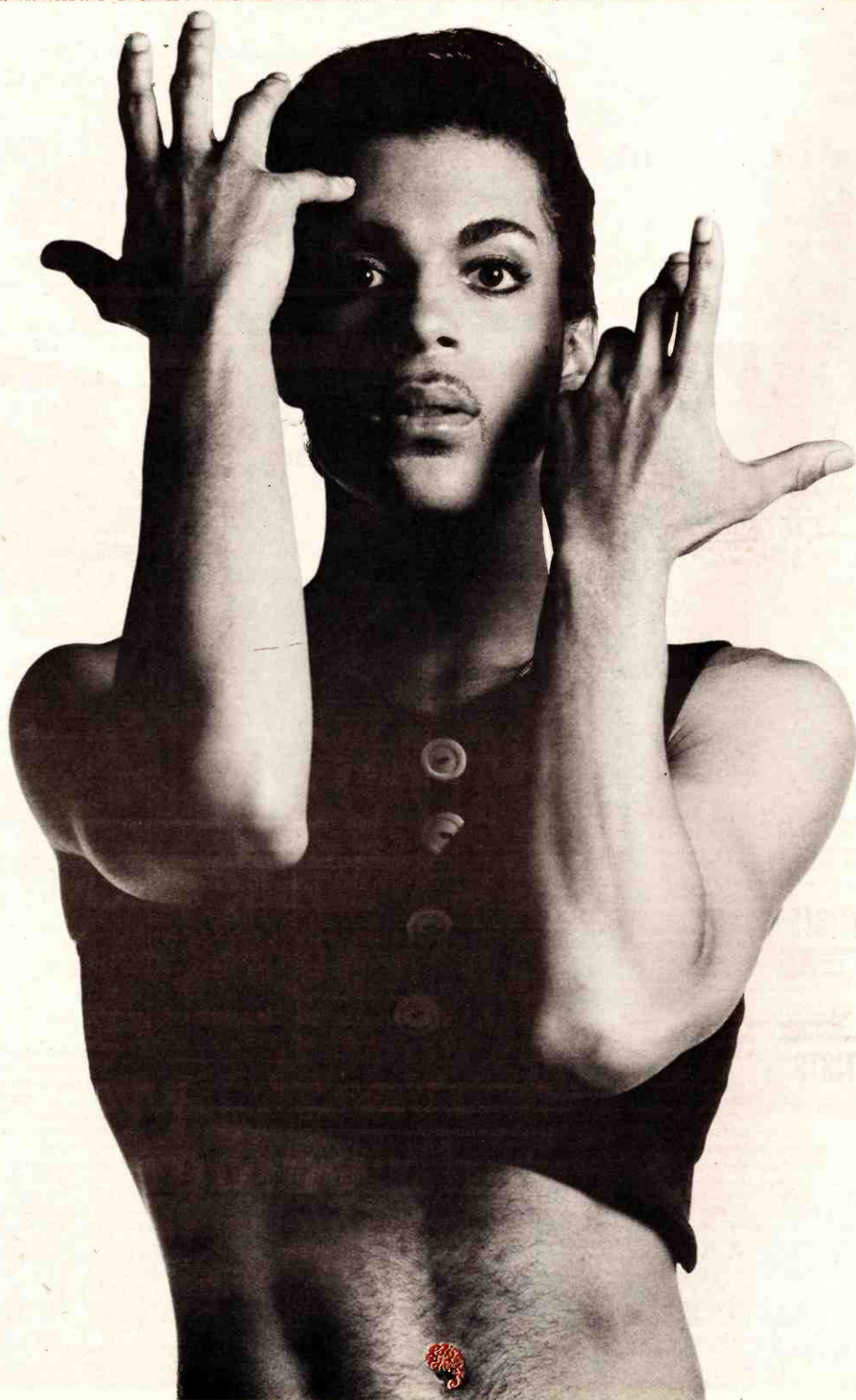
For station clearance information call United Stations Program Network Affiliate Relations Department in Washington, D.C. at (703) 276-2900.



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

PRINCE AND THE REVOLUTION/PARADE
MUSIC FROM THE WARNER BROS. MOTION PICTURE "UNDER THE CHERRY MOON"
FEATURING THE HIT SINGLE "KISS"

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KEN BARNES

ON THE RECORDS

REVIVED LABELS, PART IV

Artists United On United Artists

The final company in the Revived Labels series is United Artists, soon to appear directed by Jerry Greenberg with CBS distribution. In a March 14 article on the new UA, Adam White sketched the history of the old UA, so I'll avoid the corporate recap and discuss some of the artists united under the label's banner during its approximately two-decade first run.

UA was created as a vehicle for the film company of the same name, but played a key role in rock history as the label that provided Berry Gordy Jr. his springboard to Motown. UA picked up a Detroit record on the Tamla label. Marv Johnson's "Come To Me," produced and cowritten by Gordy, and it inched its way into the Top 30 in early 1959. Johnson went on to enjoy a string of hits on UA, masterminded by Gordy, including "I Love The Way You Love" and "You Got What It Takes," and stayed with the label until 1964.

UA also picked up another Tamla release, "Merry-Go-Round" by Eddie Holland, and released three other Holland singles. Holland returned to Motown for a 1962 hit, "Jamie," and of course later became the lyrical specialist for the famed Holland-Dozier-Holland production/writing team.

Other R&B success came to UA with veteran vocal group the Clovers, who after many years with Atlantic hit with the original "Love Potion #9" in 1959; and with yet another Detroit connection, the Falcons, who later featured Wilson Pickett and Eddie Floyd but in 1959 scored with "You're So Fine" on UA's Unart subsidiary.

UNITED ARTISTS



UNITED ARTISTS

UA's first Motown pickup, complete with vintage sleeve

Hit mainstays of the company were pianists Ferrante & Teicher, whose album total wound up in three figures. Southern singer Gene Thomas had his local release "Sometime" picked up by UA in 1961 for a minor hit, while Jay & The Americans scored in 1962 with their second single, "She Cried," and went on to become a UA staple act for eight years, running through two Jays (Traynor and Black) and including Steely Dan's Walter Becker and Donald Fagen in their ranks.

Songwriter extraordinaire Jeff Barry recorded for UA in the early



The Isleys got it together with that lady a decade later

'60s (and later in the '70s), and a gentleman with the unlikely name of Bertell Dache did an answer to "Will You Still Love Me Tomorrow" called "Not Just Tomorrow But Always." Dache later found fame as Tony Orlando.

The Isley Bros. were with UA immediately after their "Twist & Shout" period, recording a truly inspired follow-up called "Surf & Shout" and the original version of their 1973 hit "That Lady." Garnet Mimms hit with "Cry Baby" and several other R&B smashes. The Exciters had a smash in 1963 with "Tell Him," later recording the original "Do Wah Diddy Diddy" and also inspiring a number of other girl group signings by UA, including Baby Jane & The Rockabys and the Tammys, Lou Christie's background vocalists, whose "Egyptian Shumba" might be a contender for a Bangles cover.

UA's first British hit was actually a middle-of-the-road pop tune by Danny Williams, "White On White." The film company released "Hard Day's Night," and while Capitol released the Beatles' tracks, UA did issue instrumental versions of some of the songs by Fab Four producer George Martin. Otherwise, most of UA's British signings were assigned to its Ascot subsidiary, including hitmakers Manfred Mann (who moved to UA itself briefly in 1966), Long John Baldry, and more obscure types. UA itself had the Roulettes, who included future Argent member Russ Ballard; longtime UK pop idol Billy Fury; and later (post-hits) the Fortunes.

The label continued to sign girl groups and female solo artists, many of them after their hit peaks had passed: Diane Renay, Janie Grant, the Crystals. But hits came from TV star Patty Duke ("Don't

Just Stand There") and Bobby Goldsboro, who parlayed 1964's "See The Funny Little Clown" into years of success, peaking with "Honey" in 1968 and finishing with "Summer (The First Time)" in 1973. Former doowop stars the Jive Five revived their careers with an R&B hit or two.

Moving into the midsixties, UA had a couple of oddities on the order of the original version of "Wild Thing," by the Wild Ones; and a folk tune from a Swedish group called Northern Lights which included Bjorn Ulvaeus, later of Abba. As the psychedelic era materialized, groups like the Gurus, the Crystal Chandelier, the Shaggy Boys, and legendary Texas band Kenny & The Kasuals (with "Journey To Tyme") appeared on the roster.

The label also had substantial success with an Australian band, the Easybeats ("Friday On My Mind") and Britain's Spencer Davis Group with "Gimme Some Lovin'" and "I'm A Man." Around the time of the second hit, SDG singer Stevie Winwood left, but UA kept his new band, Traffic, and had sustained LP success with them. Canadian folksinger Gordon Lightfoot also generated some album action, although his first singles success came with Reprise later.

UA tried for another Australian breakout with the Executives, another Canadian act with Willie & The Walkers, and signed a Long Island band called the Hassles for a couple of albums. The latter group's keyboardist, Billy Joel, went on to some degree of notoriety. Patti Austin cut a few singles for UA in the late '60s, as did Jeff Barry's former writing partner Ellie Greenwich.

Other acts around this time included Wynder K. Frog, the Mellow Brick Rode, Boffalongo, Saltwater Taffy, Mommy, and the Damnation of Adam Blessing. It was not the label's most successful era.

In the early '70s Transamerica folded the long-enduring Liberty and Imperial labels into United Artists, giving UA artists like the Nitty Gritty Dirt Band, Johnny Rivers, Ike & Tina Turner, and Bobby Womack. They had pop and/or black hits, along with the Cornelius Bros. & Sister Rose ("Treat Her Like A Lady") and folksinger Don McLean, whose "American Pie" was massive. (Another slice of pie entirely was the banned LP cover of a group called Mom's Apple Pie, who combined the two American institutions of their name in an unexpected fashion and caused UA to substitute a new cover.)

War exploded in the early '70s with several hits, as did the resurg-



Acting and singing — what a crazy career for identical cousin Patty



UA responds to the psychedelic craze with the immortal Gurus



Heavy Traffic in the vegetation

ent Paul Anka, and ELO proved quite successful. The label also released records by Bobby Vee (both under that name and his real one, Robert Thomas Velline), a duo called the Humblebums (one-half of which was Gerry Rafferty, later a UA hitmaker), British acts Family and Brinsley Schwarz, Brian Wilson's wife and sister-in-law (as Spring), Jan & Dean (plus Dean, Bruce Johnston, and others masquerading as the Legendary Masked Surfers), the Nashville Teens, space-rockers Hawkwind, and the legendary Move (part of which became ELO, part of which became Wizzard and Roy Wood solo, also UA acts).

It was a large roster. A custom deal with Fame brought soul stars Clarence Carter and his then-wife Candi Staton to the family, while a

deal with Poppy brought Doc Watson and "Pancho & Lefty" songwriter Townes Van Zandt in. Country/swing band Asleep At The Wheel, Crystal Gayle, and Ed Bruce were signed; so were Wild Cherry (pre-"Play That Funky Music") and Carlton The Doorman (as portrayed behind the scenes on the "Rhoda" show by Lorenzo Music). "Happy Days" regular Donny Most was there, and so was the Grateful Dead.

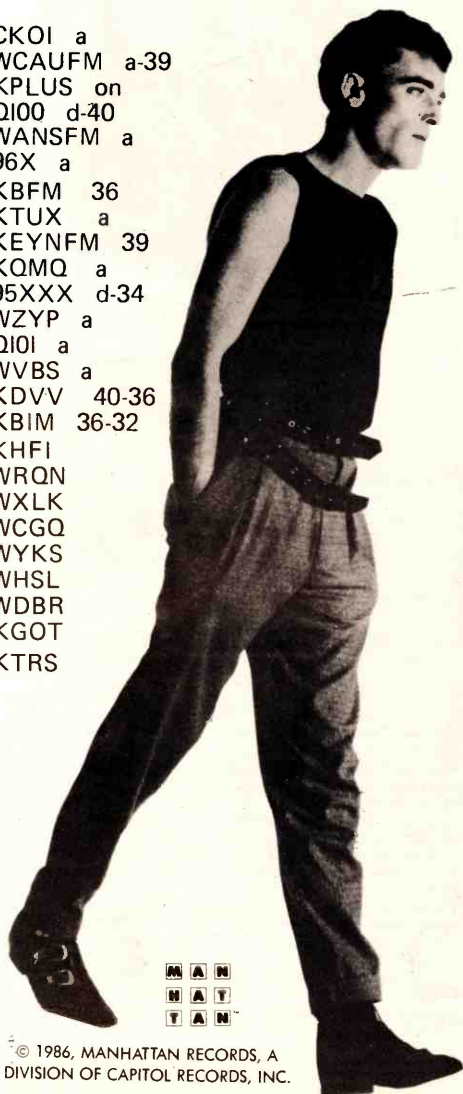
Latter-day UA hits included records by Maxine Nightingale, Rafferty, Chris Rea, and of course Kenny Rogers, from "Lucille" onward. In 1980 UA, by this time a division of EMI America, became Liberty, a label designation that survives mostly for Rogers reissues. And 1986 should see a new chapter unfold for United Artists.

BALTIMORA

"Living In The Background"

THE FOLLOW-UP TO HIS TOP 10 SMASH!

CKOI a
 WCAUFM a-39
 KPLUS on
 Q100 d-40
 WANSFM a
 96X a
 KBFM 36
 KTUX a
 KEYNFM 39
 KQMQ a
 95XXX d-34
 WZYP a
 Q101 a
 WVBS a
 KDVV 40-36
 KBIM 36-32
 KHFI
 WRQN
 WXLK
 WCGQ
 WYKS
 WHSL
 WDBR
 KGOT
 KTRS



MAN
 HAT
 TAN

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DATEBOOK

SEAN ROSS

Green's Tambourine

A poignant moment in "9½ Weeks" is when the first notes of Al Green's "Love & Happiness" play under the title credit... right before the music changes to something else. Besides the cruel irony of using *that* song in an S-M movie, I wanted to hear the rest of "Love," which is a lot more erotic than most of what follows. Green, who'll be 40 on Sunday, told *Rolling Stone* that producer Willie Mitchell had "even let some winos in off the street" to get the right sound for "Love." Mitchell used similar tactics on the new "He Is The Light," but Green insists that there won't be another secular song from him anytime soon, saying, "You can't go back and forth like that." He does, however say about his old hits, "There's nothing really immoral about the lyrics. They're just love songs."

MONDAY, APRIL 7

1981/*Mumble Pie's* Steve Marriott mangles his hand in a closing door in Chicago but does play guitar again.
 1985/So don't think of it as splitting up, think of it as a cultural revolution: Wham goes to Peking, accompanied by film-maker Lindsay Anderson, et al.
 1985/This one didn't even make it to the one-year mark, did it? Prince announces his retirement to go look for the ladder. A recent show in Minneapolis and appearances with Sheila E have already unretired him.
Birthdays: John Oates 1949, Janis Ian 1951, Bobby Bare 1935.

TUESDAY, APRIL 8

1966/Diana Ross & The Supremes' much-remade "Love Is Like An Itching In My Heart" is released.
 1973/Nell Young's first film, "Journey Through The Past," premieres at the U.S. Film Festival in Dallas.
 1976/The Rolling Stones' "Fool To Cry" is released.
 1985/The first game was guessing how long Prince's retirement would last: KFRC/San Francisco debuts its six-hour "Game Zone" experiment and promises to stay with it for a year. KFJ/Los Angeles, incidentally, still runs several hours of games at night.
Birthdays: Julian Lennon 1963, Steve Howe 1947, John Schneider 1954, Adam Woods (Fixx) 1953.

WEDNESDAY, APRIL 9

1974/During the height of "Exorcist"-mania, "Dance With The Devil" by Cozy Powell (now of Emerson, Lake & ...) hits #3 at KRSP/Salt Lake City. The following week, it reaches #4 on crosstown KCPX. While the instrumental "Dance" was more eerie than satanic, there's still something ironic about it becoming a hit in the Mormon capital.
 1979/Around 1980, every weird independent label added "and Filmworks" to its name and this is probably why: Casablanca takes three academy awards, one for "Last Dance" (best song), but two for its "Midnight Express" (best original score, best adapted screenplay).
 1981/And someone bribed the band not to play "Little Willy": Writer/producer Nicky Chinn is married to Jill Rosenbloom in London. Mike Chapman is best man.
 1984/Robert Duvall, who many believe was playing Herge Haggard (including, reportedly, Merle himself), wins a best actor Oscar for "Tender Mercies."
Birthdays: Carl Perkins 1932, ex-Byrd Gene Parsons 1944.

THURSDAY, APRIL 10

1956/Nat King Cole is attacked and severely beaten by white racists on stage in Birmingham, Alabama.
 1970/Jim Morrison offers to display his genitals for an audience in Boston; Ray Manzarek physically removes him from the stage.
 1973/Led Zeppelin's "Houses Of The Holy" goes gold.
 1981/Steve Winwood's "While You See A Chance" becomes his only CHR hit. The Who's "Face Dances" LP goes #1 AOR.
Birthdays: Brian Setzer 1959, Sheb Wooley/Ben Colder 1921.



Brian Setzer, John Oates, Al Green, Carl Perkins

FRIDAY, APRIL 11

1970/Paul McCartney announces a "temporary break" with the Beatles; Peter Green says he's leaving Fleetwood Mac.
 1980/With the Iranian hostage crisis in progress, Randy Newman's "Political Science," with its urging to "drop the big one now," is reissued.
 1981/In a relatively long and stable rock marriage, Eddie Van Halen weds Valerie Bertinelli.
 1985/Don't look back: The litigation over Boston's still-unreleased third LP ends with a ruling against CBS, which had claimed it was owed another LP.

SATURDAY, APRIL 12

1974/Ray Stevens' "The Streak" debuts first on the Country chart.
 1979/Mickey Thomas joins the then-Jefferson Starship.
 1982/WLS/Chicago, which has been using "hot hits" as a preemptive move against WBBM-FM (although not changing its format at all), drops it under the threat of legal action by Mike Joseph. Most WLS jocks sneer as they say "hot hits," as if to confirm just how silly they think it is.
 1985/WPIX/New York stages a "lunch-out," encouraging listeners to skip that meal and send their money instead to USA For Africa.
Birthdays: Herbie Hancock 1940, David Cassidy 1950, Pat Travers 1954, John Kay (Steppenwolf) 1944.

SUNDAY, APRIL 13

1979/David Lee Roth collapses from exhaustion in Spokane.
 1979/WXLO (99X)/New York does a "No Disco" weekend, during which it can't play its #1 song ("He's The Greatest Dancer") or the national #1 ("Heart Of Glass").
 1982/David Crosby is arrested again.
 1984/Scott Shannon and the Greaseman appear on Larry King's show to talk about personality radio.
Birthdays: Peabo Bryson 1951, Louis Johnson 1955



ABSOLUTE BEGINNERS

D
A
V
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B
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W
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E

CHR NEW & ACTIVE

WLS	Y108
WERZ	WJAD
WKRZFM	WCGQ
BJ105	Q104
Y106	WYKS
KIK X	WPFM
KFIV	WSPT
KCAQ	OK95

TRACK 14 ALBUM 13

The first hit 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





ADAM WHITE

RECORDS

Convening For Progress And Profit

How useful and productive are conventions? It's a good time to consider the question, because there are several scheduled for the music industry over the next couple of months. All feature a combination of panels and workshops, keynote speakers, exhibits, and artist showcases. The programs appeal to different segments of the business, but each also carries elements of common interest.

Before getting into details, allow me to comment that if the organizers of the upcoming events learn something from the recent National Association of Recording Merchandisers convention in Los Angeles, everyone will benefit. The NARM get-together was the best (as well as the best-attended) in recent memory, with informative and provocative speakers, constructive panels, excellent entertainment and an efficient, helpful organizing team. Better still, the PA system worked — in contrast to many, if not most, music industry meetings — and there were functioning elevators in the convention hotel!

Now, the upcoming events. The Music Business Symposium (MBS) is set for May 2-4 in Los Angeles at the Ambassador Hotel. This will be its second year, but the first as a unified conference. Last year, symposium President William Gladstone organized it as a series of one-day seminars during a ten-week period. The 1985 program attracted more than 300 participants, according to Gladstone, and the feedback was sufficiently positive to encourage this year's restructured meeting.

Clive Keynotes

Arista President Clive Davis is scheduled to give the keynote MBS address, while several industry organizations are cosponsoring a series of panels. Symposium Associate Director Toby Marris says the latter approach was specifically designed to involve what he calls "the civil service of the music busi-

ness" — such entities as ASCAP, BMI, and NARAS.

For example, ASCAP will cosponsor four panels running consecutively on the symposium's second day devoted to "Music In Film," for professionals seeking more knowledge about the soundtrack, scoring, and music packaging process. PolyGram Sr. VP/Pop Music Division Russ Regan will moderate the day's proceedings. The program and panelists are being assembled by Stan Milander, President of Bart/Milander, an agency which represents film score composers.

BMI and NARAS are expected to cosponsor two series of MBS panels dealing with creative and career issues, respectively. The latter, reports Marris, will provide information for young people looking to become industry professionals. One goal is to create a list of qualified potential interns whose interests are clearly delineated, he says, and that list could then be circulated to labels and music-related firms in the Los Angeles area. Other sessions will deal with recording and studio technology, corporate sponsorship, and independent labels/distribution.

The Music Business Symposium is striving for attendance of 1000+. Talent showcases will be held at the Ambassador's Coconut Grove club. Registration is \$205 for the three-day program, with a \$100 single-day fee.

The Indies Gather

Just days before this event, the National Association of Indepen-



ROCK THE HOUSE — WBL's New York and Rush Productions are presenting a series of "Def Jam At The Apollo" concerts, featuring artists such as LL Cool J, Kurtis Blow, Trouble Funk, Run DMC, Whodini, and Atlantic Starr. Seen here celebrating the announcement are, (l-r) Lyor Cohen and Andre Harrell of Rush Productions, Percy Sutton of Inner City Broadcasting, and Jam Master Flash of Run DMC.

dent Record Distributors and Manufacturers holds its convention in Chicago. In recent years this annual get-together has been overshadowed by the New Music Seminar, even as NAIRD members have had to work harder to survive and prosper in a branch-dominated world. But the event remains important for many of the industry's "unsexy" independents, which deal in folk, blues, reggae, world/ethnic, jazz, bluegrass, classical, historical, and rock product (among many other styles) from a label, distribution, and supplier viewpoint.

The NAIRD Indie Awards, presented during the convention, represent the only potential recognition for many of the musicians and entrepreneurs who work outside the modern, mass appeal mainstream. Last year's winners, for example, included releases by Chris Hillman, the Neville Brothers, Robin Flower, Carmen McRae, the Skatellites, and Elizabeth Cotten. The '85 event drew 300+ attendees.

The 1986 confab will be held at Chicago's Americana Congress Hotel, April 30-May 4. Panel topics include alternative marketing, distribution, promotion, music publishing, publicity, artist development and retail, and there are breakout sessions dealing with specific music/product genres. Other components, according to NAIRD Exec. Director Sunny Richman, include a keynote speaker (to be announced), a session involving various "legends" of the independent record industry, and a trade exhibition. Convention fee is \$175.

Euro Meet

On the international front, next month sees the first annual International Music and Media Convention (IMMC) in Montreux, Switzerland, May 7-10. This is a joint venture involving trade publication *European Music Report/Eurotipsheet* and the long-established Golden Rose television festival. Its goal is to explore how music is affecting — and being affected by —

the changing European media landscape, in which government control of broadcasting is being allowed to erode.

Private sector firms are moving aggressively into this field, and music is playing an important part in the new radio and TV programming opportunities. Not only are broadcasters affected, but also record companies, music publishers, program producers and distributors, performing rights organizations and artists, notes John Nathan, North American representative for IMMC and President of consulting firm Overseas Music Services.

Two of the conference's four days will feature panels of multinational speakers, with topics to include music programming, station management, international broadcasting rights, and syndication. Westwood One's Norm Pattiz, for example, will be involved in a session on buying and selling radio programs in Europe.

Additional parts of the IMMC program include a music-in-media marketplace, a music video festival and a new-talent showcase, which will be integrated with the Golden Rose rock telecast that's become a recent staple of the Montreux TV festival. Among artists confirmed for the telecast, which is expected to reach more than 100 million viewers via worldwide syndication, are: A-Ha, Genesis, Billy Ocean, Lone Justice, Elvis Costello, Freddie Jackson, Big Country, Culture Club, Patti LaBelle, Joe Jackson, Queen, and Whitney Houston. Venue for the International Music and Media Conference is the Montreux Congress Hall; registration fee is \$220.

Seventh Seminar

Back in the USA and looking further ahead, the New Music Seminar returns from a fall slot in '85 to a summertime schedule this year: July 13-16 at New York's Marriott Marquis Hotel. Improvements to an event that's now in its seventh year are planned, according to Tom Silverman, one of three NMS directors.

The number of daily panel seg-

ments (each segment has concurrent panels) will be reduced from four to three, he says, to allow people to do more business between them. There'll be more workshops for industry neophytes and an expanded exhibit area. Foreign affairs will figure prominently in the agenda, adds Silverman — specifically, sessions on international A&R, talent and booking, media, and independent labels.

The seminar organizers are also using their mailing list to keep industry insiders informed of a nuts-and-bolts matter of immediate concern: the proposed legislation to change TV music licensing. The current NMS newsletter calls it "a vital issue . . . that could have a profound impact on people making a living in every sector of the music business." It goes on to explain the details of the House and Senate bills currently under consideration, and why their passage should be halted. "Call, write or send a telegram to your Congressman or Senator," notes the mailer. "If the music business flexes its muscle, it can stop mega-million-dollar broadcast conglomerates from gypping musicians out of deserved income."

Tom Silverman says that BMI, one of the organizations actively fighting the licensing changes, paid for the newsletter mailing. "We're going to keep our people aware of what's going on with each NMS newsletter. It's our duty to publicize issues like this, especially ones that are being overlooked." It may not appeal to the seminar's constituency as much as explicit lyrics or South Africa did last year, he agrees, but it is as important to the music industry's future.

Editor's Note

At their best, conventions like these can encourage the exchange of information and ideas, and provoke industry professionals into action — for the sake of innovation and progress or for self-interest and self-preservation. May they be productive and constructive, in a year where considerable change is already taking place.



ATLANTIC CROSSING — Julian Lennon and Graham Nash were among several artists on hand during the NARM convention's product presentations. Both performers thanked retailers for their support and spoke briefly about respective new albums.

IT'S ANOTHER RECORD-BREAKING WEEK AT RCA!



MR. MISTER

CHR BREAKERS

3/28

"Is It Love"

CHR CHART: 31 213/22 - 90%



STARSHIP

CHR NEW & ACTIVE

"Tomorrow Doesn't Matter Tonight"

131/59 - 55% One Of The MOST ADDED



DIANA ROSS

"Chain Reaction"

"Perfect 25+ female draw. Great . . . just in time for the book! I highly recommend it." Steve Perun, KBEQ/Kansas City

"Has the flavor of the Supremes. Should be a "Chain Reaction" of adds around the country. Record makes a chart move of 36 to 31." Sonny Joe White, WXKS-FM/Boston

B104 a CKOI 36-24 KBEQ WGAN
WXKSFM 35-31 WNNK d-37 WKEE

This edited 12" remix is causing a "Chain Reaction"



WAX

CHR NEW & ACTIVE

"Right Between The Eyes"

Now On Over 100 CHR Reporters Including:

WHTT	WPHD	PRO-FM	Y100	WLOLF	KMJK	KWSS
WXKSFM	CKOI	94Q	WMMS	KZZP	FM102	KPLUS
WKSE	WCAUFM	Z93	92X	KKRZ	KITS	

The first hit single from the just-released album

"Magnetic Heaven"



THE BLOW MONKEYS



"Digging Your Scene"

"The moment we heard it, we knew the Blow Monkeys's "Digging Your Scene" had all the necessary ingredients to be a smash hit." Chris Knight, WHTT/Boston

Already a smash in the U.K. — the brand new single and album, "Animal Magic," are on your desk this week!

ALREADY ON: WHTT d-39 WXLK a



NOTHIN' AT ALL
IS GOING TO KNOCK YOU OUT
LIKE THE NEW SINGLE FROM
HEART

NOTHIN' AT ALL

The fourth consecutive smash from the multi-platinum album,

HEART



Produced, Engineered and Remixed by Ron Nevison
Management: Front Line Management Trudy Green Management

Capitol
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JOEL DENVER

CONTEMPORARY HIT RADIO

WLOL's Winter Ice Palace

When you live in a climate just this side of the North Pole, somehow you've got to make the best of it. So the people of Minneapolis/St. Paul ski, ice fish, toboggan, and build snowmen and ice palaces in their spare time.

The 1985-86 cold season marked the 100th Winter Carnival in St. Paul/Minneapolis. To help celebrate this event WLOL-FM, along with WUSA-TV 11, cosponsored the construction of the fabulous ice palace pictured here. It served as the centerpiece for the carnival, which was held in late January.

Many people were involved in the ice-building task, including a local engineering/architectural firm that surveyed the area and drew up blueprints. However, the five-week construction project encountered a number of stumbling blocks.

Many Problems

One major problem was the weather. Unseasonable temperatures soared to almost 40 degrees, not exactly prime ice-forming conditions. So the original plans were modified — the finished palace rose only 200 feet from the ground to the top of the flag.

Insurance coverage posed another obstacle. No one would underwrite the construction because the palace was planned as a walk-through attraction. To circumvent that problem a fence was erected, turning the palace into a visual display.

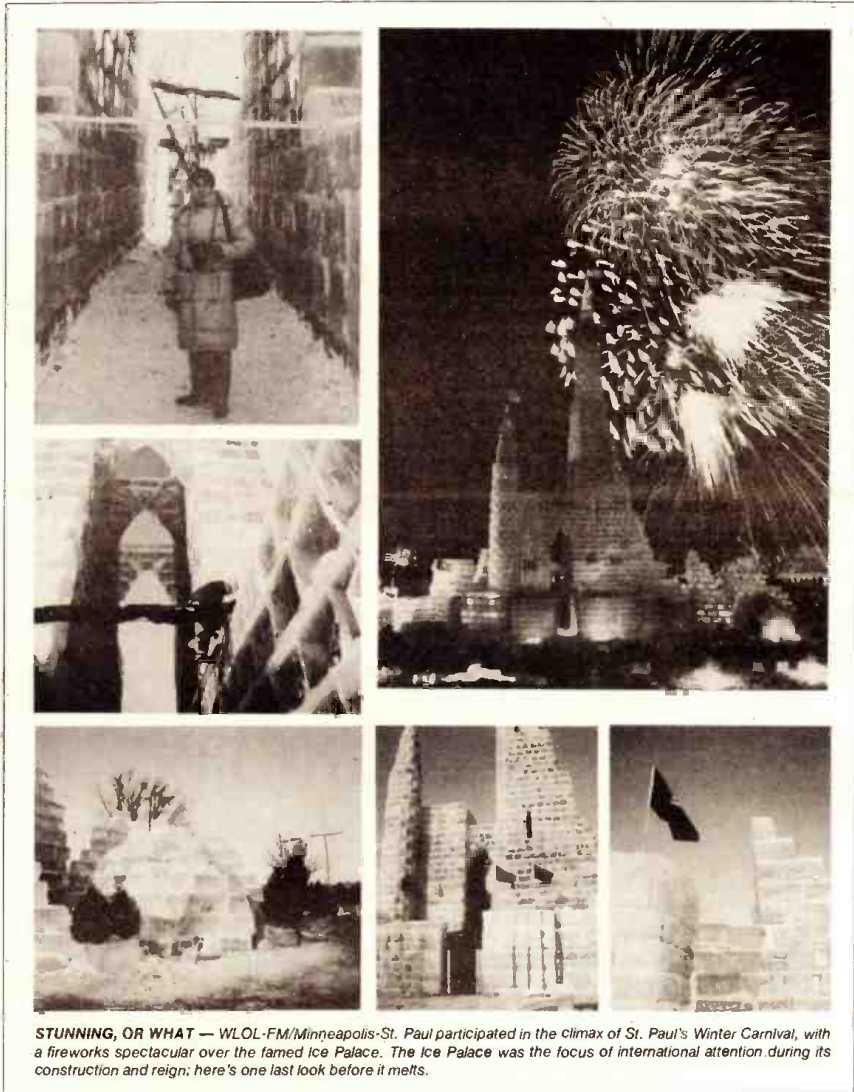
And the construction itself was further complicated by malfunctioning equipment, which was to have transported the ice blocks directly from Lake Phalen. With the blocks measuring roughly four feet square, they were anything but lightweight.

Big Prizes

Despite the setbacks, each block was sold for \$10; with it came a certificate which could be redeemed for a prize. Among the more coveted prizes were trips for two to Europe, a Disneyland vacation, four-wheel drive vehicles, TVs, stereos, and VCRs.

The event culminated in a fireworks display — synchronized to stereo music on WLOL-FM — by Rialto, CA-based Pyro Spectaculars. And just how cold was it the night of the fireworks display? A numbing 15 degrees below zero.

The copyrighted picture (upper right) of the fireworks display was taken by Joe Rossi of the St. Paul Pioneer Press. It's been made into a \$10 poster; sales have already surpassed 50,000 units. And who's that shivering gentleman standing in the palace's icy hallway? WLOL-FM VP/GM Stuart Layne.



STUNNING, OR WHAT — WLOL-FM/Minneapolis-St. Paul participated in the climax of St. Paul's Winter Carnival, with a fireworks spectacular over the famed Ice Palace. The Ice Palace was the focus of international attention during its construction and reign; here's one last look before it melts.

St. Patty's Day Partyin' And Blarney

By Yvonne Olson

"Top O' The Party" was the phrase this year as stations honored Irish friends and that age-old Irish tradition, St. Patrick's Day. Four-leaf clovers adorned streamers, dinner napkins, and party cups to make sure no one was caught out of the green.

Bagels were also a definite must. KHTR/St. Louis and the Cardinal cheerleaders followed the city's St. Patty's Day Parade and handed out over 5000 green bagels to celebrating parade watchers. KGGI/San Bernardino sent out the "Green Bagel Patrol," which roamed the Inland Empire to distribute 5000 "little green rounds of good cheer."

Of course, beverages were another popular choice of the day. WAVA/Washington and five local bars sponsored their third annual "Rally In The Alley," a noon-til-dusk alley party that donated all proceeds to Martha's Table, a charity that feeds the homeless in the D.C. metro area. The alley came alive with leprechauns, "wearers o' the green," and WAVA

personalities, who spread the spirit to determined homebodies with hourly live reports. Kinda tough to stay sober through that shift, huh guys? To up the ante for Martha's Table, a pair of Redskins tickets were raffled off for \$4000 (see photo).

KHTR also provided live reports on the progress of its late-night party, and KUBE/Seattle celebrated its Fifth Annual Birthday/St. Patrick's Day party by broadcasting from two nightclubs — one in the morning and one at night (see accompanying photos).

KUBE wished listeners a "top o' the morning" by supplying Irish coffee and sweet rolls to all stoppers-by at Jake O'Shaughnessy's Restaurant. The station also treated them to laughs by KUBE



KUBE station staffers doing a special "thank you" to their listeners.



WAVA jocks "rally in the alley."

morning men Charlie Brown & Ty Flint, and supplied musical entertainment by various bagpipe bands and a singing bartender.

Then KUBE packed up the mobile equipment and trucked it down to Parkers, where the birthday bash began. Boy Toy was the featured band, along with stand-up comics and other entertainment. Listeners got to meet all their favorite jocks, vie for prizes in several games, and take advantage of many food and drink specials. Happy birthday, KUBE.

Meanwhile, WMMS/Cleveland held its "Tenth Annual King Or Queen Of Irish Cocktail Contest." Color commentary was provided by the WMMS Buzzard Morning Zoo, and a panel of local Cleveland celebrities judged the bartender who could concoct the most delectable new cocktail. The winning entry didn't end up to be a drink after all. It was a sauce — containing Jameson Whiskey — to serve over cake. Second prize was a flaming Irish coffee.

TRANSYLVANIA

MANIA

SM MEGA 1986

FRIGHTEN THE COMPETITION DURING THE FALL BOOK. JOIN US FOR TRANSYLVANIA MANIA.

Here's a Halloween promotion that's got it all – and now it's after you! Introducing **TRANSYLVANIA-MANIA** – the most outrageous, original and creative audience builder ever to hit your market.

Imagine the fever that will break when your station offers listeners a chance to win:

• **ALL-EXPENSE PAID TRIPS TO TRANSYLVANIA,**

including a Halloween Party extravaganza at a 16th century castle.

• Runner-up prizes include the "Drac-Pac," a high-quality tote bag filled with the videocassette, *Dracula*, starring Bela Lugosi, a copy of the novel by Bram Stoker, a high-fashion sweatshirt, black *Dracula* cape and a pair of *Dracula* fangs.

A PROMOTION YOUR LISTENERS WILL NEVER FORGET!

Winners will experience all of the folklore of this fabled region: walled medieval towns and fortresses, gypsies, and of course – **DRACULA'S CASTLE.**

Transylvania is as mysterious and intriguing today

as it was four centuries ago, when Count *Dracula's* real-life counterpart silently stalked the land. Don't miss this opportunity to send your listeners back to the untouched heartland of Halloween legends for what promises to be an authentic and unforgettable holiday tour.

"It created a lot of excitement for our listeners, and the air-personalities loved talking about it!"

—Steve Rowland
Director of Marketing
KHS-FM, Los Angeles, CA

"It captured the market spotlight. I look forward with anticipation to 'Transylvania Mania II.' I have received several inquiries from both listeners and clients as to whether or not we plan to bring back the promotion."

—Bobby A. Pacheco
Director of Marketing
KAFM, Dallas, TX

"Dracula lives! A great promotion. We'll be there."

—Gary Slaight
Vice President/General Manager
Q107, Toronto, ONT.

"It was truly one of the most unique and exciting promotions we have been involved with. Our winner was thrilled."

—KYYS-FM, Kansas City, MO

MORE MEGA MADNESS WITH TRANSYLVANIA MANIA!

MEGA

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For more information, contact: Whitten Pell (212) 226-8700

MORE CHOICES

Reopening The "Diskussion"

Since writing "Computerized Music Systems: A Love/Hate Relationship" (R&R 2-14), I've received many responses to the article. Letters and calls have arrived from a few of the companies that weren't mentioned (see sidebar), from someone who was mentioned (see the Andy Economos letter), and from other programmers who've had firsthand experience with some of these systems.

While more people are growing computer-literate with each passing day, there is still a great deal of apprehension about sitting down in front of "the damned thing." Just as some people have "mike fright," there are those who have a similar fear of high-tech equipment.

Wipeout

For example, after several years' experience on our office computer (a Texas Instruments 990/12), I still make mistakes. At home I work on an IBM compatible PC. But with almost two years' experience under my belt, I'm still not Mr. Self-Confidence. Just the other day I wiped out an entire di-

rectory of information with one key-stroke. Luckily, it was backed up to a floppy disk so recovery was easy.

As you may deduce from my high-tech escapades, a computerized music system isn't as easy as you may think. If you understand that a music system is limited by 1) the software itself and 2) the programmer's abilities, then you know that two people who program their respective stations using identical software will never end up with identical results.

The biggest problem most programmers talked about was the inability to get their systems to perform the way they desired. The most likely reason for that: not

programmed properly. They also mentioned the difficulty they had in understanding the instructions. And that was complicated by their intimidation.

More User Support

I've deciphered several "how-to" manuals on programs purchased for my PC and pored through information supplied by several software companies as I researched this subject. It's easy to see how people with and without computer expertise could be intimidated. Many programmers also said they were frustrated by their many trial-and-error attempts to achieve the desired effects.

The problem probably isn't in the programs' abilities but in the complex instructions; i.e., coding records and setting up clocks. Simpler instructions and more intensive user support — on the phone and in person if need be — could be the keys to increased customer satisfaction and station time-saver effects.

More Systems For Playin' The Hits

It never fails. Just when you think you've got all your bases covered, there are inevitably a few T's which haven't been crossed and a few I's left undotted. With that in mind, listed below are four music programming software suppliers who were mistakenly omitted the first time around.

Most of these systems offer similar features regarding coding and music categorization. The differences come down to ease of use, ongoing maintenance, and flexibility. Some even offer such enticements as cart label typing. You can compare the similarities/differences by requesting a demo disk where available.

Obedient Software
"Formax"
1007 Naperville Road
Wheaton, IL 60187
(312) 663-5527
Contact: **Douglas M. Blair**
Hardware: None needed as all programming is done at Obedient with its equipment. Changes are phoned in. The results are shipped overnight or instantly via electronic mail.
Fees: Weekly fees range from \$75-\$145, depending on market size. Supplied on a market-exclusive basis. Start-up time is less than two weeks.

Programing Plus
"Rotator II"
P.O. Box 90486
Pacific Beach, CA 92109-0860
Contact: **Jack Hayes**
(619) 270-6878
Hardware: IBM-PC, XT, AT, or

compatible with 128k ram using MS-DOS 2.0 or later version. A color monitor is recommended.

Fees: Onetime fee of \$2495 with all updates free. 24-hour user support available on phone.

RJW Software

"HitList"
251 Rolling Meadow Drive
Billings, MT 59101
(406) 628-7344
Contact: **Jack Bell**

Hardware: IBM-PC, XT, AT, or compatible with 128k ram using MS-DOS 2.1 or later version. RJW's program comes on three floppies and requires about 5mb of space if using a hard disk.
Fees: \$4800 for the complete package. Program revisions and updates, along with phone consultation, are free. On-site training is available for \$200/day plus expenses.

Tapscan
"MusicScan"
2100 Data Park, Suite 202
Riverchase, AL 35244
(205) 987-7456
Contact: **Dave Carlisle**
Brad Riegal
Hardware: IBM-PC, XT, AT, or compatible with 128k ram using MS-DOS 2.1 or later version.
Fees: From \$5995-\$8995 for a buyout price, depending on market size. Included are all updates for one year, free telephone support through 1-800 332-SCAN. Lease package available from \$295-\$595 per month, depending on market size.

THE MAILBAG

A Byte From The Apple

Dear R&R:

I read your article "Love/Hate Relationship" about computer music scheduling systems with interest. It's unfortunate that the sensible, economic and practical decision to use a handy tool in music programming should be cast in such silly teen-magazine terms. Really excellent programmers have contributed their love and expertise to the design of my system over the years. By now it incorporates a serious repository of techniques, insights, and arts that are — of course — quite human in origin.

The result is that using Selector can actually encourage good programming techniques and improve

programming practices. It can reveal an important difference between what a programmer thinks he is doing and what he actually is doing. It does this, I must stress, not because it was written by hot-shot know-it-alls, but because some of the radio profession's best minds have demanded, nagged, and driven it to excellence.

In reading **Guy Zapoleon's** remarks in your "Hot Clocks" article (3-7), he talks about not fixing the categories. We let categories "float" around the hour in user-specified patterns, which can be patterns of tempo flow (as **Guy** recommends) or other attributes of music. We also allow a mixture of fixed and floating techniques in a

clock.

There's no serious reason for a modern radio station not to find advantage and improvement in a good music scheduling system.

Andrew M. Economos

It's a shame Mr. Economos felt we referred to the subject in such "silly teen-magazine terms," but his letter still misses the gist of the article. The idea of programming music on a computer was and is a sound one. The problem lies in getting the system to perform as the customer would like. Manufacturers should make sure programmers know how to take advantage of their systems' virtues. After all, there's no better spokesman than a satisfied customer.

WRANGLER AND WILLIE NELSON WANT YOU!

Willie Nelson and Wrangler Jeans are sponsoring a nationwide search for the best rock, country and rhythm and blues artists.

Ten stations across the country will help launch the careers of the most talented acts in their area.

For more information on how your station can get involved, see next week's R&R or the May issue of Sound Management Magazine.

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BRAD MESSER

CALENDAR

News In Good Taste

"I don't know whether anyone has noticed, but I'm not putting anything about the astronauts' remains in my newscasts. If I get in trouble for it, too bad, because I think it's just sick!"

Those sentiments were expressed by a major market news anchor, wrestling with what she perceived as a conflict between the demands of the news business and her own inherent drive to maintain a level of good taste in choosing stories.

She saw a real dilemma. On the one hand, those boats were certainly out in the Atlantic recovering parts of the bodies of the victims of America's worst space disaster, and she knew that was news, but on the other hand, what about the rights of the astronauts' families to a shred of privacy.

Somewhere in the debate in her mind, there was a connection between the mere mention of the Challenger crew members' remains, and being the kind of heartless reporter who would

stick a mike in the face of a family member to ask, "How do you feel about the remains being recovered?" Logical?

As that aspect of the story continued to develop, she stuck to her individual viewpoint while virtually all the rest of the media carried frequent updates, and if her supervisor noticed the omission he didn't mention it or make a move to override her decision. To the anchor's way of thinking, it was simply a terribly negative news story that pushed across the line of good taste. To protect her own integrity, she wasn't about to chase news beyond the line, even if everybody else did.

What do you think? Is that kind of decision justifiable? Should she be criticized for letting "good taste" and emotion overrule her

news judgment, or conversely, congratulated for taking a stand in the face of overwhelming pressure?

There are a good many queries that would never be made if good taste and propriety were overruling factors, but there are also packs of reporters who are more than willing to ask tasteless questions, and an abundance of audience quite willing to hear the answers.

Yes, inquiring minds want to know a whole lot of things without having to pay the price of embarrassment for having asked the question.

Away from seriousness and into triviality. I, for example, would never ask the President this tacky question, but I wouldn't tune out the answer. When "Falcon Crest" comes on, do Ronnie and Nancy flop on the White House couch to watch his former wife Jane Wyman play Angela Channing? "

MONDAY, APRIL 7 — One year ago, Soviet Premier Mikhail Gorbachev announced the USSR would stop deploying intermediate-range nuclear missiles, and asked that President Reagan react by freezing deployment of our missiles in Western Europe. The US declined the deal, pointing out that the Soviets have a 10-to-1 advantage in medium-range missiles.

Broadcaster Albert Hoffman accidentally discovered that LSD is hallucinogenic when some splashed on his skin in 1943.

Bell Laboratories achieved the first long-distance transmission of television in 1927, New York-to-Washington. Friction matches went on sale in 1827.

TUESDAY, APRIL 8 — The Anheuser-Busch company fielded its first team of Clydesdale horses to promote Budweiser beer 53 years ago today (1933). That happened in the final year of Prohibition, just one day after Congress passed a law authorizing the sale of 3.2 "near beer." Anheuser-Busch had survived Prohibition by producing sarsaparilla and commercial yeast.

Hank Aaron beat Babe Ruth's home run record by hitting #715 in 1974. Ike proposed an atomic test ban in 1958 but it failed over the issue of mutual inspection.

Birthdays: Baseball vet Jim Hunter 40. John Gavin 51. Former First Lady Betty Ford 68.

WEDNESDAY, APRIL 9 — The US Civil War ended 121 years ago when Robert E. Lee surrendered some 28,000 troops to General U.S. Grant at Appomattox Court House, Virginia (1865). Counting battle deaths only, the Confederates had lost an estimated 75,000 men, the Union about 141,000.

The B-1 bomber was funded by the House of Representatives in 1976 but that money was later withdrawn. The Houston Astrodome, the first domed stadium, opened in 1965. NASA announced America's original seven astronauts in 1959. Powdered milk patented 1872. Today's partial eclipse of the sun is not visible from North America.

Birthdays: Dennis Quaid 32. Michael Learned 47. Jean-Paul Belmondo 53. Carl "Blue Suede Shoes" Perkins 54. Hugh Hefner 60.

THURSDAY, APRIL 10 — The first baby produced from a frozen embryo was delivered two years ago (by Caesarean section) in Melbourne, Australia (1984). Baby Zoe weighed 5.5 pounds and had been frozen at the embryo stage for two months.

Idi Amin fled Uganda in 1979. A tornado killed 60 in Wichita Falls, Texas in 1979. The nuclear sub "Thresher" sank in 1963. Buchenwald death camp was liberated in 1945. The Titanic departed England in 1912; it sank five days out. Catamaran patented 1877. Safety pin patented by Walter Hunt 1849.

Birthdays: Don Meredith 48. John Madden 50. David Halberstam 52. Omar Sharif (Michael Shalhoub) 54. Max Von Sydow 57. Chuck Connors 65.

FRIDAY, APRIL 11 — Two days after the end of the Civil War, on this date in 1865, President Abraham Lincoln made a speech about getting the nation moving again and rebuilding the South. It was his last public speech. Lincoln was assassinated three days later.

Eddie Van Halen married Valerie Bertinelli in 1981. President Carter announced oil price decontrol in 1979. 25th anniversary of Bob Dylan's first professional appearance: his set at Gerde's Folk City in NYC included "House of the Rising Sun" (1961).

Birthdays: Joel Grey 44. Ethel Kennedy 59.

AT LAST! An attorney who's been there! Over 15 years small & major market radio programming, sales & management experience.

BARRY SKIDELSKY
ATTORNEY/CONSULTANT

At the NAB/Dallas speaking on acquisitions. Staying at the Loews Anatole. Contact him there or call (212) 370-0130 for advance appointments.

3 out of 4 ain't bad!



During the recent Gavin Seminar for Media Professionals, Los Angeles' KIIS-FM garnered three out of a possible four first place awards for Top 40 radio stations in America:

- 1985 Air Talent of the Year: Rick Dees
- 1985 Program Director of the Year: Gerry DeFrancesco, Vice-President/Programming, KIIS-FM
- 1985 Station of the Year: KIIS-FM

We at KIIS Radio are most honored to have been selected as station of the year, and we ask you to join with us in congratulating these two broadcasting professionals on their awards: Rick Dees and Gerry DeFrancesco.

Wally Clark
President and General Manager
KIIS Radio





STEVE FEINSTEIN

OVERSEAS BROADCASTS

Hams Across The Ocean

Broadcasting live from another country used to be only a remote possibility for most AOR stations, given the overwhelming logistics and expenses involved. But with the availability of satellite technology and rock radio's more aggressive promotional philosophy, more stations are taking their show on the road and over the seas these days.

Why go to the trouble of schlepping so far? Simple: it makes for genuinely exciting, unique programming — the kind that creates a special buzz and enhances a station's image.

"We've developed a philosophy of creating our own events, making things happen and putting our own signature on them," explains WNEW-FM/New York Promotion Director Rose Polidoro. This month marks 'NEW-FM's third annual "Live From London" broadcast with Scott Muni.

"If you've got a personality radio station, it's important to get the personalities in situations that bring out their best," says Ted Utz, PD of WMMR/Philadelphia, which broadcast its Morning Zoo live from London last November.

Both stations, along with sister Metromedia outlet KMET/Los Angeles, have employed Denny Somach Productions to coordinate their broadcasts. Somach's services include arranging satellite time and use of a Capitol Radio studio, setting up interviews with musicians, and producing the actual broadcast.

Over the course of four London broadcasts, Somach has lined up such guests as Charlie Watts, Steve Winwood, Elton John, Phil Collins, Mike Rutherford, Ian Anderson, and infrequently-interviewed performers, including John Paul Jones and Keith Emerson.

During 'MMR's week, all four ex-members of the Who were on, with Roger Daltrey calling John Entwistle at home and waking him up on the air. Another highlight was Bill Wyman reading excerpts from his forthcoming Rolling Stones biography. KMET's broadcast featured a live acoustic performance from Nils Lofgren, who was in London for a Bruce Springsteen show that KMET brought along listeners for.

Costs

Satellite technology makes for outstanding technical clarity. "The sound quality was so good a portion of the audience had a tendency to not believe we were in London," says Utz.

But that satellite time doesn't come cheap. 'MMR's broadcast cost around \$50,000, including almost \$30,000 for 25 hours of satellite time and overseas phone calls. Air-

time was provided in exchange for airfare, and Utz says selling a primary sponsorship to Moosehead Beer enabled the station to actually turn a profit.

'NEW-FM VP/GM Mike Kakoyiannis says he gets back about 80% of his expenditures through revenues. Rather than selling the week to one sponsor, he prefers to have as many sponsors as possible. "If you have only one sponsor, the event becomes associated with that client as much as the station. This way, it's our event."

Taking Along Listeners

Most stations bring contest win-

ners whose trips have been arranged by Rock Experience, which takes care of the winners while station personnel focus on the broadcast. This set-up worked for WXRK/New York, which took 30 winners of a song parody contest when Howard Stern did his morning show from London last month. Similarly, WLUP/Chicago had 32 winners accompany morning man Jonathon Brandmeier for his broadcast from Oktoberfest in Munich.

On the other hand, WNEW-FM hasn't taken listeners along because Rose Polidoro considers the broadcasts to be "a real programming event. We do enough participation events back home." Indeed, the station involves listeners in its year-round, whirlwind schedule of remotes from New York clubs, restaurants, beaches, and other locales.

Continued on Page 48



Associate Producer Kevin Gunn, WNEW-FM's Scott Muni, Pete Townsend, and Denny Somach.



Somach, Roger Daltrey, and WMMR Zookeeper John DeBella.



DeBella, newsman Mark Drucker, members of Box Of Frogs, and Somach (standing).



Ronnie Lane (center) with KLOL emcees Crash (left) and Dayna Steele.



KLOL's Dayna Steele (left) spots a bidder for Tommy Shaw's guitar.



Martha Quinn finds an interested party for a Springsteen tour jacket displayed by Paul Shaffer.

AUCTION RAISES \$13,000 FOR MS

KLOL's Call To Arms

It took KLOL/Houston a year to collect over 150 pieces of rock 'n' roll memorabilia for its Third Annual Rock 'N' Roll Auction. It took only a few hours for the items to fetch \$13,000 in bids, topping the \$5000 raised at last year's auction.

The funds go to the **Ronnie Lane Foundation**, which distributes information on research into the treatment of multiple sclerosis. Ex-**Small Faces** bassist Lane, a victim of MS, was the inspiration behind the ARMS fundraising concerts in 1984.

Held at a local nightclub, the event's guest auctioneers included Lane, **Martha Quinn**, **Jon Bon Jovi**, **Joe Lynn Turner**, **Tommy Shaw**, **Paul Shaffer**, and **Phantom Rocker & Slick**. The highest bids were \$575 for Shaw's custom-made guitar and \$560 for a **Rolling Stones** tour jacket. A copy of the script from the final

"M*A*S*H" show, autographed by **Mike Farrell**, snared \$450.

The evening had both humorous and poignant moments. Paul Shaffer's impromptu version of **Dean Martin's** "Houston" brought cheers, though the audience was unable to help him with the lyrics after the first verse. "I guess they don't play that song on KLOL," Shaffer quipped.

During the auction's closing minutes, broadcast live on KLOL, Ronnie Lane thanked the audience for its support. "We can beat MS, and we can do it with the help of you good people."

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WHAT IS NEW AGE MUSIC?

Actually, New Age music defies definition. It means many things to many people. But one thing's certain: New Age music is making inroads at all levels of our industry that cannot be ignored. As always, JEM Records is in the forefront of musical styles. And now, JEM proudly presents:

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... the first English label devoted exclusively to New Age music. Landscape means Quality.

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 ... CLAIRE HAMMILL, whose Landscape album features no instruments at all — just the power of the human voice

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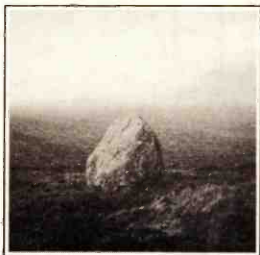
Audiophile pressing ... chrome cassettes ... embossed and laminated jackets ... rip-tear outer bags (no shrink-wrap)
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And on "Standing Stones," a New Age compilation (For your free copy, send your request on radio station letterhead stationery.)



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A 15-year history of quality and innovation. Just look at what we're doing with Passport/Jazz ... but that's a story for another ad!

AOR

Hams Across The Ocean

Continued from Page 46

KSRR: In-House

KSRR/Houston's approach for its broadcasts with morning men Moby & Matthews differs from 'NEW-FM's and 'MMR's. First, rather than artist interviews as the centerpiece, KSRR spotlights the station's talent in exotic settings. Instead of being tethered to a desk in a studio, Moby is likely to take a wireless mike and interview a London taxi driver inside a moving cab. "We like to take the Houston listener with us, in a sense, by painting a picture for him," says PD Andy Beaubien.

The station has never used a traditional studio as its base. It's broadcast poolside from Maui, from a suite at London's Carlton Towers and then from the Hard Rock Cafe, and from a beer hall in Munich. The station even flies over its own satellite uplink and audio equipment.

Second, the station handles everything in-house. Two months ahead of the scheduled broadcast, a member of the promotion department makes an advance trip to book hotels, scout locations, and make travel arrangements. He's usually accompanied by a station engineer who organizes the technical end. "You can't set up something like this over long-distance phone lines," says Beaubien, who goes along to produce the broadcast. "And we never rely on other people to get crucial things done for us."

Groups of 25-50 listeners have accompanied the station on each trip. Taking along such a big group means obtaining limited liability insurance and having the winners sign waivers that limit liability. Though a promotion staff member goes along to take care of the winners, they have free reign to explore on their own.

Truly Special

Being in a location outside of your regular studio, whether you're at the opening of a local hardware store or 3000 miles away in another country, is no guarantee of a successful remote. You need to convey the excitement, atmosphere, and the sense-of-place by setting up theater-of-the-mind situations.

"It requires imagination," says KSRR's Beaubien. "You can't just go over there and sit there and say, 'Well, here we are broadcasting from London. Isn't that great?' If that's all you do, the listeners will say, 'Big deal.' You've got to bring London to them."

Smaller Scale

Even stations without major market dollars are pulling off this kind of broadcast. Last October, market-leading WRKI/Danbury cut costs by doing one morning, rather than a full week, from London. A Source affiliate, RKI used a studio at NBC's London bureau. Instead of costly satellite time, the station used the Network's Comrax hook-up to provide an acceptable quality phone feed, approximately 7k as opposed to satellite's 15k. Airfare was traded, so the station's

out-of-pocket expenses were primarily accommodations for the morning team and two contest winners who toured the country for a week.

Guests included John Wetton, Alan Parsons, Steve Howe, Dave Gilmour, and a member of the Dream Academy. PD Buzz Knight remarks, "In a market this size, stations usually do remotes from places like Burger King. An event like this makes you seem 'larger than life' and gives you rock 'n' roll intensity."

Advice

Steps taken before and after the

broadcast are critical. Before, attention to detail and preparation are everything. "The key is the groundwork, getting everybody at home in synch," says Polidoro, who starts planning the April trip in December.

Weeks after the broadcasts, stations such as 'MMR and 'NEW-FM continue to reinforce the event by dropping in promos with excerpts from the broadcasts and having jocks refer to guests who appeared. Somach also assists clients with preparing a feature program of 2-3 hours that reprises highlights of the week's broadcasts.



ST. NICK — A Nicholas Tremulis concert cosponsored by WXRT/Chicago, Maxell, and Island Records raised \$3300 and 2000 toys for Children's Memorial Hospital. From left: a patient, the hospital's Myrta Perez, Maxell's Ron Hamu, PD Norm Winer, and Tremulis, as the hospital accepts the gifts.



WILD HIVE — KNAC/Long Beach staffers and contest winners get stung by W.A.S.P. From left: two winners, PD Jimmy Christopher, the group's Blackie Lawless, a winner, and Promotion Director Tom Maher.

SEGUES

KOMP/Las Vegas MD Big Marty (Belter) is upped to PD ... WHEB-FM/Portsmouth Assistant PD Jeff Left is promoted to PD. Russ Dumont is now Assistant PD ... Former KQAK/San Francisco PD Oz (Oscar Medina) moves from KZEW/Dallas nights to 91X/San Diego for afternoons and MD duties. He takes over from Steve West, who replaces the exiting Jim Gelaro on middays ... KEZE/Spokeyne ups MD Brew Michaels to Assistant PD ... KZEP (formerly KXZL)/San Antonio's new MD is afternooner Dick Sheetz ... Rob Roman, ex-KLAQ/EI Paso MD, takes on those

chores at KBER/Salt Lake City. KTCZ/Minneapolis brings on Byron Nelson from crosstown KJJO for afternoons and ups Steve Oliver to nights ... Steve Anthony from CKGM/Montreal joins Dusty Shannon on Q107/Toronto PM drive ... KQRS/Minneapolis weekend Wade Lindner moves to KQDS/Duluth nights ... WHMD/Hammond adds Cliff Kahuna to evenings and Phil Colwart to overnights.

Correction: Last week's column identified WMMR/Philadelphia MD Erin Riley as male. Erin is decidedly female.



DIR BROADCASTING would like to thank Robin Williams, Whoopi Goldberg, Billy Crystal, Home Box Office, and the program directors and general managers of the following radio stations for their support of America's poor and homeless through their participation in
March 29, 1986

**COMIC
 RELIEF**

New York, NY—WNEW-FM • Los Angeles, CA—KMET-FM • Chicago, IL—WLS-AM • Philadelphia, PA—WMMR-FM • San Francisco, CA—KOME-FM • Boston, MA—WBCN-FM
 Detroit, MI—WNIC-FM • Dallas, TX—KZEW-FM • Minneapolis, MN—KABL • Tampa/St. Pete., FL—WAVE-FM • Hartford, CT—WCCC-FM • Portland, OR—KKRZ-FM • Phoenix, AZ—KOOL-AM • San Diego, CA—XTRA-FM
 Kansas City, MO—KYYS-FM • Milwaukee, WI—WQFM-FM • Orlando, FL—WMMA-FM • Nashville, TN—WWKX-FM
 Charlotte, NC—WHKY-FM • Buffalo, NY—WBEN-FM • Atlanta, GA—WZGC-FM • Fargo, ND—KQWB-FM
 Oklahoma City, OK—KATT-FM • Providence, RI—WHJY-FM • San Antonio, TX—KSJL-AM • Harrisburg, PA—WTPA-FM
 Albany, NY—WPYX-FM • Tulsa, OK—KMOD-FM • Richmond, VA—WRXL-FM • Mobile, AL—WZEW-FM
 Albuquerque, NM—KFMG-FM • Paducah, KY—WDDJ-FM • Fort Wayne, IN—WXKE-FM • Brookfield, CT—WRKI-FM
 • Honolulu, HI—KKUA-AM

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DONNA BRAKE

PART ONE:

New Age: Is It For AC?

It seems you can't pick up any music publication these days without reading something about "new age" music. In fact, you can flip back through R&R to Steve Feinstein's February 14 column, which deals with new age music in AOR.

Marketers of this music genre have realized the major new age music consumer is the college educated, 25-49-year-old, white, upscale adult. Sound like a familiar target? While many mainstream AC programmers are beginning to find ways to integrate this music into their programming, others don't believe new age music has any real place in AC - at least not at this point.

Defining 'New Age'

What is the definition of new age music? It seems new age has come to represent many different music forms, so everyone has his own definition. This week I talked with VP/Promotion Jeff Heiman of Windham Hill, a label enjoying great success with its form of new age music. Although Windham Hill artists are frequently mentioned when this type of music is discussed, the label is particularly uncomfortable with the new age tag. Some might argue that Windham Hill enjoys having its own little corner of the market and that ego won't tolerate the idea of its being "lumped" in a category with anybody else. But Windham Hill says it simply doesn't think the new age shoe fits:

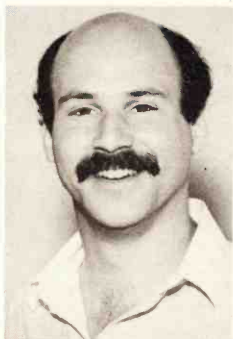
R&R: What is new age music, and why is Windham Hill so uncomfortable with that label?

JH: New age is a very limiting category, which originally referred to music written for meditation. It came out of that whole metaphysical, '60s movement when that type of music was used to "mellow out."

Composers at Windham Hill like George Winston, William Ackerman (Windham Hill CEO), and Mark Isham are writing this music for entirely different reasons. Compositionally, it's very difficult. Technically, these people are writing with odd rhythms and for the sake of writing music. New age's negative image and why that form was born have nothing to do with why Windham Hill composers are writing music.

Also, the whole market for new age, which is geared toward that "health food store" image, makes up only a small percentage of our business. For actual new age artists that market makes up a huge percentage of their business.

R&R: Is there a name for what Windham Hill writers compose or has Windham Hill become the generic term for this kind of music?



Jeff Heiman

JH: Labels are too limiting. We call our music Windham Hill music. All these other labels are now starting with music that kind of sounds like Windham Hill. But they can't call it Windham Hill, obviously. So far we haven't run into anyone with a really good name for it.

"I think there was a fear in the beginning it might be too risky (to play Windham Hill music). After all, ACs weren't used to playing much instrumental music unless it was associated with a movie or TV show."

— Jeff Heiman

Musical Roots

R&R: Where do the roots of your music originate?

JH: It comes from classical, folk, rock and, to a certain degree, jazz. If you think back to Buffalo Springfield, the Beatles, the Who, Crosby, Stills & Nash, you get an idea of some of the roots and musical feelings on which a lot of this music was founded. Naturally, all of our musicians have listened to millions of people and have their own individual influences.

R&R: Why aren't more AC stations playing your product?

JH: In terms of mass commercial acceptance from the radio end, it has taken a while. But I see the trend changing. It's getting hard for radio to ignore sales figures, chart activity, and the success of the concert tours. It's a very consumer-driven product.

We've had to get the programmers out to the shows to see what kinds of people are going. What they've discovered in many cases is that this is their audience, and they've kind of missed the boat. Then they realize it's OK to play this music.

I think there was a fear in the beginning that it might be too risky. After all, ACs weren't used to playing much instrumental music unless it was associated with a movie or TV show.

Special Mix

R&R: How are stations using Windham Hill product?

JH: Most people are using it in the context of their own specialty shows, usually on the weekend, where they're mixing in the Windham Hill music with contemporary jazz artists like Pat Metheny and Bob James.

We've always had airplay on college radio, National Public Radio, and jazz stations. Now the AC, AOR and, to a lesser degree, CHR stations, which have had good response with our music in their specialty programs, are using it in the middle of the day as well.

R&R: Wouldn't switching from an AC song to an unfamiliar instrumental throw the listener off a little?

JH: No. Playing a selected track by a George Winston or Shadowfax seems to do just the opposite. It brings the listener to the phone asking, "Who is that?" It makes them (the stations) sound a little different and special while still appealing to their age group. With so much radio sounding the same these days, it can be a real opportunity for AC stations to become pioneers and set themselves apart from other stations.

R&R: Unlike the light jazz they feature, some programmers don't think this kind of music has a hook or compatible rhythm pattern to hold listeners' attention. Some even believe it's simply too mellow to be worked in. How do you combat those attitudes?

JH: The people who are having the greatest success are mixing it in and aren't doing two or three long instrumentals in a row - the same way they wouldn't normally program three similar-sounding records back-to-back. It's carefully

Continued on Page 54



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ADULT CONTEMPORARY

New Age Label Checklist

Many record labels are opening their eyes to new age music. We've limited our checklist to national labels — that we're aware of — which have two or more new age-type acts on their rosters.

American Gramophone (402) 457-4341
CBS Masterworks (212) 975-6160
Celestial Harmonies (203) 762-0558
ECM (212) 702-0312
Fortuna (415) 883-9054

Geffen (213) 278-9010
Global Pacific (707) 996-2748
Gramavision (212) 226-7057
Hearts Of Space (415) 495-0537
Invincible (602) 252-0266
JEM (Landscape, Editions EG, Audion Recording) (201) 753-6100

Kaplan Group (415) 459-6000
Living Music (707) 468-5559
Narada (800) 382-4025
Private Music (800) 382-4025
Quaver (312) 761-9331
Relativity (718) 995-9200
Rising Sun (415) 388-2100
Sonic Atmospheres (818) 980-2722
Sparrow (818) 709-6900
Vanguard (Terra) (212) 255-7732

Source: Frank Forest

New Age: Is It For AC?

Continued from Page 50

placed; like a little gem they throw in to be special.

"(Windham Hill roots) come from classical, folk, rock and, to a certain degree, jazz."

— Jeff Heiman

Developing Exposure

R&R: Do you think programmers perceive this music as being too unusual for AC?

JH: Records already have different styles, different time signatures, and different rhythms within AC. It's just that for the most part those songs are all vocals. But there are so many wonderful, melodic instrumental pieces that people can hum along with and

remember just as they do with vocals. It really is exposure to this music that allows people to enjoy it or not.

R&R: What else has Windham Hill done to gain exposure?

JH: We've done a lot of work editing some of our pieces so they can fit better into some of the mainstream formats, even though we've had great success with some of the longer pieces.

We have many wonderful stories to tell about this music and how it can be used; I welcome calls from radio programmers. I can get into which particular tracks have had success at the radio level, which edits are available, and just help them better understand what we're doing here. People are out there buying the records. We want to help these programmers become "pioneers" at the radio level.

"We've had to get programmers out to shows to see what kinds of people are going. What they've discovered is this is their audience, and they've kind of missed the boat."

— Jeff Heiman

Editor's Comments

If you're interested in finding out more about Windham Hill, take Jeff up on his offer. Call him at (213) 469-2411.

Next week in Part 2 programmers explain their feelings about new age or "whatever-you-call-it" music. And two syndicators talk about their diverse approaches to this musical genre. Stay tuned.



KSL RADIOTHON — KSL/Salt Lake City recently held its 10th annual radiothon to benefit Primary Children's Medical Center. Pictured here is MD Dan Jessop (far right) interviewing a former patient of the hospital who has been helped through past efforts of the radio station. KSL raised over \$110,400 for the kids during the two-day event, which featured interviews and music with kids' themes.

ACCELERATION

Changes at WMGK/Philadelphia: **Pete Sullivan** leaves WBBC/Indianapolis to do mornings, **Tom Richards** is promoted to assistant PD, and **Bruce Fox** takes Richards's former production director post.

Walt Pinto becomes PD at WHYN/Springfield, MA... **Johnny Williams** is named MD at WIOI/Tampa... **Chris Tracy** is new PD at WHAV/Haverhill, and **Paul Weiner** becomes midday personality.

Dan Lagani is the new PD at WZOZ/Oneonta, NY replacing **Ann Kolodziej**, who joins WVOR/Rochester as evening personality... **Stevie Jansen** joins WHAS/Louisville for weekends... **Sandy Kellom** will host "Pillow Talk" at KFYE/Fresno.

Chris Wilson becomes Promotions Director at WWDE (2WD)/Norfolk, VA... **Bob Raleigh** returns to the overnight talk show at WBZ/Boston after doing middays. **Ron Robin** will fill in middays until a permanent host is found.

Ellen Thomas joins KFMB-FM (B100)/San Diego as 10pm-2am personality... **Brian Beazer** is new 7pm-midnight personality at KCIX/Boise... **Mark Zintel** leaves WYNF/Tampa for middays at crosstown WPDS.

Mike Ring leaves WYNK-AM & FM/Baton Rouge to program WYFM/Youngstown. **Brad West** is interim PD at WYNK... **Lindsey English** becomes PD at KTWO/Casper, replacing **John Leader** who moves over to KTWO-TV, and **Bob Young** is upped to MD.

New personality lineup at KHYL/Sacramento: 6-10am **Kevin Manna**, 10am-2pm **Pam Ferris**, 2-6pm **Steve Michaels**, 6-10pm **Laurie Adamson**, 10pm-2am **J.R. Jackson**. Weekenders: **Sonja Mays**, **Bob Angel**, and **MD Craig Andrews**.

KKIQ/Livermore, CA staff changes: New PD **Rick St. Clair** assumes MD/mornings, **Mark Davis** joins for afternoons, **Drew Stevens** moves to middays, and **Judy Converse** becomes News Director.

Ed Nix is retiring from radio after three decades in the business and the last 12 years at KWIZ/AM/FM/Santa Ana. A replacement has not been named... **Michael Benson** is named OM at WJUL/Niagara Falls... **Mark**



James is now Assistant PD at WPZ/Petoskey, MI.

Steve Pirosh becomes Assistant PD in addition to mornings at KSRF/Santa Monica, and **Tess Bailey** advances from parttime to middays.

KSET/El Paso switches from CHR to AC and becomes **KLTO**... **KCEY/Turlock**, **CA** becomes **AC/Gold KYES**... **KODY-FM/North Platte** switches from Country to AC and becomes **KSRZ**. Its new lineup: PD/mornings **Brian Bruns**, middays **Bill Chase**, afternoons **Ron Simon**, nights **Tim Lary**.

From the "Oops!" Department: **Jeff Leonard** is MD at KBZT/Los Angeles, not San Diego. Sorry Jeff, old habits are hard to break.

EVENTS

WQPO Collects Coupons Galore

WQPO (Q101) Harrisonburg, VA staged its "BC in The Morning" (featuring PD **Brian Charette**) coupon contest. Listeners were encouraged to clip out and send in as many coupons from the daily newspapers as possible. The person with the most coupons won furniture, cash, appliances, and a live broadcast from his home.

Almost 1.5 million coupons were returned to the station, which is phenomenal when you consider the population of Harrisonburg is under 50,000. The winner sent in 235,000 coupons.



DEVELOPING A RATINGS DYNASTY — WPIX/New York gave away memberships at the Spa Lady, complete makeovers and, for the grand prize winner, a mink coat — all for doing the best "Alexis" impression. Shown (l-r) are WPIX midday jock **Gerri Latchford**, the winner and her husband, and WPIX Promotion Director **Jane Shayne**.

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The definitive international music video competition, with a distinguished international jury, and with categories for clips and long-forms. Awards will be presented during a gala evening on May 10.



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The Golden Rose of Montreux Television Festival, held concurrently with the IM&MC, brings to Montreux today's leading pop stars for the recording of a world-class TV special co-produced by Swiss Television and the BBC's Michael Hurl. A good opportunity for participants to meet the artists.



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LON HELTON

COUNTRY

Opryland USA Roots For Country

In the March 2 edition of the *Los Angeles Times* Sunday Calender section I ran across the accompanying advertisement. I was pleasantly surprised to see the ad touting the virtues of "Country" as a whole, but must admit amazement when I saw the ad was paid for by Opryland USA. I wondered why an organization such as that would run an "imaging" campaign in the consumer press. Providing that and other answers is Ed Stone of the Opryland USA marketing department.

Stone acknowledged that last October's negative *New York Times* article on country influenced the company's decision to act and run the campaign. "Over the last year or so," explained Stone, "parts of the media have taken some low-blow shots at country music. We feel that country music is a strong business, and it's here to stay. Country music has shown tremendous growth over the last ten to twelve years. It's a very viable business as well as a viable music form. It's very much alive and well; living not only in Nashville but all over the United States, as evidenced by the numbers generated by the '60th Anniversary of the Opry' show. We just thought we'd take the opportunity to let more people know - especially those who may not have watched it - that 'Hey! 27 million people can't be all wrong!'"

"We felt there had been some rocks thrown at Country, and we had to go out and say positive things."

-Ed Stone

At the time the *New York Times* article ran, a number of groups were rumored to be readying a "response" type ad or at least something extolling country's virtues. When nothing happened, Opryland went ahead on its own. "That's true," said Stone, "and it was awful good timing, too. You gotta sell peanuts when the circus is in town. We're very proud of the numbers generated by the 60th anniversary show. It was probably one of the finest, classiest shows to come down in quite some time. We felt like there had been some rocks thrown at country, and we had to go out and say positive things."

Stone went on to say these ads have run in the *New York Times*, the *Los Angeles Times*, *Billboard*, *Daily Variety* and the *Hollywood*

Country Ties

Under the banner of Opryland USA is a myriad of businesses with either a direct or indirect connection to country. Among its holdings are the *Nashville Network* cable TV system, the Grand Ol' Opry, Acuff-Rose publishing, the Opryland amusement park, the Opryland Hotel, and Country radio stations WSM-AM & FM/Nashville and WKY/Oklahoma City. All of these benefit in some way from a healthy country industry.

Reporter. The estimated circulation for these publications is 3,001,905. This isn't the normal type of advertising one would expect from Opryland USA. It almost comes under the "institutional advertising" heading. Agreeing that it was an unusual step, Stone said, "Let's just say that we already have a lot invested in country music. This is to protect what we already have invested, on both a short-term and long-term basis."

Asked about the campaign's future, Stone said, "As other positive efforts come about, I think you'll see us running ads touting the successes. When something positive and credible happens, we want to let people know about it. We want to make sure that more than just those who participated know what a wonderful event it was. We want

On January 14,
27,000,000
Americans went
to the country

No, they didn't drive out for a picnic by the lake. They tuned in for two hours to the GRAND OLE OPRY'S 60TH ANNIVERSARY SPECIAL on CBS. According to Nielsen, that was good for a rating program such as *Dynasty* and *60 Minutes*. Landing. So if you ever had any doubts about country's appeal to the broad television audience, you can lay them to rest right now.

And that's only the latest chapter in the country music success story.

How about cable TV? In only two and a half years, the subscriber base of the uniquely country *Nashville Network* has increased from 7 million to 23 million homes, making it the fastest growing cable network in the nation.

Take a look at radio. Currently, there are a record 2,289 full-time country music radio stations,

planning to a younger-than-ever audience.

In recordings, Ronnie Milsap's #1 country single "Lost in the Sky" hit #1 on the contemporary charts. Alabama has had 17 consecutive number 1 singles and young traditionalists, George Strait has had four successive gold albums.

Country's in the movies with Jessica Lange's portrayal of Fanny Clinch in "Sweet Dreams."

Country's in concert with Lynnn Lynn, Eric Clapton, and Willie Nelson for Wrangler Jeans.

Country's in Nashville where the Grand Ole Opry plays to a rapt audience and hasn't missed a performance in 60 years.

America loves its Opryland USA country—and the love affair keeps growing.

to tell the general consumer and the public at large the good news about country music."

Stone mentioned that he would "not preclude" the campaign spilling over into radio or TV ads. He added, "The comments we've gotten from the industry have been extremely positive and very supportive. It's great to hear things like 'Keep telling the good story.' 'Keep

letting the people know the positive things about us; that our business is alive and well, and we're in this business for years to come.'"

All of us in Country owe the Opryland people a thank you for taking it upon themselves to spread the good word. It's that type of commitment which will keep us strong.

INDIE UPDATE

Organizataion Of Entertainment Independents Formed

"To promote through fellowship a positive image for independent promoters in radio, marketing, publicity, and video." That's the stated function of a brand new Nashville-based association calling itself the **Organization Of Entertainment Independents**.

Explaining the name, the OEI's newly-elected Vice Chairman Carolyn Parks said, "We wanted to make our name as general as possible to cover as many areas of independent work as we could.

Those eligible for membership at this point are any independents working in promotion, marketing, publicity, or video. We wanted to leave ourselves open to expand upon these categories in the future if we need to. We want it to be a fellowship or support group for all independents. The only criterion is that you must be working for more than one client."

The Beginnings

A little over two weeks ago more than 40 independents gathered to

discuss recent events, which caused the major labels to discontinue using independent promoters across the board. Following a series of committee meetings, a second general meeting attended by some 30 independents was held on Friday, March 21. Parks acknowledged that the original meeting was called to deal with the problem at hand. "However," she continued, "we soon realized that if we could be that supportive of one another during a crisis, we should be able to do it all the time. We felt that all of us have the same problems and, although not everyone has been affected by the cutbacks, the organization was formed for more than that. We want an ongoing organization capable of supplying continuing support in a variety of areas."

The Officers

Elected Chairman of the Board at the last general meeting was independent record promoter **Gene Hughes**. Elected as Vice Chairman were Carolyn Parks, **Ken Woods**, and **Jack Pride**. Other officers are **Treasurer Roy Perry**, **Secretary Tari Laes**, and **Sergeant-At-Arms Bob Witte Sr.** These seven people, along with two more to be elected soon, will serve as an interim Board of Directors. Another general meeting will be held in six months, and a new board will be elected. It will serve until next year's Country Radio Seminar. Then another election will be held, with the new officers serving a full year. The seminar was chosen as the time for the election meetings since that's when most people are in town.

While Parks stressed the OEI wants members from across the country representing every musical form, she added one caveat regarding officers. "It was decided that all of the officers on committees must be based in Nashville, only because

that way we know they will attend the meetings. Past organizations have fallen apart because out-of-state officers couldn't attend meetings, and there was a general lack of communication."

Committees have been formed for publicity and finance. **Cathy Gurley** and **Jeff Walker** head up publicity, while the interim chairman is **Rory Perry**. Perry will be assisted by **Beau James** and **Skip Stevens**.

Parks added that the organization has high hopes of becoming national in scope, on the order of the **Country Music Association** but not as large. "We want to be able to offer things like an insurance plan," she said. "We'll also be publishing a directory with a complete listing of all independents, including the price of their services."

Yearly dues for the Organization of Entertainment Independents is \$30. For more information, contact Tari Laes at (615) 297-9507. 9507.

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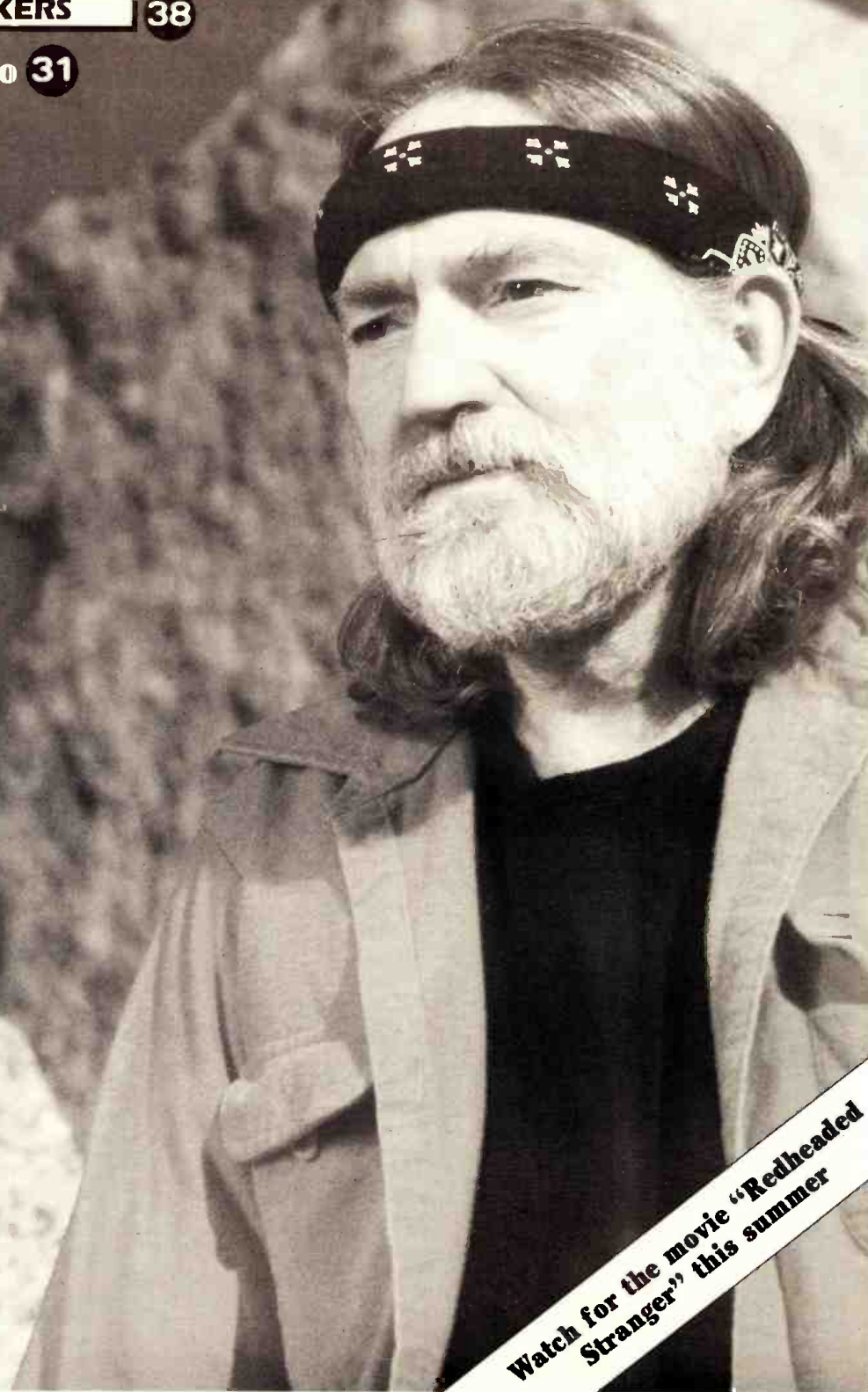
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— Definition, use, do-it-yourself

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Chapter 5

A Look Inside Arbitron

— Intro and production

Chapter 6

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— evolution, longevity, history

Chapter 7

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COUNTRY

CLOSE-UPS

• **KIX104/St. Louis**, in conjunction with the Multiple Sclerosis seventh annual Ugliest Bartender contest, has come up with a new twist this year. Noting that the Boston chapter came in first and St. Louis second, KIX104 FM has challenged **WAAF/Worcester**, the Boston area sponsoring station, to a head-on competition. Each vote cast for an "Ugly Bartender" costs a quarter, with the ultimate winner being MS. May the ugliest win.

• **WCUZ/Grand Rapids** held a "Mystery Billboard" contest in which people had to find the "different" billboards out of the 120 posted around the city (most of which were identical). The billboards featured the faces of morning personalities **Andy Rent** and **Dennis Sutton**. The winner received a Caribbean cruise for two to Cancun, Cozumel, and Grand Cayman.

• The **KOLO/Reno** news team won top honors in the California-Nevada **AP Television/Radio Association** news competition, including a special award for its coverage of the 1985 Galaxy Airliner crash. The team took first place in the "News Spots" category and second place in the "Best Newscast" category. The news team is made up of **Eric Roy**, **Patrice Bingham**, and **Greg Koelfgew**.



DOUBLE BILL(BOARD) — **KMPS/Seattle** is using large two-sided billboards to support its "\$1000 Phone Call" promotion. The station is dialing randomly selected phone numbers and giving \$1000 to those who answer the question "What's your favorite radio station?" by saying **KMPS**. An added twist lets listeners increase their chances of being called by sending the station a postcard with their name and number plus the names and numbers of two friends. If for any reason they don't answer when **KMPS** calls, then the call goes to the friends. If the friend answers correctly, \$1000 goes to the person submitting the postcard and \$1000 goes to the friend.



SEAL IT WITH A BOP — **WKXX/St. Louis** personalities turned out for a recent **Dan Seals** concert. Gathered after the show are (l-r) **KIX 104** jock **Buddy Van Arsdale**, **Seals**, **PD John King**, and **Promotion Director Loren Cornelius**.



SAINTLY CONVERSATIONS — Having one great comedian as a guest is a treat, but **WNOE-AM** personality **Cindie Brooks** was doubly surprised when scheduled guest **Tim Conway** showed up with **Harvey Korman** in tow. She says there's no truth to the rumor the two are attached at the funny bone.

ON THE RIGHT TRACK



When you're on the winning track, everything seems to fall into place. That's how it's been with SOLID GOLD COUNTRY, United Stations Programming Network's top-rated daily one-hour music magazine. SOLID GOLD COUNTRY is—you'll excuse the pun—breaking records across the nation, delivering to many stations their highest day-part ratings, while converting SOLID GOLD COUNTRY's loyal following into their own regular listeners.

The name says it all. This is where the brightest stars shine. One solid hour, every week, or nothing but gold. It's where we play all-time greats of the legends and their music. And where the all-time greats offer rare glimpses into their lives through exclusive interviews.

Each edition features a different country music star, and explores another topic or theme, putting listeners intimately in touch with the artists and events that made country music America's fastest growing sound. Let SOLID GOLD COUNTRY's in-depth programming put you on the inside track. It's 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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New York Washington, D.C. Chicago Detroit Dallas Los Angeles London



SHARON ALLEN

NASHVILLE THIS WEEK

WHO'S NEW

New Sponsor For Country Showdown

Now that Wrangler has embarked on the Willie Nelson/Wrangler Music Invitational, the former Wrangler Country Showdown concept is alive and well, being sponsored this year by True Value Hardware Stores. The new name is "True Value Hardware Country Showdown." As in years past, the contest involves local, state, and regional competitions culminating in the national finals. And this year the finals will be televised live from Nashville in November on the Nashville Network.

Here's how the showdown works: One Country station in each market provides a 30-mile exclusive area. Extension of mileage or special arrangements can be negotiated. There is no cash outlay by the stations. The Showdown provides all necessary materials, including a step-by-step procedural manual for running local contests. Each station receives sales kits of suggested scripts, co-op plans, ad policies, and redemption forms.

To support stations' sales efforts, True Value and Wrangler Jeans are using internal promotions to encourage their outlets to take advantage of the corporately-backed advertising opportunities that tie into the Showdown. Stations are required to air Showdown promotional spots by sports broadcast personality Pat Summerall (national celebrity spokesman for True Value), an average of six minutes per day for the local and state competitions.

Stations are also provided with contest entry forms, posters, banners, judging forms, and other materials with which to produce the local contest to be held in nightclubs and at county fairs through July. Those winners will

go to the state finals, which will be conducted at 46 state fairs during late summer. The state contests will be produced by Dave Barton of Limeliter, Inc., Nashville. He will be joined at the state contests by two major country stars (yet to be named).

The winners will move on to one of the six regional contests slated for September and October. The six regional winners will then advance to the national finals in Nashville, with an opportunity to win \$50,000, a one-year recording contract, and a one-year booking contract.

Past national Showdown winners were Denise Price (1982), the John Arnold Band (1983), the Debonaires (1984), and Sweethearts of The Rodeo (1985). Sweethearts, currently signed to Epic, are also featured in radio spots promoting the 1986 Showdown.

Nelson Hosts Gospel Songwriter Showcase

Willie Nelson will host the Gospel Music Association's 1986 Songwriter Showcase on opening night of Gospel Music '86, April 6, at the Radisson Plaza Hotel in Nashville.

The Songwriter Showcase began in 1980 as an intimate gathering of songwriters late one night following an official GMA concert. For the past five years, the event has gained strong recognition as a viable opportunity to honor songwriters and offer them a platform to share their art form.



Willie Nelson: Gospel host

This year's showcase will feature four of the top five Dove nominees for Songwriter of the Year: Greg Nelson, Joel Hemphill,

Jon Mohr, and Niles Borop. Also confirmed are Michael W. Smith, Mark Gersmehl, Billy Smiley, Steve Camp, Greg Davis, and David Martin.

The showcase will begin at 10:30pm and is open to registrants of Gospel Music '86. For details, contact the GMA office at (615) 242-0303.

Celebrity Auction

Jessi Colter and Waylon Jennings are putting together a celebrity auction for June 12 during Fan Fair to benefit the Nashville YWCA Youth Services. The auction begins at noon under the tent at Fair Park adjacent to the Fan Fair site.

So far, items donated include: Jessi's "Porcelain Doll" ballgown, Waylon's most famous Telecaster guitar, Willie Nelson's favorite jogging radio headset, Larry Gatlin's silver and turquoise hatband, John Schneider's western boots, Hank Williams Jr.'s rattlesnake hat, and a complete outfit from Rosanne Cash. Jessi and Waylon are soliciting items for the auction from all their friends in country music.



Waylon & Jessi: Where the auction is

Every personal item auctioned will be accompanied by an official printed document of authenticity, signed by the star, certifying that the item actually belonged to him or her.

BITS & PIECES: Featured headliners for the Marlboro country music spring tour include Hank Williams Jr., Merle Haggard, Ricky Skaggs, and George Strait. The ten-city tour begins in Phoenix on April 12 and ends in Chicago on May 10. These concerts also include the Marlboro Country Music Talent Roundup. Local contests are held in each tour city, with the winners receiving \$5000 and the opportunity to appear as the opening act for the concert in their city. For more information, contact Louise Lancaster or Tom Keim, (212) 880-3572. This year's "Academy of Country Music Awards" NBC-TV special April 14 will feature performances by Alabama, Janie



Phil & Don Everly

If you know music, you know the Everly Brothers aren't new. To country. To rock. Or even R&B. The reason Don and Phil are showing up in this column is because they recently debuted in R&R's Country New & Active section with their current single "Born Yesterday," and are now charted in R&R's Country Airplay Top 50. And that's the first time they've been there since R&R began.

The Everlys began their careers in 1945, in the small town of Brownie, KY. They appeared frequently on the radio show hosted by their parents, Ike and Margaret Everly. In 1955, the teenagers landed a songwriting gig with Roy Acuff's publishing company in Nashville. Kitty Wells recorded one of Don's songs, "Thou Shalt Not Steal." In 1956, they recorded a country single for Columbia, then signed with Cadence almost a year

later. With the release of "Bye Bye Love" in the fall of 1957, they started on their way to become massive pop stars. Over the next five years the Brothers produced a hit record every three months.

In 1960, they signed with Warner Bros. and recorded their biggest single ever, "Cathy's Clown." After recording through the '60s and in the early '70s, the Everlys broke up in 1973, during a performance at Knott's Berry Farm. Ten years passed with eight solo albums between them, then the brothers reunited at a concert in London's Royal Albert Hall in September 1983. Last year they recorded a reunion album, "EB '84," and have since followed up with "Born Yesterday" on Mercury/Polygram.

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section.

Fricke, Lee Greenwood, Tom T. Hall, the Oak Ridge Boys, and George Strait. The show's hosts, Mac Davis, Reba McEntire, and John Schneider, will also be performing, along with the artists nominated for Top New Male and Female Vocalist. The 5th annual Arthritis Foundation Telethon, cohosted by Mickey Gilley and Bill Anderson, will be broadcast live from the Grand Ole Opry House on Sunday, April 27, from 11am-7pm EST. Gary Morris, Larry Gatlin & The Gatlin Brothers, Louise Mandrell, Irle Mandrell, and Margo Smith are already confirmed to appear, in addition to Bruce Weitz of "Hill Street Blues" and Dallas Cowboys quarterback Danny White. The

telethon will be distributed live via satellite to over 70 stations nationally. Also benefitting the Arthritis Foundation is B.J. Thomas's fourth annual Celebrity Golf Tournament. The two-day event is set for May 2-3, 1986 at the Timberlane Country Club in New Orleans. Participants will include Hollywood celebrities, singers, and sports figures. The tournament will culminate with a concert starring Thomas, featuring some of his special guests. This event is being cosponsored by Delta Airlines, the Hilton Hotel, and Towers. Congratulations to Warner Bros. National Promotion Manager Denny Mosesman and his new wife Cookie Korn. The couple were married in Dallas March 9.

Fennell Joins R&R Nashville

Debe Fennell has joined R&R's Nashville office as receptionist. She comes to R&R with a versatile portfolio of past accomplishments including dealing blackjack, running a gold mining business, and an aerobics enterprise. From Arkansas originally, she sang extensively with folk/gospel troupes, touring Europe and later performing on Little Rock TV. When she was offered the chance to join an act called the Cowboy Cuties, however, she turned it down and started to explore other areas of interest.

Debe (pronounced "D.B.") is the first voice you'll hear when you call us in Nashville. Please join us in welcoming her to R&R.



Debe Fennell

NASHVILLE IN MOTION

Former NMA Exec. Director Dale Franklin-Cornelius has been named Curator of Tennessee Homecoming '86. She will collect, record, and document the celebration, coordinate the exhibit of all artifacts donated, and create the written history of Homecoming '86 from concept to completion. . . . Patrick Logan has joined Top Billing International as a new agent responsible for clubs in the Northeast and Midwest. . . . Joe Stampley has signed with Top Billing for representation on personal appearances. . . . Singer/songwriter Jay Booker signed a songwriter agreement with Screen Gems/EMI Music. . . . Southern gospel group the Greens signed a booking agreement with Don Light Talent, and they've recently signed a recording agreement with the Benson Co. The group includes Everette Greene and his three children, Tony, Kim, and Tim.

Warner Bros. Records is proud to announce the re-release of Randy Travis's first record, "On The Other Hand."

For the few stations that discovered Randy the first time around, we have included the B-side, "Can't Stop Now."

Following the tremendous success of "1982," the demand for Randy's music has been incredible. The Randy Travis album is due out in June.



The New Tradition



WALT LOVE

BLACK/URBAN

WILD: Holding On Any Way It Can

The first thing to understand about B/U radio in Boston is that the 12+ black population is estimated at a mere 4.9%. Once you come to grips with that reality, everything falls into its proper perspective about what can be accomplished by this format. This week's focus is on daytimer WILD, which, like many other Black AM music stations, successfully held on (and then some) to its Urban Contemporary format during the fall Arbitron, increasing almost a full share from 1.6-2.5. WILD is the only UC outlet in the city, although WXKS-FM has been known to lean heavily on black crossover artists.

I talked with VP/Programming Elroy R.C. Smith, who's originally from Bermuda and a graduate of Emerson College, a four-year Boston school known best for its broadcast curriculum. Smith has been at WILD for the past six years and PD half of that time.

Let's Do The Tighen-Up

When asked what the key to WILD's current success was, Elroy said, "We decided we needed to tighten up our playlist to make sure we were giving our present and potential listeners nothing but the hits. Now that we've done that we see the positive effect that it's had on the station."

It's interesting that something as simple as shortening one's list seems to have helped WILD immensely. After all, we all know the horror stories about Black/Urban stations playing 80-100 currents. "We were trying to play too many songs," Elroy continued. "I also think we were trying to be too black with our presentation. Some of our music was not as familiar as it should have been for all segments of our community. Now that we've taken more of a general-market approach, we're seeing more positive results."

Slang Is Out

Black-oriented radio had always had the dubious distinction of being thought as (by whites) the hip and the jive-talking station in most cities. To the blacks and whites who work at WILD that would be an insult. "We use a straight-ahead professional approach to entertaining our audience," said Elroy firmly. "No slang is used at all on the air. You don't hear things like 'Right on, brother,' or 'Let's get down, momma.' We've got some



Ken Nash, President



Elroy R.C. Smith, VP/Programming-mornings



Angela Thomas, MD



Kandie Eastman, Asst. PD/middays



Rick Anderson, Promotions Director/afternoons



Coach Willie Maye, sports/morning team



Tyrone Miller, parttime announcer



Al Williams, Gospel

good people here. All we needed was proper direction."

Elroy also stresses local topicality. "All of our announcers are in to what's happening throughout the city. Everyone is very general with their approach and we're all trying to keep our listeners informed."

The Monthly Fly-Away

During the fall sweep, WILD put together a contest that sent a couple on a trip to a different island each month for three months. Elroy feels this helped to better the image of his station throughout the metro. "We'd never been able to do these types of things. Every little bit helps when you're competing

with organizations who have millions to use for promotions and contests. We were very happy to be able to offer our listeners something that was fun and of real value in return for their continued loyalty. The winning couple went to Barbados, Bermuda, and Cancun, Mexico."

Guest DJs Also Helped

In addition to shortening the playlist, being localized, and offering a romantic getaway vacation package, WILD managed to get Mayor Ray Flynn as a guest DJ one morning. The station also arranged for Massachusetts Governor Michael Dukakis to do the

same. (The Governor was known as "The Rappin' Duke" for the day.) Elroy recalls, "We had both heavy and light talk from the public. Both men said they had a nice time and really enjoyed themselves, not only from being on the air, but also for the exchange of conversation they got from the public."

Other guest DJs included "American Top 40" host Casey Kasem, Jennifer Holliday, and Bobby Womack. Elroy said Casey told him he would like to go back to his roots for a day after being asked to be a guest DJ on WILD. (For those who don't know, Casey started out as a jock on WJLB/Detroit.)

Specialty Programming Holds Together The Weekends

On weekends, many stations depend heavily on specialty programming and WILD is no different. Gospel music and local religious broadcasts are the order of the day from sign-on until noon on Sundays. Elroy reported that at noon WILD starts its two-hour Caribbean show. "Boston has a large West Indian population," he explained, "so we've found it to our advantage to present reggae and calypso music weekly."

It certainly would be nice to see Boston have a 24-hour UC-formatted station someday. With WXKS-FM banging the hell out of the best black music it can find, WILD will, despite its fine efforts, continue to find a hard row to hoe in old Beantown.

ACTION

KQXL (Q106)/Baton Rouge probably sounds a lot different now than it did six weeks ago. Under Guy Broady, virtually the entire staff has been turned over making this the second time we've needed to run their lineup this year. It now reads: 6-10am Broady, 10am-3pm Rene Kennedy (WTKL), 3-7pm Allen Harrison (former PD WAMO/Pittsburgh), 7pm-mid Ken "Ice-man" James (WTKL), mid-6am A.B. Welch (former KQXL PD).

There are also new lineups at WWIN-AM & FM/Baltimore. On the AM: 5-10am Curtis Anderson, 10am-3pm Harold Pompey (formerly part of the FM morning team), 3-7pm Lee Cross (also on the FM since its startup in 1983), 7pm-mid Mark James, mid-5am Lou Thimes, Jr. On the FM: former WXYV PD Tim Watts joins Larry Wilson in mornings, 10am-3pm Alphia Williams, 3-7pm Don Brooks (who returns to the station from Gospel WBGR), 7pm-mid Anthony S. Davis, and mid-6am Eric Henderson.

Other personnel changes: Mike Roberts to mornings at V103/Atlanta, as Larry Steele goes to sales and sports. Congratulations also to V103's new sister, WAOK, on its 32nd anniversary on March 15.

A partial lineup for the Third Annual Chicago Blues Festival is now out. Headliners are Robert Cray, Chuck Berry, and Bo Diddley. Also scheduled are Otis Clay, Dr. John, the Staple Singers, Albert King, and Artie "Blues Boy" White. More names will be announced later.

WLLE/Raleigh personality Tim Greene, who you may remember from a minor chart item called "The Facts Of Life" last summer, is also the author of CashFlow's top-20 "Party Freak." Greene also holds down a shift on Shaw University B/U outlet WSHA.

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BLACK/URBAN PICTURE PAGE



BLACK MONEY — Columbus, MS Mayor Joe Trotter recently declared "Discover the Black Dollar Weekend" in his city as part of WACR's campaign to increase public awareness of black spending power. Shown standing are Councilman Jimmy Fannon, NAACP's E.J. Stringer, WACR AE Margie Lease, Councilman Joe Edwards, and County Supervisor Leroy Brooks. Seated are WACR GM Joe Shamwell and Mayor Trotter.



OPENING NIGHT KRUSH — Sutra President Art Kass (c) was in Washington for the premiere of "Krush Groove" and poses here with WKYS/Washington PD Donnie Simpson and Black Entertainment Television's Jamie Brown.



ANDERSON'S DEFENDERS — WBMX/Chicago GM Kerner Anderson was this year's recipient of the Chicago Defender's annual Media Excellence Award. Pictured (l-r at podium): Defender Editor Chuck Harris, Anderson, Jerry Butler (seated), and MC Harry Porterfield.



WRIGHT BAR HOPS — Bernard Wright recently appeared with WFXC/Durham PD Alvin Stowe at a local Record Bar store. Standing (l-r): Store manager Miriam Smith, Wright, and Stowe.



IN MY SPORTS ARENA — XHRM greeted the Mary Jane Girls when they played the San Diego Sports Arena. From left: Motown's Joe Morrow, the MJG's Candi and Corvette, APD Duff Lindsey, the group's Maxi, XHRM's L.D. McCollum and Shelly Fox, and the MJG's JoJo.



RENIE LED TO SLAUGHTER — WDKX/Rochester afternoon personality Renie Hale did an in-store appearance with the American Wrestling Association's Sgt. Slaughter (l).



GINSENG RAP — WNWK/Newark recently cosponsored a rap contest with soft drink Ginseng-Up. The grand-prize winner received \$1000 for his rap, which was used in a Ginseng-Up ad. Shown (l-r, top row): Ginseng-Up's Verl Thomas, winners Christopher Reid and George Gellish, WNWK's DJ D.N.A., and grand-prize winner Roy Holland. Kneeling are winners Mark Rossiano and Sheldon White.



KMJQ TALKS SHIRT — Kashif (l) recently journeyed to KMJQ/Houston to promote his new "Condition Of The Heart" record. The artist is seen trading his music for a Majic 102 "Strong Songs" T-shirt from PD Ron Atkins.

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In the 11 years since The T.J. Martell Foundation set up its first laboratory at Mt. Sinai Medical Center in New York, teams of researchers have made tangible progress in finding cures for leukemia and cancer.

The Foundation's pioneering work now spans two continents and also includes the Neil Bogart Memorial Laboratories at Children's Hospital in Los Angeles, the Boston-based Cancer and Leukemia Group B and the European Organization for Research and Treatment of Cancer.

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.

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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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Current Issue #72 features KLOS/Shana, WDXJ/Jim Harper, KEGL/Steve & Pruitt, KHIT/Andy Barber, KXHR/Jack Armstrong, Albuquerque CHR battle w/KISS, KNMQ & KIVA, plus WROQ/JJ McKay & Q Zoo, 90-min cassette, \$5.50

Current Issue #71 features WNBC/Don Imus, WAPP/KPW/R/Mucho Morales, KFRC/20th Anniversary w/Dr. Don & Friends, KIS/Big Ron O'Brien, KFI/Mark Taylor, WLLZ/JJ, & George Baer, KMEL/London & Engelman, & KWSS/Kelly & Kline, 90-min. cassette, \$5.50.

Special Issue #S-76 features PORTLAND AM DRIVE, with CHRs KMKJ & KKRZ, AORs KINK & KGO, plus ACs KCKW, KGW, KEX, KKLI & KSGO, 90-min. cassette, \$5.50.

Special Issue #S-77 features DALLAS-FT. WORTH! CHRs KTKS, KEGL, & KAFM, AORs KZWE & KTXQ, ACs KVIL, KMG & KLUV, Urban KKDA & Oldies KRQX, 90-min. cassette, \$5.50.

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Morning news anchor medium market. Produce lifestyle features. T&R: ND, 16 High Plain Rd., Andover, MA 01810. EOE M/F (4-4)

So/Ge PA FM/AM combo seeks fulltime engineer. Computer knowledge helpful. Resuma: SM, WIKZ, Box 479, Chambersburg, PA 17201. EOE M/F (4-4)

Top NY market. Broadcast agency with studio seeks talent with voice/copy/production experience. Lucrative salary & incentives. Contact: (201) 964-3600 EOE M/F (4-4)

NEW NORTHEAST AC

Seeking personalities for all dayparts. Top 50 market. Must have natural ability to relate and natural enthusiasm to win! T&R to: Radio & Records, 1930 Century Park West, #298, Los Angeles, CA 90067. EOE

WGRX seeks parttime air personalities. Adult AOR format. C&R: Bob Payne, Ste. 2815, World Trade Ctr., Baltimore, MD 21202. EOE M/F (3-28)

Commercial Jazz FM seeks M/F jock. 7pm-midnight, Monday-Saturday. Commensurate salary. T&R: WYRS, Rick Petrone, 117 Prospect St., Stamford, CT 06901. EOE M/F (3-28)

WANTED

Experienced AOR newscaster to build a news image for a major market AOR. Must have strong production skills and the ability to interact with high profile morning show. Tapes and resumes only to: Radio & Records, 1930 Century Park West, #297, Los Angeles, CA 90067. EOE M/F

R&R FRIDAY, APRIL 4, 1986/71

Earn Money Monitoring Radio Station

A national research company needs monitors in all top 20 markets. Call (316) 688-0940. Leave name and number.

FIRST CLASS BROADCAST GROUP

With stations in East, West, and Midwest seeking top notch talent. We're looking for professionals to fill full-time and part-time swing positions... as well as dedicated news talent and News Director. If your talent can rise above the crowd, we'd like to hear from you. Send tape, resume and salary history to: Radio & Records, 1930 Century Park West, #295, Los Angeles, CA 90067. WE ARE AN EQUAL OPPORTUNITY EMPLOYER.

1500 Stations Looking For New Talent

Exposure is now available for radio announcers to 1500 stations in the top 200 markets. One-of-a-kind company will promote you. Unique marketing concept. Applicants are limited. Call 24 hours (305) 435-9225.

AUDITIONS INTERNATIONAL. A radio broadcast division of Morning Show Productions. 740 N.E. 167th Street, Suite 95, Miami, Florida 33162.

MediaLine
THE BEST JOBS ARE ON THE LINE

Don't waste your time applying for jobs that opened up 3 weeks ago. Sign up for MediaLine, the broadcast industry's only daily updated job listing service. With MediaLine you get fresh job leads — weeks before your job-hungry competitors. MediaLine — 312-855-6779.

TM Programming

We're looking for two winning salespersons to represent our seven winning formats and their nationally acclaimed consultants.

These two people will be expected to travel one to two weeks per month selling radio station owners and managers on the highest quality programming available.

We'll offer the right people a draw against commissions, paid travel expenses, a substantial territory and the opportunity to get in on the ground floor of a company on the

move. We're expanding and our employees know of this ad.

If you're a PD with some sales experience, former PD now selling, local radio salesperson, local sales manager or currently selling nationally to radio stations, and want to learn to excel in a national arena, let us hear from you. Tell us about your experience, successes, goals, and what you can offer us.

Over the years, most of our programming salespersons who have proved themselves

here have gone on to distinguished careers in broadcasting. Are you the next?

Please direct inquiries to:

Neil Sargent
TM Programming
1349 Regal Row
Dallas, Texas 75247

EOE/M/F

OPPORTUNITIES

OPENINGS

Contemporary Country in 200K market needs drivetime jock. Tight format/Contemporary Country music. T&R: Jim Williams, WCHA, Box 479, Chambersburg, PA 17201. EOE M/F (3-28)

Long Island Odies seeks parttime announcers. Weekends/fill-ins. Must know odies/have five years' experience. T&R: Bill Trotta, 1290 Peconic Ave., Babylon, NY 11704. EOE M/F (3-28)

Top Northeast Market
Seeks morning DJ for "LITE" AC... ability to communicate and relate in word economy. NO CALLS. Tape & resume to: Roslin Radio, 509 Madison Avenue, New York, NY 10022. Attention: Marvin Roslin. EOE M/F

WLAN-AM/FM has news opening. Experience a must. T&R: Ellen Wassou, ND, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (3-28)

PD for dominant FSA AM. Experience a must. Airshift required. T&R: Thom Williams, WGHQ, Box 1880, Kingston, NY 12401. EOE M/F (3-28)

Top notch CHR morning man needed. Adult, witty, good production. C&R: Walt Speck, 95 XXX, Box 9530, South Burlington, VT 05401. EOE M/F (3-28)

SOUTH

ND needed for morning drive. Be part of top-rated show in 100k+ market. Must be go-getter. T&R: Kyle Dewberry, Box 3289, Jackson, TN 38303. EOE M/F (4-4)

ND needed for newly-crowned top-rated AC. Great City/corporation. T&R: Ned Humphreys, Sunny 105, Box 669, Augusta, GA 30903. EOE M/F (4-4)

"SPACE COAST"

AM/FM in Florida looking for News Director with strong motivation skills and professional attitude towards leadership. T&R to Radio & Records, 1930 Century Park West, #287, Los Angeles, CA 90067. EOE M/F

New 100kw AOR staffing up. Need jocks for all shifts. No CHR yuckers. T&R: Bill White, KDXR, Box 1478, Borgert, TX 79008. EOE M/F (4-4)

FL AOR seeks ND to join established morning show. Public affairs experience helpful. T&R: Red Messick, WDJZ, 2699 Lee Rd., Ste. 470, Winter Park, FL 32789. EOE M/F (4-4)

AM drive/ND needed FM AC in FL Premier coastal city. T&R: Marty Rowland, NWSL, Box 7789, Birmingham, AL 35291. (4-4)

Future opening for fulltime 6pm-12mid announcer with production. T&R: Vele Rodriguez, KVQU/KYUF, Box 758, Uvalde, TX 78802. EOE M/F (4-4)

Top-rated station seeks female DJ. Great production, personality/involvement. T&R: Bruce Edwards, WKJM, 3029 S. Sherwood Forest, Ste. 200, Baton Rouge, LA 70816. EOE M/F (4-4)

Immediate opening for night rocker. Excellent communicator, good with phones. No beginners. Top-rated in eight-station market. T&R: Kyle Dewberry, Box 3289, Jackson, TN 38303. EOE M/F (3-28)

Reporter/anchor with good reporting/writing skills. Also ND to direct two-person shop with anchor. Excellent benefits. T&R: J. W. Polio, WFLS, 616 Amelia St., Fredricksburg, VA 22401. EOE M/F (3-28)

Can you talk & push buttons at the same time? Can you work with pros from Atlanta & Charlotte? T&R: 397A, Box 3326, Danville, VA 24541. EOE M/F (3-28)

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 April 15, 1986 to:

Bill Thomas, Vice President/Programming
CAPITOL BROADCASTING CORP.
530 Beacon Pkwy. West, Suite 401
Birmingham, AL 35209. EOE



Capitol Broadcasting Corporation

OPENINGS

MIDWEST

Thrive on gathering and reporting news? WDFI/Marion wants you to be a part of its award-winning organization. T&R: Ray Reynolds, OM, (614) 387-9343 EOE M/F (4-4)

WHYT

power 96 fm

A Capital Cities/ABC, Inc. Radio Station

6-10pm Night Personality

Join one of America's greatest CHR Radio Staffs! If you're ready to rock the Motor City nites from 6-10, we'd love to hear from you! 3-5 years medium/major market experience is necessary for this key on-air position!

Tapes & Resumes to:

Gary Berkowitz, Operations Manager

WHYT

2100 Fisher Building

Detroit, Michigan 48202

Capital Cities/ABC, Inc. is an Equal Opportunity Employer

VP-Sales/Marketing

The industry's fastest-growing market research firm is looking for an exceptional sales professional to join our senior management team. Position reports to CEO. Candidate should have successful track record in sales. Radio management background also preferred.

We offer you the opportunity to work in an exciting, challenging entrepreneurial environment. You'll represent a firm committed to providing clients with the highest-quality research services available.

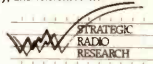
Compensation package commensurate with experience. Travel required.

Qualified sales professionals only, please send resume, salary history, and references to:

Kurt Hanson, President

STRATEGIC RADIO RESEARCH

211 E. Ontario, Chicago, IL 60611



Seek radio salesperson for upcoming Salsoul/Jazz/Latin Sound machine. Resumes only: PD, Dan Cordova, 4248 W. Fullerton, Chicago, IL 60639. EOE M/F (4-4)

105 WYNG seeks aggressive news type who can anchor afternoon drive. T&R: Dale Carter, Box 6506, Evansville, IN 47712. EOE M/F (4-4)

WJR

AM RADIO 76

A Capital Cities/ABC, Inc. Radio Station

Assistant Program Director On Air Talent

Detroit's Number One Radio Station, 50,000-watt WJR is looking for an Assistant Program Director with knowledge of Full-Service Radio, including News, Personalities, Talk, Music, & Sports. Programming & AC/MOR on-air experience, with the ability to work with top-flight staff is essential.

Tapes & Resumes to:

Gary Berkowitz, Operations Manager

WJR Radio

2100 Fisher Building

Detroit, Michigan 48202

Capital Cities/ABC, Inc. is an Equal Opportunity Employer.

OPENINGS

EVEN IF YOU'RE HAPPY... READ THIS!

We're a rapidly expanding broadcasting group with existing state of the art #1 facilities throughout the country. We're looking for radio pros who eat, sleep and breathe radio.

If you're currently a GM, GSM, PD, Production Director, or Engineer who's interested in joining a progressive broadcast company intent on being the best, we would like to talk to you.

Send resume and salary history in confidence to:

Radio & Records, 1930 Century Park West, #291, Los Angeles, CA 90067.

Seek regional salesperson with one year experience & able to relocate to area. Resume: Director of Sales, WAXX Box 503, Marshfield, WI 54449. EOE M/F (4-4)

Z163/WMBH seeks pros for future openings. T&R: Gary Bandy, Box 1657, Joplin, MO 64802. EOE M/F (4-4)

Anchor/reporter needed. 50kw medium Country FM. Minimum two years'. Also future jocks. T&R: Doug Wagner, WBTV, Box 935, Fort Wayne, IN 46801. EOE M/F (4-4)

No. MI resort seeks talented, serious news person. Also needs an announcer to help keep us on top. T&R: Box 26053, Lansing, MI 48909. EOE M/F (4-4)

WQID/BioRx seeks evening personality with production skills. T&R: Bob Lima, Box 4606, Bixby, MI 39535. EOE M/F (3-28)

OPENINGS

Wanted passionately. Experienced newspaper person to work with lovable morning man. CHR leader. Females encouraged. T&R: KWTO, Box 4568, Springfield, MO 65808-4568. EOE M/F (3-28)

Fulltime gig available. All night, 1am-6am. Announcer/production. T&R: Ric Morgan, PD, K1Z2, Box 2188, Minot, ND 58702. EOE M/F (3-28)

Future openings for AM/FM news/talk/air talent, production. T&R: Rob Ryan, WMMJ/WRMZ, 1458 Dublin Rd., Columbus, OH 43215. EOE M/F (3-28)

WEST

MAJOR MARKET COUNTRY

Seeks up-and-coming morning talent. Must understand concise personality and have 3 years Country morning experience. A team player career opportunity. Fabulous city! Send cassette, resume, employer reference to Radio & Records, 1930 Century Park West, #286, Los Angeles, CA 90067. EOE M/F (4-4)

Combo morning/newsman No. CA small market Country. Willing to make two-year commitment. \$1,000/mo. Also need production person for AC. Contact: (916) 842-4158 EOE M/F (4-4)

Future openings at expanding FM AC. Automation experience preferred. T&R: PD, KRLT, Box 5310, Stataine, NV 89449. No calls. EOE M/F (4-4)

KILO 94 seeks Sales Manager. Minimum five years' sales management experience. Resume/cover letter: Lou Mellini, Box 2080, Colorado Springs, CO 80901. EOE M/F (4-4)

AM/FM seeks fulltime Production Director. Good writing/production skills a must. Tape/writing sample: Bill Johnston, KPNW, Box 1120, Eugene, OR 97440. EOE M/F (4-4)

Seek news anchor. Work with automation in CA market. Prior experience. Salary negotiable. Broad Orchard (805) 393-1900 or (619) 244-2000 EOE M/F (4-4)

Warm, southern. Top 100 AOR seeks high energy rocker to pull winning numbers 7pm-12am in CA. Immediate opening. Sharon: (213) 459-8556 EOE M/F (4-4)

KJG FM/AM needs one more natural-sounding pro. Creative copywriting/production skills required. Let me hear your best. T&R: Paul Wilson, PD, 1506 Gibson Ave., Ogden, UT 84404. EOE M/F (4-4)

Creative talent needed. Overnights CHR. No beginners. No jerks. No calls. No obligation. Enter now. C&R: John Langans, S. 5505 Regal, Spokane, WA 99203. EOE M/F (4-4)

CHR with possible opening soon. C&R/production samples: Dan Kelley, KISS 98, Box 740, Cortez, CO 81321. EOE M/F (4-4)

Salt Lake metro Country needs air talent. All shifts & production. T&R: Box 122, Centerville, UT 84014-0122. EOE M/F (4-4)

Top-rated Las Vegas Country now seeks talent for future openings. T&R: Randy Hood, KFMS, 1555 E. Flamingo Rd., Ste. 435, Las Vegas, NV 89119. EOE M/F (4-4)

Warm, southern. Top 100 AOR seeks high energy rocker to pull winning numbers for 7pm-12am. SHARON: (213) 459-8556 EOE M/F (3-28)

KILO 94 seeks sales manager. Minimum five years' sales management experience. Resume/cover letter: Lou Mellini, Box 2080, Colorado Springs, CO 80901. EOE M/F (3-28)

Creative copywriter/production manager. Top-rated station seeks pro. Two & four-track studios. T&R: Dave, KSEI, Box 40, Pocatello, ID 83204. EOE M/F (3-28)

Reporter/anchor needed now! Co. Coast CHR. Women & minorities encouraged to apply. T&R: Tom Hiscod, ND, KDON, Box 81460, Salinas, CA 93912. EOE M/F (3-28)

Contemporary Christian Satellite Network needs air talent at L.A. studios. Tape: O'Brien, PD, 1748 W. Katella, Orange, CA 92667. EOE M/F (3-28)

AC morning news co-anchor needed for Seattle Area. Experienced only! Women & minorities encouraged. T&R: Bill Lewis, ND, KSLV, 12011 NE 1st St., Bellevue, WA 98005. EOE M/F (3-28)

Advertising sales for syndicated radio magazine show. Work on your own time schedule. Top commission paid. Contact: Rozen Productions, (213) 854-4914 EOE M/F (3-28)

NEWS PERSONALITY

We need a highly motivated, experienced news anchor who communicates. Knowledge of entertainment programming desirable. Two skills required. 1st: Must bring attention getting and authoritative delivery, good news judgment, creative story selection, and clever writing to job. 2nd: Must be able to rap with music host, be quick on the uptake, and contribute personality values to #1 rated morning show in highly competitive market. Outstanding Peabody award winning station, excellent salary and working conditions. Send letter, including salary requirements, one-page resume and cassette to: Bob Henabery Associates, Inc. c/o Radio & Records, 1930 Century Park West, #300, Los Angeles, CA 90067. Phone calls will not be accepted.

Production Pro needed immediately. WAIT Radio will soon become Chicago's Format 41 station and you can become a part of the excitement. Must be a creative genius and a team player with copy writing experience. Make your mark in Chicago! Call Al Wilson at (312) 440-3100. EOE

OPPORTUNITIES

OPENINGS

MOR AM seeks conversational, reliable morning news co-anchor. Duties include news gathering. Females encouraged. T&R: Dan McColly, KIDD, Box 63, Boise, ID 83707. EDE M/F (3-28)

If you have trouble producing a concert spot, don't send a tape. Jock that knows production? T&R: Z-104, 2600 N. Main, Logan, UT 84321. EDE M/F (3-28)

POSITIONS SOUGHT

Asst. Editor Radio & Records seeks Asst. Sales/Promotions in New Haven radius. Ready to learn the ropes your way. Great references. PAMELA MARITZER: (203) 453-5447 (4-4)

Three+ years medium market AOR, including both drivetimes. Seeks move to major/medium market. Personable, entertaining, good numbers. RICK: (312)392-4985 (4-4)

STATION SOLD

High-profile female Country-Rock personality, good phones, four years Top 10 market. Ready for new major market challenge in May. Call Jyl (313) 686-1189.

Victim of automation in Top 50. Extensive MD background. Up-tempo Country/AC. KEVIN KASEY: (919) 993-3911 (4-4)

Versatile talent seeks new team in FL. Production is second nature. AOR/CHR/AC. Call for tape & resume. DAN: (904)932-4191 (4-4)

Motivated sportsperson, six years' experience, strong news & writing background. Enthusiastic, hard working. PBP experience. JEFF: (303)552-2731 (4-4)

Overnight specialist. FSA personality will make you "third shift" sparkle. MARK ALLEN: (216)954-8577 (4-4)

ND/anchor. Worked with Rick Dees & Tom Joyner. Want to relocate. Strong delivery, good writing skills. JANIS GORDON: (912)883-8353, or 436-9100 (4-4)

Country pro. Need PD/MD or DJ 20 years' experience in large/medium markets. Just blown out by simulcast after two+ years. ANDY CARR: (702)733-8310 (4-4)

Communicator with great pipes & strong production skills. Seek immediate opportunity in medium/large markets. Three years' experience, will relocate. ANDRO: (303)522-6875 (4-4)

TOTALLY CRACKED

The Slim One
WLS-FM, KFRC, Los Angeles
(213) 666-9111

Bright morning drive announcer. Six Years' experience, including MD. Seeks fulltime/airshift with AOR/CHR/AC medium market station in SE. CHRIS: (404)228-6286 (4-4)

Experienced DJ. Producer/copywriter, PD, TV ND seeks full/parttime in L.A. area. JOHN: (213)473-8304 (4-4)

Asst. PD/afternoon DJ WEZC/Charlotte seeks PD. 16-year pro. STEVE SUTTON: (404)479-4145 (4-4)

Great pipes & dependable. Seek DJ/production gig. AOR/MOR MT. T&R available. DAN SMITH: (307) 324-3818, or 1925 East Murray, Rawlins, WY 82301. (4-4)

I want more than a gig! Eight years' PO/Asst. MD/production, automation, & more. AC/CHR/AOR L.A. Airwork unnecessary. DAVE BARE: (213) 930-4380 (4-4)

Ready to work. Four years' experience CHR/AOR/AC. Small/major market. Razor sharp. SANTO: (305) 752-8303 (4-4)

I want to rock! Experienced AOR/Top 60. Fluid, conversational. Raised by wolves. AOR/Hybrid. JOHN: (312) 262-3773 (4-4)

Enthusiastic broadcast school graduate. Seeks entry-level gig. Good MW voice. Will relocate. SCOTT: (219) 855-2544 (4-4)

ND talk show six-year vet in North. WAYNE BYERS: (701) 251-2338 (4-4)

16-Year comedian wants to join Voul Johnny Carson used my material; you can too. Very professional/involved. RICK: (616) 453-6611 (4-4)

Entry-level announcer gig. Radio school experience/education. Want more sales/production experience. Prefer MW. BRENT: (414) 264-0196 (4-4)

Attention small/medium FSA. I'm a personality who understands. Let's talk. MARK ALLEN: (216) 964-8577 (4-4)

Morning news personality with experience seeks medium market. Dependable, hardworking, good voice, talented, ready for work. MARK: (206) 745-0379 (4-4)

Versatile performer ready to move! Medium market OM wants to relocate. Extensive experience in all areas, especially production. Contact: Box 5884, Columbia, SC 29250. (4-4)

POSITIONS SOUGHT

Female DJ needs job! Prefer IA/IL area. News/copywriting/production experience. Have license. CARI: (319) 355-4212 or (319) 289-3873 (4-4)

News/sports/DJ. Five years' experience & BA communications. I am hardworking, enthusiastic. Seek nice place to work. JEFF: (303) 522-6875 (4-4)

Serious about experience? Nine-year vet seeks AC/CHR/MDR drivetime slot in Ventura County/CA. More than just a jock. TOM: (805) 933-3192 (4-4)

Young, active, hard worker. All around knowledge of the business. BA degree holder wants to assist. Can handle music. Contact: (309) 476-8768 (4-4)

Associate Editor Radio & Records seeks same/Asst. Promotion/sales in New Haven area. Available 4/10. PAMELA MARITZER: (213) 279-1364, 553-4330 (3-28)

Former National Director of Marketing Services Macey Lipman Marketing. Seek opportunity within record industry. Seven-year marketing/label vet. JULIE FREEMAN: (213) 826-1079 (3-28)

Experienced announcer seeks rock 'n' roll oldies. AM station preferred, will travel. Knowledgeable/reasonable. JACKSON DOUGLAS: (803) 554-4663 (3-28)

I want work. Three years' experience small/medium market. I know my music. Will relocate. DEREK ST. JOHN: (303) 825-0434 (3-28)

MAJOR MARKET NEWS PRO

Award-winning veteran newsmen seeking major market anchor or on-air news director position. Formerly of WNEW-FM and KCBS-TV. Aggressive, dynamic, street-wise. Solid, conversational on-air delivery. An Emmy-winning television producer, a bonus for TV-radio combos. A competitor looking for a #1 station — or one that wants to be.

Michael Linder
(213) 306-8447

Drivetime entertainer. Warm, friendly, funny communicator. Great phones, appearances. A pro willing to work hard. Top 50 only. BRIAN: (504) 469-4779 (3-28)

I want to rock! Experienced ADR, Top 60. Fluid, conversational. Raised by wolves. AOR/Hybrid. JOHN: (312) 262-3773 (3-28)

Reasonable, eager five-year vet itching for Hot CHR. Good production. Willing to relocate. GIDEON SCHERY: Box 10, Arkport, NY 14807. (607) 295-7214 (3-28)

Large market jock seeks fulltime on-air at Hot Hits station. Good pipes, many character voices. JOHN: (414) 961-1353 (3-28)

Top rated DJ wants to build track record. Three years' CHR/AC/Oldies. Will relocate anywhere, prefer TX/OK. JIMMIE JAMES: (406) 622-3709 (3-28)

Have manager's recommendation. Five years' experience. Seek sports opening medium/large market. Versatile, dependable. Want evenings. BOB: (308) 436-3704 (3-28)

Must sell. Like-new CHR jock with all the options. Marketing degree, radio savvy, looking to sell. Best offer. PHIL: (216) 862-3387 (3-28)

Funny morning show. Good bits, banter, phones. Guaranteed to generate publicity for your station. Will relocate to any top 100. J. C.: (914) 965-5079 (3-28)

18 years' announcer. 1-95. WZZK-FM, Q-102. Experienced in people. Ready. GEORGE RIVERS: (205) 328-2588 (3-28)

Station not hitting 12+ in your market? That's because I'm not part of it yet. Seek programming/morning position anywhere. CHR/AC/Oldies talent. THE VIC: (313) 398-2818 (3-28)

Fun-loving, warm, FSA/AC personality who likes entertaining adults. Great pipes, very real. MARK ALLEN: (216) 964-8577 (3-28)

Eight years' WGCI/Chicago. Seek announcer B/U. CHR. Excellent ratings/references. EVAN LUCK: (312) 871-3638 (3-28)

MW major market talent available now. 16 years' AC/CHR/Country. Past two CBS D&D. Desire PD/drive position. Contact: (314) 469-0881 (3-28)

Hey TN! I can make your mornings smoke. If you need a hard workin', good rockin' get-down jock, try DOC: (615) 538-5697 (3-28)

You want talent? Experienced medium market CHR/AC. Prefer SE CHR/AOR/AC. JOHN MARTIN: (305) 671-7886, 4849-S N. Goldenrod Rd., Winter Park, FL 32792. (3-28)

Three-year pro with top-rated morning show in small market. Seek winning team. Small/medium market. Programming/production. TOM: (214) 938-7476 (3-28)

Sportcaster. Young, energetic, experienced with exciting PBP. Seek radio/TV/cable station, college/pro PBP. GARY: (319) 283-3994 (3-28)

Attention Arbitron shoppers. Do you seek one more personality with six years' experience to shore up a good spring book? RICK: (305) 574-3579 (3-28)

POSITIONS SOUGHT

DJ with eight years' experience has sincere desire to re-enter radio. Seek PD small market. RALPH: (209) 584-4565 (3-28)

MOONLIGHTING

If you're committed to true excellence, and you need an established, original, warm, outrageous, cuddly, professional team, we're ill! Not Maddie & David, but MORIN & KRANTZ. WJOK, WPIX, WZOU, AC/CHR/AOR. (617) 566-7028.

News/entertainment talent seeks growth gig. Two years' parttime major market experience. Degree. PAUL: (716) 834-0429 (3-28)

DJ, news, sports. Five years' experience. Good communicator, enthusiastic, hard working. Will relocate. JEFF: (303) 522-2731 (3-28)

Attention all small/medium markets in West. Nine years in radio. Seek position PD/ND/air talent. Have tape. DAVID BAXTER: (702) 388-7511 (3-28)

Black female & male anchor/reporter college graduate seeks re-entry at all-news, AM/FM combo. Contact: (419) 855-1222 (3-28)

Has the theatre of your mind been turned into condos? Grouchesque jock writes/voices. Turn black & white radio into color 3-D. JOHN: (602) 782-2746 (3-28)

Attention So. FL programmers! Seasoned vet seeks parttime gig. WSHE, WVVC and others. Why settle for wimpy parttime talent? JOHN FORD: (305) 771-2476 (3-28)

Medium market promotions/programming/air talent. Three years' experience. Will relocate. AOR preferred. Team player seeks solid team. JON MICHAELS: (201) 349-8047 (3-28)

Eight years' radio. Let's make it nine. Military electronic training. Country/CHR. DON: (317) 284-5547 (3-28)

Need a job. Female DJ prefers IA/IL. News, copywriting, production. Have license. CARI: (319) 355-4212, 289-3873 (3-28)

Name your price! Veteran personality will relocate for fulltime employment. Six years' experience. LEE VERNON: 1305 First Ave. SW, #2, Great Falls, MT 59404-3922 (3-28)

Morning personality/newsperson. Experience in both areas. Seek work in MW. Consider myself a professional. DAVE: (402) 245-5904 (3-28)

Dr. Don Takes No Prisoners

If you are a hot station and need a very hot drive and get down with jock — call me in Tennessee. No faint hearts or cold-bloods need apply! (615) 538-5697

Serious about experience? Nine-year vet seeks AC/CHR/MDR AM/FM drive. Ventura County, CA. PD/production. Team player. TOM: (805) 933-3192 (3-28)

Bring a breath of fresh air to your medium/small station. Husband/write programming team wants to help you. STEVE & PENNY: (303) 625-5403 (3-28)

Currently working parttime in Miami market. Four years' experience CHR/AOR/AC. Small/major market. Razor sharp. SANTO: (305) 752-8303 (3-28)

Aggressive female ready for gig in sales/production. Will relocate. WENDY SANDERS: (602) 870-1518, 9417 N. 2nd St., Phoenix, AZ 85020. (3-28)

ND with 10 years' experience wants new market. Desire medium/major markets MW/West only. Contact: (307) 235-1483 (3-28)

14 years' experience includes WLAC, WIRK, WSUN. Three years' as programmer. Name your format. MITCH: (305) 387-4127 (3-28)

I need out of a hopeless place. Incredible production skills, solid airwork. Prefer AC. BOB: (915) 873-2545, 895-2697 (3-28)

OPPORTUNITY FORM

OPENING POSITION SOUGHT

Region _____ MISCELLANEOUS

PD Name: _____ NAME: _____

GM Name: _____ PHONE: () _____

1. Please type or print clearly, using 24 words or less to include address/phone number, and attach to this form.
2. Do not use abbreviations.
3. All ads are subject to editing.
Mail to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

POSITIONS SOUGHT

Night/midday pro. Formerly with Y100, 96X, K102, WKGR. Will relocate. JEFF: (305) 566-2151 (3-28)

Seven-year morning announcer seeks gig in upper MW. Good production/skills. DON: (715) 258-0177 (3-28)

MISCELLANEOUS

Hillier, Newmark, Wechsler, & Howard has relocated from the 1st floor to the 2nd floor at 1730 Spruce St., Philadelphia, PA 19103. (215) 735-5843 (4-4)

CHR record service needed from all labels for the new WINK-FM/Providence. Contact: Steve Raymond, 98 Gatchell Ave., Woonsocket, RI 02895 or (401) 782-1240 (4-4)

Jazz record service needed for 8107 Jazz Brunch at WBEA/Cleveland. Contact: Drew Bentley, Box 4006, Elyria, OH 44036 or (216) 835-4343 (4-4)

AC/CHR hybrid needs record service from all labels for KICS/KEZH. Contact: Vince Edwards, 500 E. "J.", Hastings, NE 68901 or (402) 463-1314 (4-4)

Need AC & Country music service from all labels. Contact: Mike Bissell, KLDN, Eldon, MO 65026 or (314) 392-3793 (3-28)

Eastman Radio/Atlanta has relocated to 2635 Century Parkway, Suite 560, Atlanta, GA 30345. (404) 321-5138 (3-28)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

Display Advertising

Display: \$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.

BLACK/URBAN

CHART EXTRAS

MELI'SA MORGAN
Do You Still Love Me (Capitol)

71% of our reporters on it. Rotations: Heavy 2/0, Medium 25/1, Light 33/8, Total Adds 9, WBLZ, KDAY, XHRM, KSOL, WKND, KOXL, WXOK, WWDW, KBUZ.

BREAKERS

ALEXANDER O'NEAL
What's Missing (Tabu/CBS)

71% of our reporting stations on it. Rotations: Heavy 3/0, Medium 29/2, Light 28/13, Total Adds 15, including WXYV, WTMP, WZAK, XHRM, KSOL, KOXL, WTKL, KHYS, WTLG, KBUZ. Debuts at number 37 on the Black/Urban chart.

GEORGE CLINTON
Do Fries Go With That Shake (Capitol)

68% of our reporting stations on it. Rotations: Heavy 5/1, Medium 26/0, Light 27/8, Total Adds 9, KMJQ, WEDR, WTMP, WHYZ, WORL, KHYS, WWDW, WVKO, KUKQ. Debuts at number 38 on the Black/Urban chart.

ANITA BAKER
Watch Your Step (Elektra)

66% of our reporting stations on it. Rotations: Heavy 4/0, Medium 30/1, Light 22/6, Total Adds 7, WTKL, KJCB, WLOU, WWDW, WVKO, Z103, KUKQ. Debuts at number 39 on the Black/Urban chart.

FIVE STAR
Love Take Over (RCA)

66% of our reporting stations on it. Rotations: Heavy 0/0, Medium 14/3, Light 42/26, Total Adds 29, including WWIN, WILD, KMJQ, WHRK, WEDR, WYLD-FM, WOWI, WTMP, WBMX, XHRM. A Most Added Record.

STEVE ARRINGTON
Jammin' National Anthem (Atlantic)

60% of our reporters on it. Rotations: Heavy 0/0, Medium: 11/3, Light: 40/19, Total Adds 22, including WWIN, WAMO, KMJQ, HOT105, WEDR, WYLD-FM, WBMX, XHRM, KSOL, KDKO. A Most Added Record.

NEW & ACTIVE

- ☑ **JOHNNY KEMP "Just Another Lover" (Columbia) 18/18**
Rotations: Heavy 0/0, Medium 16/2, Medium 34/16, Total Adds 18, K94, WOWI, WBMX, WJLB, WLUM, KMJM, OC104, WPKA, Z93, WZAZ, KJIZ, KJCB, WJYL, WFLZ, WKOK, Z103, WKWM, WZEN.
- ROSE BROTHERS "I Got On On You" (Mataco) 46/9**
Rotations: Heavy 12/2, Medium 17/1, Light 17/6, Total Adds 9, WILD, WYLD-FM, K94, WLUM, KACE, KSOL, KOXL, WXOK, WDAO, HEAVY: WVEE, K104, WOWI, WZAK, WAKO, WTKL, WFXC, WQMG, WJMI, WANM.
- ☑ **MORRIS DAY "The Character" (WB) 40/14**
Rotations: Heavy 2/0, Medium 15/4, Light 23/9, Total Adds 14, WLUM, KSOL, OC104, WDKX, WPKA, KOXL, WTKL, Z93, WQMG, WRDQ, WQOK, WORL, WTLG, KBUZ.
- TEASE "Firestarter" (Epic) 37/5**
Rotations: Heavy 2/0, Medium 23/2, Light 12/8, Total Adds 5, WQMG, WZAZ, WJYL, WALT, KDKO, HEAVY: WJMI, WZEN, Medium: include WWIN, WDAS, WUSL, WVEE, WYLD-FM, WDMT, KMJM, XHRM, KOXL, WCKX.
- WEST COAST CREW "Jalibian" (KMA) 34/4**
Rotations: Heavy 2/0, Medium 11/1, Light 21/3, Total Adds 4, WJLB, KOXL, Z93, WJJS, HEAVY: K104, WQOK, Medium: WDLA, WEDR, WDMT, WATV, WENN, WQMG, WKXI, WBLX, WANT, WGRP.
- BRENDA & BIG DUDES "Weekend Special" (Capitol) 29/3**
Rotations: Heavy 2/0, Medium 11/0, Light 16/3, Total Adds 3, WVEE, WDKX, WWDW, HEAVY: WAMO, WLOU, Medium: WEDR, WDMT, WJLB, KMJM, WKND, WJYL, WQOK, WAAA, WCKX, WGRP, WZEN.
- TKA "One Way Love" (Tommy Boy) 28/7**
Rotations: Heavy 2/0, Medium 11/2, Light 15/5, Total Adds 7, WHRK, WZAK, JET94, KJIZ, WANM, WAAA, KDKO, HEAVY: HOT105, KJLH, Medium: WILD, WDAS, WEDR, WTMP, KDAY, XHRM, KSOL, WFXC, WQMG.
- LISA-LISA & CULT JAM w/FULL FORCE "Can You Feel The Beat" (Columbia) 26/4**
Rotations: Heavy 6/1, Medium 16/1, Light 6/2, Total Adds 4, WJLB, KSOL, OC104, WAAA, HEAVY: WXYV, WEDR, WTMP, KDAY, KJLH, Medium: include WWIN, WRKS, WDAS, WUSL, WDJY, WHUR, WDLA, WBLZ, WZAK.

SIGNIFICANT ACTION

- ☑ **PHILIP BAILEY "State Of The Heart" (Columbia) 24/24**
Rotations: Heavy 0/0, Medium 5/5, Light 19/19, Total Adds 24, WWIN, WAMO, K104, WHRK, K94, WTMP, WBMX, WBLZ, WDMT, KACE, KJLH, WNHC, WAKO, KOXL, WFXC, WQMG, WKXI, WQOK, WORL, KAPE, WANM, WTLG, WZEN, KDKO.
- TA MARA & SEEN "Thinking About You" (A&M) 23/7**
Rotations: Heavy 2/0, Medium 5/1, Light 18/8, Total Adds 7, WDAS, WYLD-FM, WKND, WQMG, KJCB, WJYL, WGRP, HEAVY: WHUR, WDRP, WEDR, KJIZ, WLOU, WQOK, WKXI.
- JULIAN FLENDY "Turn Me Out" (KMA) 23/5**
Rotations: Heavy 0/0, Medium 3/0, Light 20/5, Total Adds 5, WHRK, WDMT, WQMG, WBLX, KUKQ, Medium: WEDR, KOXL, JET94.
- MAURICE WHITE "Lady Is Love" (Columbia) 22/2**
Rotations: Heavy 0/0, Medium 7/0, Light 15/2, Total Adds 2, WYLD-FM, WXOK, Medium: WHUR, WTMP, KACE, KOXL, KDAY, KAPE, WDAO.
- SLY FOX "Let's Go All The Way" (Capitol) 22/1**
Rotations: Heavy 6/0, Medium 11/0, Light 5/1, Total Adds 1, WVEE, HEAVY: K94, WBLZ, JET94, WQOK, WFLZ, WWDW, Medium: WHRK, HOT105, WZAK, WLUM, KMJM, KJLH, KSOL, OC104, WPKA, Z93, WHYZ.
- PRECIOUS WILSON "I'll Be Your Friend" (Jive/Arista) 20/4**
Rotations: Heavy 1/0, Medium 11/2, Light 8/2, Total Adds 4, WHUR, K94, WZAK, WDKX, HEAVY: KJIZ, Medium: WRKS, WDAS, WUSL, KMJM, WKND, WHRC, WENN, WAAA, WZEN.

MOST ADDED

- FIVE STAR (29)**
Love Take Over (RCA)
- PHILIP BAILEY (24)**
State Of The Heart (Columbia)
- STEVE ARRINGTON (22)**
Jammin' National Anthem (Atlantic)
- JOHNNY KEMP (18)**
Just Another Lover (Columbia)
- ALEXANDER O'NEAL (15)**
What's Missing (Tabu/CBS)

HOTTEST

- PRINCE (73)**
Kiss (WB)
- NU SHO0Z (42)**
I Can't Wait (Atlantic)
- JANET JACKSON (33)**
What Have You Done For Me Lately (A&M)
- FALCO (26)**
Rock Me Amadeus (A&M)
- STEPHANIE MILLS (26)**
I've Learned To Respect . . . (MCA)

- GRANDMASTER FLASH "Style (Peter Gunn Theme)" (Elektra) 19/5**
Rotations: Heavy 2/0, Medium 6/1, Light 9/4, Total Adds 5, KMJQ, WBMX, WZAK, KOXL, KJIZ, HEAVY: WKND, WANM, Medium: K104, KMJM, WDRP, WFXC, WQMG, WJMI, WZEN.
- BB&Q BAND "On The Shelf" (In Your Face) 19/4**
Rotations: Heavy 1/0, Medium 6/0, Light 10/4, Total Adds 4, WVEE, HOT105, WPOD, KJCB, HEAVY: WOWI, Medium: WWIN, WXYV, WRKS, WHUR, WDMT, KSOL, WNHC, WANT.
- ☑ **JANET JACKSON "Nasty" (A&M) 17/13**
Rotations: Heavy 2/1, Medium 4/3, Light 11/9, Total Adds 13, WHUR, K104, WFXC, WJMI, WKXI, KJIZ, WALT, KHYS, WANT, KAPE, WANM, WAAA, WZEN, HEAVY: WQOK, Medium: HOT105.
- MAI TAI "Female Intuition" (Crlique) 17/7**
Rotations: Heavy 0/0, Medium 3/0, Light 14/7, Total Adds 7, K94, WOWI, WDMT, WZAK, KJLH, WKXI, WCKX, Medium: WNHC, WFXC, WANT.
- NEWCLEUS "Na Na Beat" (Sunnyview) 17/3**
Rotations: Heavy 1/0, Medium 3/1, Light 13/2, Total Adds 3, WDAS, WNHC, WWDW, HEAVY: WJMI, Medium: WDLA, WZAK.
- ALYSON WILLIAMS "Yes We Can Can" (Profile) 16/1**
Rotations: Heavy 2/0, Medium 5/0, Light 11/1, Total Adds 1, WHRK, Medium: WPKA, KOXL, WPEG, WFXC, WBLX.
- FORCE MD'S "Here I Go Again" (Tommy Boy/WB) 15/12**
Rotations: Heavy 1/1, Medium 2/2, Light 12/9, Total Adds 12, WRKS, K104, HOT105, WYLD-FM, WTMP, WDMT, KDAY, KOXL, WHYZ, WAAA, WKWM, WZEN.
- TROY JOHNSON "It's You" (Kallista/Motown) 15/8**
Rotations: Heavy 0/0, Medium 5/2, Light 13/2, Total Adds 8, WILD, WDAS, WBMX, WDMT, JET94, WKXI, WVOI, KDKO.
- MASTERDON COMMITTEE "Get Off My Tipt" (Profile) 14/8**
Rotations: Heavy 0/0, Medium 1/1, Light 13/7, Total Adds 8, WMOJ, WDMT, WXOK, WFXC, WQMG, WLOU, WANM.
- BARBARA MITCHELL "Ace Of My Heart" (A&I, Art./PolyGram) 14/6**
Rotations: Heavy 0/0, Medium 2/0, Light 12/6, Total Adds 6, WHRK, WEDR, WTMP, WATV, KAPE, WZEN, Medium: WDMT, WFXC.
- RAINY DAVIS "Sweetheat" (Supertronic) 14/4**
Rotations: Heavy 0/0, Medium 4/2, Light 10/2, Total Adds 4, WDAS, WUSL, WTKL, WTLG, Medium: WRKS, WANT.
- ORIGINAL CONCEPT "Can You Feel It" (Del Jam/Columbia) 13/1**
Rotations: Heavy 0/0, Medium 0/0, Light 13/1, Total Adds 1, WLOU.
- DONNELL PITMAN w/CHI-LITES "Your Love Is Dynamite" (After Five/Fastlane) 12/10**
Rotations: Heavy 0/0, Medium 0/0, Light 12/10, Total Adds 10, WAKO, WTKL, WATV, WQMG, WKXI, KJCB, WBLX, KHYS, KAPE, WKWM.
- STEADY B "Just Call Us Oel" (Pop Art) 12/5**
Rotations: Heavy 0/0, Medium 0/0, Light 12/5, Total Adds 5, WXYV, WHUR, WKXI, WAAA, WTLG.
- MILDRED SCOTT "Prisoner Of Love" (4th & Broadway/Island) 12/4**
Rotations: Heavy 0/0, Medium 3/1, Light 9/3, Total Adds 4, WAKO, WATV, WPEG, WKXI, Medium: WEDR, WZAK.
- LITTLE RICHARD "Great Gosh A'Mighty (It's A Matter Of Time)" (MCA) 12/1**
Rotations: Heavy 1/0, Medium 4/0, Light 7/1, Total Adds 1, WPKA, HEAVY: WTKL, Medium: WLUM, OC104, WPEG, WQMG.
- MASAYOSHI TAKANAKA "Teaser" (Amherst) 12/0**
Rotations: Heavy 1/0, Medium 6/0, Light 5/0, Total Adds 6, HEAVY: WTMP, Medium: WDMT, WDKX, WKXI, WBLX, WTLG, KUKQ.
- RUTH DAWES "I Love Only You" (Profile) 11/6**
Rotations: Heavy 0/0, Medium 1/1, Light 10/5, Total Adds 6, WDAS, WTMP, WXOK, WFXC, WLOU, WANM.
- MARZ "It's Hard To Fall Out Of Love" (Manhattan) 11/2**
Rotations: Heavy 0/0, Medium 4/0, Light 7/2, Total Adds 2, KMJQ, WLOU, Medium: WJMI, WKXI, KJCB, WQOK.
- JENNIFER HOLLIDAY "Dreams Never Die" (Geffen) 11/1**
Rotations: Heavy 0/0, Medium 3/0, Light 8/1, Total Adds 1, WCKX, Medium: WJMI, WDAO, WTLG.
- RALPH MACDONALD / DENNIS COLLINS "You Need More Cyaliso" (Polydor/PolyGram) 11/1**
Rotations: Heavy 1/0, Medium 2/0, Light 8/1, Total Adds 1, WZAK, HEAVY: WAAA, Medium: WFXC, WANM.
- JOYCE SIMS "All & All" (Sleeping Bag) 11/0**
Rotations: Heavy 1/0, Medium 4/0, Light 6/0, Total Adds 0, HEAVY: WDKX, Medium: WRKS, HOT105, WOWI, WLOU.
- FAT BOYS "Sex Machine" (Sutra) 10/10**
Rotations: Heavy 0/0, Medium 4/4, Light 6/6, Total Adds 10, WWIN, WDAS, WHRK, WBMX, WDMT, WZAK, WJLB, KMJM, KDAY, Z103.
- PAUL LAURENCE "Strung Out" (Capitol) 10/5**
Rotations: Heavy 0/0, Medium 6/1, Light 4/4, Total Adds 5, WXYV, WUSL, WYLD-FM, WANM, WCKX, Medium: WZAK, WNHC, Z93, WZAZ, WAAA.
- PET SHOP BOYS "West End Girls" (EMI America) 10/5**
Rotations: Heavy 1/0, Medium 4/1, Light 5/4, Total Adds 5, WILD, KMJQ, WBLZ, XHRM, WZEN, HEAVY: WLUM, Medium: WHRK, KMJM, WDKX.

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MY ONLY
LOVER"**



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FOR YOUR
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DAY**

**"THE
CHARACTER"**



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EAST

WKY/Baltimore
Roy Sampson
HAYWOOD & MCDONALD
ALEXANDER O'NEAL
SOS BAND
STEADY B
PAUL LAURENCE
HOTTEST: JETS
PRINCE
NO SHOOZ
ALLEN/LEROY BURGE
STEVE WONDER
FALCO

WV/Philadelphia
Tony Gray
PAUL LAURENCE
ISLEY JASPER ISLE
RALPH DAVIS
HOTTEST: JETS
PRINCE
NO SHOOZ
ALLEN/LEROY BURGE
STEVE WONDER
FALCO

WDS/Philadelphia
Joe Tamburo
FAT BOYS
MORIS DAY
RUTH DAWES
DEBORAH COOPER
NASTROEN COMMITTEE
JOHN JOHNSON
TA HARA & SEEN
HOTTEST: PRINCE
LABELLE & MCDONALD
ALLEN/LEROY BURGE
STEVE WONDER
FALCO

WV/Baltimore
Newman/Dunn
STEVE ARBINGTON
FIVE STAR
FAT BOYS
PHILIP BAILEY
GAVIN CHRISTOPHER
HOTTEST: NU SHOOZ
PRINCE
LABELLE & MCDONALD
ALLEN/LEROY BURGE
TEDDY PENDERGRASS

WLD/Boston
Smith/Thomas
ROSE BROTHERS
FIVE STAR
TONY JOHNSON
PET SHOP BOYS
HOTTEST: PRINCE
JANET JACKSON
FALCO
STEPHANIE HILLS
LABELLE & MCDONALD

WKN/Hartford
Jordan/McLean
PAUL HARDCASTLE
WINANS
MELI SA MORGAN
TA HARA & SEEN
HOTTEST: PRINCE
NU SHOOZ
E.T.
JANET JACKSON
STEVE WONDER
CASHPLOW

WHN/In Haven
James Jordan
ATLANTIC STARR
CHAPTER B
WHITNEY HOUSTON
STEVE ARBINGTON
FIVE STAR
NEWCLUIS
PHILIP BAILEY
HOTTEST: SHIRLEY MURDOCK
NU SHOOZ
PRINCE
COLONEL ABRAMS

WKS/New York
Tony Gray
FORCE MD'S
HOTTEST: MELI SA MORGAN
WHITNEY HOUSTON
JANET JACKSON
FALCO
CHERRELLE

OC104/Ocean City
Dave Albert
LISA LISA
MADONNA
VOICES OF AMERICA
ISLEYS
MORRIS DAY
JOHNNY KEMP
HOTTEST: FALCO
PRINCE
NU SHOOZ
SADS
JETS

WEST

KND/Denver
Jay Johnson
PHILIP BAILEY
TEASE
NU SHOOZ
TRINER
STEVE ARBINGTON
READY FOR THE MOR
HOTTEST: PATTI AUSTIN
STEPHANIE HILLS
FALCO
STARPOINT

KAL/Los Angeles
Steve Woods
ANTHONY & CAMP
PHILIP BAILEY
TIMEX SOCIAL CLUB
MAI TAI
TRINER
PRINCE
JANET JACKSON
LABELLE & MCDONALD
NU SHOOZ
FALCO

KDAY/Los Angeles
Pat Robinson
MADONNA
GURELL COLEMAN
CULTURE CLUB
GAVIN CHRISTOPHER
DIZZY GILLESPIE
HOTTEST: PHILIP BAILEY
ROSE BROTHERS
HOTTEST: ANITA BAKER
SOS BAND
LABELLE & MCDONALD
STARPOINT

KUCU/Phoenix
Robert Wideman
SADE
LABELLE & MCDONALD
WHITNEY HOUSTON
GEORGE CLINTON
SOS BAND
HOTTEST: ANITA BAKER
JANET JACKSON
FALCO
JETS

KACE/Los Angeles
Pat Robinson
MADONNA
GURELL COLEMAN
CULTURE CLUB
GAVIN CHRISTOPHER
DIZZY GILLESPIE
HOTTEST: PHILIP BAILEY
ROSE BROTHERS
HOTTEST: ANITA BAKER
SOS BAND
LABELLE & MCDONALD
STARPOINT

KSO/San Francisco
Roby Wood
ROBY WOOD
ANNIE'S LOVE
MAGNATITE 60
ROSE BROTHERS
MORRIS DAY
TEASE
MELI SA MORGAN
ALEXANDER O'NEAL
READY FOR THE MOR
HOTTEST: JETS
JANET JACKSON
NEW EDITION
CHERRELLE
JERNAINE JACKSON

SOUTH

WVE/Atlanta
Scotty Andrews
LABELLE & BIG DUDE
BRONNER BROTHERS
HOTTEST: BBO
SLAVE
HOTTEST: LABELLE & MCDONALD
PRINCE
ATLANTIC STARR
ROSE BROTHERS
SADS

WAT/Birmingham
Ron January
TAPP
MICHAEL JEFFRIES
STEVE ARBINGTON
DONNELL PITMAN
MILDERD SCOTT
WHITNEY HOUSTON
BARBARA MITCHELL
HOTTEST: PRINCE
STEPHANIE HILLS
JETS
JANET JACKSON

WENN/Birmingham
Michael Star
none
JANET JACKSON
TEDDY PENDERGRASS
NEW EDITION
GAP BAND
HOTTEST: PRINCE
LABELLE & MCDONALD
ATLANTIC STARR
SOS BAND
CHERRELLE

WAK/Atlanta
Larry Tinsley
PHILIP BAILEY
STEVE ARBINGTON
ALEXANDER O'NEAL
DONNELL PITMAN
MILDERD SCOTT
HOTTEST: PRINCE
LABELLE & MCDONALD
ATLANTIC STARR
SOS BAND
CHERRELLE

4WF/1 Augusta
Tony Sewall
MORRIS DAY
TWO MILE BAND
STEPHANIE HILLS
LITTLE RICHARD
JOHNNY KEMP
HOTTEST: NU SHOOZ
JETS
STEPHANIE HILLS
FALCO
ALEXANDER O'NEAL
NU SHOOZ

WPE/CCharlotte
Doug Harris
ALEXANDER O'NEAL
MILDERD SCOTT
PHIL COLLINS
HOTTEST: ANITA BAKER
FIVE STAR
GAP BAND
NU SHOOZ
LABELLE & MCDONALD
FALCO

WJM/Jackson
Carl Hayes
JANET JACKSON
FIVE STAR
HOTTEST: TRAMANE
FALCO
JERNAINE STEWART
STEPHANIE HILLS
ROSE BROTHERS

WJL/Youngburg
Lad Williams
WEST COAST CREM
PET SHOP BOYS
MARI
GEORGE CLINTON
CONTROLLERS
JANET JACKSON
NEW EDITION
NU SHOOZ
JETS

WDR/Memphis
Walt Smith
PHILIP BAILEY
FIVE STAR
ALTON WILLIAMS
JULIAN FLENOY
BARBARA MITCHELL
PAT BOYS
HOTTEST: NU SHOOZ
PRINCE
FALCO
JANET JACKSON
CASHPLOW

WDA/Memphis
Bobby O'Jay
none
GAP BAND
GAP BAND
STEPHANIE HILLS
NU SHOOZ

WKK/Jackson
Tommy Marshall
LOU RAMLS
MILDERD SCOTT
ROY JOHNSON
JANET JACKSON
STEADY B
MAI TAI
FIVE STAR
PHILIP BAILEY
DONNELL PITMAN
READY FOR THE MOR
HOTTEST: PRINCE
JERNAINE STEWART
STEPHANIE HILLS
JERNAINE STEWART
TRINER
EDDIE BOURNEY
STEPHANIE HILLS

WED/Miami
Jackson Jones
STEVE ARBINGTON
BARBARA MITCHELL
GEORGE CLINTON
FIVE STAR
MICHAEL HENDERSON
JAZZ D
PRINCE
NEW EDITION
GAP BAND
TRINER
E.T.

WED/Miami
Tenn/Carlsbad
MADONNA
FORCE MD'S
STEVE ARBINGTON
BB&Q
HOTTEST: JANET JACKSON
PRINCE
NEW EDITION
ATLANTIC STARR
TKA

WBL/1 Mobile
Vernon Wells
FALCO
TIMEX SOCIAL CLUB
DONNELL PITMAN
HOTTEST: PHILIP BAILEY
JULIAN FLENOY
HOTTEST: PRINCE
BARBARA MITCHELL
FALCO
CASHPLOW
L.L. COOL J
JETS

WOK/Nashville
J.C. Floyd
FORCE MD'S
MORRIS DAY
FIVE STAR
PHILIP BAILEY
GAVIN CHRISTOPHER
HOTTEST: SLY FOX
SLY FOX
FULL CREW
WEST COAST CREM
L.L. COOL J

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Del Spencer
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FORCE MD'S
HAURICE WHITE
PAUL LAURENCE
STEVE ARBINGTON
FIVE STAR
HOTTEST: TA HARA & SEEN
PRINCE
JANET JACKSON
NU SHOOZ
JETS
STEPHANIE HILLS

WHY/Greenville
Michael Taylor
STEVE ARBINGTON
GEORGE CLINTON
TRINER
FORCE MD'S
HOTTEST: MICHAEL JEFFRIES
JANET JACKSON
CHERRELLE
CASHPLOW
TEDDY PENDERGRASS

WY/Louisville
Tony T. Fluids
WHITNEY HOUSTON
MICHAEL HENDERSON
HOTTEST: ORIGINAL CONCEPT
ANITA BAKER
NASTROEN COMMITTEE
RUTH DAWES
HOTTEST: GAP BAND
FALCO
NU SHOOZ
PRINCE
CASHPLOW

WFOX/Gulfport-Biloxi
Jim Lucas
none
HOTTEST: JANET JACKSON
TEDDY PENDERGRASS
NEW EDITION
GAP BAND

KMJ/OHouston
Ron Atkins
GRANDMASTER FLASH
MASTROEN COMMITTEE
FIVE STAR
PET SHOP BOYS
MARI
GEORGE CLINTON
CONTROLLERS
JANET JACKSON
NEW EDITION
NU SHOOZ
JETS

WJL/Youngburg
Lad Williams
WEST COAST CREM
PET SHOP BOYS
MARI
GEORGE CLINTON
CONTROLLERS
JANET JACKSON
NEW EDITION
NU SHOOZ
JETS

WRR/Memphis
Walt Smith
PHILIP BAILEY
FIVE STAR
ALTON WILLIAMS
JULIAN FLENOY
BARBARA MITCHELL
PAT BOYS
HOTTEST: NU SHOOZ
PRINCE
FALCO
JANET JACKSON
CASHPLOW

WDA/Memphis
Bobby O'Jay
none
GAP BAND
GAP BAND
STEPHANIE HILLS
NU SHOOZ

WKK/Jackson
Tommy Marshall
LOU RAMLS
MILDERD SCOTT
ROY JOHNSON
JANET JACKSON
STEADY B
MAI TAI
FIVE STAR
PHILIP BAILEY
DONNELL PITMAN
READY FOR THE MOR
HOTTEST: PRINCE
JERNAINE STEWART
STEPHANIE HILLS
JERNAINE STEWART
TRINER
EDDIE BOURNEY
STEPHANIE HILLS

WED/Miami
Jackson Jones
STEVE ARBINGTON
BARBARA MITCHELL
GEORGE CLINTON
FIVE STAR
MICHAEL HENDERSON
JAZZ D
PRINCE
NEW EDITION
GAP BAND
TRINER
E.T.

WED/Miami
Tenn/Carlsbad
MADONNA
FORCE MD'S
STEVE ARBINGTON
BB&Q
HOTTEST: JANET JACKSON
PRINCE
NEW EDITION
ATLANTIC STARR
TKA

WBL/1 Mobile
Vernon Wells
FALCO
TIMEX SOCIAL CLUB
DONNELL PITMAN
HOTTEST: PHILIP BAILEY
JULIAN FLENOY
HOTTEST: PRINCE
BARBARA MITCHELL
FALCO
CASHPLOW
L.L. COOL J
JETS

WOK/Nashville
J.C. Floyd
FORCE MD'S
MORRIS DAY
FIVE STAR
PHILIP BAILEY
GAVIN CHRISTOPHER
HOTTEST: SLY FOX
SLY FOX
FULL CREW
WEST COAST CREM
L.L. COOL J

WYLF-FM/News Orleans
Del Spencer
ROSE BROTHERS
FORCE MD'S
HAURICE WHITE
PAUL LAURENCE
STEVE ARBINGTON
FIVE STAR
HOTTEST: TA HARA & SEEN
PRINCE
JANET JACKSON
NU SHOOZ
JETS
STEPHANIE HILLS

WMM/Tallahassee
Joe Bullard
MARVIN GAYE
GUY COLLINS
WHODINI
TKA
CULTURE CLUB
PHILIP BAILEY
PAUL LAURENCE
STROKE
MASTROEN COMMITTEE
RUTH DAWES
JANET JACKSON
FIVE STAR
TIMEX SOCIAL CLUB
HOTTEST: PRINCE
TEDDY PENDERGRASS
CASHPLOW
L.L. COOL J
JETS

WMM/Chicago
Marco Spoon
TRIO JOHNSON
PHILIP BAILEY
ISLEYS
JOHNNY KEMP
NICOLE
STEVE ARBINGTON
FAT BOYS
GRANDMASTER FLASH
HOTTEST: PRINCE
EUGENE WILDE
JUICY
STEPHANIE HILLS
NEW EDITION

WGC/Chicago
Law Michaels
none
HOTTEST: JANET JACKSON
JUICY
NU SHOOZ
PRINCE
VAL YOUNG

WBL/2 Cincinnati
Brian Cashe
PET SHOP BOYS
E.T.
ATLANTIC STARR
TIMEX SOCIAL CLUB
MELI SA MORGAN
PHILIP BAILEY
KARIN KAM
SLY FOX
MARVIN GAYE
HOTTEST: NU SHOOZ
FALCO
STEPHANIE HILLS

WMT/Cleveland
Dean Dean
FAT BOYS
WALLY BADARU
STARPOINT
MAI TAI
JULIAN FLENOY
JANET JACKSON
FIVE STAR
MASTROEN COMMITTEE
JOHNNY KEMP
WHITNEY HOUSTON
HOTTEST: JANET JACKSON
FALCO
NU SHOOZ
STEPHANIE HILLS
NEW EDITION

WZL/Richmond
Nancy Williams
FIVE STAR
ALFIE
JANET JACKSON
JOHNNIE TAYLOR
HOTTEST: JANET JACKSON
FALCO
STARPOINT
GEORGE CLINTON
L.L. COOL J
LABELLE & MCDONALD

WPL/1 Richmond
Crumbley/Daniels
PHIL COLLINS
WILLY COLLINS
FIVE STAR
MARVIN GAYE
HOTTEST: GEORGE HOWARD
NU SHOOZ
PRINCE
STEPHANIE HILLS
FALCO

WKS/San Antonio
Mike Katt
PHILIP BAILEY
WINANS
HOTTEST: JANET JACKSON
NEW EDITION
CONTROLLERS
FRANC
JANET JACKSON
PRINCE
JULICE
FULL CREW
CASHPLOW

WMT/Tallahassee
Chris Turner
SOS BAND
GUY COLLINS
GEORGE CLINTON
FORCE MD'S
BARBARA MITCHELL
FIVE STAR
PAUL LAURENCE
ALEXANDER O'NEAL
WHITNEY HOUSTON
PHILIP BAILEY
HOTTEST: NICOLE
PRINCE
PATTI AUSTIN

WAAA/Winston-Salem
Banny Jones
JANET JACKSON
MORRIS DAY
STEADY B
TONY LEE
LISA LISA
FORCE MD'S
WILLY COLLINS
HOTTEST: E.T.
STEVE WONDER
PATTI AUSTIN
NU SHOOZ

WTL/Cincinnati
Jay Johnson
PHILIP BAILEY
MORRIS DAY
ATLANTIC STARR
MAGAZINE 60
ZAPP
RAINY DAYS
ALEXANDER O'NEAL
STEADY B
JOHNNY KEMP
PRINCE
GAP BAND
HOTTEST: NU SHOOZ
PRINCE
CASHPLOW
FALCO

WML/Milwaukee
Bernie Miller
JOHN TAYLOR
MADONNA
MORRIS DAY
CULTURE CLUB
JOHNNY KEMP
TEARS FOR FEARNS
ROSE BROTHERS
HOTTEST: NU SHOOZ
PRINCE
PET SHOP BOYS
VAN HALEN
LABELLE & MCDONALD
PRINCE
STEPHANIE HILLS

KMM/SLouis
Mike Stratford
MAGAZINE 60
JANET JACKSON
JOHNNY KEMP
TIMEX SOCIAL CLUB
HOTTEST: PRINCE
COLONEL ABRAMS
PRINCE
FREDDIE JACKSON
L.L. COOL J

WZNS/Louis
Billy Ryan
JANET JACKSON
JOHNNY KEMP
FORCE MD'S
MAGAZINE 60
FIVE STAR
PHILIP BAILEY
WHODINI
PET SHOP BOYS
BARBARA MITCHELL
HOTTEST: PRINCE
TEDDY PENDERGRASS
CASHPLOW
L.L. COOL J
SOS BAND


WVO/Toledo
Robert Holiday
PETITE
JOHNNY KEMP
HOTTEST: PRINCE
TEDDY PENDERGRASS
PRINCE
JANET JACKSON
STEPHANIE HILLS
L.L. COOL J
CASHPLOW
NU SHOOZ

KUZ/Wichita
Rochel Wright
TRINER
FIVE STAR
ALEXANDER O'NEAL
SADE
STEVE ARBINGTON
MORRIS DAY
MELI SA MORGAN
WHITNEY HOUSTON
HOTTEST: PRINCE
JANET JACKSON
STARPOINT
CASHPLOW
NU SHOOZ

85 Reporting Stations 79 Current Reports

The following stations reported
a frozen list:
WCH/Chicago
WENN/Birmingham
WDPN/Columbia
KDLZ/Dallas
WFX/Gulfport
WDIA/Memphis failed to report
this week and its list
was frozen.
WDPN/Columbia will be known
as WMMC beginning next week.

POLYGRAM RECORDS WILL NOT BE DENIED AS WE DOUBLE BARREL OUR WAY TO THE TOP WITH BULLETS

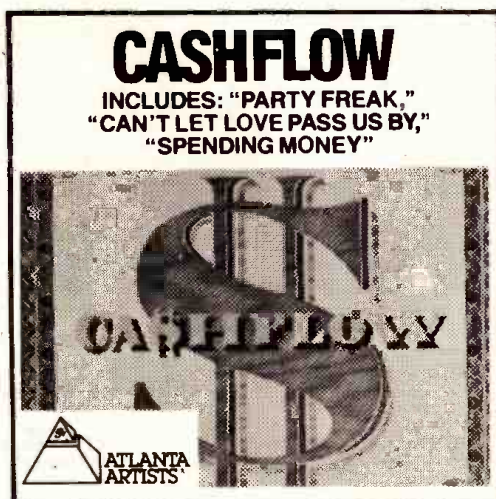



**"PARTY
FREAK"
CASHFLOW**

**BB 13*
R&R 10*
BRE 7***

**"OH,
LOUISE"
JUNIOR**

**BB 49*
R&R 29*
BRE 34***



CASHFLOW

INCLUDES: "PARTY FREAK,"
"CAN'T LET LOVE PASS US BY,"
"SPENDING MONEY"



JUNIOR

ACQUIRED TASTE
FEATURING: "OH LOUISE,"
"COME ON OVER," "LOOK WHAT
YOU'VE DONE TO ME"

Manufactured and Marketed by
PolyGram Records

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

APRIL 4, 1986

- 1 PAQUITO D'RIVERA/Explosion (Columbia)
2 MUSIC FROM THE BILL COSBY SHOW/A House Full of Love (Columbia)
3 EDDIE DANIELS & LONDON PHILHARMONIC ORCHESTRA/Breakthrough (GRP)
4 JDN FADDIS/Legacy (Concord)
5 JOE WILLIAMS/I Just Want To Sing (Delos)
6 DAVID BENDIT/This Side Up (Spindletop)
7 CABO FRIO/Right On The Money (Zebra/MCA)
8 JOHN SCOFIELD/Still Warm (Gramavision)
9 RAY BROWN ALL STARS/Don't Forget The Blues (Concord)
10 TED PILTZCKER/Destination (Seabreeze)
11 LARRY CARLTON/Alone/But Never Alone (MCA)
12 KEITH JARRETT/Standards Live (WB)
13 JONATHAN BUTLER/Introducing Jonathan Butler (Live/Arista)
14 ZAWINUL/Dialects (Shukuru)
15 PHAROAH SANDERS/Shukuru (Theresa)
16 JUSTO ALMARIO/Forever Friends (Meadowlark)
17 DOC SEVERINSEN & XEBRON/Doc Severinsen & Xebron (Passport)
18 HARVE SWARTZ/Urban Earth (Gramavision)
19 CHICK COREA/Elektric Band (GRP)
20 DOUG CAMERON/Freeaway Mentality (Spindletop)
21 PERRI/Celebrate! (Zebra/MCA)
22 SKYWALK/The Bohemians (Zebra/MCA)
23 RUSS FREEMAN/Nocturnal Playground (Brainchild)
24 CLIFF SARDE/Waiting (MCA/Curb)
25 TONY WILLIAMS/Foreign Intrigue (Blue Note)
26 RALPH TOWNER/GARY BURTON/Side Show (ECM)
27 IRA STEIN & RUSSELL WALKER/Transit (Windham Hill)
28 CONTE KANDOLI & PHIL WOODS/Old Acquaintance (Pausa)
29 STEVE CAJALA/Fresh Flute (CBS)
30 PETE PETERSEN & COLLECTION JAZZ ORCHESTRA/Playin' In The Park (Pausa)

Black/Urban stations contributing to Jazz WKND/Hartford, Melonae McClean, KUCB/Lafayette, Horatio Handy, WYLD-FM/New Orleans, Dell Spencer, WDMT/Cleveland, Dean-Dean Rutus.

NEW & ACTIVE

- SADAO WATANABE "Parker's Mood/Live At Bravas Club" (Elektra) 13/3
ROTIATIONS: Heavy 0/0, Medium 7/2, Light 5/0, Extra Adds 1, Total Adds 3, WRTI, WLVE, WKND, Medium, WKSU, KLOK, KKGQ, KJAZ, KPUL
GEORGE HOWARD "Love Will Follow" (TBA/Palo Alto) 12/2
ROTIATIONS: Heavy 5/1, Medium 4/0, Light 2/0, Extra Adds 1, Total Adds 2, WJZZ, KBEM, Heavy, WNOP, WBBY, KKGQ, KIFM, Medium, KTCJ, KPUL, WMOI, WLVE
MISTER SPATS "Love Speaks" (Pausa) 11/3
ROTIATIONS: Heavy 2/0, Medium 5/1, Light 3/1, Total Adds 1, Total Adds 3, WFAE, WLVE, WKSU, Heavy, WYRS, KLSK, Medium, WBGQ, WJZZ, KMDH, WUSF
TERENCE BLANCHARD/DONALD HARRISON "Discernment" (George Wein/Concord) 10/6
ROTIATIONS: Heavy 3/0, Medium 2/1, Light 2/2, Extra Adds 3, Total Adds 6, WEBR, KADX, KJZZ, KMDH, KLCC, WKND, Heavy, WBGQ, KJAZ, KPUL, Medium, KPXR
JOHN JARVIS "So Fa So Good" (MCA) 10/1
ROTIATIONS: Heavy 3/0, Medium 6/1, Light 1/0, Extra Adds 0, Total Adds 1, KBEM, Heavy, WLOQ, KKGQ, KIFM, Medium, WNOP, KTCJ, KMDH, KLCC, KLSK
NANCY WILSON "Keep You Satisfied" (Columbia) 9/8
ROTIATIONS: Heavy 2/2, Medium 4/3, Light 0/0, Extra Adds 3, Total Adds 8, WEBR, KERA, WBEE, WJZZ, KADK, KKGQ, KSN, KPXR, Medium, WKND
STEVE BROWN "Good Lines" (Cafe Records) 9/0
ROTIATIONS: Heavy 3/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy, KBEM, KJAZ, WYPE, Medium, WPL, KADK, WUSF
BOBBY HUTCHERSON "Color Schemes" (Landmark) 8/5
ROTIATIONS: Heavy 3/1, Medium 4/3, Light 0/0, Extra Adds 1, Total Adds 5, WRTI, WNOP, WKSU, KKGQ, KPXR, Heavy, WBGQ, KJAZ, Medium, WJZZ
RUBY BRAFF/SCOTT HAMILTON "A Sailboat In The Moonlight" (Concord) 8/3
ROTIATIONS: Heavy 3/0, Medium 1/0, Light 2/1, Extra Adds 2, Total Adds 3, WBGQ, WKSU, KPUL, Heavy, WYRS, KLOK, KPXR, Medium, KJAZ

New Magic From The Digital Master Company



The Chick Corea Elektric Band
Quintessential keyboard master Chick Corea presents a GRP debut bearing all the earmarks of a new Corea classic. Featuring heavyweights Dave Weckl on drums, John Patitucci on bass, and guitarists Carlos Rios and Scott Henderson; The Elektric Band takes its place as one of the hottest releases of the year.

Debuts at #19 on R&R's National Jazz Chart.

Available on GRP records, cassettes, and compact discs.



THE DIGITAL MASTER COMPANY

MOST ADDED

- CHICK COREA (15) Elektric Band (GRP)
JONATHAN BUTLER (10) Introducing Jonathan Butler (Live/Arista)
NANCY WILSON (8) Keep You Satisfied (Columbia)
RUSS FREEMAN (7) Nocturnal Playground (Brainchild)
JEANNIE & JIMMY CHEATHAM "Midnight Mama" (Concord) 8/3
ROTIATIONS: Heavy 3/0, Medium 2/2, Light 2/0, Extra Adds 1, Total Adds 3, KERA, WBEE, KKGQ, Heavy, WBGQ, KLOK, KPUL
BERRAMI "Dreams Are Real" (Milanstone/Fantasy) 8/2
ROTIATIONS: Heavy 2/0, Medium 4/1, Light 1/0, Extra Adds 1, Total Adds 2, KJAZ, KPUL, Heavy, WYRS, WJZZ, Medium, WBGQ, WRTI, WNOP
RITZ "Born To Pop" (Pausa) 8/1
ROTIATIONS: Heavy 3/1, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 1, KUHF, Heavy, WJZZ, WHRO, Medium, WRTI, WYRS, WMOT
ALVIN RED TYLER "Heritage" (Rounder Records) 7/3
ROTIATIONS: Heavy 2/1, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 3, KUHF, KPUL, WUSF, Heavy, WGBH, Medium, WNUR
WENDELL HARRISON "Birth Of A Fossil" (Rebirth) 7/2
ROTIATIONS: Heavy 0/0, Medium 1/1, Light 3/1, Extra Adds 3/1, Total Adds 2, WNOP, WYPE, Medium, WBEE, WJZZ, KTCJ
MARK O'CONNOR "Meanings Of" (WB) 7/1
ROTIATIONS: Heavy 2/0, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 1, KIFM, Heavy, WPL, KLSK, Medium, WFAE, WYPE
MILTON NASCIMENTO "Encontros E Despedidas" (Polydor/PolyGram) 6/6
ROTIATIONS: Heavy 0/0, Medium 2/2, Light 2/2, Extra Adds 2, Total Adds 6, WEBR, WDET, WJZZ, WKSU, KJAZ, KLCC
BILLY MITCHELL "Night Theme" (Pausa) 6/3
ROTIATIONS: Heavy 0/0, Medium 3/1, Light 2/1, Extra Adds 1, Total Adds 3, WNOP, KBEM, KIFM, Medium, WYRS, WLOQ
JEFF RICHMAN "Himalaya" (Passport) 6/3
ROTIATIONS: Heavy 0/0, Medium 4/1, Light 1/1, Extra Adds 1, Total Adds 3, WNOP, WJZZ, WYPE, Medium, WLOQ, KUOP, WFSF
DON PULLEN "The Sixth Sense" (Black Saint/PSI) 6/2
ROTIATIONS: Heavy 2/0, Medium 2/1, Light 2/1, Extra Adds 0, Total Adds 2, KJAZ, WYPE, Heavy, WDET, WNUR, Medium, KYAU
NABIL TOTAN "Double Bass" (Consolidated Artists) 6/1
ROTIATIONS: Heavy 1/0, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 1, WBFO, Heavy, KLOK, Medium, WMOT, KADX
KENNY BARRON "Autumn In New York" (Uptown) 6/0
ROTIATIONS: Heavy 2/0, Medium 4/0, Light 0/0, Extra Adds 0, Heavy, WUWM, KJAZ, Medium, WRTI, KUHF, WHRO, KLSK
INTERIOR "Interior" (Windham Hill) 6/0
ROTIATIONS: Heavy 2/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 4, Heavy, WMOT, KLCC, Medium, WLOQ, KMDH, WNUR
MARC JOHNSON "Bass Desire" (ECM) 6/0
ROTIATIONS: Heavy 0/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0, Medium, WBFO, WRTI, WDET, WYPE
TED SHUMATE w/IRA SULLIVAN "Gulfstream" (Pausa) 6/0
ROTIATIONS: Heavy 3/0, Medium 2/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy, WHRO, WUSF, KLCC, Medium, WBEE, WNOP
RICHARD SOUTHER "Hairborne" (Meadowlark) 6/0
ROTIATIONS: Heavy 3/0, Medium 1/0, Light 2/0, Extra Adds 0, Total Adds 4, Heavy, WNOP, KBEM, KMDH, Medium, WMID

HOTTEST

- PAQUITO D'RIVERA (17) Explosion (Columbia)
DAVID BENOIT (15) This Side Up (Spindletop)
MUSIC FROM THE BILL COSBY SHOW (14) A House Full of Love (Columbia)
JON FADDIS (12) Legacy (Concord)

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns for EAST, MIDWEST, WEST, SOUTH, and various station call letters and program details.

47 Reporting Stations 44 Current Reports

WHRO/Norfolk, WLOQ/Oriano, WMID/Nashville called in frozen playlists.

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

APRIL 4, 1986

Three Two Last
Weeks Weeks Weeks

Three Weeks	Two Weeks	Last Week	Artist/Title	Label
8	5	2	1 JUDDS/Grandpa (RCA/Curb)	
6	1	1	2 BELLAMY BROTHERS/Feelin' The Feelin' (MCA/Curb)	
9	7	4	3 EARL THOMAS CONLEY/Once In A Blue Moon (RCA)	
16	13	6	4 HANK WILLIAMS JR./Ain't Misbehavin' (WB/Curb)	
5	3	3	5 ANNE MURRAY/Now And Forever (You And Me) (Capitol)	
18	16	11	6 KENNY ROGERS/Tomb Of The Unknown Love (RCA)	
26	17	14	7 RONNIE MILSAP/Happy Birthday Baby (RCA)	
13	12	10	8 MERLE HAGGARD/I Had A Beautiful Time (Epic)	
17	15	12	9 JANIE FRICKE/Easy To Please (Columbia)	
12	11	8	10 SAWYER BROWN/Heart Don't Fall Now (Capitol/Curb)	
25	19	17	11 TANYA TUCKER/One Love At A Time (Capitol)	
21	18	16	12 WAYLON JENNINGS/Working Without A Net (MCA)	
29	21	19	13 REBA McENTIRE/Whoever's In New England (MCA)	
28	24	21	14 ROSANNE CASH/hold On (Columbia)	
30	26	22	15 NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)	
2	4	5	16 ALABAMA/She And I (RCA)	
1	2	7	17 DON WILLIAMS/We've Got A Good Fire Goin' (Capitol)	
4	8	15	18 GEORGE STRAIT/You're Something Special To Me (MCA)	
37	29	23	19 STEVE WARINER/Life's Highway (MCA)	
10	9	9	20 RANDY TRAVIS/1982 (WB)	
31	28	24	21 KEITH WHITLEY/Miami, My Amy (RCA)	
39	32	27	22 FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	
33	30	25	23 GIRLS NEXT DOOR/Love Will Get You Through... (MTM)	
43	37	29	24 EDDIE RABBITT/Repetitive Regret (RCA)	
7	10	18	25 RICKY SKAGGS/Cajun Moon (Epic)	
36	31	28	26 JOHN CONLEE/Harmony (Columbia)	
45	40	31	27 OAK RIDGE BOYS/Juliet (MCA)	
41	34	30	28 DWIGHT YOAKAM/Honky Tonk Man (Reprise/WB)	
15	14	13	29 LARRY GATLIN & THE GATLIN BROTHERS/Nothing But Your Love Matters (Columbia)	
38	35	32	30 CONWAY TWITTY/You'll Never Know How Much I... (WB)	
—	46	38	31 WILLIE NELSON/Living In The Promiseland (Columbia)	
47	42	37	32 RESTLESS HEART/'Til I Loved You (RCA)	
3	6	20	33 GARY MORRIS/100% Chance Of Rain (WB)	
20	20	26	34 STATLER BROTHERS/Sweeter And Sweeter (Mercury/PG)	
40	38	36	35 GENE WATSON/Carmen (Epic)	
48	43	40	36 EVERLY BROTHERS/Born Yesterday (Mercury/PG)	
BREAKER	BREAKER	37	DAN SEALS/Everything That Glitters (EMI America)	
BREAKER	BREAKER	38	BARBARA MANDRELL/When You Get To The Heart (MCA)	
46	44	41	39 KEITH STEGALL/I Think I'm In Love (Epic)	
—	47	43	40 JOHN ANDERSON/You Can't Keep A Good Memory Down (WB)	
—	46	41	41 CHARLIE DANIELS BAND/Drinkin' My Baby Goodbye (Epic)	
—	48	42	42 MARIE OSMOND/Read My Lips (Capitol/Curb)	
BREAKER	BREAKER	43	JUICE NEWTON/Old Flame (RCA)	
—	47	42	44 DOBIE GRAY/That's One To Grow On (Capitol)	
27	25	34	45 MICHAEL MARTIN MURPHEY/Tonight We Ride (WB)	
DEBUT	DEBUT	46	CHARLY McCLAIN & WAYNE MASSEY/When It's Down To Me And You (Epic)	
DEBUT	DEBUT	47	EXILE/Super Love (Epic)	
—	49	45	OSMOND BROTHERS/Baby Wants (EMI America/Curb)	
23	22	33	49 MEL McDANIEL/Shoe String (Capitol)	
DEBUT	DEBUT	50	STEVE EARLE/Hillbilly Highway (MCA)	

Total Reports/Adds	Heavy	Medium	Light
163/0	147	15	1
161/0	134	18	9
160/0	126	26	8
160/0	110	46	4
151/0	114	30	7
162/1	95	62	5
163/0	68	91	4
143/0	104	29	10
156/1	84	63	9
138/1	85	43	10
162/1	59	92	11
158/2	63	80	15
159/3	59	85	15
152/1	49	93	10
158/3	36	103	19
128/0	76	34	18
124/0	67	36	21
121/0	76	26	19
157/2	24	109	24
118/0	63	40	15
148/8	43	77	28
159/6	11	114	34
146/7	35	70	41
158/7	5	108	45
110/1	59	26	25
142/6	20	92	30
152/10	2	94	60
147/10	9	86	52
111/0	48	50	13
135/6	9	88	38
142/34	2	68	72
130/15	6	69	55
81/0	32	30	19
75/0	30	29	16
103/2	9	62	32
108/17	6	48	54
116/33	0	42	74
108/23	3	49	56
87/6	3	55	29
95/10	0	48	47
91/17	3	38	50
96/19	0	36	60
103/34	0	26	77
86/10	2	37	47
50/0	10	24	16
70/12	2	30	38
72/39	0	17	55
62/4	2	31	29
48/0	7	24	17
64/18	0	24	40

MOST ADDED

- ED BRUCE (41) Nights (RCA)
- EXILE (39) Super Love (Epic)
- LEE GREENWOOD (36) Hearts Aren't Made To Break (MCA)
- WILLIE NELSON (34) Living In The Promiseland (Columbia)
- JUICE NEWTON (34) Old Flame (RCA)
- DAN SEALS (33) Everything That Glitters (EMI America)
- SOUTHERN PACIFIC (30) Reno Bound (WB)
- BARBARA MANDRELL (23) When You Get To The Heart (MCA)
- JUOY ROOMAN (20) Until I Met You (MTM)
- MARIE OSMOND (19) Read My Lips (Capitol/Curb)

HOTTEST

- JUDDS (99) Grandpa (RCA/Curb)
- BELLAMY BROTHERS (62) Feelin' The Feelin' (MCA/Curb)
- HANK WILLIAMS JR. (53) Ain't Misbehavin' (WB/Curb)
- EARL THOMAS CONLEY (44) Once In A Blue Moon (RCA)
- ANNE MURRAY (42) Now And Forever (You And Me) (Capitol)
- ALABAMA (38) She And I (RCA)
- RONNIE MILSAP (36) Happy Birthday Baby (RCA)
- KENNY ROGERS (36) Tomb Of The Unknown Love (RCA)
- MERLE HAGGARD (35) I Had A Beautiful Time (Epic)
- RICKY SKAGGS (27) Cajun Moon (Epic)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

DAN SEALS

Everything That Glitters (EMI America)

On 71% of reporting stations. Rotations: Heavy 0, Medium 42, Light 74, Total Adds 33 including WAJR, WHN, WXTU, KEAN, KPLX, KIKK, WSIX, KKYX, WMNI, WDAF, K102, WTOD, KIK-FM, KUGN, KGA. A most added record. Moves 45-37 on the Country chart.

BARBARA MANDRELL

When You Get To The Heart (MCA)

On 66% of reporting stations. Rotations: Heavy 3, Medium 49, Light 56, Total Adds 23 including WTCR, WWVA, KYKR, WWKA, WQDR, WONE, KJJY, WFMS, KFKE, WKCC, KUUY, KFMS, KMPS, KIIM. A most added record. Moves 44-38 on the Country chart.

JUICE NEWTON

Old Flame (RCA)

On 63% of reporting stations. Rotations: Heavy 0, Medium 26, Light 77, Total Adds 33 including WQBE, WIXL, WSOC, WKLO, KRMD, WUSQ, KJJY, KXXY, WKCC, WIL, KFDI, KIK-FM, KKAL, KKCS, KFRE. A most added record. Moves 50-43 on the Country chart.

IT SPARKLES...IT SHINES...IT'S BREAKER THIS WEEK!

"Everything That Glitters" 8311

DAN SEALS

R&R

BREAKERS

37

EMI AMERICA

FULL-SERVICE AC

TOP 20

APRIL 4, 1986

Three Weeks	Two Weeks	Last Week		
6	3	1	1	STEVIE WONDER/Overjoyed (Tamla/Motown)
2	2	2	2	ATLANTIC STARR/Secret Lovers (A&M)
11	7	5	3	FORCE MD'S/Tender Love (Tommy Boy/WB)
1	1	3	4	HEART/These Dreams (Capitol)
5	5	4	5	ANNE MURRAY/Now And Forever (You And Me) (Capitol)
13	11	8	6	DIONNE WARWICK/Whisper In The Dark (Arista)
3	4	6	7	ELTON JOHN/Rikiiti (Geffen)
15	12	10	8	NELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)
—	18	12	9	DENNIS D'YOUNG/Call Me (A&M)
4	6	7	10	JAMES TAYLOR/Only One (Columbia)
—	17	14	11	DIRE STRAITS/So Far Away (WB)
—	—	19	12	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
14	14	13	13	JACK WAGNER with V. CARTER/Love Can Take Us All Away (Qwest/WB)
7	9	11	14	STARSHIP/Sara (Grant/RCA)
20	15	15	15	BARBRA STREISAND/Send In The Clowns (Columbia)
BREAKER	16	16	16	JERMAINE JACKSON/I Think It's Love (Arista)
9	8	9	17	DAN SEALS/Bop (EMI America)
BREAKER	17	17	17	BARRY MANILOW/He Doesn't Care (But I Do) (RCA)
BREAKER	18	18	18	PHIL COLLINS/Take Me Home (Atlantic)
BREAKER	20	20	20	BANGLES/Manic Monday (Columbia)

Total Reports/Adds	Heavy	Medium	Light
48/0	41	7	0
43/0	37	6	0
43/1	34	8	1
41/0	37	8	2
40/0	33	7	0
41/1	26	13	2
37/0	27	9	1
37/0	18	17	2
38/3	10	24	4
31/0	15	13	3
34/4	13	19	2
40/8	6	26	8
29/0	12	17	0
30/1	9	18	3
30/2	5	20	5
24/1	15	8	1
24/0	12	11	1
33/6	1	24	8
24/4	6	16	2
24/5	10	9	5

MOST ADDED

- CULTURE CLUB (10)
- Move Away (Virgin/Epic)
- PATTI LABELLE/MICHAEL McDONALD (10)
- On My Own (MCA)
- WHITNEY HOUSTON (8)
- The Greatest Love Of All (Arista)
- MADONNA (6)
- Live To Tell (Sire/WB)
- BARRY MANILOW (6)
- He Doesn't Care (But I Do) (RCA)

HOTTEST

- STEVIE WONDER (36)
- Overjoyed (Tamla/Motown)
- ATLANTIC STARR (26)
- Secret Lovers (A&M)
- FORCE MD'S (23)
- Tender Love (Tommy Boy/WB)
- ANNE MURRAY (21)
- Now And Forever (You And Me) (Capitol)
- DIONNE WARWICK (18)
- Whisper In The Dark (Arista)

CHART EXTRAS

SADÉ

Never As Good As The First Time (Portrait/CBS)

63% of our reporters on it. Rotations: Heavy 1, Medium 19, Light 10, Total Adds 5, KFMB, WCHS, WGOW, WIBA, KBOI.

BREAKERS

JERMAINE JACKSON

I Think It's Love (Arista)

50% of our reporters on it. Rotations: Heavy 15, Medium 8, Light 1, Total Adds 1, 55KRC. Moves 18-16 on the Full-Service chart.

BANGLES

Manic Monday (Columbia)

50% of our reporters on it. Rotations: Heavy 10, Medium 9, Light 5, Total Adds 5, WWKB, 55KRC, KJR, WHAS, KOIL. Debuts at number 20 on the Full-Service chart.

PHIL COLLINS

Take Me Home (Atlantic)

50% of our reporters on it. Rotations: Heavy 6, Medium 16, Light 2, Total Adds 4, WWKB, WTAE, WTVN, KJR. Debuts at number 19 on the Full-Service chart.

NEW & ACTIVE

- PATTI LABELLE/MICHAEL McDONALD "On My Own" (MCA) 23/10
Rotations: Heavy 2/1, Medium 10/4, Light 11/5, Total Adds 10, WFBR, KHOW, KFMB, WVIC, WGOW, WING, KOIL, WTKO, KFOD, KTWG. Heavy including KVEC. Medium including KJR, WHBY, KUGN.
- SIMPLY RED "Holding Back The Years" (Elektra) 22/5
Rotations: Heavy 4/0, Medium 12/3, Light 6/2, Total Adds 5, WELI, WHBC, WMTR, WSTU, KTWO. Heavy: WHBY, WING, KOIL, KVEC. Medium including WFBR, KHOW, KFMB, KJR, WCHS, KUGN, WASK.

- MIAMI SOUND MACHINE "Bad Boy" (Epic) 21/4
Rotations: Heavy 1/0, Medium 12/2, Light 8/2, Total Adds 4, WTVN, WCHS, WGY, WPOE. Heavy: WCIL, Medium including WFBR, KHOW, KFMB, WGOW, WNNR, WMTR, WSTU, KYJC, KVEC.
- CULTURE CLUB "Move Away" (Virgin/Epic) 13/10
Rotations: Heavy 1/1, Medium 3/3, Light 7/6, Total Adds 10, WFBR, KHOW, KFMB, WELI, WHBC, WING, WSPD, WGBR, KFOD, KTWO. Medium including WPOE, KVEC.
- ALABAMA "She And I" (RCA) 12/0
Rotations: Heavy 2/0, Medium 6/0, Light 2/0, Total Adds 0, Heavy: WHAS, KFOD. Medium: WFBR, WBT, KOIL, KSL, WPOE, WGBR, WVIC, WCIL.
- TEDDY PENDERGRASS "Love 4/2" (Elektra) 11/2
Rotations: Heavy 0, Medium 5/1, Light 6/1, Total Adds 2, KHOW, WCHS. Medium including WHBY, KOIL, KSL, KTWO.
- MYLONS "The Lion Sleeps Tonight" (Open Air) 9/0
Rotations: Heavy 1/0, Medium 6/0, Light 2/0, Total Adds 0, Heavy: KTWO. Medium: WFBR, WCCO, WGOW, WSTU, KYJC, KVEC.
- OMD "If You Leave" (A&M) 9/0
Rotations: Heavy 0, Medium 4/0, Light 5/0, Total Adds 0, Medium: WNNR, WPOE, WSTU, KTWO.

SIGNIFICANT ACTION

- LEVEL 42 "Something About You" (Polydor/PolyGram) 7/2
Rotations: Heavy 0, Medium 4/0, Light 3/2, Total Adds 2, KBOI, WCIL, Medium: WFBR, KHOW, WSTU, KTWO.
- MADONNA "Live To Tell" (Sire/WB) 6/6
Rotations: Heavy 1/1, Medium 3/3, Light 2/2, Total Adds 6, WFBR, WICC, WHBC, KUGN, WMTR, KVEC.
- MARILYN MARTIN "Move Closer" (Atlantic) 6/4
Rotations: Heavy 0, Medium 4/2, Light 2/2, Total Adds 4, WFBR, WHBY, WNNR, WSTU. Medium including WPOE, WTKO.
- MIKE & THE MECHANICS "All I Need Is A Miracle" (Atlantic) 6/2
Rotations: Heavy 0, Medium 2/0, Light 4/2, Total Adds 2, WNNR, WGBR. Medium: WPOE, WSTU.
- MATT BIANCO "Half A Minute" (Atlantic) 4/1
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WASK. Medium: KUGN, WPOE.
- DIANE SCHUUR "Needle In A Haystack" (GRP) 4/1
Rotations: Heavy 0, Medium 1/1, Light 3/0, Total Adds 1, KUGN, Light: WHBY, WHBC.
- HANK WILLIAMS JR. "Ain't Misbehavin'" (WB) 4/0
Rotations: Heavy 0, Medium 1/0, Light 3/0, Total Adds 0, Medium: WCCO, Light: WCHS, WBBC, WJBC.
- VOICES OF AMERICA "Hands Across America" (EMI America) 3/3
Rotations: Heavy 0, Medium 0, Light 3/3, Total Adds 3, WCHS, WTKO, WGBR.
- ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 3/2
Rotations: Heavy 0, Medium 2/1, Light 1/1, Total Adds 2, WNNR, KVEC. Medium including WPOE.
- GRAHAM NASH "Innocent Eyes" (Atlantic) 3/2
Rotations: Heavy 0, Medium 0, Light 3/2, Total Adds 2, WING, WNNR, Light: KYJC.
- FAT LARRY'S BAND "Zoom" (Atco) 3/1
Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WCIL, Medium: KTWO.
- PIA ZADORA/LONDON PHILHARMONIC ORCHESTRA "Maybe This Time" (CBS Associated) 3/0
Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0, Medium: KUGN, WPOE. Light: WHBY.
- GARY MORRIS "100% Chance Of Rain" (WB) 3/0
Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0, Medium: WHBY, KTWO. Light: WJBC.

WRANGLER AND WILLIE NELSON WANT YOU!

Willie Nelson and Wrangler Jeans are sponsoring a nationwide search for the best rock, country and rhythm and blues artists.

Ten stations across the country will help launch the careers of the most talented acts in their area.

For more information on how your station can get involved, see next week's R&R or the May issue of Sound Management Magazine.

Willie Nelson / Wrangler

Music
Invitational
Rock • Country • Rhythm & Blues

ADULT CONTEMPORARY

BREAKERS

PATTI LABELLE/MICHAEL McDONALD On My Own (MCA)

67% of our reporters on it. Rotations: Heavy 3, Medium 39, Light 31, Total Adds 22 including 2WD, W101, KIFM, KEZR, WKGW, KIOA, KQ99, 3WM, WWPA. Debuts at number 25 on the AC chart.

LEVEL 42

Something About You (Polydor/PolyGram)

59% of our reporters on it. Rotations: Heavy 2, Medium 34, Light 28, Total Adds 14 including WPIX, WCLY, WMJI, KGW, WJDX, WIVY, WLHT, WFMK, WTNV. Debuts at number 25 on the AC chart.

BARRY MANILOW

He Doesn't Care (But I Do) (RCA)

55% of our reporters on it. Rotations: Heavy 2, Medium 33, Light 25, Total Adds 8, 2WD, WOMC, KGW, WJDX, WLAC-FM, KQ99, 194. Debuts at number 29 on the AC chart.

CULTURE CLUB

Move Away (Virgin/Epic)

50% of our reporters on it. Rotations: Heavy 0, Medium 24, Light 30, Total Adds 24 including WPIX, WCLY, KHYL, B100, K101, WJDX, KELT, KIOA, WTRX.

MOST ADDED

- MADONNA (45)
Live To Tell (Sire/WB)
- HOWARD JONES (37)
No One Is To Blame (Elektra)
- CULTURE CLUB (24)
Move Away (Virgin/Epic)
- PATTI LABELLE/MICHAEL McDONALD (22)
On My Own (MCA)
- VOICES OF AMERICA (19)
Hands Across America (EMI America)

HOTTEST

- FORCE MD'S
Tender Love (Tommy Boy/WB)
- STEVIE WONDER (70)
Overjoyed (Tama/Motown)
- ATLANTIC STARR (44)
Secret Lovers (A&M)
- HEART (38)
These Dreams (Capitol)
- DIRE STRAITS (37)
So Far Away (WB)

CHERRELLE with ALEXANDER O'NEAL "Saturday Love" (Tabu/CBS) 46/3

Rotations: Heavy 6/0, Medium 17/1, Light 23/2, Total Adds 3, WENS, KWFM, KRNO, Heavy: 97AIA, KOST, KELT, WSFL, WEIM, KALE, Medium including WPIX, KHYL, WKYE, WCHV, WZLQ, KTYL, KFSS.

MADONNA "Live To Tell" (Sire/WB) 45/45

Rotations: Heavy 0, Medium 14/14, Light 31/31, Total Adds 45 including WPIX, WHTX, KOST, KIFM, V100, KEY103, WXTC, KELT, WAVE, WNAM, KIOA, WMGN, KDKJ.

HOWARD JONES "No One Is To Blame" (Elektra) 41/37

Rotations: Heavy 0, Medium 7/5, Light 34/32, Total Adds 37 including WSFM, WKYE, KEY103, K106, 96WAVE, KELT, WAVE, WNAM, KIOA, WMGN, KWFM, Medium including WGLL, WCKQ.

ALABAMA "She And I" (RCA) 37/0

Rotations: Heavy 4/0, Medium 15/0, Light 19/0, Total Adds 0, Heavy: WEIM, WAHR, KRLB, WORG, Medium including WKYE, WXTC, WEZZ, WEZS, KLYE, WTRX, KWFM, KKLK, KALE.

NYLONS "The Lion Sleeps Tonight" (Open Air) 25/1

Rotations: Heavy 0, Medium 10/0, Light 15/1, Total Adds 1, K106, Medium: WEIM, WKNE, WGLL, WSKI, WAHR, WMT-FM, WJON, WBOW, KKLK, KALE.

NEW & ACTIVE

LOVERBOY "This Could Be The Night" (Columbia) 47/1

Rotations: Heavy 12/0, Medium 22/0, Light 13/1, Total Adds 1, KQSW, Heavy including WLLT, WLTF, WMJI, KKYK, WSFM, U102, WLHT, WFMK, Medium including 97AIA, KUDL, B100, WAEB, WLAC-FM, WLTE, KRAV.

MIKE & THE MECHANICS "All I Need Is A Miracle" (Atlantic) 46/16

Rotations: Heavy 0, Medium 22/2, Light 24/14, Total Adds 16 including WCLY, KGW, B100, WIVY, KIOA, WTRX, KRAV, Medium including WHTX, V100, 96WAVE, WLHT, WFMK, WMGN, KVUU.

SIGNIFICANT ACTION

WAX "Right Between The Eyes" (RCA) 23/9

Rotations: Heavy 0, Medium 7/0, Light 16/9, Total Adds 9, B100, WAEB, WSFM, WNAM, KWFM, WSKY, WCHV, 194, KMGO, Medium: WHTX, WMMJ, WGLL, WSKI, WJON, KQSW, KALE.

VOICES OF AMERICA "Hands Across America" (EMI America) 19/19

Rotations: Heavy 1/1, Medium 4/4, Light 14/14, Total Adds 19 including WHTX, 97AIA, WLTF, KUDL, WSFM, WKYE, KEY103, K106, 96WAVE, KELT, WMGN, WJON, KKLK, KALE.

GRAHAM NASH "Innocent Eyes" (Atlantic) 16/2

Rotations: Heavy 0, Medium 7/0, Light 9/2, Total Adds 2, WSFM, K106, Medium: 96WAVE, WEIM, WGLL, WZLQ, KTYL, WJON, KALE.

ROLLING STONES "Harlem Shuffle" (Rolling Stones/Columbia) 15/2

Rotations: Heavy 2/0, Medium 5/1, Light 8/1, Total Adds 2, U102, WMGN, Heavy: WKYE, WSKY, Medium: V100, WCKQ, KTYL, KALE.

JANET JACKSON "What Have You Done For Me Lately" (A&M)

Rotations: Heavy 0, Medium 4/4, Light 9/8, Total Adds 12, KYKY, V100, WEIM, WSKI, WWPA, WCHV, KRLB, WZLQ, KTYL, 194, WBOW, KQSW.

MARILYN MARTIN "Move Closer" (Atlantic) 13/7

Rotations: Heavy 0, Medium 1/0, Light 12/7, Total Adds 7, WSFM, WSKI, WSKY, WZLQ, WFFX, KKLK, KALE, Medium: KIFM.

MR. MISTER "Is It Love" (RCA) 13/6

Rotations: Heavy 0, Medium 4/2, Light 8/4, Total Adds 6, V100, KWFM, WQHQ, WAEB, 194, KALE, Medium: WMGN, WEIM.

ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 11/10

Rotations: Heavy 0, Medium 4/3, Light 7/7, Total Adds 10, KOST, KELT, WQHQ, WCKQ, WGSV, WZLQ, WFFX, KTYL, WMT-FM, KALE, Medium: WPIX.

ZZ TOP "Rough Boy" (WB) 11/2

Rotations: Heavy 0, Medium 5/1, Light 6/1, Total Adds 2, K106, WJON, Medium: WHTX, KEY103, 96WAVE, KALE.

JONATHAN BUTLER "Baby, Please Don't Take It" (Jive/Arista) 10/10

Rotations: Heavy 0, Medium 0, Light 10/10, Total Adds 10, WAEB, KELT, WAVE, WEIM, WKNE, WSKI, WMT-FM, KFSS, KKLK, KMGO.

HOOTERS "Where Do The Children Go" (Columbia) 10/6

Rotations: Heavy 0, Medium 2/2, Light 8/4, Total Adds 6, WAEB, WAVE, WMGN, WSKI, WAEB, KKLK.

BOB SEGER "American Storm" (Capitol) 10/2

Rotations: Heavy 1/0, Medium 5/1, Light 4/1, Total Adds 2, B100, V100, Heavy: WMGN, Medium: WSFM, WFMK, KTYL, KALE.

PET SHOP BOYS "West End Girls" (EMI America) 9/6

Rotations: Heavy 1/1, Medium 2/0, Light 6/5, Total Adds 6, WIVY, U102, WAVE, WMMJ, WEIM, WCKQ, Medium: V100, WFMK.

RENE & ANGELA "Your Smile" (Polydor/PolyGram) 9/1

Rotations: Heavy 0, Medium 2/0, Light 7/1, Total Adds 1, WMMJ, Medium: 97AIA, KQSW.

FREDDIE JACKSON "Love Is Just A Touch Away" (Capitol) 8/7

Rotations: Heavy 0, Medium 3/2, Light 5/5, Total Adds 7, WPIX, WTRX, WQHQ, WWPA, WCKQ, WGSV, WAEB, Medium: 97AIA.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 FORCE MD'S	107/0	101	4	2
2 STEVIE WONDER	109/0	93	15	1
3 JERMAINE JACKSON	105/2	71	28	6
4 PHIL COLLINS	108/4	45	52	11
5 DIRE STRAITS	97/2	66	27	4
6 DIONNE WARWICK	101/3	52	40	9
7 ATLANTIC STARR	94/0	66	22	6
8 HEART	88/0	61	19	8
9 ANNE MURRAY	86/1	58	23	5
10 WHITNEY HOUSTON	106/10	31	60	15
11 ELTON JOHN	74/0	45	21	8
12 DENNIS DeYOUNG	99/7	30	53	16
13 BANGLES	85/11	33	46	6
14 SADE	98/12	4	74	20
15 ELO	79/0	41	31	7
16 SIMPLY RED	86/6	32	40	14
17 JACK WAGNER w/VALERIE CARTER	68/0	33	28	7
18 JAMES TAYLOR	67/0	17	36	14
19 MIAMI SOUND MACHINE	78/8	13	47	18
20 MELISSA MANCHESTER & AL JARREAU	73/2	23	38	12
21 STARSHIP	59/0	14	29	16
22 MIKE & THE MECHANICS	51/0	8	29	14
23 PATTI LABELLE & MICHAEL McDONALD	73/22	3	39	31
24 LOVERBOY	47/1	12	22	13
25 LEVEL 42	64/14	2	34	28
26 TEDDY PENDERGRASS	62/3	6	36	20
27 DAN SEALS	43/0	10	20	13
28 OMD	59/5	8	31	20
29 BARRY MANILOW	60/8	2	33	25
30 SMOKEY ROBINSON	49/0	9	23	17

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.

NEW ADDS & HOTS

EAST

PARALLEL ONE
ONE THREE
 WJXC/Warner
 Wendy Schirbach
 FREDERICK JACKSON
 HARVEY RED
 DAVE BOYD MACH
 MADONNA
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

WJXC/Warner
 Jack Raymond
 EARL WILLIAMS
 PET SMO BOYS
 SODORUM
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

PARALLEL TWO
 WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

WEST

PARALLEL ONE
 KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

SOUTH

PARALLEL ONE
 WJXC/Warner
 Wendy Schirbach
 FREDERICK JACKSON
 HARVEY RED
 DAVE BOYD MACH
 MADONNA
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

WJXC/Warner
 Jack Raymond
 EARL WILLIAMS
 PET SMO BOYS
 SODORUM
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

PARALLEL TWO
 WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

MIDWEST

PARALLEL ONE
 WJXC/Warner
 Wendy Schirbach
 FREDERICK JACKSON
 HARVEY RED
 DAVE BOYD MACH
 MADONNA
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

WJXC/Warner
 Jack Raymond
 EARL WILLIAMS
 PET SMO BOYS
 SODORUM
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

PARALLEL TWO
 WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
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 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

FULL SERVICE AC

PARALLEL ONE
 WJXC/Warner
 Wendy Schirbach
 FREDERICK JACKSON
 HARVEY RED
 DAVE BOYD MACH
 MADONNA
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

WJXC/Warner
 Jack Raymond
 EARL WILLIAMS
 PET SMO BOYS
 SODORUM
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
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 ALABAMA
 SIMPLY RED

WJXC/Warner
 Mike Tomney
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PARALLEL TWO
 WJXC/Warner
 Mike Tomney
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 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

PARALLEL THREE
 WJXC/Warner
 Wendy Schirbach
 FREDERICK JACKSON
 HARVEY RED
 DAVE BOYD MACH
 MADONNA
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
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 ALABAMA
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WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

PARALLEL FOUR
 WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

WJXC/Warner
 Mike Tomney
 HOWARD JONES
 OYLEY BROTHERS
 JONATHAN BUTLER
 HOWARD JONES
 DIANE BRADY
 STEVE WOODER
 ALABAMA
 SIMPLY RED

109 Reporters 98 Current Reports

Six stations reported a frozen list this week:
KWAV/Monterey
KWBC/Rochester
WRAL/Raleigh
WSF-WM/Atlanta
WXUS/Lafayette

Five stations failed to report this week. Their rotations were frozen.

KGMG/Oceanside
KLSI/Kansas City
KVIL/Dallas
WAGE/Leesburg
WSNY/Columbus

WEST

PARALLEL ONE
 KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

PARALLEL TWO
 KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

KJVL/Sacramento
 CULTURE CLUB
 LEVEL 42
 NOKIA
 JACK WAGNER
 FORCE NO 8
 SAGE
 STEVE WOODER
 HEART

48 Reporters
41 Current Reports

Five stations reported a frozen list this week:
KOY/Phoenix
WCCO/Minnneapolis
WSM/Milwaukee
WSM/Atlanta
WTM/Milwaukee

Two stations failed to report this week. Their rotations were frozen:
WBC/Indianapolis

AOR TRACKS

158 REPORTS

Rank	Artist/Track	Label	Weeks on Chart	Peak	Current	Points
1	VAN HALEN/Why Can't This Be Love (WB)	WB	3	3	2	5
2	BOB SEGER & THE SILVER.../American Storm (Capitol)	Capitol	5	4	3	20
3	ROLLING STONES/Hear Them Shout (Rolling Stones/Columbia)	Rolling Stones/Columbia	1	1	1	10
4	JULIAN LENNON/Stuck Around (Atlantic)	Atlantic	14	8	8	46
5	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	CBS Associated	8	7	7	39
6	ZZ TOP/Rough Boy (WB)	WB	12	6	6	66
7	ROBERT PALMER/Addicted To Love (Island)	Island	2	2	4	7
8	ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)	Rolling Stones/Columbia	1	18	18	9
9	JACKSON BROWNE/For America (Asylum)	Asylum	4	5	5	35
10	PHIL COLLINS/Take Me Home (Atlantic)	Atlantic	27	13	10	75
11	JOURNEY/Be Good To Yourself (Columbia)	Columbia	10	9	9	35
12	HONEYMOON SUITE/Feel It Again (WB)	WB	10	9	9	35
13	BOB SEGER & THE SILVER.../Fortunate Son (Capitol)	Capitol	33	12	12	51
14	DAVID BOWIE/Absolute Beginners (EMI America)	EMI America	1	21	15	51
15	SIMPLE MINDS/All The Things She Said (Virgin/A&M)	Virgin/A&M	35	20	20	80
16	BRIAN SETZER/The Knife Feels Like Justice (EMI America)	EMI America	13	12	11	60
17	JOE COCKER/She'll Be Right (Capitol)	Capitol	16	15	13	73
18	ROLLING STONES/Winning Ugly (Rolling Stones/Columbia)	Rolling Stones/Columbia	1	28	28	73
19	MR. MISTER/Is It Love (RCA)	RCA	32	25	22	63
20	CALL/Still Believe (Great Design) (Elektra)	Elektra	23	19	16	63
21	GRAHAM NASH/Innocent Eyes (Atlantic)	Atlantic	1	36	24	63
22	VAN HALEN/Best Of Both Worlds (WB)	WB	1	25	25	63
23	OZZY OSBOURNE/Shot In The Dark (CBS Associated)	CBS Associated	15	14	14	48
24	VAN HALEN/Dreams (WB)	WB	1	29	29	48
25	MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)	Atlantic	9	17	17	23
26	DIRE STRAITS/So Far Away (WB)	WB	22	19	19	22
27	TED NUGENT/Little Miss Dangerous (Atlantic)	Atlantic	30	28	27	22
28	FIRM/Live In Peace (Atlantic)	Atlantic	28	26	26	22
29	JUDAS PRIEST/Locked In (Columbia)	Columbia	43	38	38	22
30	PETE TOWNSHEND/Secondhand Love (A&M)	A&M	44	32	30	22
31	JIMMY BARNES/Working Class Man (Geffen)	Geffen	55	45	37	22
32	MARILLION/Lady Nina (Capitol)	Capitol	39	31	31	22
33	JACKSON BROWNE/Lives In The Balance (Asylum)	Asylum	42	42	38	22
34	INXS/What You Need (Atlantic)	Atlantic	7	16	23	22
35	HOOTERS/Where Do The Children Go (Columbia)	Columbia	1	55	42	22
36	PET SHOP BOYS/West End Girls (EMI America)	EMI America	57	51	43	22
37	LEVEL 42/Something About You (Polydor/PG)	Polydor/PG	53	46	40	22
38	LEVIS COSTELLO/Don't Let Me Be Misunderstood (Columbia)	Columbia	38	35	35	22
39	OUTFIELD/Your Love (Columbia)	Columbia	19	22	34	22
40	VAN HALEN/Love Walks In (WB)	WB	1	57	57	22
41	STARSHIP/Tomorrow Doesn't Matter Tonight (Grun/RCA)	Grun/RCA	59	49	44	22
42	GREG KINN/Love And Rock & Roll (EMI America)	EMI America	60	44	41	22
43	FIRM/All The King's Horses (Atlantic)	Atlantic	6	10	21	22
44	GLEN BURTNICK/Little Red House (A&M)	A&M	50	48	45	22
45	JOE JACKSON/Right And Wrong (A&M)	A&M	1	50	47	22
46	MIKE & THE MECHANICS/Hanging By A Thread (Atlantic)	Atlantic	1	50	47	22
47	UFO/This Time (Chrysalis)	Chrysalis	1	52	48	22
48	WAX/Right Between The Eyes (RCA)	RCA	1	57	52	22
49	KATRINA & THE WAVES/Is That It? (Capitol)	Capitol	1	56	56	22
50	TALK TALK/Life's What You Make It (EMI America)	EMI America	21	24	36	22
51	ROLLING STONES/Had It With You (Rolling Stones/Columbia)	Rolling Stones/Columbia	47	41	41	22
52	BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)	Columbia	11	18	32	22
53	SUZANNE VEGA/Left Of Center (A&M)	A&M	1	54	54	22
54	FIONA/Living In A Boy's World (Atlantic)	Atlantic	1	59	59	22
55	OMD/You Leave (A&M)	A&M	1	59	59	22
56	INXS/Listen Like Thieves (Atlantic)	Atlantic	1	59	59	22
57	MODELS/Out Of Mind Out Of Sight (Geffen)	Geffen	1	59	59	22
58	HOWARD JONES/No One Is To Blame (Elektra)	Elektra	1	59	59	22
59	ALARM/Spirit Of 76 (IRS/MCA)	IRS/MCA	24	29	41	22
60	ZZ TOP/Delirious (WB)	WB	29	43	53	22

Rank	Artist/Track	Label	Weeks on Chart	Peak	Current	Points
61	ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)	Rolling Stones/Columbia	1	75	75	20
62	JOURNEY/Be Good To Yourself (Columbia)	Columbia	1	75	75	20
63	VAN HALEN/Best Of Both Worlds (WB)	WB	1	75	75	20
64	JIMMY BARNES/Working Class Man (Geffen)	Geffen	1	75	75	20
65	ROLLING STONES/Judas Priest	Rolling Stones/Columbia	1	75	75	20
66	LOCKED IN (Columbia)	Columbia	1	75	75	20
67	ZZ TOP/Delirious (WB)	WB	1	75	75	20
68	ALARM/Spirit Of 76 (IRS/MCA)	IRS/MCA	1	75	75	20
69	HOWARD JONES/No One Is To Blame (Elektra)	Elektra	1	75	75	20
70	MODELS/Out Of Mind Out Of Sight (Geffen)	Geffen	1	75	75	20
71	INXS/Listen Like Thieves (Atlantic)	Atlantic	1	75	75	20
72	OMD/You Leave (A&M)	A&M	1	75	75	20
73	FIONA/Living In A Boy's World (Atlantic)	Atlantic	1	75	75	20
74	SUZANNE VEGA/Left Of Center (A&M)	A&M	1	75	75	20
75	BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)	Columbia	1	75	75	20
76	TALK TALK/Life's What You Make It (EMI America)	EMI America	1	75	75	20
77	ROLLING STONES/Had It With You (Rolling Stones/Columbia)	Rolling Stones/Columbia	1	75	75	20
78	BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)	Columbia	1	75	75	20
79	SUZANNE VEGA/Left Of Center (A&M)	A&M	1	75	75	20
80	FIONA/Living In A Boy's World (Atlantic)	Atlantic	1	75	75	20
81	OMD/You Leave (A&M)	A&M	1	75	75	20
82	INXS/Listen Like Thieves (Atlantic)	Atlantic	1	75	75	20
83	MODELS/Out Of Mind Out Of Sight (Geffen)	Geffen	1	75	75	20
84	HOWARD JONES/No One Is To Blame (Elektra)	Elektra	1	75	75	20
85	ALARM/Spirit Of 76 (IRS/MCA)	IRS/MCA	1	75	75	20
86	ZZ TOP/Delirious (WB)	WB	1	75	75	20

MODERN ENGLISH SPOKEN HEAR.



The New Single
And Video
From Stop Start

R O B J U N G K L A S



IT'S A
MAN'S WORLD
BUT IT'S A...

"B O Y S T O W N"

"PASSIONATE VOCALS-MINI MOVIE LYRICS. NEW, ROMANTIC ROCK AND ROLL AND A SONG
REFRAIN THAT IS DESTINED TO BECOME A HOUSEHOLD PHRASE." -REDBEARD-KTXQ

— 12 INCH ON YOUR DESK THIS WEEK —

"BOYSTOWN" FROM THE FORTHCOMING DEBUT ALBUM "CLOSER TO THE FLAME" BY ROB JUNGKLAS,
PRODUCED BY BILL WITTMAN. ON MANHATTAN RECORDS AND HIGH QUALITY XDR® CASSETTES.

M A N
H A T
T A N

AOR TRACKS

MOST ADDED

JOURNEY (117)
Be Good To Yourself (Columbia)
TEARS FOR FEARS (36)
Mothers Talk (Mercury/PolyGram)
ROLLING STONES (33)
One Hit To (Rolling Stones/Columbia)
KROKUS (29)
Burning Up The Night (Arista)
STARSHIP (28)
Tomorrow Doesn't Matter... (Grunt/RCA)

HOTTEST

VAN HALEN (69)
Why Can't This Be Love (WB)
ROLLING STONES (53)
Härlém Shuffle (Rolling Stones/Columbia)
ROBERT PALMER (45)
Addicted To Love (Island)
BOB SEGER & THE SILVER BULLET BAND (38)
American Storm (Capitol)
PHIL COLLINS (34)
Take Me Home (Atlantic)

CHART CLIMBERS

VAN HALEN "Dreams" (WB) 86/12 (75/75)
Adds including CHOM, KTXO, KSRR, WNOR, WCMF, WRDU, KISS, KDJK, WBLM, KTYD. Heavy 38 including WNEW, WYRK, WQVE, WHYY, Q107, DC101, RTCL, WLVO, KQRS, KSHE, KUPD, KGOB, KROR, KOMA, KNKN, WLAV. Medium 45 including WKLS, WKLLZ, WRIF, KYYS, KZAP, KSJO, WOUR, KEZO, KILQ, KLXP, WRUF. Moves 29-24.

PETE TOWNSHEND "Secondhand Love" (A&M) 86/7 (81/16)
Adds: WNOR, KYYS, WHEB, WOUR, WLAV, WOOJ, KSPN. Heavy 21 including CHOM, WMMR, WQVE, Q107, WXRT, KLBJ, WWWW. Medium 58 including WYTY, DC101, WCKO, WLVO, KBGO, KMET, KUPD, KZAP, 91X, KGB, KFOG, KROR, KOMA, WHCN, WYFY, WRFO, KILQ, KLXP. Remains at #30.

HOOTERS "Where Do The Children Go" (Columbia) 74/12 (62/19)
Adds including WKLC, WOUR, WJZ, WRGK, WIOT, KDJK, KLXP. Heavy 13 including WBCN, WNEW, WMMR, WHYY, WZZO, WPDH, WAPL. Medium 52 including WXRK, WSHE, WOFM, KSHE, KGB, KISW, WHEB, WEZX, WAAF, KNKN, KLAQ, KISS, WLAV, KILQ, KEZE, WBLM, WWWW, WRUF, KOZZ. Moves 42-35.

UFO "This Time" (Chrysalis) 69/4 (66/7)
Adds: KOMA, KSJO, WKLZ, KEZO. Heavy 2. WOFM, KISS. Medium 46 including WHYY, KLOL, WYMF, WLVO, WLJZ, WRIF, KSZE, KUPD, KGB, WHEB, WPDH, WEZX, WAAF, KNKN, KLAQ, WRGK, WIOT, KILQ, KLXP, WRUF. Moves 48-47.

JACKSON BROWNE "Lives In The Balance" (Asylum) 67/7 (60/8)
Adds: KSRR, WNOR, KBGO, WWCOT, WOOJ, WRUF, KSPN. Heavy 29 including WLVO, KFOG, KROR, WHCN, WBRU, WYTY, WQVE, WLAV, WBLM, WWWW, KFMO, KTYD. Medium 35 including WYTY, DC101, KLOL, KYYS, KGOB, KZAP, WYFY, WEZX, WJZ, WAPL, WJTE, WIOT, KILQ, KZEL, KOZZ. Moves 38-33.

STARSHIP "Tomorrow Doesn't Matter Tonight" (Grunt/RCA) 66/28 (40/13)
Adds including WSHE, WLVO, WRIF, KQRS, KBEI, KUPD, WZZO, WYNE, KLAQ, WJZ, WRKL, WAPL. Heavy 7. WPHD, WKLP, KFMO, KPOI, WGR, WHMD, WZZO. Medium 52 including WHEB, WOFM, KGOB, KGB, WEZX, WAAF, WRDK, KGGO, KZOK, KLXP, WWWW, KOZZ. Debuts at #41.

GLENN BURTRICK "Little Red House" (A&M) 61/3 (61/6)
Adds: WBEH, WHEB, WRUF. Heavy 6. WOFM, WPLR, WYSP, WCMF, KRQU. Medium 43 including WHYY, KSRR, WYMF, WLVO, WLJZ, KGB, KROR, KOMA, WPHD, WEZX, WOUR, WAAF, KNKN, WJZ, WAPL, WRGK, WLAV, WIOT, KILQ, KLXP, WBLM, WWWW. Moves 45-44.

KATRINA & THE WAVES "Is That It?" (Capitol) 60/13 (47/13)
Adds including KROR, KROR, WZZO, WHFS, WKGO, KMXJ, WRKL, KGGO, WRKL. Heavy 7 including CHOM, CHEZ, KFMY, WCPX, KSPN, KYRE. Medium 43 including WBAW, WNEW, WYRK, KSRR, WSHE, WXRT, KQRS, KAZY, KWET, 91X, CFOX, WHEB, KNKN, WYFY, WRDU, WONE, WTUE, KILQ, KFMO, Moves 56-49.

GREG KIHAN "Love And Rock & Roll" (EMI America) 60/4 (57/4)
Adds: KISS, WWCOT, WGR, WOOJ. Heavy 6. WBCN, KMET, KROR, KOMA, WHMD, KRQU. Medium 47 including WNEW, WXRK, WMMR, WHYY, KLOL, WNOR, WOFM, KGOB, KISW, KGOB, KZAP, KGB, KFOG, KSJO, 4WB, WPDH, WEZX, WAAF, KLSJ, KNKN, WKDF. Moves 44-42.

LEVEL 42 "Something About You" (Polydor/PolyGram) 59/7 (54/1)
Adds: KMXJ, WAKA, KATT, KDJK, WFMX, KFMO, KROR. Heavy 19 including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WONE, WTUE, WLAV. Medium 34 including WSHE, WNOR, WLVO, KBGO, KBEI, WYTY, WHCN, WHEB, WPDH, WEZX, KLAQ, WRDU, WRKL, KZEL, WBLM, WWWW, KTYD. Moves 40-37.

JOE JACKSON "Right And Wrong" (A&M) 56/27 (32/22)
Adds including WMMR, WQVE, WHYY, KLOL, KMET, KZAP, CFOX, WZZO, WHEB. Heavy 6. WNEW, KBGO, 91X, WHFS, WPDH, WQBK. Medium 43 including WBAW, WXRK, WCKG, WLVO, KFOG, KROR, WHCN, WOUR, KLBJ, WJZ, WONE, WRGK, KILQ, WRKI, WWWW, KOZZ. Debuts at #45.

MIKE & THE MECHANICS "Hanging By A Thread" (Atlantic) 54/6 (49/8)
Adds: WZZO, WKLZ, WOHX, WQPK, WXKE, KFMY, KZOO. Heavy 16 including WNEW, KLOL, WLVO, KFOG, KROR, WHCN, WPHD, WYFY, KISS, KILQ, WWWW. Medium 30 including WYTY, WYOG, KGOB, WHEB, WOUR, KLBJ, WJZ, WAPL, KEZO, WIOT, KZEL. Moves 47-46.

WAX "Right Between The Eyes" (RCA) 54/5 (50/12)
Adds: KSRR, WLLZ, WIMZ, KFMO, KMBY. Heavy 7 including WBEH, WPDH, KPOI, WCPX, KSPN, KRQU. Medium 40 including WNEW, WJZ, WYMF, WXRT, WLVO, WOFM, KSHE, KAZY, KINK, KGB, WYTY, WZZO, WOUR, KNKN, KLAQ, WONE, WTUE, WLAV, KLXP. Moves 52-48.

FIONA "Living In A Boy's World" (Atlantic) 51/6 (45/12)
Adds: WTPA, KFMO, KSTM, KFMO, KZOO, KOZZ. Heavy 3. WBCN, WZZO, KRQU. Medium 35 including WNEW, WXRK, WMMR, WHYY, WSHE, WLLZ, KMET, KUPD, KZAP, KGB, WYTY, WHCN, WHEB, WPDH, WEZX, WOUR, KNKN, KLAQ, WLAV, KLXP, KTYD. Moves 69-54.

PET SHOP BOYS "West End Girls" (EMI America) 50/2 (49/6)
Adds: KTCZ, WOOJ. Heavy 29 including WBCN, WBAW, KSRR, WSHE, KAZY, KBGO, KBEI, 91X, CFOX, WYTY, WZZO, WKDF, WRDU, WONE, WRGK, WIOT, WJTE. Medium 20 including WNEW, WXRT, WPDH. Moves 43-36.

MODELS "Out Of Mind, Out Of Sight" (Geffen) 48/13 (37/11)
Adds including KBPI, WZZO, WPLR, WYSP, CFNY, KNKN, WBLM. Heavy WOFM, WLR, WCPZ, KRQU, KCGL. Medium 29 including WNEW, WMMR, KLOS, KRQO, 91X, WPHD, KILQ, KLXP. Debuts at #57.

VAN HALEN "Love Walks In" (WB) 47/12 (35/35)
Adds including WYTY, CHOM, KSRR, WNOR, WBEH, WRDU. Heavy 17 including WMMR, Q107, DC101, 57-40, WLVO, KGB, KROR, WYFY, WLAV, WBLM. Medium 26 including WZZO, WOUR, KLBJ, KLAQ, WKDF, WIOT. Moves 57-40.

INXS "Listen Like Thieves" (Atlantic) 47/8 (39/9)
Adds: WKLC, WPLR, WOUR, WJZ, KEZE, WBLM, WXCX, KCGL. Heavy 9 including WHYY, KLOL, 91X, KGB, KILQ, KPOI, WWWW. Medium 31 including KTCZ, WSHE, KFOG, WHCN, WPHD, WKDF, WRGK, KEZO, KOZZ, KTYD. Debuts at #56.

SUZANNE VEGA "Left Of Center" (A&M) 36/2 (35/3)
Adds: WBRU, KRQU. Heavy 18 including WXRT, KAZY, 91X, WHFS, WONE, WTUE. Medium 15 including WBAW, WSHE, WOFM, KBEI, WHCN, KLBJ, KLAQ, WRDU, WLAV, WWWW. Moves 54-53.

HOWARD JONES "No One Is To Blame" (Elektra) 35/25 (11/7)
Adds including CHOM, WNEW, WLVO, KBEI, CFOX, WPDH, WEZX, WPKQ, KGGO, WLAV, WRKI. Heavy 6. WXRT, 91X, WZZO, WLR, WONE, KTCZ, KFMY, KZEL. Medium 20 including WBAW, WSHE, KBCO, WOUR, WRDU. Debuts at #58.

OMD "If You Leave" (A&M) 30/4 (26/3)
Adds: KSRR, WSKS, KEZO, KZOO. Heavy 19 including WBAW, WSHE, WXRT, KAZY, KBGO, KRQO, 91X, CFOX, WYTY, WONE, WTUE. Medium 9 including WXRK, KBPI, WPHD, WWWW.

NEW & ACTIVE

TEARS FOR FEARS "Mothers Talk" (Mercury/PolyGram) 36/36 (0/0)
Adds including WNEW, WMMR, WSHE, WNOR, KROR, WPDH, WEZX, WYFY, WRDU, WLAV, WWWW, KTYD. Heavy 4. 91X, WHMD, WZZO, KCGL. Medium 25 including WCKG, KBPI, KLXP, WRKL, WBLM.

HONEYMOON SUITE "Bad Attitude" (WB) 33/14 (18/3)
Adds including WSHE, WLLZ, KLOS, KFOG, KEZE. Heavy 7. KLOL, WOFM, KOMA, KISS, WEZX, WKQO, KTYD. Powers 1. Medium 17 including WBEH, WLVO, KMET, KILQ.

BIG AUDIO DYNAMITE "Medicine Show" (Columbia) 30/9 (23/11)
Adds including WBAW, WNEW, WMMR, WSHE, WEZX, KRDU, KPOI, KSTM, KOZZ. Powers 1. Heavy 7 including WBCN, WXRT, KROR, 91X. Medium 12 including WOFM, KROR, KROR, KISW, KLAQ, KTYD.

KROKUS "Burning Up The Night" (Arista) 29/29 (0/0)
Adds including WBAW, WMMR, KLOL, WLLZ, WOFM, KLAQ, WAPL, WLAV. Heavy 2. KNKN, KISS. Medium 18 including WHYY, KQRS, WYTY, WPDH, WRGK, KILQ, KLXP, KOZZ.

ROLLING STONES "Back To Zero" (Rolling Stones/Columbia) 29/7 (24/23)
Adds including KGOB, WPHA, WBEH, KPOI, WLLZ, KOZZ, KLAQ. Heavy 10 including CHOM, WMMR, DC101, WLVO, KFOG, WBLM. Medium 17 including WBAW, KQRS, KNKN, WIOT, KZEL.

JACKSON BROWNE "Lawless Avenues" (Asylum) 28/3 (29/4)
Adds including KLOS, WCKG, WPHD, WEZX, KNKN, WRDU, KLXP, KOZZ.

ALAN PARSONS PROJECT "In The Real World" (Arista) 28/3 (32/2)
Adds including KOMA, KRUX, WXCX. Heavy 0. Medium 23 including WYOG, KSHE, WOUR, WYFY, WAPL, KILQ, KLXP, WWWW.

ROBERT TEPPER "Don't Walk Away" (Scotti Bros/CBS) 25/12 (13/13)
Adds including WNEW, WLLZ, WHEB, WEZX, WOUR, KNKN, KATT, WWWW. Heavy 0. Medium 14 including WHYY, WPDH, KLAQ, KLXP, WRUF.

MODERN ENGLISH "Ink And Paper" (Sire/WB) 25/1 (26/1)
Adds including KQWB. Powers 1. Heavy 8. KRQO, 91X, WHFS, WFLR, KTCL, KRQU, KCGL, KYRE. Medium 10 including WXRT, KAZY, WRDU, WONE, WTUE, KTYD.

JACKSON BROWNE "In The Shape Of A Heart" (Asylum) 24/6 (20/2)
Adds including KAZY, WONE, WTUE, KMDD, KSPN, KZOO. Powers 3. Heavy 10 including KINK, WAQX, KILQ, KZOK. Medium 12 including WBAW, DC101, WCKG, WAPL, WIOT, KZEL.

DRYAN FERRY "Is Your Love Strong Enough" (MCA) 21/13 (20/17)
Adds including CHOM, WCKG, WYFY. Heavy 4. WBCN, WFLR, CFNY, KCGL. Medium 13 including KLOL, WXRT, KBCO, 91X, WPDH, KILQ.

KEEL "Because The Night" (Gold Mountain/A&M) 21/2 (19/2)
Adds including KLBJ, KMBY. Heavy 0. Medium 14 including WNEW, Q107, WLLZ, WPDH, KNKN, KLAQ, KISS, WIOT, KLXP, KRUX.

ROBERT PALMER "Hyperactive" (Island) 20/7 (13/8)
Adds including Q107, DC101, KSRZ, WZZO, WPLR, WHEB, WPDH. Powers 1. Heavy 7 including WLVO, KBGO, 91X, KTCL, KRQU. Medium 9 including KTCL, KLOL.

MENTAL AS ANYTHING "Live It Up" (Columbia) 20/6 (17/2)
Adds including KAZY, WKLZ, WYSP, WONE, WTUE, WCPZ. Heavy 6 including 91X, WPLR, KSPN, KTCL, KCGL. Medium 11 including WHYY, WHEB, WAAF.

ROLLING STONES "Dirty Work" (Rolling Stones/Columbia) 20/3 (22/22)
Adds including WYTY, WBLM. Powers 3. Heavy 11 including Q107, DC101, KRQO, KOMA, WAAF, WLAV. Medium 8 including KZAP, WJZ, KILQ, WRUF.

AEROSMITH "My First Your Face" (Geffen) 20/1 (23/7)
Adds including KRUX. Heavy 4 including WBCN, WHEB, WAQX, WAAF. Medium 11 including WLLZ, WRIF, KGB, WYSP, KISS, KEZE, WBLM.

ELO "Sorry About To Fall" (CBS Associated) 19/3 (19/0)
Adds including WXCX, KWHL, KRQU. Powers 1. Heavy 5. KAZY, WONE, WTUE, KTCZ, KKGR. Medium 12 including KLOL, WOFM, KGOB, KISW, KLBJ.

BOURGEOIS TAGG "Mutual Surrender" (Island) 19/3 (16/3)
Adds including WPHA, KFMY, WXCX. Heavy 4. WLR, CHEZ, KCGL, KYRE. Medium 13 including KRQO, KZAP, 91X, KNKN, KDJK.

JEFF PARIS "Back On My Knees" (Mercury/PolyGram) 17/11 (6/5)
Adds including WSHE, WLLZ, WPHA, KLBJ, KLAQ, WJZ, KISS, KLXP, WWWW. Heavy 0. Medium 7 including WXRK, WHEB, WLAV, WRUF.

AUTOGRAPH "We're An American Band" (RCA) 17/6 (0/0)
Adds including WNEW, WHTF, WLAV, KATT, KFMO, KRUX, Heavy 1. KZEW. Medium 11 including WLLZ, KLAQ, KMXJ, KLXP, KTYD.

TOMMY KEENE "Places That Are Gone" (Geffen) 17/5 (17/0)
Adds including KAZY, KLBJ, WONE, WTUE, KMBY. Powers 2. Heavy 4 including WBCN, WOFM, WHFS. Medium 7 including KGOB, WPDH, KLAQ.

PSYCHEDELIC FURS "Pretty In Pink" (A&M) 17/2 (14/0)
Adds including WHYY, WBLM. Powers 1. Heavy 8 including WBCN, KRQO, 91X, KNKN. Medium 9 including WNEW, WMMR, Q107, WWWW, KTYD.

SWIMMING POOL Q'S "How I'm Talking About Now" (A&M) 17/1 (16/2)
Adds including WKLZ. Heavy 4. WBCN, WHFS, KTCL, KYRE. Medium 10 including WXRT, KBGO, WOUR, KLAQ.

BOB DYLAN WITH THE HEARTBREAKERS "Band Of The Hand" (MCA) 16/16 (0/0)
Adds 16 including WNEW, WQVE, WXRT, WOFM, KLAQ, WAPL, KILQ. Heavy 1. KMET. Medium 12 including KLUPD, KLBJ, KEZO, WBLM.

AOR ALBUMS

MOST ADDED

TEARS FOR FEARS (36)
Songs From The (Mercury/PolyGram)
JOE JACKSON (34)
Big World (A&M)
STARSHIP (30)
Knee Deep In The Hoopla (Grunt/RCA)
HOWARD JONES (25)
Action Replay (Elektra)
GRAHAM NASH (16)
Innocent Eyes (Atlantic)

HOTTEST

VAN HALEN (69)
5150 (WB)
ROLLING STONES (63)
Dirty Work (Rolling Stones/Columbia)
ROBERT PALMER (46)
Riptide (Island)
ZZ TOP (35)
Afterburner (WB)
PHIL COLLINS (30)
No Jacket Required (Atlantic)

NEW & ACTIVE

Continued from Page 85

MENTAL AS ANYTHING "Fundamental" (Columbia) 24/6 (21/2)
Adds: KAZY, WKLZ, WYSP, WONE, WTUE, WCPZ. Heavy 6 including 91X, WPLR, KSPN, KTCL, KCGL. Medium 14 including WHYY, WHEB, WAAF.

KEEL "The Final Frontier" (Gold Mountain/MCA) 24/3 (21/4)
Adds: KLUPD, KLBJ, KMBY. Heavy 0. Medium 15 including WNEW, Q107, WLLZ, WPDH, KNKN, KLXP, KRUX.

BOURGEOIS TAGG "Bourgeois Tagg" (Island) 22/4 (18/2)
Adds: WPHA, KTCZ, KFMY, WXCX. Heavy 4. WLR, CHEZ, KCGL, KYRE. Medium 16 including KRQO, KZAP, 91X, KLBJ, KNKN, KDJK.

SWIMMING POOL Q'S "Blue Tomorrow" (A&M) 21/4 (17/2)
Adds: WKLZ, KAZY, WONE, WTUE. Heavy 4. WBCN, WHFS, KTCL, KYRE. Medium 12 including WXRT, KBGO, WOUR, KLAQ, WYFY.

LEGEND "Soundtrack" (MCA) 21/3 (0/0)
Adds: CHOM, WCKG, CFOX. Heavy 4. WBCN, WLR, CFNY, KCGL. Medium 13 including KLOL, WXRK, KBGO, 91X, WPDH, KILQ.

JEFF PARIS "Race To Paradise" (Mercury/PolyGram) 19/9 (13/3)
Adds: WSHE, WLLZ, WPHA, KLAQ, WJZ, KATT, KLXP, WWWW, WRUF. Heavy 0. Medium 8 including WXRK, KGB, WHEB, WLAV.

MIDWEST

MOST ADDED
Journey
Madonna
Starship

HOTTEST
Robert Palmer
Falco
Prince & The Revolution

HR DD & HITS

WEST

MOST ADDED
Madonna
Journey
Culture Club

HOTTEST
Pet Shop Boys
Prince & The Revolution
Club
Van Halen

MIDWEST

PARALLEL TWO

WKDD/Akron, OH
Patricia Kennedy
MIKE & THE MECHAN
VOICES OF AMERICA
JOURNEY
MADONNA
HOWARD JONES
DENNIS DEVOYUNG
Hot: SLY FOX 2-1
INXS 4-2
ROBERT PALMER 6-3
BANGLES 7-5
PHIL COLLINS 12-6

WZPL/Indianapolis, IN
Jim Miles
WHITNEY HOUSTON
MIKE & THE MECHAN
LITTLE RICHARD
Hot: BANGLES 8-4
ROBERT PALMER 14-5
PRINCE 11-6
STEVE NICKS 13-7
PET SHOP BOYS 20-11

WKRA/Appleton/Oshkosh, WI
Roua/Bradfield
JOURNEY
TEARS FOR FEARS
JANET JACKSON
WAX
Hot: INXS 2-1
PRINCE 6-3
ROBERT PALMER 7-5
PET SHOP BOYS 15-8
VAN HALEN 18-14

WGCL/Cleveland, OH
LoCasio/Bumper
DMD
MIAMI SOUND MACHI
BOB SEGER
LEVEL 42
Hot: SLY FOX 3-1
JOHN COUGAR 2-2
PRINCE 8-7
ATLANTIC STARR 9-8
PET SHOP BOYS 12-9

WNCN/Columbus, OH
Richards/Fox
JACKSON BROWNE
DMD
JANET JACKSON
JAMES TAYLOR
MADONNA
Hot: JOHN COUGAR 3-1
SLY FOX 6-4
FORCE MD'S 9-6
PET SHOP BOYS 10-7
INXS 11-9

KIKI/Davenport, IA
Jim O'Hara
none
Hot: BANGLES 2-2
ROLLING STONES 9-9
DIRE STRAITS 12-12
PHIL COLLINS 23-23

WGTD/Dayton, OH
John Robertson
MADONNA
JOURNEY
TEARS FOR FEARS
Hot: PALCO 1-1
ROBERT PALMER 4-3
SLY FOX 5-4
PRINCE 7-5
ROLLING STONES 12-8

KRND/Des Moines, IA
Doug Gillen
OUTFIELD
MIAMI SOUND MACHI
JANET JACKSON
MR. MISTER
BOYS DON'T CRY (dp)
Hot: PALCO 1-1
JOHN COUGAR 4-2
SLY FOX 12-7
FORCE MD'S 22-15

KZIO/Duluth, MN
Michelle/Herman
none
Hot: PALCO 1-1
SLY FOX 5-5
PRINCE 7-7
ROBERT PALMER 13-13
VAN HALEN 17-17

WMEF/Wayne, IN
Tony Richards
JANET JACKSON
JOURNEY
MADONNA
CULTURE CLUB
Hot: PALCO 1-1
VAN HALEN 10-6
ROBERT PALMER 18-9
PET SHOP BOYS 16-11
BANGLES 22-14

WDRG/Grand Rapids, MI
Sward/Stevens
PET SHOP BOYS
JOURNEY
STARSHIP
MADONNA
HOWARD JONES
Hot: PALCO 1-1
JOHN COUGAR 1-1
ROBERT PALMER 3-2
BOB SEGER 14-8
PHIL COLLINS 17-10
ROLLING STONES 19-12

WIXX/Green Bay, WI
McCarthy/Michael T.
JANET JACKSON
TEZ TOP
MADONNA
CULTURE CLUB
Hot: PALCO 1-1
INXS 3-2
PRINCE 6-4
PET SHOP BOYS 10-8
PHIL COLLINS 22-11

KAY107/Toledo, OK
Herv Blain
WHITNEY HOUSTON
BANGLES
JOURNEY
MADONNA
Hot: HEART 2-1
PALCO 6-2
BILLY COUGAR 5-3
PHIL COLLINS 17-12
ROBERT PALMER 34-19

KEYS-FM/Wichita, KS
Lark/Parman
JOURNEY
MADONNA
STARSHIP
HOWARD JONES
HONEYMOON SUITE (dp)
Hot: PRIL COLLINS 3-1
BANGLES 16-4
OUTFIELD 21-5
ROBERT PALMER 6-6
DIRE STRAITS 9-8

KKRD/Wichita, KS
Over/Williams
MADONNA
JOURNEY
VANITY
Hot: PALCO 1-1
INXS 5-4
PRINCE 6-5
BANGLES 7-6
ROBERT PALMER 26-22

WHOT/Youngstown, OH
Dick Thompson
MR. MISTER
DMD
ZZ TOP
Hot: PALCO 1-1
INXS 9-5
BANGLES 10-8
SLY FOX 12-9
FORCE MD'S 20-15

KKXL/Fairbend Forks, ND
Nordine/Rand
MADONNA
BOYS DON'T CRY
VOICES OF AMERICA (dp)
JOURNEY
Hot: JOHN COUGAR 6-1
SLY FOX 8-6
ROBERT PALMER 13-10
OUTFIELD 14-11
VAN HALEN 18-13

WAZI/Pallafayette, IN
Kris/Johnson
MADONNA
JOURNEY
WAX (dp)
MIKY BARRIS (dp)
Hot: PRIL COLLINS 3-1
JOHN COUGAR 3-1
ATLANTIC STARR 2-2
JOHN COUGAR 3-3
HOTLEY CRUE 4-4
PRINCE 5-5

KFRX/Lincoln, NE
Knox/Meyer
JOURNEY
MADONNA
MR. MISTER
HONEYMOON SUITE (dp)
Hot: PALCO 2-1
INXS 4-3
PRINCE 7-5
STEVE NICKS 8-6
JERMAINE JACKSON 10-9

KKLS/Rapid City, SD
Shawley/Kalaway
MIKE & THE MECHAN
WHITNEY HOUSTON
MR. MISTER
PLATINUM BLONDE
Hot: ROBERT PALMER 5-2
VAN HALEN 7-3
INXS 4-4
PRINCE 10-5

KKRC/Iowa Falls, SD
Dan Kieley
JOURNEY
MADONNA
STARSHIP
BOYS DON'T CRY
Hot: JOHN COUGAR 3-1
SLY FOX 8-4
ROBERT PALMER 10-7
ROLLING STONES 17-11
PET SHOP BOYS 27-17

KWTO-FM/Springfield, MO
T.K. O'Grady
DENNIS DEVOYUNG (dp)
MADONNA
MIKE & THE MECHAN
JANET JACKSON
MR. MISTER
Hot: PALCO 1-1
ROBERT PALMER 17-10
PET SHOP BOYS 18-12
PHIL COLLINS 29-11
OUTFIELD 30-20

WDRS/Springfield, IL
Moore/Lawley
MADONNA
JOURNEY
TEARS FOR FEARS
GRAMM NASH (dp)
Hot: ROBERT PALMER 6-1
INXS 2-2
BANGLES 4-4
PRINCE 7-4
PET SHOP BOYS 9-7

WPTT/Sevens Point, WI
Bouley/Steffen
VOICES OF AMERICA
DAVID BOWIE
MADONNA
JOURNEY
CULTURE CLUB
Hot: PALCO 1-1
FALCO 2-2
ROBERT PALMER 6-3
VAN HALEN 13-5
CHARLIE SEXTON 10-6

KDVV/Tapoka, KS
Kevin Rabak
HOWARD JONES
STARSHIP
LABELLE & McDONALD
MADONNA
JOURNEY
TEARS FOR FEARS
Hot: PRINCE 4-1
ROBERT PALMER 6-2
VAN HALEN 15-7
OUTFIELD 14-8
JANET JACKSON 17-9

KFHM/Waterloo, IA
Dea/Hansen
MADONNA
JANET JACKSON
STARSHIP
Hot: PRINCE 4-1
VAN HALEN 23-17
OMD 29-19
LEVEL 42 31-24
MIKE & THE MECHAN 36-31
MIAMI SOUND MACHI 37-31

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

MIDWEST

PARALLEL TWO

WGLC/Cleveland, OH
LoCasio/Bumper
DMD
MIAMI SOUND MACHI
BOB SEGER
LEVEL 42
Hot: SLY FOX 3-1
JOHN COUGAR 2-2
PRINCE 8-7
ATLANTIC STARR 9-8
PET SHOP BOYS 12-9

WNCN/Columbus, OH
Richards/Fox
JACKSON BROWNE
DMD
JANET JACKSON
JAMES TAYLOR
MADONNA
Hot: JOHN COUGAR 3-1
SLY FOX 6-4
FORCE MD'S 9-6
PET SHOP BOYS 10-7
INXS 11-9

KIKI/Davenport, IA
Jim O'Hara
none
Hot: BANGLES 2-2
ROLLING STONES 9-9
DIRE STRAITS 12-12
PHIL COLLINS 23-23

WGTD/Dayton, OH
John Robertson
MADONNA
JOURNEY
TEARS FOR FEARS
Hot: PALCO 1-1
ROBERT PALMER 4-3
SLY FOX 5-4
PRINCE 7-5
ROLLING STONES 12-8

KRND/Des Moines, IA
Doug Gillen
OUTFIELD
MIAMI SOUND MACHI
JANET JACKSON
MR. MISTER
BOYS DON'T CRY (dp)
Hot: PALCO 1-1
JOHN COUGAR 4-2
SLY FOX 12-7
FORCE MD'S 22-15

KZIO/Duluth, MN
Michelle/Herman
none
Hot: PALCO 1-1
SLY FOX 5-5
PRINCE 7-7
ROBERT PALMER 13-13
VAN HALEN 17-17

WMEF/Wayne, IN
Tony Richards
JANET JACKSON
JOURNEY
MADONNA
CULTURE CLUB
Hot: PALCO 1-1
VAN HALEN 10-6
ROBERT PALMER 18-9
PET SHOP BOYS 16-11
BANGLES 22-14

WDRG/Grand Rapids, MI
Sward/Stevens
PET SHOP BOYS
JOURNEY
STARSHIP
MADONNA
HOWARD JONES
Hot: PALCO 1-1
JOHN COUGAR 1-1
ROBERT PALMER 3-2
BOB SEGER 14-8
PHIL COLLINS 17-10
ROLLING STONES 19-12

WIXX/Green Bay, WI
McCarthy/Michael T.
JANET JACKSON
TEZ TOP
MADONNA
CULTURE CLUB
Hot: PALCO 1-1
INXS 3-2
PRINCE 6-4
PET SHOP BOYS 10-8
PHIL COLLINS 22-11

PARALLEL TWO

KMMQ/Albuquerque/Santa Fe, NM
Stucker/Rountree
MADONNA
CULTURE CLUB
SIMPLE MINDS
HOTLEY CRUE
HOTTERS
Hot: PALCO 1-1
PRINCE 6-5
INXS 8-3
ROBERT PALMER 9-6
STEVE NICKS 14-9
PET SHOP BOYS 15-8

KXXX/Bakersfield, CA
Squire/Ramper
MADONNA
MR. MISTER
COURTESY
MADONNA
Hot: PALCO 2-1
FALCO 1-2
SADIE
SIMPLY RED
HOTLEY CRUE
PRINCE 3-1
JANET JACKSON 6-3
MELI'S HORGAN 10-8
PET SHOP BOYS 15-9
VAN HALEN 40-20

KYNO-FM/Fresno, CA
Walker/Davis
MADONNA
MIKE & THE MECHAN
VOICES OF AMERICA
STARPOINT
CULTURE CLUB
TEARS FOR FEARS
LITTLE RICHARD
JOURNEY (dp)
Hot: PALCO 1-1
PRINCE 4-2
INXS 9-6
ROBERT PALMER 11-7
LESLIE 42
VAN HALEN 25-15

KFWS/Boise, ID
Dineen/Gregory
STARSHIP
JOURNEY
MADONNA
TEARS FOR FEARS
NO SHOOZ
Hot: PET SHOP BOYS 6-1
FORCE MD'S 2-2
MIAMI SOUND MACHI 14-7
PHIL COLLINS 22-10
VAN HALEN 21-12

KIVS/Boise, ID
Tom Evans
JOHN LENNON
JOURNEY
TEARS FOR FEARS
HOWARD JONES
LABELLE & McDONALD (dp)
Hot: ROBERT PALMER 3-1
BANGLES 7-2
OUTFIELD 6-3
PRINCE 10-4
VAN HALEN 13-7
FORCE MD'S 12-10
WHITNEY HOUSTON D-13

KOCR/Cedar Rapids, IA
Brad Fahr
MADONNA
JOURNEY
INXS (dp)
MIKE & THE MECHAN
Hot: PALCO 1-1
ATLANTIC STARR 4-2
FORCE MD'S 10-4
BANGLES 8-6
VAN HALEN 11-8
PHIL COLLINS 25-11

KCMO/Columbia, MO
Tutty/Baker
STARSHIP
JOURNEY
TEARS FOR FEARS
TALKING HEADS
Hot: PALCO 1-1
PRINCE 5-1
ROBERT PALMER 7-4
PET SHOP BOYS 17-12
VAN HALEN 26-16
JANET JACKSON 35-29

YMF/Fargo, ND
Anderson/Parmer
CULTURE CLUB
JANET JACKSON
Hot: JOHN COUGAR 2-1
INXS 3-2
PRINCE 2-1
BANGLES 3-2
OMD 5-3
PET SHOP BOYS 13-7
ROBERT PALMER 16-10

WEST

PARALLEL TWO

KCAO/Denver/Venture, CA
Robbins/Williams
MADONNA
GAP BAND
LABELLE & McDONALD
DAVID BOWIE
NO SHOOZ
SIMPLE MINDS
Hot: PALCO 1-1
PRINCE 1-1
INXS 2-2
BANGLES 4-3
SLY FOX 5-2
PET SHOP BOYS 10-7

KXYO/Salem, OR
Jim Ryan
MIAMI SOUND MACHI
MADONNA
STARSHIP
SIMPLE MINDS
PSYCHEDELIC PUR
SIMPLY RED
Hot: VAN HALEN 10-1
INXS 5-4
SLY FOX 7-6
PET SHOP BOYS 13-10
ROLLING STONES 13-14

KDM-FM/Salinas, CA
Kirk Clatt
CULTURE CLUB
NO SHOOZ
HOTTERS
JOURNEY
HONEYMOON SUITE (dp)
Hot: INXS 1-1
JANET JACKSON 5-3
ROBERT PALMER 11-7
LESLIE 42
VAN HALEN 25-15

KCPX/Salt Lake City, UT
Stone/Smith
JOURNEY
TEZ TOP
JANET JACKSON
LABELLE & McDONALD
OZZY OSBOURNE (dp)
Hot: PALCO 1-1
INXS 10-7
ROBERT PALMER 14-10
PET SHOP BOYS 15-11
VAN HALEN 30-24
PHIL COLLINS 35-30

KZSU/Spokane, WA
John Lange
JOURNEY
MADONNA
STARSHIP
Hot: PALCO 1-1
INXS 4-2
PET SHOP BOYS 6-4
VAN HALEN 9-7
WHITNEY HOUSTON 19-11

KFIV/Modesto, CA
Rus Novak
VANITY
HOTTERS
MADONNA
CULTURE CLUB
DAVID BOWIE (dp)
GREG KINN (dp)
DENNIS DEVOYUNG (dp)
Hot: INXS
JOHN COUGAR 4-2
SLY FOX 3-3
FALCO 8-4
FORCE MD'S 7-5

KOZB/Modesto, CA
Brian Casey
PET SHOP BOYS
MADONNA
HONEYMOON SUITE (dp)
GREG KINN (dp)
Hot: INXS 8-6
PRINCE 16-8
DIONNE WARWICK 19-12
STEVE WONDER 21-14
PHIL COLLINS 20-15

PARALLEL TWO

KYYA/Billings, MT
Charlie Foxx
MADONNA
JANET JACKSON
CULTURE CLUB
NO SHOOZ
Hot: PALCO 1-1
INXS 3-2
BANGLES 14-6
BOYS DON'T CRY 25-9
PET SHOP BOYS 18-8

KBOZ/FBI/Bozeman, MT
Roger Nelson
MADONNA
JANET JACKSON
STARSHIP
HOTTERS
CULTURE CLUB
LABELLE & McDONALD
Hot: PALCO 2-1
INXS 4-2
PRINCE 5-4
BANGLES 8-5
FORCE MD'S 12-6

KTRC/Casper, WY
Todd Cavanaugh
MADONNA
JOURNEY (dp)
HOWARD JONES
BOUNCEWILD TAGG (dp)
ATLANTIC STARR
HOTTERS
FALCO 1-1
BANGLES 2-2
PRINCE 8-4
ROBERT PALMER 13-7
JOHN COUGAR 40-13

KKAZ/Cheyenne, WY
Dave Hunter
JOURNEY (dp)
HOWARD JONES
HONEYMOON SUITE (dp)
CULTURE CLUB
Hot: PALCO 1-1
PRINCE 6-4
PET SHOP BOYS 7-5
BANGLES 9-7
VAN HALEN 17-14

KOZ/Salt Lake City, UT
D.A. Collins
CULTURE CLUB
STARSHIP
HOTTERS
MADONNA
BOYS DON'T CRY
Hot: ROBERT PALMER 9-4
PRINCE 12-6
BANGLES 10-7
STEVE NICKS 16-9
VAN HALEN 19-10

OKB/TN/Cities, WA
Lemaster/O'Brian
JOURNEY
MADONNA
TEARS FOR FEARS
DEL PRIGOS
Hot: VOICES OF AMERICA
DAVID BOWIE
HOT: STEVE NICKS 3-1
PET SHOP BOYS 9-5
VAN HALEN 10-6
PRINCE 15-8
ROLLING STONES 17-9

KHTZ/Reno, NV
John Chormie
JOHN TAYLOR
MADONNA
ZZ TOP
HONEYMOON SUITE
OZZY OSBOURNE (dp)
Hot: PET SHOP BOYS 13-7
ROLLING STONES 16-13
BOYS DON'T CRY 15-8
ROBERT PALMER 21-15
DIRE STRAITS 29-21

KWZN/Reno, NV
Shakes/Ryan
JOURNEY
SIMPLE MINDS
STARSHIP
HOTTERS
CULTURE CLUB
Hot: STEVE NICKS 8-1
JERMAINE JACKSON 11-6
ROBERT PALMER 15-9
OMD 18-11

KBIM/Roswell, NM
Chuck Martin
JOURNEY
MADONNA
TEARS FOR FEARS (dp)
STARSHIP
Hot: PET SHOP BOYS 15-8
ROLLING STONES 17-9
PHIL COLLINS 25-16
VAN HALEN 26-17
MIAMI SOUND MACHI 28-20

SLVS/Salt Lake City, UT
Joe Collins
JOURNEY
MADONNA
TEARS FOR FEARS
VOICES OF AMERICA
SIMPLE MINDS
Hot: PALCO 1-1
PRINCE 6-4
PET SHOP BOYS 7-5
BANGLES 9-7
VAN HALEN 17-14

KOZ/Salt Lake City, UT
D.A. Collins
CULTURE CLUB
STARSHIP
HOTTERS
MADONNA
BOYS DON'T CRY
Hot: ROBERT PALMER 9-4
PRINCE 12-6
BANGLES 10-7
STEVE NICKS 16-9
VAN HALEN 19-10

OKB/TN/Cities, WA
Lemaster/O'Brian
JOURNEY
MADONNA
TEARS FOR FEARS
DEL PRIGOS
Hot: VOICES OF AMERICA
DAVID BOWIE
HOT: STEVE NICKS 3-1
PET SHOP BOYS 9-5
VAN HALEN 10-6
PRINCE 15-8
ROLLING STONES 17-9

PARALLELS

MIAMI SOUND MACHINE

Bad Boy (Epic)
LP: Primitive Love

Regional: 216/6
Reach: 19
B 9/14
M 9/14
W 9/14

19	MIAMI SOUND MACHINE	Bad Boy (Epic)	LP: Primitive Love
216/6	Reach: 19	B 9/14	M 9/14
W 9/14			
19	MIAMI SOUND MACHINE	Bad Boy (Epic)	LP: Primitive Love
216/6	Reach: 19	B 9/14	M 9/14
W 9/14			

MR. MISTER

Is It Love (RCA)

LP: Welcome To The Real World

Regional: 213/22
Reach: 31
B 9/14
M 9/14
W 9/14

31	MR. MISTER	Is It Love (RCA)	LP: Welcome To The Real World
213/22	Reach: 31	B 9/14	M 9/14
W 9/14			
31	MR. MISTER	Is It Love (RCA)	LP: Welcome To The Real World
213/22	Reach: 31	B 9/14	M 9/14
W 9/14			

HU SHOZ

I Can't Wait (Atlantic)

LP: I Can't Wait

Regional: 108/24
Reach: 37
B 9/14
M 9/14
W 9/14

37	HU SHOZ	I Can't Wait (Atlantic)	LP: I Can't Wait
108/24	Reach: 37	B 9/14	M 9/14
W 9/14			
37	HU SHOZ	I Can't Wait (Atlantic)	LP: I Can't Wait
108/24	Reach: 37	B 9/14	M 9/14
W 9/14			

OUTFIELD

Your Love (Columbia)

LP: Play Deep

Regional: 218/10
Reach: 16
B 9/14
M 9/14
W 9/14

16	OUTFIELD	Your Love (Columbia)	LP: Play Deep
218/10	Reach: 16	B 9/14	M 9/14
W 9/14			
16	OUTFIELD	Your Love (Columbia)	LP: Play Deep
218/10	Reach: 16	B 9/14	M 9/14
W 9/14			

PET SHOP BOYS

West End Girls (EMI America)

LP: Please

Regional: 235/4
Reach: 7
B 9/14
M 9/14
W 9/14

7	PET SHOP BOYS	West End Girls (EMI America)	LP: Please
235/4	Reach: 7	B 9/14	M 9/14
W 9/14			
7	PET SHOP BOYS	West End Girls (EMI America)	LP: Please
235/4	Reach: 7	B 9/14	M 9/14
W 9/14			

ROLLING STONES

Harlem Shuffle (Rolling Stones)

LP: Dirty Work

Regional: 232/0
Reach: 10
B 9/14
M 9/14
W 9/14

10	ROLLING STONES	Harlem Shuffle (Rolling Stones)	LP: Dirty Work
232/0	Reach: 10	B 9/14	M 9/14
W 9/14			
10	ROLLING STONES	Harlem Shuffle (Rolling Stones)	LP: Dirty Work
232/0	Reach: 10	B 9/14	M 9/14
W 9/14			

MIKE & MECHANICS

All I Need is a Miracle (Atlantic)

LP: Mike & The Mechanics

Regional: 206/19
Reach: 30
B 9/14
M 9/14
W 9/14

30	MIKE & MECHANICS	All I Need is a Miracle (Atlantic)	LP: Mike & The Mechanics
206/19	Reach: 30	B 9/14	M 9/14
W 9/14			
30	MIKE & MECHANICS	All I Need is a Miracle (Atlantic)	LP: Mike & The Mechanics
206/19	Reach: 30	B 9/14	M 9/14
W 9/14			

STEVE NICKS

I Can't Wait (Modern/Atco)

LP: Rock A Little

Regional: 207/0
Reach: 12
B 9/14
M 9/14
W 9/14

12	STEVE NICKS	I Can't Wait (Modern/Atco)	LP: Rock A Little
207/0	Reach: 12	B 9/14	M 9/14
W 9/14			
12	STEVE NICKS	I Can't Wait (Modern/Atco)	LP: Rock A Little
207/0	Reach: 12	B 9/14	M 9/14
W 9/14			

OMD

If You Leave (Virgin/AsM)

LP: Pretty In Pink Soundtrack

Regional: 213/17
Reach: 22
B 9/14
M 9/14
W 9/14

22	OMD	If You Leave (Virgin/AsM)	LP: Pretty In Pink Soundtrack
213/17	Reach: 22	B 9/14	M 9/14
W 9/14			
22	OMD	If You Leave (Virgin/AsM)	LP: Pretty In Pink Soundtrack
213/17	Reach: 22	B 9/14	M 9/14
W 9/14			

ROBERT PALMER

Admitted To Love (Island)

LP: Ripside

Regional: 231/0
Reach: 4
B 9/14
M 9/14
W 9/14

4	ROBERT PALMER	Admitted To Love (Island)	LP: Ripside
231/0	Reach: 4	B 9/14	M 9/14
W 9/14			
4	ROBERT PALMER	Admitted To Love (Island)	LP: Ripside
231/0	Reach: 4	B 9/14	M 9/14
W 9/14			

PRINCE & THE NEW POWER GENERATION

Kiss (WB)

LP: Parade

Regional: 221/0
Reach: 2
B 9/14
M 9/14
W 9/14

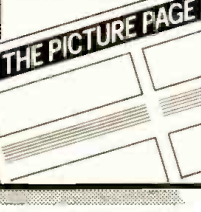
2	PRINCE & THE NEW POWER GENERATION	Kiss (WB)	LP: Parade
221/0	Reach: 2	B 9/14	M 9/14
W 9/14			
2	PRINCE & THE NEW POWER GENERATION	Kiss (WB)	LP: Parade
221/0	Reach: 2	B 9/14	M 9/14
W 9/14			

Picture Yourself In R.R.

If something's happening at your station or company - put it on the Picture Page.



1930 Century Park W.
Los Angeles, CA 90067
(213) 553-4330



CONTEMPORARY HIT RADIO

BREAKERS

MADONNA

Live To Tell (Sire/WB)

78% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 184 including WJKS-FM, Z100, Y100, WMMS, WKTI, KIIS-FM, KUBE. See Parallels, debuts at number 39 on the CHR chart.

JOURNEY

Be Good To Yourself (Columbia)

71% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 169 including B104, WAVA, Z93, Q105, B96, WL0L-FM, KPKE. See Parallels, debuts at number 40 on the CHR chart.

SADE

Never As Good As The First Time (Portrait/CBS)

67% of our reporters playing it. Moves: Up 41, Debuts 54, Same 37, Down 0, Adds 27 including WBEN-FM, WCAU-FM, CHUM, WQUE-FM, WNVZ, WHYT, KWSS. See Parallels, debuts at number 35 on the CHR chart.

HONEYMOON SUITE

Feel It Again (WB)

61% of our reporters playing it. Moves: Up 66, Debuts 24, Same 31, Down 0, Adds 23 including WCAU-FM, 94Q, B106, KZZB, KRBE, KZ93, KDON-FM. See Parallels, debuts at number 36 on the CHR chart.

NEW & ACTIVE

- ✓ CULTURE CLUB "Move Away" (Virgin/Epic) 136/56**
 Moves: Up 9, Debuts 38, Same 33, Down 0, Adds 56 including WBLI, WCAU-FM, PRO-FM, Z93, KTKS, B96, KIIS-FM, KITS, CHUM 26-25, Y100 29-23, WTIC-FM 37-34, 94TYX 38-32, WFMI 38-25, KEYN-FM 39-36, Z102 40-34.
- JULIAN LENNON "Stick Around" (Atlantic) 134/13**
 Moves: Up 56, Debuts 31, Same 33, Down 1, Adds 13 including WNYS, KWK, KITS, Q106, WCKN, WZOK, KLUC, WBBS, PRO-FM 31-25, WRND 33-27, B96 34-29, WMSW 29-23, WKJK 32-26, WZOU 28-21, WKXJ 29-23.
- ✓ STARSHIP "Tomorrow Doesn't Matter Tonight" (Grunt/RCA) 131/59**
 Moves: Up 9, Debuts 26, Same 37, Down 0, Adds 59 including WHIT, Z93, WRNO, B96, WHYT, KITS, KMEL, KNBQ, KZ93, Y100 40-36, WMMS 37-26, WZOU 34-29, WKDD 35-26, KIYS 38-34, KFNN 39-35.
- NO SHUZZ "I Can't Wait" (Atlantic) 100-24**
 Moves: Up 44, Debuts 15, Same 16, Down 1, Adds 24 including B104, Z93, Y100, WNVZ, Z299, KWSS, WBQ, WHIT 14-8, WPLJ 7-6, Z100 9-7, 93FM 28-23, KIS-FM 35-29, KMEL 7-5, KNBQ 31-21, KMGX 13-10. See Parallels, debuts at number 37 on the CHR chart.
- WAX "Right Between The Eyes" (RCA) 100/10**
 Moves: Up 27, Debuts 19, Same 4, Down 0, Adds 10, WCAU-FM, PRO-FM, WL0L-FM, KITS, WQUT, WKAU, WBNO, WZY-FM, 94Q 35-30, KMJK 27-23, KHRF 28-22, WGRD 35-31, KSNB 36-31, 100KHI 29-21, WKSF 34-29.
- ✓ PATTI LABELLE & MICHAEL McDONALD "On My Own" (MCA) 91/31**
 Moves: Up 21, Debuts 19, Same 20, Down 0, Adds 31 including WBEN-FM, Z100, KTKS, I95, WHYT, WKTI, WANS-FM, KCAO, B104 28-24, 94D 28-15, Z93 26-20, KIIS-FM 27-27, K5103 38-32, Q104 31-23, WZYP 40-31.
- HOOTERS "Where Do The Children Go" (Columbia) 89/29**
 Moves: Up 10, Debuts 15, Same 35, Down 0, Adds 29 including B104, WPHD, Q107, WAVA, KMJK, KNBQ, WOKI, KZUU, WCAU-FM 40-35, B94 26-18, WZOU 36-32, WPST 38-35, WHSL 40-34, KHTZ 37-32.
- LITTLE RICHARD "Great Gosh A'Mighty" (MCA) 89/2**
 Moves: Up 51, Debuts 3, Same 32, Down 0, Adds 2, WZPL, KYNO-FM, WHIT 30-27, WNVZ 38-35, KUBE 24-20, KNBQ 26-20, WBQZ 32-28, 94TYX 37-29, WDJX 34-27, KX104 37-26, Z104 35-32, Q101 37-33, WCIL-FM 28-21, KTRS 38-33, OK95 34-29.
- DENNIS DEYOUNG "Call Me" (A&M) 87/12**
 Moves: Up 40, Debuts 8, Same 23, Down 0, Adds 83 including WJKS-FM, PRO-FM, 94Q, WBQ, WKDD, KNIN, KWTO-FM, WRND 38-34, K104 29-22, KIYS 25-19, KODN-FM 39-35, 95XJL 26-18, WKSF 27-18, KGOT 33-29.
- ✓ SIMPLE MINDS "All The Things She Said" (A&M) 86/34**
 Moves: Up 4, Debuts 17, Same 31, Down 0, Adds 34 including WNYS, WPHD, CKOI, Y100, WRNO, WRSR, WMSW, WCKN, WZOK, WGLF, KWVZ, KPLUS 33-30, WZOU 33-25, WGRD 35-29, KIYS 39-33.
- CHERELLE with ALEXANDER O'NEAL "Saturday Love" (Tabu/CBS) 85/5**
 Moves: Up 47, Debuts 9, Same 18, Down 6, Adds 5, WHIT, WBEN-FM, KQ101, WPFM, WVVS, WJKS-FM 23-19, WKSE 4-2, WOLE-FM 10-9, WHYT 12-10, FM102 3-2, KWSS 23-19, KUBE 29-21, WSPK 22-15, WBQ 11-6, KAMZ 13-4, WCKN 13-8, KBOS 34-26.
- ✓ TEARS FOR FEARS "Mothers Talk" (Mercury/PolyGram) 83/83**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 83 including WJKS-FM, WPHD, WAVA, KEGL, B96, KBQ, KHTZ, KZZZ, KWOD, KUBE, WANS-FM, K103, KYNO-FM, KSNB.
- STARPOINT "Restless" (Elektra) 84/6**
 Moves: Up 26, Debuts 12, Same 20, Down 0, Adds 6, WKEE, WLAN-FM, WKGB, KBFM, KYNO-FM, KNIN, B104 30-26, WCAU-FM 39-21, FM102 15-11, KMEL 29-22, WTIC-FM 37-34, KZZB 40-31, Y106 27-20, WRNO 31-25, Z102 31-24.
- DAVID BOWIE "Absolute Beginners" (EMI America) 59/16**
 Moves: Up 6, Debuts 12, Same 25, Down 0, Adds 16 including WLS, Y108, WERZ, B105, KIKK, KFV, KCAQ, Q104, WSP, OK95, B96 36-33, WMSW 35-31, WZOU 30-24, SBPPY 38-35, WRCK 40-35.
- ✓ HOWARD JONES "No One Is To Blame" (Elektra) 55/45**
 Moves: Up 0, Debuts 6, Same 4, Down 0, Adds 45 including WAVA, KEGL, B97, WL0L-FM, KPKE, KZZZ, KKRZ, KMEL, KUBE, K104, Z95 d-3, KIIS-FM on, KPLUS d-32, KPZS d-30, B105 d-32.

MOST ADDED

- MADONNA (184)
Live To Tell (Sire/WB)
- JOURNEY (169)
Be Good To Yourself (Columbia)
- TEARS FOR FEARS (83)
Mothers Talk (Mercury/PolyGram)
- STARSHIP (59)
Tomorrow Doesn't Matter (Grunt/RCA)
- CULTURE CLUB (56)
Move Away (Virgin/Epic)

HOTTEST

- PRINCE & THE NEW POWER GENERATION (124)
Kiss (WB)
- ROBERT PALMER (123)
Addicted To Love (Island)
- FALCO (107)
Rock Me Amadeus (A&M)
- PET SHOP BOYS (103)
West End Girls (EMI America)
- VAN HALEN (93)
Why Can't This Be Love (WB)

SIGNIFICANT ACTION

- KATRINA & THE WAVES "Is That It?" (Capitol) 43/9
 Moves: Up 6, Debuts 6, Same 22, Down 0, Adds 9, WJKS-FM, CKOI, B104, WANS-FM, WKFR, WVIC, WRNO, KZUU, WPHD 30-20, CHUM d-28, WARM d-34, KMJK 34-30, KUBE 35-34, KYNO-FM 38-35, OK100 40-37.
- JIMMY BARNES "Working Class Man" (Geffen) 43/4
 Moves: Up 13, Debuts 10, Same 16, Down 0, Adds 4, WKRZ-FM, 95XXX, 100KHI, WAZY-FM, WPHD 27-25, WZOU 32-30, WTLQ 40-36, WSSX 35-32, WOKI 38-35, KIYS 34-32, WRNO 39-34, 95XJL 39-32, WOMP-FM 38-34, WHSL 39-35, WDBR 40-38.
- FINE YOUNG CANNIBALS "Johnny Come Home" (IRS/MCA) 39/5
 Moves: Up 11, Debuts 8, Same 20, Down 0, Adds 8, KDWB-FM, Q100, KIKX, KOIZ-FM, WBNO, WBEN-FM 19-14, WNYS 35-32, WJZZ 33-23, CKOI 12-8, CHUM 13-9, WERZ 40-37, WZON 40-35, WGAN 39-36, WKSF 35-32, WHSL 30-25.
- ✓ VOICES OF AMERICA "Hands Across America" (EMI America) 36/36
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 36 including K106, WPLJ, WNVZ, 92X, KDWB-FM, WNNK, WMJQ, WPST, WRCK, WQUT, WFMI, FM100, WKDD, KYNO-FM, KQMG.
- SIMPLY RED "Holding Back The Years" (Elektra) 34/10
 Moves: Up 5, Debuts 4, Same 15, Down 0, Adds 10 including PRO-FM, 94Q, WZCY, WHYZ, KPKE, KWOD, KWSS, KYKY, KIIS-FM 34-30, KMEL 23-18, KAMZ 30-26, Z104 d-27, KCAQ 37-33, WGAN d-38, WBSB 34-31.
- BOYS DON'T CRY "I Wanna Be a Cowboy" (Profile) 32/17
 Moves: Up 6, Debuts 3, Same 6, Down 0, Adds 17 including WKSE, WERZ, Z103, WKXJ, KRND, WVIC, Z104, KSNB, KZZB d-27, KJ103 30-22, WGAN 40-37, KWES 2-1, WPFM 12-10, WCLL-FM 19-16, KYXA 15-8.
- BONNIE TYLER "If You Were A Woman (And I Was A Man)" (Columbia) 31/11
 Moves: Up 1, Debuts 4, Same 15, Down 0, Adds 11, CKOI, CFTR, WNNK, WSPK, R104, KTUX, WFBG, 100KHI, WOGO, WHSL, KKAZ, Q102 35-33, KNBQ d-39, KSNB d-37, KTRS d-39.
- BOURGEOIS TAGG "Mutual Surrender" (Island) 28/7
 Moves: Up 3, Debuts 4, Same 14, Down 0, Adds 7, CFTR, KWOD, 95XXX, 100KHI, WGAN, WZYP, KTRS, KPLUS 9-7, WERZ 37-33, KZZB d-37, KRND on-dp, KZUU 35-30, KFMM d-34, WHSL d-39, WRND d-33.
- FABULOUS THUNDERBIRDS "Tuff Enuff" (CBS Associated) 26/7
 Moves: Up 4, Debuts 0, Same 15, Down 0, Adds 7, WAMX, KTUX, WKZL, 100KHI, WZYP, WHSL, KGOT, WMLM on-dp, KPLUS on-dp, KRND on-dp, KZUU on-dp, OK100 36-34, KNIN 40-36, KBIM 37-31, OK95 37-31.
- BALTIMORA "Living In The Background" (Manhattan) 25/9
 Moves: Up 4, Debuts 2, Same 10, Down 0, Adds 9, CKOI, WCAU-FM, WANS-FM, 96X, KTUX, KQMG, WBSB, KPLUS on, Z104 31-29, WSP, 38-36, KYFA 29-26, KQZE 34-32, KHTZ 39-36.
- PLATINUM BLONDE "Somebody Somewhere" (Epic) 24/5
 Moves: Up 4, Debuts 2, Same 13, Down 0, Adds 5, WVIC, WRNO, WZON, WHSL, KKL5-FM, WBEN-FM 27-12, WNYS d-28, WPHD 10-5, CKOI 37-35, CFTR on, WMSW d-37, KPLUS 20-17, KKRD on-dp, KIKX on-dp.
- GREG KINN "Love & Rock 'N' Roll" (EMI America) 23/6
 Moves: Up 7, Debuts 1, Same 9, Down 0, Adds 6, K104, KFV, KD93, OK100, 95XJL, WGAN, FM102 25-23, WOKI on, WKZL on, Z104 31-29, WSP, 38-36, KYFA 29-26, KQZE 34-32, KHTZ 39-36.
- DOZZY OSBOURNE "Shot In The Dark" (CBS Associated) 22/5
 Moves: Up 17, WRNO on-dp, KKRD on-dp, KLUC on-dp, KOIZ-FM 23-16, Q104 10-9, WHSL 21-19, OK95 27-25.
- JETS "Crush On You" (MCA) 20/11
 Moves: Up 3, Debuts 4, Same 2, Down 0, Adds 11, K95, Y100, WZCY, KITS, KMEL, Q100, KQMG, KRQ, WJKS-FM on, KIIS-FM 29-24, FM102 d-25, WPFM d-31, KTUX 39-34, KMJK 19-14, KCAQ d-35.
- GRAHAM NASH "Innocent Eyes" (Atlantic) 16/5
 Moves: Up 4, Debuts 0, Same 9, Down 0, Adds 5, WL0L-FM, Q100, WTLQ, WFFX, WDBR, K104 on, WLRS on, WZPL d-30, KIYS on, KZUU on, OK100 on, 95XJL on, KSNB on, Q101 on, WHSL 36-32.
- TALKING HEADS "Once In A Lifetime" (WB) 16/5
 Moves: Up 2, Debuts 3, Same 6, Down 0, Adds 5, WHIT, KEGL, Y108, WFOQ, KQMG, KMJK on, KPLUS 36-33, KUBE d-33, WPST on, 94Z on, WKZL on, Z104 d-33, WHSL on, KQZE d-34, OK95 39-33.
- PSYCHEDELIC FURS "Pretty In Pink" (A&M) 13/8
 Moves: Up 3, Debuts 0, Same 2, Down 0, Adds 8, WJKS-FM, I95, K5103, KMEL, Q100, WFSY, KYKY, 95XXX, KIIS-FM 31-28, KKRZ on-dp, KSNB 39-28, OK95 35-32.
- MENTAL AS ANYTHING "Live It Up" (Columbia) 13/2
 Moves: Up 3, Debuts 1, Same 7, Down 0, Adds 2, WHSL, WOL-FM, WBEN-FM 33-32, WNYS on, WPHD 29-24, Q100 24-21, KMGX on, WZON on, KFMM on, WQSD on, Q101 d-40, WDBR on-dp, WSP, on-dp.
- VANITY "Under The Influence" (Motown) 12/12
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, KKRZ, KMJK, FM102, KMEL, Q100, KAMZ, KKRZ, KF95, KSNB, KFV, KZOO-FM, OK95.
- ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 12/11
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 11, WKGB, WSSX, WRNO, KAMZ, WFMI, KTUX, KJ103, 103CIR, WOMP-FM, KNIN, KTRS.
- RENE & ANGELA "Your Smile" (Polydor/PolyGram) 12/1
 Moves: Up 1, Debuts 0, Same 7, Down 3, Adds 1, KITS, Z100 24-23, WNNK on, R104 on, WTLQ on-dp, 95XXX on, WPFM on, WBSB on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria — Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 97
 Adds & Hits Begin on Page 95
 P-1 Playlists Begin on Page 92



**"THERE'LL BE
SAD SONGS
(TO MAKE
YOU CRY)"**

**THE NEXT
ONE.**

**FROM
BILLY OCEAN.**

At the top of the charts, there's a spot that's reserved for Billy Ocean. He's had four smashes in a row ("Caribbean Queen," "Loverboy," "Suddenly," and "When The Going Gets Tough, The Tough Get Going"), and the next one is on its way.

**"There'll Be Sad Songs
(To Make You Cry)."**
From *Love Zone*,
The Forthcoming
Follow-Up To
Billy Ocean's
Double-Platinum Album,
Suddenly.

Adds April 7
(Top 40, R&B, A/C).

Album available April 24.



On Jive Records, Cassettes & Compact Discs.
Distributed by Arista Records, Inc.

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	Weeks	Title	Artist
2	1	1	1	1	FALCO/Rock Me Amadeus (A&M)
9	6	4	2	2	PRINCE & THE REVOLUTION/Kiss (WB)
6	5	3	3	3	INXS/What You Need (Atlantic)
19	12	7	4	4	ROBERT PALMER/Addicted To Love (Island)
13	9	6	5	5	BANGLES/Manic Monday (Columbia)
5	3	2	6	6	JOHN COUGAR MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)
23	15	11	7	7	PET SHOP BOYS/West End Girls (EMI America)
11	10	9	8	8	SLY FOX/Let's Go All The Way (Capitol)
16	13	10	9	9	FORCE MD'S/Tender Love (Tommy Boy/WB)
30	17	13	10	10	ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia)
32	23	15	11	11	VAN HALEN/Why Can't This Be Love (WB)
20	14	12	12	12	STEVIE NICKS/I Can't Wait (Modern/Atco)
—	26	18	13	13	PHIL COLLINS/Take Me Home (Atlantic)
1	2	5	14	14	HEART/These Dreams (Capitol)
24	21	17	15	15	JERMAINE JACKSON/I Think It's Love (Arista)
31	25	19	16	16	OUTFIELD/Your Love (Columbia)
27	24	20	17	17	DIRE STRAITS/So Far Away (WB)
3	4	8	18	18	ATLANTIC STARR/Secret Lovers (A&M)
40	34	23	19	19	MIAMI SOUND MACHINE/Bad Boy (Epic)
—	37	25	20	20	JANET JACKSON/What Have You Done For Me Lately (A&M)
39	32	24	21	21	BOB SEGER/American Storm (Capitol)
—	40	30	22	22	OMD/If You Leave (A&M)
—	—	36	23	23	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
34	31	26	24	24	JACKSON BROWNE/For America (Asylum)
7	7	14	25	25	ELTON JOHN/Nikita (Geffen)
—	38	29	26	26	JOHN TAYLOR/Do What I Do (Theme For 9½ Weeks) (Capitol)
36	33	27	27	27	STEVIE WONDER/Overjoyed (Tamla/Motown)
8	8	16	28	28	LOVERBOY/This Could Be The Night (Columbia)
—	39	34	29	29	LEVEL 42/Something About You (Polydor/PG)
—	—	38	30	30	MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)
—	—	39	31	31	MR. MISTER/Is It Love (RCA)
22	20	22	32	32	ELO/Calling America (CBS Associated)
4	11	21	33	33	STARSHIP/Sara (Grunt/RCA)
—	—	40	34	34	ZZ TOP/Rough Boy (WB)
BREAKER	35	—	35	35	SADE/Never As Good As The First Time (Portrait/CBS)
BREAKER	36	—	36	36	HONEYMOON SUITE/Feel It Again (WB)
DEBUT	37	—	37	37	NU SHOZZ/I Can't Wait (Atlantic)
17	19	32	38	38	ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)
BREAKER	39	—	39	39	MADONNA/Live To Tell (Sire/WB)
BREAKER	40	—	40	40	JOURNEY/Be Good To Yourself (Columbia)

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ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	Weeks	Title	Artist
7	5	2	1	1	FORCE MD'S/Tender Love (Tommy Boy/WB)
4	3	1	2	2	STEVIE WONDER/Overjoyed (Tamla/Motown)
13	8	6	3	3	JERMAINE JACKSON/I Think It's Love (Arista)
—	21	10	4	4	PHIL COLLINS/Take Me Home (Atlantic)
21	12	8	5	5	DIRE STRAITS/So Far Away (WB)
20	13	7	6	6	DIONNE WARWICK/Whisper In The Dark (Arista)
2	1	3	7	7	ATLANTIC STARR/Secret Lovers (A&M)
1	2	4	8	8	HEART/These Dreams (Capitol)
12	10	9	9	9	ANNE MURRAY/Now And Forever (You And Me) (Capitol)
—	26	14	10	10	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
3	4	5	11	11	ELTON JOHN/Nikita (Geffen)
27	23	17	12	12	DENNIS DeYOUNG/Call Me (A&M)
—	30	19	13	13	BANGLES/Manic Monday (Columbia)
—	—	21	14	14	SADE/Never As Good As The First Time (Portrait/CBS)
19	14	11	15	15	ELO/Calling America (CBS Associated)
30	25	16	16	16	SIMPLY RED/Holding Back The Years (Elektra)
18	16	15	17	17	JACK WAGNER with V. CARTER/Love Can Take Us All Away (Qwest/WB)
6	6	12	18	18	JAMES TAYLOR/Only One (Columbia)
—	29	25	19	19	MIAMI SOUND MACHINE/Bad Boy (Epic)
24	22	22	20	20	MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)
8	9	13	21	21	STARSHIP/Sara (Grunt/RCA)
5	7	16	22	22	MIKE & THE MECHANICS/Silent Running (Atlantic)
BREAKER	23	—	23	23	PATTI LABELLE & MICHAEL McDONALD/On My Own (MCA)
29	27	27	24	24	LOVERBOY/This Could Be The Night (Columbia)
BREAKER	25	—	25	25	LEVEL 42/Something About You (Polydor/PG)
—	—	30	26	26	TEDDY PENDERGRASS/Love 4/2 (Elektra)
—	11	18	27	27	DAN SEALS/Bop (EMI America)
DEBUT	28	—	28	28	OMD/If You Leave (A&M)
BREAKER	29	—	29	29	BARRY MANILOW/He Doesn't Care (But I Do) (RCA)
16	15	23	30	30	SMOKEY ROBINSON/Hold On To Your Love (Tamla/Motown)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	Weeks	Title	Artist
3	3	2	1	1	VAN HALEN/Why Can't This Be Love (WB)
5	4	3	2	2	BOB SEGER & THE SILVER./American Storm (Capitol)
1	1	1	3	3	ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia)
14	8	4	4	4	JULIAN LENNON/Stick Around (Atlantic)
8	7	7	5	5	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)
12	6	6	6	6	ZZ TOP/Rough Boy (WB)
2	2	4	7	7	ROBERT PALMER/Addicted To Love (Island)
BREAKER	8	—	8	8	ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)
4	5	5	9	9	JACKSON BROWNE/For America (Asylum)
27	13	10	10	10	PHIL COLLINS/Take Me Home (Atlantic)
BREAKER	11	—	11	11	JOURNEY/Be Good To Yourself (Columbia)
10	9	9	12	12	HONEYMOON SUITE/Feel It Again (WB)
33	17	12	13	13	BOB SEGER & THE SILVER./Fortunate Son (Capitol)
—	21	15	14	14	DAVID BOWIE/Absolute Beginners (EMI America)
35	23	20	15	15	SIMPLE MINDS/All The Things She Said (Virgin/A&M)
13	12	11	16	16	BRIAN SETZER/The Knife Feels Like Justice (EMI America)
16	15	13	17	17	JOE COCKER/Shelter Me (Capitol)
BREAKER	18	—	18	18	ROLLING STONES/Winning Ugly (Rolling Stones/Columbia)
32	25	22	19	19	MR. MISTER/Is It Love (RCA)
23	19	16	20	20	CALL/L Still Believe (Great Design) (Elektra)
—	36	24	21	21	GRAHAM NASH/Innocent Eyes (Atlantic)
BREAKER	22	—	22	22	VAN HALEN/Best Of Both Worlds (WB)
15	14	14	23	23	OZZY OSBOURNE/Shot In The Dark (CBS Associated)
—	—	29	24	24	VAN HALEN/Dreams (WB)
9	11	17	25	25	MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)
22	20	20	26	26	DIRE STRAITS/So Far Away (WB)
30	28	27	27	27	TED NUGENT/Little Miss Dangerous (Atlantic)
28	26	26	28	28	FIRM/Live In Peace (Atlantic)
BREAKER	29	—	29	29	JUDAS PRIEST/Locked In (Columbia)
44	32	30	30	30	PETE TOWNSHEND/Secondhand Love (Atco)

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BLACK/URBAN

Three Weeks	Two Weeks	Last Week	Weeks	Title	Artist
1	1	1	1	1	PRINCE/Kiss (WB)
7	4	2	2	2	NU SHOZZ/I Can't Wait (Atlantic)
11	9	7	3	3	STEPHANIE MILLS/I've Learned To Respect The Power Of Love (MCA)
10	6	6	4	4	JETS/Crush On You (MCA)
20	15	11	5	5	STARPOINT/Restless (Elektra)
14	10	9	6	6	FALCO/Rock Me Amadeus (A&M)
18	17	15	7	7	PATTI AUSTIN/The Heat Of Heat (Qwest/WB)
—	32	20	8	8	PATTI LABELLE & MICHAEL McDONALD/On My Own (MCA)
15	11	10	9	9	STEVIE WONDER/Overjoyed (Tamla/Motown)
17	16	14	10	10	CASHFLOW/Party Freak (Mercury/PG)
4	3	4	11	11	NEW EDITION/A Little Bit Of Love (Is All It Takes) (MCA)
19	14	12	12	12	COLONEL ABRAMS/I'm Not Gonna Let (MCA)
22	20	16	13	13	FREDDIE JACKSON/Love Is Just A Touch Away (Capitol)
2	2	3	14	14	JANET JACKSON/What Have You Done For Me Lately (A&M)
5	5	5	15	15	GAP BAND/Going In Circles (Total Experience/RCA)
—	37	21	16	16	SADE/Never As Good As The First Time (Portrait/CBS)
28	24	17	17	17	EVELYN "CHAMPAGNE" KING/High Horse (RCA)
25	22	18	18	18	ALEEM featuring LEROY BURGESS/Love's On Fire (Atlantic)
—	33	26	19	19	SOS BAND/The Finest (Tabu/CBS)
8	8	8	20	20	TEDDY PENDERGRASS/Love 4/2 (Asylum)
34	27	22	21	21	VANITY/Under The Influence (Motown)
13	13	13	22	22	JERMAINE JACKSON/I Think It's Love (Arista)
—	34	31	23	23	ATLANTIC STARR/If Your Heart Isn't In It (A&M)
38	30	29	24	24	MICHAEL HENDERSON/Do It To Me Good (Tonight) (EMI America)
29	25	24	25	25	ET (EDDIE TOWNS)/Best Friends (Total Experience/RCA)
31	26	25	26	26	FULL FORCE/Unselfish Lover (Columbia)
35	28	27	27	27	WALLY BADAROU/Chief Inspector (Island)
21	19	19	28	28	VAL YOUNG/If You Should Ever Be Lonely (Gordy/Motown)
—	40	35	29	29	JUNIOR/Oh Louise (Mercury/PG)
39	36	32	30	30	L.L. COOL J/Rock The Bells (Def Jam/Columbia)
—	40	35	31	31	ISLEY BROTHERS/May I? (WB)
—	39	32	32	32	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
—	39	36	33	33	TRINERE/I'll Be All You Ever Need (Music Specialist)
33	31	30	34	34	WHISTLE/(Nothing Serious) Just Buggin' (Select)
—	—	38	35	35	CONTROLLERS/Stay (MCA)
24	23	23	36	36	SHIRLEY MURDOCK/No More (Elektra)
BREAKER	37	—	37	37	ALEXANDER O'NEAL/What's Missing (Tabu/CBS)
BREAKER	38	—	38	38	GEORGE CLINTON/Do Fries Go With That Shake (Capitol)
BREAKER	39	—	39	39	ANITA BAKER/Watch Your Step (Elektra)
—	40	—	40	40	DIONNE WARWICK/Whisper In The Dark (Arista)

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