E:

FCC SPEEDS UP RKO LICENSE HEARINGS

After receiving pressure from RKO license challengers, the FCC has reversed an earlier decision and ordered comparative hearings to proceed without delay. This week's ruling could expedite by years the final decisions on the stations' fate.

Page 8

BOSTON-BREWED FORMAT BATTLES

Boston, the site of the Infamous tea party, is now playing host to CHR and AOR format battles. Joel Denver updates the rivalry between WXKS-FM, WHTT, and newcomer WZOU, while Steve Felnstein profiles WBCN and Worcester's WAAF.

Page 48, 56

LITE-NING STRIKES IN SAN DIEGO

KIFM/San Diego credits much of its fall ratings growth to the popularity of its three-year-old "Lites Out San Diego" Jazz program. Barbara Barnes checks out this and other success stories.

PEOPLE IN THE **NEWS THIS WEEK**

- Harv Moore VP/GM, John Piccillo OD at WPHD & WYSL
- Jorge Infante VP, Maura Donohue GSM, Lori Miller OD at WOJO
- Cheryl Morton OM at WIND
- Don Benefield, Rice Baxter VP/GMs at WKXX & WERC
- Cindy Weiner SM, Kim Romano LSM at WNYR & WEZO
- Jay Stevens takes on WBBF PD duties
- Gayle Shaw new KMJI & KRZN GSM
- Melanie Polik KJR Sales Manager
- Dick Norman OM at WKIS J.D. Spangler GM at KJJY

RADIO INTERNATIONAL



AN INTERNATIONAL LOOK AT RADIO

Next week (3/5-8) the Audio Engineering Society will convene in Hamburg, Germany for its annual European state-of-the-art conference. In keeping with this international theme, R&R looks at radio around the world - Australia, Japan, and Europe and the status of AM stereo in the U.S. and "down under."

Page 14

RADAR: BEHIND THE SCENES

Reed Bunzel explores the inner workings of the ratings service to discover how it measures radio network listenership on a national level.

Page 30

Newsstand Price \$3.50



RADIO & RECORDS

SEVEN MANAGERS SET

Fuellhart, Franko Named MAR 1 1395 Nationwide Radio Managers 21204







In anticipation of its pending purchase of eight radio stations from Western Cities, Nation-

United Stations Sets Deal To Purchase RKO Networks

vide speculation, United Stations this week signed an agree-ment to purchase the RKO Radio Networks from parent company GenCorp for an undisclosed amount. Recent estimates place their value at \$24 million, but reports indicate that the purchase price may be considerably lower.

The arrangement worked out between the two parties covers all properties of the radio networks, including RKO One, RKO Two, and Radioshows. The network's digital satellite facilities, including transponder space on Satcom 1-R, were also part of the package.
United Stations President

Lasker Heads Motown Music Group



Motown Records President Jay Lasker has been named President of the newly-formed Motown Music Group. The group comprises Motown Records and Jobete Music Publishing, and Lasker, who became Motown President in 1980, will now supervise the operations of Jobete and its affiliates.

In making the announcement, Motown Industries Chairman/ President Berry Gordy Jr. stated, "Jay Lasker is not only one of the most astute and professional record executives, but one of the finest human beings I've had the pleasure of working

Ending weeks of industry- Nick Verbitsky and silent partner Dick Clark are also partners in the RKO acquisition, but neither was available for comment at press time. However, R&R has learned that the networks will remain virtually intact, with few changes among personnel, programming, and facilities. Arrangements with RKO's 500+ affiliate stations

should also remain unchanged

The imminent sale of RKO generated considerable instry speculation since late 1984. While the official network position insisted the operation was not for sale, subsequent talks with Westwood One, Satellite Music Network, and other potential suitors indicated otherwise

wide Communications (NCI) has created five management positions and promoted two other executives to management posts.

WPOC/Baltimore GM David Fuelthart and WBJW-AM & FM/Orlando GM Mickey Franto have both been promoted to Group Manager-Radio. Fuellhart will keep his present duties, adding administrative responsibilities for five NCI facilities in Cleveland, Columbus, Winston-Salem, and Tucson, Franko will supervise five stations in Sacramento, San Jose, Las Vegas, Phoenix, and Orlando, while his WBJW management post will go to GSM and ten-year station veteran Rick Weinkauf. Replacing Weinkauf as GSM at WBJW is LSM Pat

Additionally, NCI Chief Engineers Robert Reymont (WGAR. AM & FM/Cleveland) and Jeffrey Gulick (WNCI/Columbus) both step up to the new position of Group Engineer-Radio, Also, Joan Hamm, senior auditor for parent Nationwide Insurance Companies, will join the broad-cast subsidiary as Group Business Manager

NCI VP/Radio Steve Berger told R&R, "With more FM stations at this time than any other operator, it's simply more than one person can manage. David Mickey have done outstanding jobs in their respective markets. They're veteran broadcasters and serve as a backup for me, broadening the scope of our company. This is the first step toward Nationwide becoming a major communications force."

USA For Africa Record Set



Michael Jackson, Quincy Jones, Lionel Richie, and Smokey Robinson were just four of the 45 stars who participated in the USA For Africa single, "We Are The World." The charitable supersession single, manufactured and distributed by Columbia, will be mailed with next week's issue of R&R. Radio can play an important role in this all-industry movement; for more details, see Publisher's Note, Page 61, and the USA For Africa open letter to radio, Page

Kriemelman Joins Westwood One As VP & Director/Marketing

Arthur Kriemelman has been appointed Vice President & Director/Marketing at Westwood One. Kriemelman, who comes to the network from RKO Radio Networks, will be based in Westwood One's New York office and will be responsible for network development and planning. He will report directly to company President Norm Pat-

Pattiz commented, "Art's incredible background makes him a perfect addition to the Westwood One management team. I have no doubt his contributions to the company's



growth will be felt immediate-

Kriemelman said, "I've fol- dio Network.

lowed Westwood One's phenomenal growth during the past few years, and I'm thrilled that I have the opportunity to contribute to the company's future. My years on the client side, the station level, and in network management make it clear to me that Westwood One is the new direction in network radio.

Prior to joining RKO in 1984. Kriemelman was President of the Radio Network Association. He also served as VP & Director/Sales at the Mutual Broadeasting System, and as VP/ Sales Manager at the ABC Ra-

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Monte Lang President The Amaturo Group Radio Division



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PAGE THREE

3-1-85

TAPE & RESUME PRIMER

In Part Three of his "Job-Hunting Survival Guide," Dan O'Day teaches a refresher course on putting together an impressive - and entertaining -T&R package.

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AOR: Steve Feinstein	Black/Urban Chart 104
Country: Lon Helton 63	CHR Chart

TRANSACTIONS

SunGroup Sells Three To Republic For \$7.5 Million

SunGroup Inc. has agreed to sell WYHY/Nash-ville and WMYU & WSEV/Knoxville to Republic Broadcasting Corp. for \$7.5 million, pending

SunGroup President Frank Wood said, "This is a sales transaction dictated by the historical operating losses at SunGroup and the current need to restructure and pay loans and accounts payable. SunGroup will retain WKXX & WERC/Birmingham as its sole properties

Republic is a subsidiary of Seven Hills Com munications, which owns WLW & WSKS/Cincinneti. Republic President David Martin said the purchase was the first in an expected series of broadcast acquisitions, and hopes to take over the SunGroup stations by early spring.

CHR WYHY operates at 107.5 mHz with 100kw, WMYU has 100kw at 102.1 mHz with an A/C format, and WSEV is a Country-formatted daytimer operating at 930 kHz with 5kw.

Keyboard Buys KKCI For \$4.2 Million

Keyboard Broadcasting has purchased KKCII Kansas City from Golden East Of Missouri for \$4.2 million. The AOR outlet is the first broadcast property for Keyboard, whose principals are local waterbed firm owners Mark Wheat and Greg Fitzmeurice. Golden East retains WPEX & WWDE/ forfolk. KKCI, licensed to Liberty, MO, has 100 kw at 106.5 mHz. Chapman & Associates

Justice Buys WCRJ-AM & FM For \$4 Million

Justice Broadcasting, headed by 20-year Boston air personality Larry Justice, has purchased WCRJ-AM & FM/Jacksonville, FL from Abell Communications for \$4 million. Justice owns WCIB/Falmouth, MA, while Abell retains WMAR/ nore, WDOQ/Daytona Beach, and WTJZ &

Both WCRJ and WCRJ-FM are Country-formatted, with the AM airing 50 kw at 1530 kHz and the FM broadcasting 100 kw at 107.3 mHz. Justice said he had no plans to change formats, adding that he will be fine-tuning the stations.

James's JACI **Purchases WCIN**

JACI, Inc. has entered into an agreement to acquire Black A/C-formatted WCIN/Cincinneti from KLM Communications for an undisclosed price. This purchase agreement represents JACI's first station acquisition. KLM, headed by Ken McDowell, owns no other radio propertie

WCIN is a 24-hour facility operating with 5000 watts days, 500 watts nights at 1480 kHz directional. Earnest L. James, President of JACI, cur-TRANSACTIONS/See Page 4

Moore VP/GM, Piccillo Operations **Director At WPHD & WYSL**

PD/morning man Harv Moore has been promoted to VP/GM of Howard Commun cations' WPHD & WYSL/Buffalo, while MD/afternoon personality John "J.P." Piccillo has been elevated to Operations Director for the two stations

President/CEO Bob Howard commented. "This is my 41st year in broadcasting, and Harv has been with me for 22 years, both here and at WPGC/Washington. He's always been a good administrator and team player. J.P. has never really worked at any other station in his nine-year career. His hard work, loyalty, and ability have earned him this promotion.

Howard added that the promotions will give him more time to pursue possible acquisitions. "I've been doing FM since 1949, when FM meant 'find me,' so if the right property comes along we're going to take a hard look at it."





Moore remarked, "I've been with Bob Howard for 22 years, and I'm so enthusiastic about this promotion because most GMs come from the sales end. Bob has always been programming-oriented. I'm happy he's got this kind of faith in me." Moore indicated he would continue as part of the (Robert W.) Taylor & Moore morning show for the foreseeable future

Piccillo told R&R, "I plan to stay on in afternoons so I can retain a feel for the programming. We're moving WPHD back toward CHR, which brought us success in previous books. It's time to get this station

WBMW Converts To CHR

EZ Communications' WBMW/Washington dropped its A/C format this week in favor of a personality/music-intensive CHR direction. The station is now calling itself B106.7, and becomes the market's third CHR outlet

EZ VP/Programming Dan Vallie told R&R, "It was so good to step off the plane from visiting 'Hot 105' (WHQT/Miami) and hear us playing the hits. The research showed us it was the time to do it, and if the numbers don't lie, then we are going to have a real hot station here. There is room for three CHRs in this big a market, but we don't intend to be third man out

GM Bonnie Reich, added, "This is just a natural evolution. Since we've made our impact in the 25+ demos, it's time to shore up the bottom end, giving us some solid numbers across the board."

PD Jeff Ballentine, who engineered the format transition, described the differences between B106.7 and the other CHRs. "B106.7 will be similar in concept to sister CHRs B94/Pittsburgh, and B97/New Orleans. We're very up, playing lots of jingles, and musically very aggressive by

Morton Promoted

WIND/Chicago has upped Executive

Producer Cheryl Morton to the new posi-

tion of Operations Manager under recent-

ly-named VP/GM Jan Shay, effective March 11. Morton replaces Ed Curran,

At his own request, Curran will become

the station's 7-11pm talk host. Dave Baum,

who now handles that shift, moves to the

10am-1pm time slot, replacing program-

having another local show on," Morton ex-

plained, especially during the midday pe-

riod when news usually breaks at

Chicago's City Hall. WIND will continue to

carry Talkradio personalities Michael Jackson and Toni Grant.

er a year ago after three years as a pro-ducer, commented, "I'm excited. I want

this station to be number one, and I think

er, commenting about WIND's progres

said the combination of overhead cuts

from network programming and heavy

sports selling put WIND into the black at

the end of 1984 for the first time in several

years. And he added, "We are much stronger in the younger demographics

than we were because of the kinds of pro-

grams we're putting on.

Group W VP/AM Stations Warren Maur-

Morton, who became Executive Produc-

We think there'll be an advantage to

ming by ABC Talkradio

who held the title of Program Director.

To OM At WIND

comparison to the rest of the Washington market. We aren't as oldie-intensive as either Q107 or WAVA." He indicated there would be no lineup adjustments aside from the recent arrival of Marty Dempsey for afternoons from WAVA.

INFANTE, DONOHUE, MILLER ADVANCE

WOJO Promotes Three Staffers To New Management Positions

At Spanish-formatted WOJO ("Radio Ambiente")/Evanston-Chicago, Director of Broadcasting Jorge Infante has been elevated to VP. Infante, who joined WOJO in 1978, earlier served as the station's PD.

At the same time, eight-year station veteran and National Sales Manager Maura Donohue was promoted to GSM, while Asst. Director of Broadcasting Lori Miller accepted the newly-created post of Operations Director.

VP/GM Athena Sofios told R&R, "Jorge has carried a great deal of responsibility, and naming him VP is the culmination of his commitment to the station's programming and operations. Maura has done a super job, having progressed through several

levels at the station. Lori's forte is operations, and I'm very pleased with her performance. All in all, Spanish radio is growing at a tremendous pace here, and we're just trying to keep up with it."

It was also announced that AE/news reporter Tom Martinez was named Public Relations Director, Traffic Manager Marsha Winsberg moved up to Director/Mer-chandising & Credit, and former traffic ssistant Carmen Cruz became 'Traffic

Weiner Upped To WNYR & WEZO Station Manager

WNYR & WEZO/Rochester GSM Cindy Weiner has advanced to Station Manage National Sales Manager. She joined WNYR in 1979 as an Account Executive, later moving up to LSM for both stations before becoming GSM last summer.

WNYR & WEZO GM Len Hart said. When Cindy started with us at WNYR she did a sensational job on a very tough sell. This promotion is a natural progression. All departments are responsible to her. and Cindy will serve as my right arm."

Cindy Weiner

Weiner told R&R, "I'm very happy to be expanding my career beyond sales for the first time, and am excited about working with everyone in the other departments From a woman's standpoint, it's a great

honor to be named Station Manage Hart also announced that WEZO Account Executive Kim Romano has been promoted to Local Sales Manager for that station. Regarding Romano, who's been with the company in sales since 1980, Hart added. 'Kim's done an incredible job and has a tremendous rapport with the clientele in this market."

Benefield, Baxter Tapped As VP/GMs At WKXX & WERC

Don Benefield has been promoted to VP/ GM at WKXX/Birmingham, and Rice Baxter has simultaneously moved up to the same position at sister station WERC. Both had been Sales Managers at their respective stations. The two outlets were previously managed by John Borner, recently nam-ed President/Chief Operating Officer of Sun-Group, which owns the News/Talk & CHR

Benefield, with the stations 14 years, became Sales Manager of the FM when it split off as WKXX in 1977. "We plan to get WKXX back on top, that's the main thin he said, noting the station's slippage in the fall '84 book. The comeback strategy includes installation of a new morning show, to be finalized later this week.

Baxter, Sales Manager at WERC for the ast three and a half years, was previously GM at WNVY/Pensacola. He commented, We're into our third year of News/Talk, and we're going to continue that. We're doing extremely well in billing, although not so well on the ratings end. We plan to promote more and be more visible than we

All-Star Alabamans



Alabama recording artists the Commodores and Alabama were honored by their home state recently when they were presented with the Governor's Sustaining Achievement Award. Pictured (I-r) are Commodore William King, ASCAP's Connie Bradley, Commodores Walter Orange and Milan Williams, Alabama's Randy Owen, Commodore Ronald LaPread, ASCAP's Merlin Littlefield, and Commodore J.D. Nicholas.

WB Welcomes Williams Brothers



Twin brothers Andy and David Williams have been signed to Warner Brothers Records. They are currently at work on a new album, with producing credits going to Chuck Plotkin. Toasting on the deal (I-r) are David Williams, WB's Tom Whalley and Felix Chamberlain, WB VP Michael Ostin, and Andy Williams.

Qualifying Heat Begins



MCA Records recently sponsored a kickoff bash in honor of Theima Houston's latest LP, "Qualifying Heat." Shown at the celebration (I-r) are MCA's Ron Dillarino and Katle Valk, DJ Tee Scott, MCA's Richie Cervino and Bobby Shew, Houston, MCA's John Brown and Milke Halley, Anthony Malloy of MCA band Temper, For The Record's Judy Weinstein, and Juanita Stephens of MCA.

Gliding Into 1985



Australia's Eurogliders played MTV's New Year's Eve Party/concert, and later met with label executives. Shown (I-r) are band co-manager Brian Psecock, Eurogliders John Bennetts and Amende Vincent, CBS's Dave Novik, band members Grace Knight, Bernie Lynch, Crispin Akerman, and Ron Francois, Bronze Records VP/Marketing Mason Munox, and CBS Canada VP Paul Farberman.

Stevens Adds Programming Duties At WBBF

WMJQ/Rochester PD Jay Stevens has been given additional duties as PD of the CHR outlet's sister News/Talk station, WBBF. Even with his new programming duties, Stevens will continue his 1-4pm airshift on WMJQ.

Explaining his decision to put a music programmer at the helm of an information station. WBBF & WMJQ President Harold Deutsch said. "I look at both stations as radio. I think we need more CHR techniques in News/Talk — the

energy and promotion we do so much of on FM. Just because you don't play records doesn't mean you have to change the rules of radio. I think we'll liven it up a little, pretend it's CHR without the records."

Stevens succeeds Operations Manager Jeff Howlett, who had earlier made it known he would be leaving WBBF in the near future to pursue another radio news opportunity in the market.

Shaw Promoted To GSM At KMJI & KRZN

KMJI & KRZN/Denver National Sales Manager Gayle Shaw has been promoted to GSM at the Duffy outlets.

VP/GM Craig McKee told R&R. "Gayle did a great job handling national business here last year. She knows how to market the two stations better than anyone on the staff. She has proven that she has the qualities needed to be an outstanding GSM."

Prior to her stint as National Sales Manager, Shaw served as Account Executive for KMJI, then known as KLIR

TRANSACTIONS

Continued from Page 3

rently serves as WCIN's Sales Manager. He'll continue in that capacity until the FCC official approves the ownership transfer. According to James, WCIN is working with the "nucleus of a very good staff"; no call letter, format, or personnel changes are planned.

Prior to joining WCIN, James previously held the VP/GM and President/GM posts at KDIA/ Oakland and WGCI & WVON/Chicago, respec-

Polik Set To Manage KJR's Sales



Melanie Polik

Four-year KJR/Seattle Account Executive Melanie Polik has been promoted to GSM at the A/C outlet. Polik replaces Kevin Cooney, who was recently appointed VP/GM there. Explained Cooney, "Melanie has always taken an assertive leadership role at KJR. Her presence as Sales Manager will be a key in the station's success, both in sales and in other cares of the coercitic."

areas of the operation."

Prior to joining KJR in 1981, Polik served in a similar position at KTAC/Tacoma.

STAFF

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TO GET BETTER RATINGS, BROADCAST RADIO BY MAIL.

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And if you're doing well in the ratings game, you most likely lose some sleep thinking about how you'll maintain that position. And what you are probably considering, while you're lying awake, is one more expensive on-air promotion. After all, on-air promotions are the only way to promote. Right?

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return it to Harte-Hanks. Or, if you're really losing sleep call Mike Eisele at 513-542-7700. We think you'll find that this is a broadcast promotion concept that moves. Moves your listeners. Moves the numbers.

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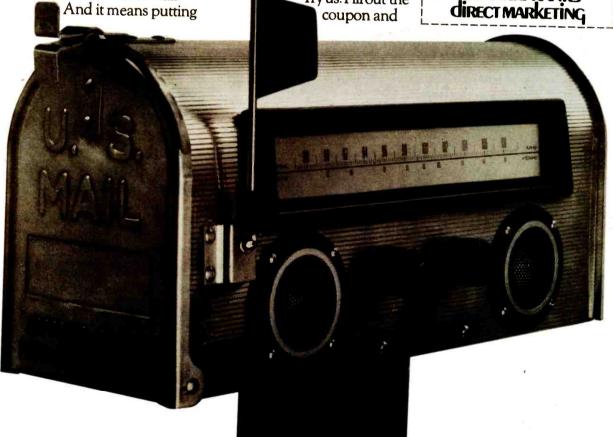
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Mail to: Harte-Hanks Direct Marketing.
National Sales Office

1329 Arlington Street, Cincinnati, Ohio 45225

Atm: Mike Eisele ______ HARTE-HANKS

CIRECT MARKETING



Whodini Makes Gold Escape

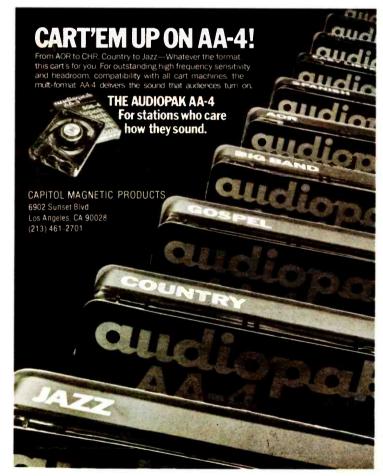


Jive/Arista's Whodini met with label executives to celebrate the gold certification of their elbum "Escape." Shown top, I-rl are Arista's Ken Reynolds, Jive's Ann Carli and Barry Weiss, Arista's Dave Jurman, Whodini's Grandmaster Dee, and "Escape" producer Larry Smith; (bottom, I-r) Arista's Jean Pierre, Jalil and Ecstacy of the band, and Arista's Jane Palmase.

There's A Party Going On



New York band Urgent has signed with Manhattan Records. They're currently in the studio with lan Hunter and Mick Roson, and will release a debut LP in May. Celebrating the signing (I+r) are Ronson, Manhattan VPs Stan Snyder, Bruce Gerfield, and Gordon Anderson, Urgent's Klyph Black, Yul Vaz, Mike Kehr, Don Kehr, Steve Kehr, manager Sam Letterman, Manhattan President Bruce Lundvall, and Hunter.



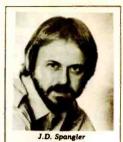
Spangler Named GM At KJJY

KSAN/San Francisco PD J.D. Spangler has been appointed GM at Fuller-Jeffrey's Country-formatted K.J.JY/Des Moines. Spangler replaces exiting GM Gary Condin

Fuller-Jeffrey Regional VP BIII Cloutier told R&R, "We've talked with J.D. for many months and we're obviously delighted to have him on our team. (His hiring) underscores our strong commitment to country at KJJY."

Spangler described his appointment as "not only a great opportunity for me but a good opportunity for all PDs to become general managers in the future.

"The last three years working for Malrite have been the best of my life. We had great success with KSAN and I have nothing but the greatest admiration for VP/GM



Steve Edwards and (Malrite VP/

Programming) Jim Wood."
Before joining KSAN, Spangler also programmed Country outlets WJEZ/Chicago and WQHK/Ft. Wayne.

Norman Joins WKIS As OM

WCKY/Cincinnati talk host Dick Norman has been named Operations Manager at WKIS/Orlando. He replaces Gene Burns, who has signed on as midday host at WRKO/Boston. Norman will also fill the 9am-noon talk slot vacated by Burns.

Norman has been a host on WCKY for the past four years, since the station dropped Beautiful Music for Talk four years ago. His background includes several television positions, including stints as executive producer and acting news director at WLWT-TV/Cincinnati (Ch. 5).

Noting the station's 5.0-6.2 surge

in the fall Arbitron, Norman predicted continued growth for WKIS. "What we've got is a tremendous stream of people coming to the area who are already familiar with Talk radio and who seek it out. At the present time we're without competition in the market, and frankly I find that surprising."

Program Coordinator Larry Freeman will continue to supervise day-to-day programming, said Norman. "What I'm going to be most involved in is the future development of talent and the overall direction of programming to tap the market."

Branigan Makes Hot Tracks



Atlantic artist Laura Branigan made a guest appearance on New York syndicated video show "New York Hot Tracks." Shown at the taping (I-r) are Atlantic's Donna Kreiss, Branigan, show host Carlos De Jesus, and show producer Filen Davis

Thompson's Crowded Room



Guitarist/songwriter Richard Thompson recently inked with Polydor/PolyGram Records. His debut LP, "Across A Crowded Room," is now out. Pictured at the signing (standing, I-r) are PG Sr. VP Jenry Jaffe, Thompson's lewyer Gery Stamler, PG's Bill Levinson; (seeted, I-r) Thompson and PG President/CEO Guarter Henaler.

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Washington Report

Byrd Leads Senate Radio-TV Fight

With the January retirement of former Senate Majority Leader Howard Baker (R-TN), the leading proponent of opening

the Senate to radio and television coverage appears to be Minority Leader Robert Byrd (D.WV) However, one trade association lobbyist reports Byrd has been totally inactive on the issue, and completely inaccessible to coverage supporters, since he



Sen. Robert Byrd introduced a broadcast resolution in Janu-

Prospects for eventual success brightened this week when the Senate's most ardent opponent of broadcast coverage, Russell Long (D-LA), announced he won't seek reelection in 1986.

Byrd's resolution calls for less comprehensive coverage than the gavel-togavel broadcasts permitted by the House. Under his plan, the Senate would make case-by-case decisions on allowing coverage by voting on nondebatable motions jointly agreed to and submitted by the Majority and Minority Leaders.

Beasley Wins WXTU/Philadelphia Signal Upgrade

After eight attempts by several owners spanning a period of a dozen years, the FCC has finally decided to allow WXTU/Philadelphia to put a city-grade signal over more than the 48.5% of the city it now

The station will be allowed to move its tower ten miles to the Roxboro antenna farm, which is home to ten FM and seven TV towers serving the Philadelphia mar-ket. A rule waiver is required because WXTU will be short-spaced to two stations. Beasley sought the waiver under an FCC rule permitting short-spacing exceptions for towers located in "designated antenna farms." But the Commission has never officially designated any such farms.

However, it went ahead with the waiver because improved coverage will benefit the public, Beasley had been unable to find a more acceptable site after "a good-faith and protracted effort," and it promised to protect the short-spaced stations. And, the FCC noted, "We recognize that de facto antenna farm areas such as this one have long existed for some time with beneficial

NRBA Tackles Music Licensing Fees, Plans **Group Operator Seminar**

Complaining that radio paid an "unheard-of" \$100 million in music licensing fees to BMI and ASCAP last year, the NRBA Board last week set up a Music Licensing and Copyright Review Committee under Emmis Broadcasting President Jeff Smulyan. It will investigate whether the fees are becoming unreasonable, and what might be done to keep them "in check."
Copyright problems facing businesses that engage in "storecasting" of radio signals will also be addressed.

In other action, the board appointed a task force headed by Gannett Radio Division President Joe Dorton to put together what's believed to be a first-ever meeting for heads of radio groups. A May meeting in St. Louis is planned. Malrite President Carl Hirsch, Metroplex President Norm Wain, and KRSP/Salt Lake City President Ralph Cartson will help assemble what's billed as an open forum on "group operations and op-

RTNDA Sees "Chilling Effect" Of Westmoreland Suit

RTNDA President Lou Adler has warned that General William Westmoreland's decision to withdraw his libel suit against CBS may be a "Pyrrhic victory" for journalists, who may now be less eager to tackle contro versial stories

Who can calculate the chilling effect of this and other suits like it on news organizations all over Amer-ica?" Adler asked. 'RTNDA has more reason than ever before to continue in the forefront in the battle to protect journalists from libel laws that



remain far too inimical to the public's right

Adler added, "Despite his declaration to the contrary, it seems clear that the general decided to give up the fight when it became clear that he had little or no hope of win-

Other Key Developments:

· NRBA's next Radio Sales University for entry level account executives will take place in San Francisco, April 19-21. Addi-

tional seminars will be held in Chicago (June), Minneapolis (August), and New ans (October)

· On March 4 the FCC Chicago District Office will move to Park Ridge Office Park, Room 306, 1550 Northwest Highway, Park Ridge, IL 60068.



Dick Dudley

Phone (312) 353-0195. Forward Communications Chairman/CEO Richard Dudley has been selected to receive this year's Grover Cobb Award from NAB.

· In an interview hinting at a desire for better relations with the U.S., Cuban President Fidel Castro has told the Washington Post that bilateral or international talks are possible on commercial radio interference.

• Rep. Cardiss Collins (D-IL) has introduced a bill to create an Office of Telecommunications Policy in the White House to "knock heads together" and end interagency fighting, especially in interna-

Project SMART Digs In

Project SMART coordinator George Hacker is bothered by news reports that the campaign to enact a ban on broadcast beer and wine ads is fading for lack of headway in Congress. SMART never planned on a victory in 1985, he insists.

"Everyone seems to have already counted us out," he told R&R. "That's amazing, because we haven't really begun." Calling the campaign a "long-range program" rather than a "quick fix," Hacker promised, "We're not going to go away." He says 750,000 pro-ban signatures have now been collected from all 50 states, but can't predict when the one million goal will be reached, or when a ban bill might be introduced in Congress.

In other ban-related news:

 The AFL-CIO Executive Committee came out firmly against a ban at its meeting last week in Bal Harbour FI.

- · Sen. Wendell Ford (D-KY) told Kentucky broadcasters Congressional action on a ban is at least three years away, and they may be paying too much attention to the is-
- · NAB joined with other national associations to launch Operation Prom/Graduation
 to promote alcohol and drug-free graduation events.
- NRBA's board came out against mandatory PSAs or counteradvertising, saying such requirements would be "no more acceptable" than for "any other legal products that when used or consumed in moderation are of no danger to the consumer.



FINGERING "PROMINITIONISTS" - At its winter meeting in Orlando last week, NRBA's Board of Directors labeled proponents of the radio beer and wine ad ban as "prohibitionists," saying that's their ultimate social goal. Association President Bernie Mann also released Arbitron data to rebut their birthmate social goal. Association President berine wait also release a hardon data of reduct the argument that act larget young people — only 1.1% of radio's Monday night football audience is age 18 or under. Shown (I-r) at the meeting are NRBA VP/GM Peter Ferrara, NRBA President Bernie Mann, and board members Bill Clark, Ted Dorf, Larry Keene, and Jim Wychor.

HEARINGS TO BEGIN

Challengers Win Speedup Of RKO License Battles

Yielding to pressure from the throng of applicants for RKO's 12 radio licenses, the FCC this week reversed itself and ordered comparative hearings in each of the cases to move ahead without delay. The ruling could speed up final decisions on the fate of the stations by years.

Each of the hearings will now proceed essentially as if RKO were not involved. Law judges will weigh the credentials of the competing applicants and choose the most qualified in each case. Then the process will be put on hold until RKO's basic qualifications to remain a licensee, in light of past misconduct, are resolved in the ongoing KHJ-TV/Los Angeles case

If RKO were found unfit, the law judges could immediately award each of the group's licenses to the best qualified challenger chosen in the expedited process announced this week

If it's decided that RKO still has the character qualifications to remain a licensee, the judges will only have to compare each RKO renewal bid with the best qualified challenger for that station. Most of the lengthy process of narrowing the field of 160 applicants will already have been accom-

Competing Applicants Keep Up Pressure

The procedure was proposed by East Lake Communications, which is seeking the license of WFYR/Chicago. It argued that little time would be saved by the FCC's decision last November to halt the hearings in the earliest phases, pending a decision in the KHJ-TV case.

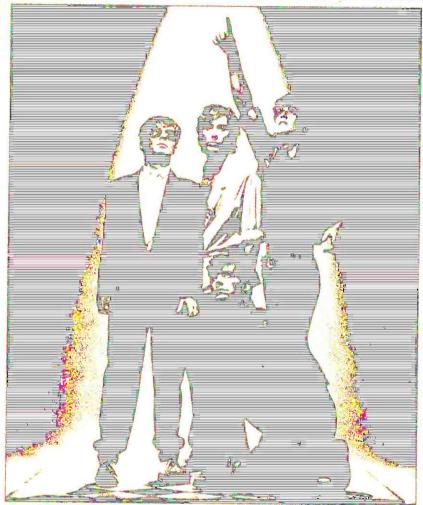
Agreeing with East Lake and reversing its November ruling, the Commission said, "While some progress has been made, it now appears that East Lake's approach could substantially expedite the ultimate selection of the best qualified applicant in each of the proceedings other than KHJ-

This is the second time RKO's challengers have pressured the FCC to hurry up. Originally, the Commission wouldn't even accept competing applications until RKO's fitness had been resolved. It took a 1982 federal court order, won by the competitors, to get the 12 radio license hearings un-

Radio Nets Overcharges Explored

RKO misconduct at issue in the Los Ange les hearing includes the lack of candor hich resulted in a denial of license renewal for WNAC-TV/Boston. The FCC also denied renewals for WOR-TV/New York and KHJ-TV in 1979, but an appeals court later overturned those actions. Last year's revelation that the RKO Radio Netwo overcharged advertisers by millions of dollars has also been added as an issue to be explored in the Los Angeles proceeding.

TARTETICATED DE ONE RELIENTE



SUPERSTAR CONCERT SERIES

SUPERSTAR CONCERT SERIES prounds brings you in exchange concert by the FIXX the weekend of Saturata. March 9 on the Westwood One Radio Network Aou II brain one of took 8 most broadly literate and musically adventisous new bands as they delive; 90 minutes of great songs from the British groups three smash albums, including "Stand Or Fall ""Saved By Zero. One Flung Leads to Amather." "Deeper And Deeper and "Ye We Ourselves:" Pour I miss this superstar or neer texclusive, recorded by Westwood One simbile studies in from of a capacity crowd at Lampas Bayfront Theatre. The Superstar Concord Series delivers the biggest maines in rock missic bearing that Tai Westwood One Radio Network albitiates all your long with exclusive performances by superstars like Par Bernata. Bully Squiter, Journey Stevie Nicks and The Cars, branch to sea by







Religious Broadcasters Directory Offered

The National Religious Broadeasters (NRB) organization recently published its "1985 Directory of Religious Broadcasting," At \$39.95 per copy, the 419-page directory not only lists Religious-formatted international radio and television stations, but also Religious-formatted campus radio stations, program producers, record companies, and satellite programming services.

Representing more than 1000 Protestant, Catholic, and Jewish organi-

STUDIO LIFE

zatons, the NRB has been compiling these directories since 1999. Among the categories included in this latest edition are: cable operations, advertising agencies, print publishers, music and technical service firms, studio facilities, production companies, tape/film processing and duplication labs, and schools offering communication programs.

For more information, contact Marj Stavens at (201) 428-5400.

Shooting Stones

Sure, it's just a picture book. But what pictures! "Satisfaction: The Rolling Stones 1965-67" is a collection of some 200 photographs taken by then 18-year-old Gered Mankowitz during his two years as the Stones' official photographer. He is responsible for such album covers as "Between The Buttons," "December's Children," "High Tide & Green Grass," and "Out Of Our Heads."

Many of the shots reproduced here are previously unpublished. However, the real fascination comes when you take a close look at the background surroundings: concert riots, state-of-the-art (1985-style) recording equipment and, of course, those ever-popular 60s fashions. A few portraits of those who played lesser roles in the Stones' roll to mythic boys are also kickers — a freshfaced Marianne Falthful, an in-acrutable Jaols Nitzsohe, a fore-boding Allen Klein ...



National Radio Ads Up 13.8% In '84

According to Radio Advertising Bureau statistics, national radio advertising revenues climbed 13.8% in 1984 to an alltime high of \$1.45

billion. Network ad revenues for '84 rose 5.5% over '83 levels, from \$253.5 million to \$267.4 million. Meanwhile, spot revenues soared 15.6% from \$1.022 billion in '83 to \$1.184 billion in '84. These findings were compiled from data provided by the Radio Network Association (via Ernet & Wikinery) and Radio Expenditure Reports.

Mankowitz keeps his text to the bare minimum, shifting from the Stones' wide-eyed enthusiasm during their first American tour to a strained, sour-mash note by the book's end, (Keith Ribeharde explained the group's last-minute cancellation of a reunion/photo session with "Everytime we see you, we think of \$15 million.") Stone could

This 100-page, \$10.95 paperback is published by \$1. Martin's Press.

It's here at last!

...the book the recording industry never knew it needed

"This book could quickly become the New and Improved Testament for recording studios, the quintessential handbook for studio dwellers, a reference tome and tour book for what really goes on behind closed double doors...an upthrusting plea for insanity in a sane world."

—Ken Pohlmann

Music Engineering Department Head, University of Miami

"Mr. Bonzai has captured the true meaning of Studio Life in this incisive satire of what really happens in a recording studio. I could not stop laughing. All my friends will definitely get this book from me for Christmas."

—Chris Stone, President

Record Plant, Los Angeles

"(Mr. Bonzai) has carefully split the difference between riotous comedy and real information and the result is a book that can be read with pleasure by anyone, whether they be studio moles or real human beings. You'll learn a lot and you'll laugh even more."

—Phil Austin Firesign Theatre

"I hope you enjoy your copy of Studio Life as much as I did mine. I boiled mine for dinner." —Stan Freberg, Humorist/Recording Artist

IBS Convention On Horizon

Mutuel's late-night talk show host Larry King will be the featured speaker at the Intercollegiets Breadcasting System's (IBS) national convention March 15-17 at the Hilton in Washington, DC.

Along with music and programming, discussion topics will include cable radio, high school stations, FCC rules and regulations, record company relations and service, production, sports, engineering and other technical aspects, promotion, and sales. Equipment companies, program syndicators, news services, legal/technical consultants, and promotional product suppliers will be among those manning exhibit booths.

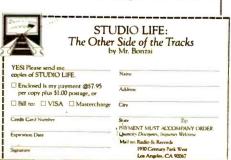
For registration information, contact IBS at (914) 565-6710.



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"...a must for anyone who is in the Industry. It's comforting to know that all the insanities and extraterrestrial experiences affiliated with the record industry didn't just happen to me. Studio Life should be the new Bible for all studios."

-Michael Sembello Recording Artist



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KHYT WFBG WZON WOAY WKDD WIKZ KIIK WKHI KZIO WJBQ

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WHTF KWIC WHOT **KF95** KZZB WZLD KIKX KITE KSND WANS-FM KBOS WOKI WFMI KQMQ KO93 KX104 KCAQ WRNO KSKD Y106 KITY **KTFM** KNBQ KHYT KZIO WZPL WZON WJXQ WIKZ KJ103 OK100 **KOFM** WKHI

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KEYN-FM

KKRD WSQV WJAD KISR Q101 KNOE-FM WIXV KYNO-FM WHSL KOCR KKXL-FM WAZY-FM 99KG KDON-FM **KBOZ-FM** KCDQ KHTX KBIM SLY96 KIST

OK95



Pro:Motions

WB Taps Saporiti, Spielberg





Bob Saporit

Neel Snielhern

Bob Seporiti and Neel Spielberg have been appointed National Promotion Director and National Sales Coordinator, respectively, at Warner Bros_Mashville. Seporiti, who will be sharing duties with Neaney Sollnekii, operated Bob Seporiti Promotions before joining the label. Spielberg formerly served as WEA's Nashville look sales reo.

Turner New Republic VP

Thomas Turner moves to Republic Radio as VP. Stations-East. He comes to the firm from Bilair/RAR, five., where he held the Sr. VP/GSM post. Also during his Blair tenure. Turner was VP/Atlantic Stations. His 17-year sales career also includes a stint as McGavren Guild's New York Sales Manager.

Leiser Marketing Group Bows

Todd Leiser, formerly General Sales Manager at WDJO & WUBEZ/Ineismettl, his resigned to establish The Leiser Marketing Group. LNG plans to represent various broadcast and media industry suppliers, plus market syndicated products. The firm will also continue to publish its weekly radio sales newsletter, Salestalk. Leiser had served as GSM since 1983; prior to that he held the Local Sales Manager and an AE post with the Cincinnati outlets. LMG may be reached at P. Ø. Box 429228, Cincinnati, OH 45242.

Newton Joins WEEL

Michael Newton joins WEEI/Boston as Corporate Accounts Supervisor: Previously, Michael was a mediaconsultant for Michael A. Newton Associates. Prior to that he held the Director/National Corporate Accounts post at WGBH Educational Foundation and PD for six years at Warner Cable Corporation.

MCA Promotes Maynard

Mark Maynard has been upped to Director of Marketing/Sales for MCA Records/Nashville. During the last year Maynard worked as a sales representative for MCA Distribution, covering the Nashville/Knoxville region. Maynard's background also includes eight years with Central South Music Sales,



Central South Music Sales, Mark Maynard where he served as Buyer and Department Supervisor

TenEyck Takes KGO NSM Post

After ten years with KGO/Sen Francisco, Rose TemByok has been appointed National Sales Manager there. After an linitial two and a half year stretch as KGO's Research Director, she spent a year with ABC Radio Spot Sales as an AE, Following ABC's closing of that division, she returned to KGO local sales. Before joining KGO in '74, TemByok was Director of Research for the Jack Meeta Company and served three years as a Media Analyst for Deneer-Fitzgerald-Sample.

Brugh Upped To WFBR LSM

Joseph Brugh has been promoted to Local Sales Manager at WEBR/Battimore. Most recently an AE for the station and sister outlet WBKZ, he first joined the facilities in 1978 as WBKZ Traffic Manager.

JMA Debuts

Mitchell Communication Services, under the direction of founder/President Jey Mitchell, has changed its name to Jey Mitchell Associates. Specializing in broadcast consulting, the firm has also relocated from Hartford, CT. Its new address is P.O. Box 1285, Fairfield, IA, 52558; (515) 472-4087.



Jay Mitchell

Americangroove Appoints Unger

Gary Unger has been appointed A&R Manager and Sales/Promotion Manager for Americangroove/CHR-wey/Starstatus Records Group. Its office may be contacted at P.O. Box 575, Davenport, IA 52805; (512) 748-3529.

Gordy Named Jobete Vice Chairman

Robert Gordy Sr. has been appointed Vice Chairman of Jobets Music Company, Inc. Prior to this he was Executive Vice President of the music publishing concern. With the company almost since its inception, Gordy will concentrate on expanding Jobete's music base in the home entertainment arena.



Robert Gordy

Busi New Katz Controller

After 28 years with Ketz Communications, Ed Sehmar has announced his retirement. Replacing him as Controller is Maria-Luise Busl, who moves up from Director/ Financial Services. Before joining Katz in 1984, Busi was affiliated with John Bleir a Company's Quantiplex division and the Blairsat subsidiary, where she concurrently served as VP/Finance à Administration and VP/Tressurer.

Changes

RADIO

Melissa Woodruff joins WPOC/Baltimore as Account Executive.

Becci Gebhard named Account Executive WPOC/Baltimore.

RECORDS

Holden Man appointed Manager of Financial Administration for PolyGram Records/New York.

David Durchin promoted to Director of National Credit for MCA Records/Los Angeles.

Dave Peaslee joins World Trade Records/New York as Press & Public Relations Representative.

INDUSTRY

Bonnie Witchel named Account Executive for Republic Radio/San Francisco.

Joann Goldberg appointed Account Executive for Hillier, Newmark, Wechsler & Howard/New York.

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Radio In Europe: A Continental Profile

ithin the United States over 9000 commercial AM and FM stations enjoy a system largely free from government restriction and intervention. The U.S. certainly leads the pack with the largest and most competitive broadcasting system in the world, with radio revenues topping \$5 billion in 1984. Other countries, in contrast, have vastly differing – and sometimes complex – systems which vary from nation to nation.

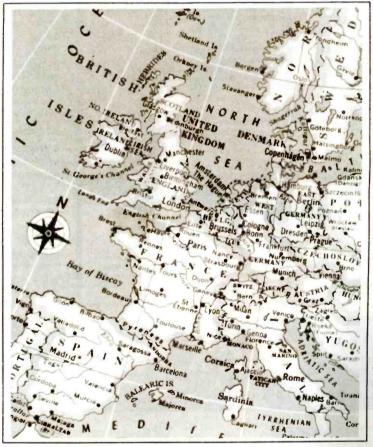
Next week (3/5-8) the Audio Engineering Society will be convening in Hamburg, Germany for a European show of state-of-the-art equipment. While frequent continental travellers are somewhat initiated in the differences (and similarities) between American and European broadcasters, the average American has little knowledge of foreign broadcasting. The following "profiles," derived from information provided by information a very brief picture of the radio industry in 11 Western European countries.

One note: Radio-Television Luxembourg (RTL) is an extensive private European broadcasting concern which covers a large part of the European continent. Some countries covered by RTL have adapted special advertising guidelines for RTL (and other private facilities).



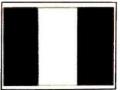
Austria

Area: 83,853 square km
Total population: 7,510,000
Population 15+: 5,226,000
Language: 100% German
Radio's Advertising Share: 13%
Operation: Government owner-ship (two stations.)
Source Of Revenue: 15% radio
tax, 85% advertising



Belgium

Area: 30,513 square km
Total Population: 9,848,000
Population: 15+: 7,852,000
Language: 42,2% French, 57,1%
Flemish, .7% German
Radio's Advertising Share: 0,2%
Operation: Government and
private ownership; six national
stations, three French stations,
one Dutch station, one British station, one German station, and
several local facilities.



Source Of Revenue: 100% radio tax, 0% advertising Legal Constraints On Advertising: Totally forbidden (except restricted advertising on RTL)

Recent Developments: In the past several years a number of unlicensed radio stations — deriving their revenue from membership dues, bumper sticker sales, and other promotional events — have developed throughout the country. This trend appears to be more Flemish than French, and is targeted primarily to a 15-34 auditores.



Federal Republic Of Germany (West Germany)

Area: 248,620 square km
Total Population: 61,400,000
Population 15+: 45,730,000
Language: 100% German
Radio's Advertising Share: 4.2%
Operation: Nine state-owned
facilities (ARD) and one private
station (RTL)

Source Of Revenue: 72% radio tax, 28% advertising (state-owned); 100% advertising (RTL). National total is 65% radio tax and

Recent Developments: Radio usage has grown considerably since 1970, and is the only medium for which advertising volume has shown a measurable increase. Satellite delivery of TV programming is expected to boost the volume of radio programming as usal!



France

Area: 547,026 square km
Total Population: 53,600,000
Population: 15+: 38,950,000
Language: 100% French
Radio's Advertising Share: 9.4%
Operation: Government ownership (Radio France); three
private facilities (RTL, Europe I,
Radio Monte-Carlo); nonprofit
local stations.

Source Of Revenue: Government stations 3% advertising; private stations 100% advertising

EUROPE/See Page 16





Which twin has Upgrade #2?

When Optimod-FM (Model 8100A) was designed, we kept the future of your investment in mind. As formats and competition change, the processing needs of radio programmers change.

Last year we introduced the "XT" Six-band Limiter Accessory Chassis to create high energy processing for high-energy, mass-appeal formats. Followed by Upgrade #1. As a result of our continuing research into processing technology for such formats, we now introduce Upgrade #2. (Both Upgrades affect only the "XT". The industry-standard basic processor remains unchanged.)*

You can't tell which Optimod-FM system above has Upgrade #2 just by looking—but you certainly can tell by listening. Upgrade #2 makes the system louder, and gives it a new sense of "air", brilliance and clarity. The bass is tighter and has more "punch". And all the XT's positive qualities are preserved: excellent consistency in texture and tonal balance from source-to-source, a remarkable freedom from pumping and other processing side-effects, superbly clean voice quality, and tight modulation control for maximum loudness.

If you're buying a new "XT" Accessory Chassis, you get the Upgrade for free—there's no price increase. You can tell if the upgrade is there by the code M03 on the Serial Label and "Upgrade #2" marked on the carton.

If you already own an "XT", you can get this Upgrade for free just by filling out the coupon. (We can serve you better if you write, not call.) However, if the M03 code is on your Serial Label, you already have it. The Upgrade consists of several resistors which can be installed by the station engineer.

Why is this FREE?

Because we don't feel that you should have to replace an expensive processor every few years as competitive pressures develop or when some other manufacturer wants to get you for \$6000 to achieve only a marginal improvement. With the "XT", you get much more than 'marginal' for only \$2295."

If we can upgrade Optimod-FM economically, we'll continue to do so to protect your investment. The Optimod-FM system is designed to be the superior choice now and for years to come.

A NOTE

The basic Optimod-FM is a very loud and very clean processor. It should be used alone where your audience prefers a less-processed sound, truer to the original texture and tonal balance of the record. When more density or consistency is needed, the "XT" chassis supplies it—and it can be added at any time simply by plugging it in to the connector provided in the back of the basic processor.

*Upgrade #1 has already been provided to all early owners and has been incorporated in all units. For reference, it is outlined with the instructions for Upgrade #2.

† (Suggested List.)

Orban Associates Inc.

645 Bryant Street, San Francisco, CA 94107 (415) 957-1067, Telex: 17-1480

OFBAN PROCESSING KEEPS YOU COMPETITIVE

/

Radio In Europe:

Continued from Page 14



Great Britain

Area: 247,800 square km Total Population: 56,385,100 Population 15+: 43,058,000 Language: English

Radio's Advertising Share: 2.2% Operation: Four national channels (BBC); approximately 70 local stations, one foreign station (RTL)

Legal Constraints On Advertising: Forbidden on local and national BBC broadcasts but allowed on private facilities and RTL.

Source Of Revenue: Government stations 100% radio tax; private 100% advertising

Recent Developments: Despite a growing number of local stations coming on-air, radio's advertising share is expected to remain around 2%. This is due to the continuing local focus of the private stations, reaching small au-

diences. The appeal of television advertising, which attracts 33% of all advertising revenue, also diminishes radio's impact.

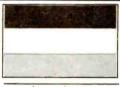


Italy

Area: 301,225 square km
Total Population: 57,140,000
Population: 15+: 44,738,000
Language: 100% Italian
Radio's Advertising Share: 5.4%
Operation: Two government stations, two foreign stations, six
"important" networks, over 4000
local radio stations.
Source Of Revenue: Government
station (RAI) 73% radio tax, 27%
advertising; all other networks
and stations 100% advertising.

advertising; all other networks and stations 100% advertising.

Recent Developments: Government listening is dropping off considerably in recent years, while local stations and networks are picking up audience strength. As a result, the survival of government-controlled RAI has been guestionate.



Luxembourg

Area: 2586 square km Total Population: 363,661 Population 15+: 294,400 Language: French, German, Letzeburgisch Radio's Advertising Share: 22.4% (combined with TV)

Operation: Private (Radio-Television Luxembourg)
Source Of Revenue: 100% advertising.

Recent Developments: Luxembourg radio has reached a saturation point. Radio remains a relatively inexpensive medium, with total territorial coverage the highest in Europe. Advertising volume has doubled in the last ten years, but is still significantly inferior to that of commercial stations in France and West Germany. The introduction of satellite delivery is expected to help radio's performance.

Netherlands

Area: 33,930 square km

Total Population: 14,100,000
Population 15+: 10,526,000
Language: Dutch
Radio's Advertising Share: 1.1%
Operation: Government ownership (Hilversum 1,2,3 & 4)
Source Of Revenue: 38% advertising, 62% radio & TV tax)
Legal Constraints: Advertising is
broadcast in blocks adjacent to



Recent Developments: Radio's small share of advertising revenue is attributed to limited airtime, too few commercial blocks, and weak audience delivery. This situation is improving, however, with an increase in the amount of available commercial airtime and the growth of unlicensed stations.



Spain

Area: 504,750 square km Total Population: 37,746,000 Population 15+: 28,556,000 Language: Spanish Radio's Advertising Share: 12%

Radio's Advertising Share: 12% Operation: Government and private ownership, with 200+ stations.

Source Of Revenue: 100% advertising, except for governmental facilities.

Recent Developments: Radio in Spain is increasingly becoming a target of advertisers, largely because of the introduction of the FM band and because of an increase in broadcast hours.





Portugal

Area: 92,082 square km
Total Population: 9,760,000 (including islands)
Population 15+: 7,100,000
Language: 100% Portuguese
Radio's Advertising Share: 13.5%
Operation: Radiodifusao Portugesa (government-owned),
Radio Renascenca (private).

Switzerland

Area: 41,288 square km
Total Population: 6,366,000
Population 15+: 4,364,000
Language: 65% German, 18%
French, 10% Italian, 7% other
Radio's Advertising Share: 0.2%
Operation: Three state-owned stations, several private foreign stations

Recent Developments: In 1982 the Swiss government authorized "local radio experiments." establishing a limited number of private radio stations. Applications for these facilities have far exceeded demand, largely because of great advertising potential.

The Dorrough Loudness Monitor DIMENSIGH LOUDNESS MONITOR DIMENSIONS: 84"X 2%"X 642" Model 40.A

Simultaneous display of Peak and Persistence functions. With AM, FM, and TV It's not just a third standard; It's becoming the standard.

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



FM's Hottest

A complete processing package including its own stereo generator.

Beyond a doubt the most transparent, yet still the loudest processor developed. The most technologically advanced unit on the market today.

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wo years ago, Westwood One introduced the state-of-the-art in mobile recording. It didn't take long for the word to get around about this forty-five foot audio masterpiece. Concertmaster I has become the busiest mobile recording studio in the country, with more major concerts behind it than anything on the road. The overwhelming success of Concertmaster I led to the

conclusion that two trucks are better than one. This year we are proud to introduce Concertmaster II. It represents another quantum leap forward in mobile recording facilities, with everything from digital recording capability to the finest in creature comforts. And we've headquartered Concertmaster II in the East so that we can now cover any live performance with no more than twenty-four

hours' notice. Each of Westwood One's Concertmaster mobile recording studios is complemented by a team of seasoned support personnel led by Biff Dawes and Arnie Rosenberg. They don't just roll tape they capture the moment. So, if you can't afford to miss that moment, be doubly sure you won't - contact Westwood One Recording to get our teams behind you.

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FM Towers Over Tokyo



apan has been heralded worldwide as an innovator in technological products. It only seems natural, then, that the leader in home entertainment and industrial hardware would be home to

one of the most advanced commercial broadcasting systems - the Japan FM Network (JFN).

All commercial FM broadcasting stations are members of JFN, operated by flagship station FM Tokyo, and joined together via



digital stereo lines. FM Tokyo's

programs are transmitted to other network stations through this system, reaching as many as 99 million listeners on a regular

FM Tokyo broadcasts 160 hours each week. A digital recording system is used for recording musi cal performances, and compact discs (CDs) are widely used for

broadcasting prerecorded music. All programming is transmitted from the station's 10 kw solid state transmitter located at the new 333-meter Tokyo Tower: the estimated service area is 100 km omnidirectional.

Capping an extensive development program, FM Tokyo will be moving into new facilities this fall.

Whose new AGC makes your Optimod sound even better?

only the new Harris Ulti-Mate 91 Tri Band AGC! Here's more

subtle signal control than you'll get from anything else on the market.

110 dB dynamic range improves any audio source You'll hear the difference immedi-ately. Put Ulti-Mate in front of your Optimed or other audio processing system for remarkable sound en-hancement. With its unprecedented 1104B dynamic range, not even dig-110dB dynamic range, not even dig-ital source material is degraded.

Beef up your audio chain Ulti-Mate's phase coherent design insures waveform fidelity and minimizes distortion as signals are processed and amplified. The linear processed and amplified. The linear VCA allows extraordinary proces-sing capability to enhance even the purest system. And Ulti-Mate even

makes an excellent "final"

Stereo ready
When you're ready for stereo—
whether it's AM, FM or TV—o is
Ulti-Mate 91. It's totally compatible
with all broadcast stereo systems.
And it can drive your STL, too.

Takes only 1% of rack space
The Harris Ulti-Mate 91 Tri Band
AGC slips neatly into 1% of vertical
rack space (3% for stere version).
Adjustments are defily concealed but easily accessed through a slide out drawer. And if unauthorized adjustments are a concern, secure tamper proofing is easily achieved

First-rate equipment for first-place ratings Good sound is the currency of Radio, it buys audience. Uti-Mate gives you better dynamic equalization through the phase coherent Tri Band AGC, for markedly improved signal transmission. At a surprisingly law con-

The Harris Ulti-Mate 91 Tri Band AGC. Audio processing has never been this good. For more informa-tion, contact Harris Corporation, Studio Division, P. O. Box 4290, Quincy, Illinois 62305. 217/222-8200.

HARRIS

Optimod is a trade name of Orban Associates Inc.

For your information, our name is Harris.

DO PROGRAM DIRECTORS **BUY ON-AIR BROADCAST CONSOLES?**

Apparently, most manufacturers don't think so.

Look through the pages of this week's Radio & Records (or any other "programmer's" magazine). We're betting that it's probably like last week's and every other issue before, in that you won't see any ads for broadcast boards.

You see, the traditional wisdom is that only engineers understand consoles and make console buying decisions. So, manufacturers save their ad dollars to buy space in "engineering magazines." And their ads usually talk about distortion levels, slew rate, db gain and other technical eccentricities.

The Whole Story

As we all know, there's an entire other side to the successful use of a broadcast console. It's the side that the operator sits at. Your disc jockeys, air talent, news and sports personnel have to live with this console 24 hours a day, long after the engineer has bought the board because it met his technical requirements.

Little things, items that may not even have been on the engineer's checklists, become very big things over the months and years of use. Do the buttons "feel" right? Is there a place to rest your hands, or set copy? Does the angle of the meters match the operator's line of sight, or does he have to strain to see them? Is there a sufficient number of input and output busses for all your sources? Is the console truly attractive so you can create a positive working environment?

Make your own checklist with your programming concerns in mind. Chances are, it will contain some very important items that weren't considered before.

"Human Engineerina"

That's a tired, overused term by now. But it was invented to try to address the operational features that are built into some broadcast consoles. Some broadcast consoles. Many boards that spec out beautifully are a nightmare to use. Or at least offer none of the operational benefits that can help your talent use the console to sound better on the air.

Our Story

We're Radio Systems. And, obviously, we manufacture a console that we'd like operators to know more about.

Like everybody else, we advertise in engineering magazines—because our board is very impressive from an engineering standpoint. In fact, it's got better technical specifications than almost any other board on the market.

But our consoles are also a joy to use from the other side, your side. They're attractive, cleanly designed, and built to assist an operator with programmable, automatic functions

Our Price

One thing you should know is that the rules are changing as far as what consoles does cost much more than most stations could afford. Programmers wouldn't get the consoles they wanted because of

The 10 channel console pictured below is less than \$10,000, and, costs about the same as many of the no-frills compromises you had to live with before. By force of habit, some engineers might not even look in our direction, assuming our style consoles cost much more money.

Our Ads

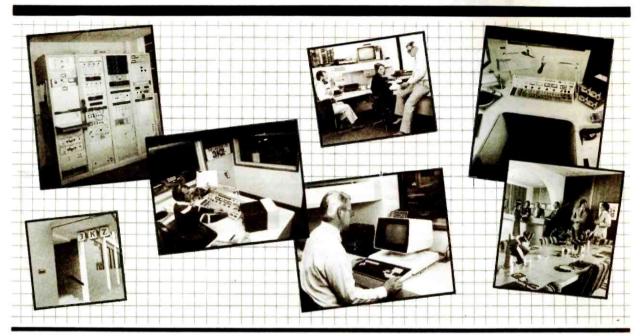
Marketing people call this type of advertising going for a "secondary buying influence." But we believe that in many well-run stations, your opinion on equipment is taken very seriously, and is far from "secondary."

If your station is in the market for a console, make sure your engineer is considering a Radio Systems' board. If he needs some encouragement, call our tollfree number or write us for a catalog and users list

We'll be running ads in Radio and Records all year highlighting the operational features of the console. Because your "secondary buy" is of primary importance to us.



3KZ/Melbourne: A Profile



en years ago the Australian radio industry was considered ten years further behind technological developments in the United States. FM was just beginning to take hold, and stereo was considered by many to be an idea out of science fiction. Many broadcasters operated with outdated equipment, and a solidstate studio was on the top of everyone's wish list.



Australian radio today is gaining ground on former American

advantages and, in some cases, is passing the U.S. in broadcasting developments. The adoption of a national AM stereo standard is just one example of this desire to bring radio to the forefront, and the widespread use of state-of-theart equipment indicates Australia's dedication to high-quality broadcasting. The following profile takes a look at one station in

the Melbourne, Victoria market

At the start of the 1970s eight radio stations operated in Melhourne - six commercial facilities and two run by the Australian Broadcasting Commission. Today that number has more than doubled, and competition has grown even faster. 3KZ, a full-service Adult Contemporary station, is one of 20 stations currently serving the market and is but one example of Australia's commitment to state-of-the art technology and community service.

The station recently moved into a new \$1 million studio complex incorporating the latest technology and broadcast equipment. These facilities include three onair studios, two production suites, and commercial cartridge assembly and dubbing suites. The main on-air studio is designed for visual access to both the news reading room and newsroom, which was recently equipped with a Newstar computer system with 160 megabyte capacity, four screens, and two printers.

Billing, accounting, traffic, and music selection are also operated by computer

The station operates from two 5 kw transmitters with a 500-watt standby city transmitter. Last month the ABC officially "switch-ed on" AM stereo, and 3KZ — which had been testing the system for six months - is now operating in full stereo.

Both transmitters and all broadcasting studios are equipped with back-up power supplies in case of electrical failure. The transmitters are backed by 30 Kva diesel generators, and the studios rely on 50 Kva generators.

The above pictorial illustrates some of the new facilities found within SKZ's new studio complex.

We Have Your Console!



Our premier consoles are designed for simplicity and reliabili-ty. The 7012 and 7012A consoles continue to be today's choice, allowing broadcasters excellent sound quality with efficient VCA control, all at a cost well below what others charge for less 12 channels, 22 inputs, full stereo, with your choice of metering functions Clearly an excellent console for today's broadcast needs.



7512A

This console continues the Howe tradition of simple-to-operate, reliable products, but adds features to make the operator's job even easier. These include: remote control for machines a clock and timer. 2 talkback circuits, and much more. Comprehensive operator control and superior sound quality make the 7512A an exceptional choice.

The latest in the legacy of quality consoles from **Howe**, the **9000** is available from 8 to 22 channels tailored to your needs. There is no costly mainframe, but full modular capability is built in. 3 inputs per channel mix-minus on all channels, sealed membrane switches for channel and machine control and unmatched audio performance. These features and more combine to give the broadcaster outstanding flexibility.

Expandable

howe audio productions, inc.

2300 Central Avenue ◆ Suite E ◆ Boulder. CO 80301 (303) 444-4693 ◆ For more information (800) 525-7520

FMR Research Only NEWS

Vol. 1 No. 1 1985

Tucson, Arizona

(602) 886-5548

Hand-graded Conventional Music Testing can't touch EARS



'Conventional' Music Test

Tucson, Arizona - "All music research is not the same," warns Bruce Fohr, president of Fohr Media Research. And this was made crystal clear when he outlined the differences between "Conventional" Music Testing (CMTs) and FMR's Electronic Attitude Research System (EARS). Developed in 1982, EARS represents a major advance in the researching of music and programming with groups of listeners. And unlike any other CMT approach, EARS has also been used (by news and newstalk stations as well as music stations) to evaluate programming — in its actual execution.

EARS Programming Studies The wireless, handheld units work like a TV "remote control" device. This means programmers can evaluate the elements of their product (songs, news or personalities) not in isolation; but as they sound - together.

"It's called environmental testing," said Fohr, "and programmers tell me it's the most actionable research they've ever seen.

Here is a direct comparison of the differences between CMTs and EARS Music Research:

Conventional Music Testing Some recruit tightly, some do not. Can result in questionable sample.

2. Songs scored on "test forms" in large unnatural environment. Result: scoring bias, fatigue, some answers changed.

Songs tested with one large group at one time of day. Results in fatigue and scoring biases.

4. Tests titles only. Execution is subject raried (possibly wrong) interpretations. 5. Results usually available in two to three

6. Costs vary from "Bargain-Basement" of questionable quality; to high-priced of questionable value.

EARS Music Research

1. Strict recruiting requirements for "target" listening - guaranteed.

2. Songs evaluated on electronic units radio) - fatigue lessened, enjoyment increased.

3. Several groups, at different times, controls fatigue and eliminates bias.

4. Can evaluate programming in context: attitudes toward execution is clear. 5. Overalt results available in 24 hours.

Total report in seven days. 6. You get what you pay for at a reasonable, competitive price.



EARS Music Research

FMR's exclusive research means client growth

Since being established in 1981, Fohr Media Research Associates has grown faster to a leading position in the radio industry than any other firm. FMR has worked for nearly 80 stations; and has a full than any other min. I have no nearly or stations, and have the time staff of ten. The company's rapid growth resulted in the building of a custom Research Center in Tucson in 1984. In addition to its exclusive COSTON RESEARCH CENTER IN LUCSON IN 1904. In addition to its exclusive EARS methodology, FMR's full-service research specialities include: Format Opportunity Studies, Vulnerability Analysis*; and Postioning Studies. FMR was also a pioneer in the development of the Focus Group methodology for radio.

FMR's client references read like a "Who's Who of Successful Broad-Station and Group executives most familiar with FMR's advanced EARS system include:

- Bonneville International
- Behan Broadcasting
- Gannett
- Mairite
- Metromedia

For more information on any of these services, prices or references, contact Bruce Fohr at (602) 886-5548 or write him at the FMR Research Center 6045 E. Grant Road, Tucson, AZ 85712.



The New FMR Research Center



Bruce Foh

RO: Why is your EARS System really better than other CMT approaches?

FOHR: Because it's the only system sensitive to the method of measuring the music and the recruitment of the participants. In music research, the method of gathering the data is everything! Flashy graphics and piecharts in the reports mean nothing if the people in the sessions are wrong or the method is biased. And many

RO: In what ways are some CMTs

FOHR: Lax recruiting requirements; samples that are too small; time of day bias; and the "test" psychology itself.

Inside EARS

Clear answers quick results

Some "good students" do very badly in certain types of tests. The same is true for music. The environment has a lot to do with it. Some companies are testing 800 to 1000 songs with the same people on the same day. The scores of at least half those songs are

RO: Don't some people think these EARS units are just gimmicks?

FOHR: Only some competitors who either know nothing about them or are not really trained in research methodology and techniques

RO: But don't some people have a hard time with these computers?

FOHR: No. We've never had one problem. Respondents are told in advance what to expect. The units are not more difficult to use than a radio.

RO: Are EARS projects offered on a competitive market-exclusive

FOHR: Absolutely, as are all of our research services.

AM Australia:

The Stereo Breakthrough

By CHRIS BRAMMALL Chairman, Stereo AM Australia

ollowing many months of testing. Australia officially launched AM stereo last month (2-1). The Australian Department of Communication - citing confumion over the "marketplace decimon" delivered by the Federal Communications Commission in the United States - selected the Motorola C-Quam system as its national standard. Communica-tions Minister Michael Duffy said the DOC decision was made to "avoid the type of confusion which has severely affected AM stereo's introduction in America."

In support of the decision, Chris Brammall, Chairman of Steree AM Australia, wrote the following. he efforts of Stereo AM Australia to introduce the latest technological advance in radio broadcasting have paid off. Stereo AM is now present in all major markets in Australia.

Stereo AM opens an exciting new dimension for the radio medium — with listeners being the big winners. This, in turn, offers long and short term benefits for manufacturers, importers, distributors, retailers, and AM operators.

In The Beginning . . .

For many years AM radio has

had the reputation of a "low quality sound" and, with the advent of FM, has been steadily losing listeners both in Australia and overseas. AM radio stations in Australia still hold over 80% of the total radio audience. FM holds the balance, mainly in capital cities. However, the reverse is true in the United States, where AM stations hold around 14% of the total radio audience and FM has the balance

In reality, AM does not deserve its low-fidelity image. Most AM stations now radiate a high-quality signal with an audio band of up to 15 kHz — every bit as wide as that used by FM broadcasters. The blame for the low-quality reception has rested with low-quality receivers.

Today . . .

The introduction of stereo AM in Australia means that we can talk about radio — not AM or FM — but all radio as a state-of-the-art broadcast medium. Apart from radio separation — sound coming independently from different speakers — the first thing listeners of stereo AM hear is a marked improvement in broad-cast quality. This is not due to the AM transmission system but to the better quality of receivers.

Stereo AM does not suffer from multipath distortion, as does FM radio which, broadcast on high frequency, suffers from the "picket fence effect" (as it is commonly known today). This means that the signal can be blocked by objects, resulting in a swishing reception — especially in cars. Because stereo AM signals are broadcast on much lower frequencies, this does not happen.

Stereo AM is probably the most exciting breakthrough since color television swept its way into our lives in the 1970s. Australia made history by achieving a faster setpenetration than any other Western nation.

There is no doubt that we are a nation moving with new technology. Although listeners will hear AM on their mono receivers, a wide range of stereo AM/FM receivers offered by Sony, Sansui, Toshiba, Pioneer, and a number of other manufacturers have found their way into the consumers' hands.

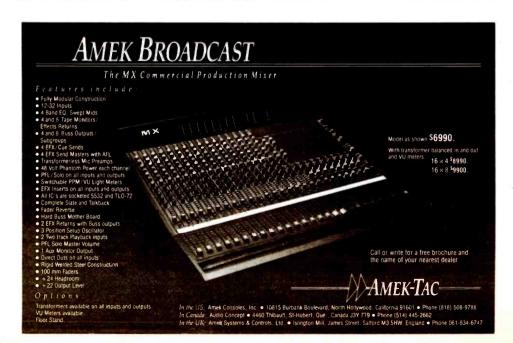
The Future . . .

Radio reaches people. Australia has a population of 15.2 million people, using 19.7 million radios. Of this population, 65% live in households where there are at least four radios. In addition, 91% of all car owners have a car radio.

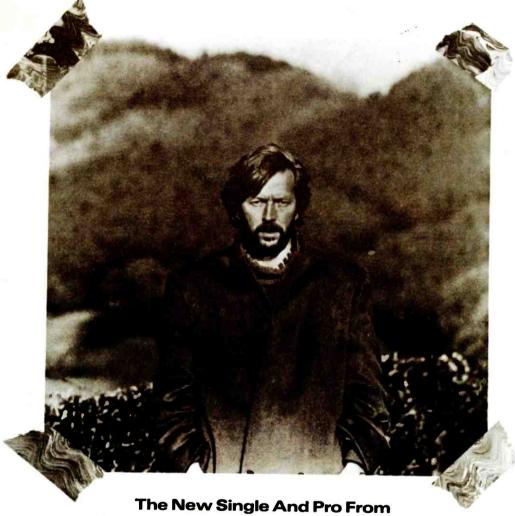
Industry sources estimate that it will take only three years to achieve full market saturation with the new receivers. FM broadcasters took longer to achieve this level of saturation, mainly because they had no established audience

Stereo AM injects a new vitality into the radio medium as a whole. TV audiences and press circulations are down — or at best static. At the same time, McNair Anderson research indicates that radio's audience has grown by 22% in the last four years.

The advent of stereo AM makes the total radio medium even more dynamic and exciting, and opens up a whole new dimension to the "theatre of the mind." We, and the listening audiences, are the biggest beneficiaries of the latest technological advance in broadcasting: stereo AM.



OREVER MAR



Eric Clapton

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Produced by Ted Templeman and Lenny Waronker From the forthcoming album Behind The Sun



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KJ103 38-35 KIKI deb 40 KHOP deb 40 KDON-FM deb 38 KNBO 37 0104 36-33 Z102 deb 38 WBWB add KBIM deb 40 KIST deb 40 OK95 38-34

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-- AND CROSSING QUICK TO CHR!

Distributed by CBS Records



AM Stereo Battlefield Toward A Standard System Debating The Pros And Cons

nlike Australia, the United States still has not officially — or unofficially — selected an AM stereo standard. In declining to choose one system over the other, the Federal Communications Commission instead decided to let the active forces in the marketplace weed through the choices. This survival-of-the-fittest decision was to be competitive and definitive. While the process so far has definitely been competitive, the competition has hardly been definitive.

Today the Motorola and Kahn systems are battling for ultimate vic-

tory, which means, among other things, a considerable amount of dollars and prestige. Following are two separate views on the current state of affairs: the first calls for adoption of the Motorola system, and an end to the dubious AM stereo battle; the other points out the problems with the Motorola system and calls for an all-out education effort for and by broadcasters to understand the "superior" audio qualities of the Kahn system.

By ELLIOT KLEIN Consulting Engineer

he AM radio industry should not be fighting at this point over which AM stereo system should be the industry standard. The choice has already been made by the receiver manufacturers. and it is clear that the standard is the Motorola C-Quam system. However, the system chosen is of little importance to the AM broadcaster; the fact that a standard has been chosen is the important point here. It is now time for the equipment manufacturers and the AM broadcasters to get together and promote AM stereo with a united front. Otherwise the entire concept of AM stereo will be a matter of history in just a few short years, much the way quad FM went into the history books.

The fact is, most of the major auto radio manufacturers have chosen the Motorola system and the vast majority of these companies are not going to build "multimode, multisystem" radios. Thus, the fighting over what system should be used as the standard should now be over. We have a standard, and that standard should now be promoted by the AM broadcaster if the whole idea of AM stereo is going to be a viable force and tool for the AM stations to regain audience share.

I have installed three Motorola AM stereo systems and have found the quality to be very competitive with that of FM — provided you are listening to an AM stereo with a new wideband receiver. I should also mention that all three of these stations

"Now is the time for the AM broadcast industry to decide for itself if AM stereo will live or die. They must put up a united front and show support for one system, then move ahead with the conversion of their facilities to AM stereo."

have multi-tower directional antenna systems, one of which is a six-tower array. This is important because the station's antenna system has a tremendous effect on the quality of the AM transmission. However, most stations have — or should have — upgraded their antenna systems, and even the most complex system can be upgraded to the point that the quality of the AM stereo transmission will be good.

Now is the time for the AM broadcast industry to decide for itself if AM stereo will live or die. They must put up a united front and show support for one system, then move ahead with the conversion of their facilities to AM

This year – 1985 – will be the year that AM stereo either grows and takes a foothold in the industry, or starts to die a slow and painful death. All arguments about what system should be the industry standard should now be behind us. The multimode proponents apparently do not understand that the public finds the multimode approach more trouble than AM stereo is worth.

AM stereo can be a useful tool for the AM broadcaster. However, unless everyone who can stand to benefit from AM stereo rallies behind one standard system, everyone will lose. Including the public.

By JOHN DEHNEL Chief Engineer, KSL/Salt Lake City

have to think AM broadcasters must be frustrated over the AM stereo situation. After all the hype, AM stereo is still pretty much a dream. With 4924 AMs authorized by the FCC, we find maybe 500 with AM stereo capability, some not even using it. A best-case estimate suggests that only 10% of this country's AM stations can transmit stereo. What seems to be the problem?

Broadcasters know that if AM stero is to be of any real value, it has to be heard on receivers better than the public has been forced to accept in the past years. Are we getting them? Yes — a few. Unfortunately, we are also getting "stereoized" receivers that — instead of sounding hi-fi — simply hurt in two places instead of one. The sad part is that the technology to make a better-sounding receiver exists, and it really isn't all that expensive.

But broadcasters can't seem to get this idea off the ground. A certain manufacturer of AM stereo equipment has made great friends with the receiver folks, telling them they needn't spend that ex-

"Unfortunately, most laymen believe stereo is simple hi-fi sound, not sound from two speakers with right and left separation. This creates a standoff, with AM broadcasters uninterested in AM stereo because they don't think it really makes them sound any better." tra 90 cents for a crystal filter so we can have 7kHz response on our radios. No, this manufacturer is saying we only need 3.5 kHz, just enough to light the little stereo light. Unfortunately, most laymen believe stereo is simple hi-fi sound, not sound from two speakers with right and left separation. This creates a standoff, with AM broadcasters uninterested in AM stereo because they don't think it really makes them sound any better.

The fact Is, if you choose this "right" AM stereo system, you'll probably sound worse. You'll have platform motion. You'll have platform motion. You'll have your signal jumping in and out of your stereo as you drive down the street (picket fencing on AM). And you'll have less coverage area in stereo than in mono.

The detection mode for this system is noise-prone and has to be disabled if the signal weakens at all. Thus, the one area where AM has an advantage — distance coverage — is thrown awy. A 5 kw station has the stereo range of a 1.7 kw mono station. Yet some broadcasters and manufacturers are willing to sacrifice all of this just to be heard on a 3.5 kHz radio. Why bother?

Why bother, indeed? What we cannot understand is why the industry puts up with this. One AM stereo proponent asks people who license his patents to make 7kHz receivers. This proponent manufactures a system that is free from platform motion and isn't prone to noise in its reception. It stands to reason that, if enough broadcasters put this system on the air and educate the public about the sound quality available to them, the receiver folks will follow suit.

Instead, we seem to be letting people who could still sell radios if all AM stations went dark tell us what is best for our industry. Actually, and thankfully, we're not going to let this happen. The broadcaster knows there is a pro-

"Let's get things moving again — but in a direction that will do some good for AM radio. Receiver manufacturers will respond if we tell them what we want, not by shouting at them at NAB convention forums but by acting with our stations."

blem with AM stereo, and so does

AM stereo radios are not selling. Exciters are not selling. Even stations which made the jump to stereo are disappointed in the "sound" of some of these great receivers.

There are forward-looking broadcast groups, however, who still have faith that we can request and get quality receivers for a "real world" AM stereo system. These include NBC, RKO, Bonneville, Jefferson Pilot, WGN, Broad Street, ABC, Katz, Moffat, and others. These folks believe independent sideband stereo is the way to do AM stereo in the "real world."

We are not prepared to throw in the towel to poor receivers, platform motion, picket-fencing, and decreased stereo coverage. Let's get things moving again — but in a direction that will do some good for AM radio. Receiver manufacturers will respond if we tell them what we want, not by shouting at them at NAB convention forums but by acting with our stations. Good quality audio, independent sideband stereo, and creative programming is the formula for better AM.

Two-dollar multi-mode ICs are now available. A good-sounding, inexpensive, all-mode car radio will soon be available. Engineers favor ISB stereo two-to-one.

Maybe they're right.

BREAKING New Acts Is A Habit At E/P/A



BANG BANG "This Is Love"

Taken from the Epic debut album "Life Part II"

TUESDAY "Voices Carry"

Taken from the Epic debut album "Voices Carry"





DISTRIBUTED BY CBS RECORD





JHAN HIBER

Steps To A Successful Spring

When you're digging out of snowbanks or coping with temperatures that are colder than a mother-in-law's heart, it's hard to remember that spring is just around the corner. However, in the world of ratings, spring is already here — and the next few months will be frantic. Arbitron and Birch will be measuring over 170 markets. Naturally, you're hoping your numbers will be at their very best.

What else can you do but hope for better numbers? Glad you asked. Let's review some basics that might help your spring ratings blossom.

Station Information Kits In?

One necessary step toward a successful ratings sweep is providing the ratings services with information they can use to credit listening. Sounds simple, right? Then why don't thousands of stations comply?

If a diarykeeper or telephone respondent can't spout your call letters when asked what station they are listening to, the ratings service has to look for other crediting information. Here is the basic information you should have already sent in for the spring sweep:

"One necessary step toward a successful ratings sweep is providing the ratings services with information they can use to credit listening."

- Your slogan or advertising hook line/logo
- Your complete air personality lineup by airshift (be sure to include nicknames, and don't forget the parttimers)
- Your exact dial position and any approximation you may use (if you're 101.9 let them know, along with the fact that you usually refer to your station as FM1021
- Any syndicated programming titles, including the hosts' names.
- Any network programming you carry, including key personalities (such as Paul Harvey)
- Sports programming, especially if this includes broadcasts of actual games and races. Be very thorough on this one
- I've seen stations lose credit because they didn't supply the opponent team names or nicknames. Don't forget to include sportscasters' names
- Simulcast times, if any apply.
 You don't have to be a subscriber to supply this station information, and it's in your own best interest to send as detailed a dossier as possible.

What happens when there are changes during the survey that affect the information you supplied? Just update ASAP. By calling and following up with written documentation, you'll allow the ratings service editors speedy access to the correct information. And that means your station has a better chance of getting all the credit it deserves.

What happens if your paperwork isn't filed or completed thoroughly? Just ask WQXR/New York GM Warren Bodow. His station didn't show up in the market's fall report. Arbitron took the stance that since he hadn't filed updated simulcast information for the fall (even though the station had simulcast for ten years with WQXR-FM), the station didn't qualify individually for the report.

At one time WOR, another New York outlet, didn't alert Arbitron that John Gambling was its morning man. Every time a diarykeeper wrote down John Gambling without another identifier, such as calls, the editor marked a big "U" (for unidentified) over the entry. So WOR lost listening credits. As a result the station slipped notably in that particular book.

Ratings company paperwork is not just minutiae to be thrown away. Fill the forms in thoroughly, keep copies for your files, and send them back ASAP. If you tossed the spring sweep information forms, call the relevant rating company, which will be glad to obtain the information from you now.

Week In Review

Birch Promotes Gorick

Birch Radio has announced the elevation of Account Executive Larry Gorick to Southwest Regional Manager. According to Birch Sales/Marketing VP Bill Livek, Gorick will replace Rick Dames, who's exiting the Dallas Birch office to return to radio station involvement. Gorick's appointment is effective mid-March.

Baker: Current Ratings "Inadequate"

Dr. William F. Baker, President of Group W's TV group and Chairman/Group W Satellite Corp., recently blasted the electronic media's current ratings efforts. Citing changes in technology and demographics that make more details on today's lifestyles necessary to the communications industry. Baker told the Electronic Media Ratings Council, "Our present ratings systems were perfectly adequate for the old homogenized America. For the new, segmented America, they're worse than inadequate. They're mendacious."

Amazingly, about one-third of the stations don't send back their station information. Unless you are interested in undercutting your ratings payoff don't make that mistake.

Communicate The Game Plan

Every successful sports team has a coach who communicates the game plan to the team. By the same token, your station personnel should be made aware of the spring book's game plan and goals. Assuming you've done your market research homework (which will vary depending on your market size and budget), you should have developed a winning strategy for this spring sweep. That's only half the battle, though.

In order for any radio team to function effectively, the players need to know what's expected. Staff meetings involving air personalities should outline their roles. You may want them to stress the calls, be more/less foreground, or back-announce after every second cut. The bottom line (e.g., more music, less talk) should be mapped out, with specific steps spelling out how that mission will be carried out.

Promotions is another concern that should be included in your spring book planning discussions. The programming and sales departments should be brought together beforehand to ensure everyone is on the same wavelength. It doesn't do nuch good to push a more music marketing goal when the AEs are

running in with promotion ideas for their grocer account, which is trying to dump 200 cases of Spam.

What about confidentiality? Given that radio people are perhaps the world's worst secret-keepers, it's probably best to adopt football coaches' strategy. Outline the overall game plan for the week, but keep the playbooks under control — save a few surprises for gametime. In other words, spell out the goals but release the details on a need-to-know basis. Developing a game plan through research and gut feelings, then

"Developing a game plan through research and gut feelings, then communicating it effectively, will go a long way toward increasing harmony, staff performance, and your numbers."

communicating it effectively as needs dictate, will go a long way toward increasing harmony, staff performance, and your numbers.

Let History Repeat

Above all, be sure to keep track of developments this spring so you'll be that much further ahead next year. If you kept a log of last spring's events, then you may have a feel for what you did right or wrong — and what the competition might be planning.

competition might be planning.

To make sweep planning easier, I've compiled a Survey Analysis Diary that tracks survey developments. (Copy requests can be addressed to me at R&R.) But whatever means you use, a look back can help you anticipate the forthcoming ratings period. Did your key DJ perform below par during the sweep? Did the weather throw you a curve that might recur this year? Is it likely your competitor will throw a bunch of money into TV again. Bear these type of questions in mind, factor in recent developments, and go on from

Station Information Contact

You say you just realized the temporary secretary you had in last week trashed the facility forms and station information packet from one or both of the ratings services? Visions of disappearing shares dancing in your head? Well, don't despair.

Birch Radio's deadline for return of the spring station information is today, March 1. Arbitron's cutoff date is March 4. However, there's hope if you haven't yet gotten your paperwork back to the relevant ratings firms. Here are the key contacts to send your ratings service paperwork — first edition or updates — to:

Arbitron

Mr. Nick Green (301-982-4705) Arbitron Radio Department Arbitron Ratings The Arbitron Building Laurel, MD 20707

Bire

Ms. Elaine Martin (305-753-6043) Manager, Client Service Birch Radio 3200 N. University Drive, Suite 200 Coral Springs, FL 33065



Fall '84 Birch Ratings

Oklahoma City

KATT-FM Softer, Still Clear Leader; KJYO Jumps Into Double Digits, Now Second; KZBS Up Three, Now Fourth Behind KXXY-FM

Sumn	ner '84	Fall '94
KATT-FM (AOR)	17.1	14.6
KJYO (CHR)	9.5	11.1
KXXY-FM (Ctry)	10.8	10.8
KZBS (AC)	6.8	9.6
KTOK (N/T)	8.3	8.6
KOFM (CHR)	9.0	7.9
KEBC (Ctry)	7.5	7.2
KKNG (BM)	5.2	5.8
KLTE (AC)	4.3	5.6
KJIL (Rel)	2.3	3.0
KOMA (Ctry)	3.8	2.8
WKY (Ctry)	3.5	2.7
KAEZ (Blk)	2.5	2.4
KATT (AOR)	.4	1.0
KKLR (AC)	.6	1.0

Albany-Schenectady-Troy

WPYX Gets Stronger, Solidifies First; WGY Slips, Still Double Digits; WQBK, WTRY, WABY Up

	ner '84	Fall '84
WPYX (AOR)	14.7	16.3
WGY (AC)	13.7	10.9
WGFM (CHR)	10.3	8.9
WQBK (Talk)	5.3	6.6
WFLY (CHR)	6.2	6.0
WWOM (AC)	5.1	5.4
WQBK-FM (AOR)	6.8	5.2
WROW-FM (BM)	6.8	5.1
WTRY (AC)	3.1	4.6
WROW (AC)	5.5	3.7
WABY (BBnd)	1.6	3.5
WGNA (Ctry)	3.4	3.5
WPTR (Ctry)	2.7	3.2
WCKL (AC)	-	1.6

Charlotte-Gastonia-Rock Hill

WSOC-FM Lands An Even 20; WBT Almost Doubles, Takes Second; WJZR Hurt By WROQ-FM CHR Debut

ner '84	Fall '84
17.7	20.0
6.8	12.2
11.5	10.1
8.9	10.1
10.1	8.9
7.3	7.2
10.6	6.7
2.9	3.1
3.1	2.7
1.8	1.4
1.5	1.4
1.0	1.0
	17.7 6.8 11.5 8.9 10.1 7.3 10.6 2.9 3.1 1.8 1.5

Phoenix

KUPD Steady, Assumes First Place; KNIX-FM Slips But Takes Second; KKLT Reasserts A/C Leadership

	ner '84	Fall 84
KUPD (AOR)	9.8	9.9
KNIX-FM (Ctry)	9.0	8.1
KKLT (AC)	5.9	8.0
KZZP-FM (CHR)	7.7	7.5
KDKB (AOR)	7.7	7.2
KTAR (News)	9.9	6.7
KOPA-FM (CHR)	5.3	6.3
KOOL-FM (AC)	3.4	5.1
KOY (AC)	4.2	4.2
KQYT (Easy)	5.1	3.9
KLZI (AC)	3.7	3.7
KUKQ (Urbn)	3.5	3.7
KMEO-FM (Easy)	3.6	3.4
KJJJ-FM (Ctry)	2.5	2.2
KLFF (BBnd)	2.4	1.9
KPHX (Span)	1.1	1.8
KRDS (Rel)	1.7	1.8
KSTM (AOR)	2.0	1.6
KNIX (Ctry)	1.0	1.3
KFLR (Rel)	.5	1.3
KJJJ (Ctry)	1.4	1.2
KHEP (Clas)	2.0	1.1

Miami-Ft. Lauderdale-Hollywood

WHYI Widens Winning Margin; WINZ-FM Slips, Still Second; WAXY Rebounds, Adds Two For Fifth

WHYI (CHR) 13.3 WINZ-FM (CHR) 9.6 WLYF (BM) 5.3 WQBA (Span) 6.6	14.5
WINZ-FM (CHR) 9.6 WLYF (BM) 5.3	8.4 5.7 5.0 4.8
WLYF (BM) 5.3	5.7 5.0 4.8
	5.0 4.8
	4.8
WAXY (AC) 2.8	
WSHE (AOR) 3.7	7. 1
WINZ (News) 4.1	4.0
WNWS (News) 4.2	3.6
WEDR (Blk) 4.5	3.5
WIOD (N/T) 3.1	3.0
WRHC (Span) 3.1	3.0
WLVE (AC) 2.6	2.9
WAIA (AC) 2.1	2.8
WCMQ-FM (Span) 3.0	2.7
WKQS (Ctry) 3.0	2.6
WOCN (Span) 2.0	2.6
WTMI (Clas) 2.6	2.4
WJQY (AC) 1.8	2.4
WQBA-FM (Span) 3.4	2.3
WGBS (N/T) .6	1.8
WCMQ (Span) .7	1.4
WEZI (AC) 1.2	1.4
WRBD (Blk) 2.2	1.3
WQAM (Ctry) 1.2	1.3
WCKO (AOR) 2.1	1.2
WFTL (AC) 1.0	1.0
WLQY (BBnd) 1.1	1.0
	1.0

TAKE PART



CONVENTION

April 13-17, 1985 Las Vegas

The 63rd Annual NAB Convention and International Exposition will include sessions on management, programming, research, sales, promotion, engineering, and new technology. This year's convention will also feature entertainment by the Beach Boys and the Pointer Sisters and the world's largest exhibition of broadcast-related products. This year's exhibits not only take up all of the Las Vegas Convention Center, but occupy the Las Vegas Hilton's Convention Center as well.

For more information, call NAB Radio at (202) 429-5420.

TAKE PRIDE

Greensboro-Winston Salem-High Point

WTQR Adds Three, Hangs On Top; WKZL Successfully Segues To CHR; WMAG Bolts To Double Digits; WSJS Doubles After Dropping All-News

WTQR (Ctry) 13.6 16.5 WKZL (CHR) 11.4 12.7 WMAG (AC) 8.8 11.0 WSJS (AC) 3.9 8.0 WQMG (Urbn) 8.0 7.5 WGLD (BM) 7.9 5.5 WSEZ (CHR) 8.1 5.4 WDCG (CHR) 4.5 3.8 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gdld) 1.6 1.6 1.6 WHPE (RB) 1.1 1.5 12.5		9	***
WKZL (CHR) 11.4 12.7 WMAG (AC) 8.8 11.0 WSJS (AC) 9,9 8.0 WQMG (Urbn) 8.0 7.5 WGLD (BM) 7.9 5.5 WSEZ (CHR) 8.1 5.4 WDCG (CHR) 6.4 4.5 WRQK (CHR) 4.5 38 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6		Summer '84	Fall '84
WMAG (AC) 8.8 11.0 WSJS (AC) 3.9 8.0 W9MG (Urbn) 8.0 7.5 WGLD (BM) 7.9 5.5 WSEZ (CHR) 8.1 5.4 WDOG (CHR) 6.4 4.5 WROK (CHR) 4.5 3.8 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WTQR (Ctry)	13.6	16.5
WSJS (AC) 3.9 8.0 WQMG (Urbn) 8.0 7.9 WGLD (BM) 7.9 5.5 WSEZ (CHR) 8.1 5.4 WDCG (CHR) 6.4 4.5 WRQK (CHR) 4.5 3.8 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WKZL (CHR)	11.4	12.7
WQMG (Urbn) 8.0 7.5 WGLD (BM) 7.9 5.5 WSEZ (CHR) 8.1 5.4 WDCG (CHR) 4.5 3.8 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WMAG (AC)	8.8	11.0
WGLD (BM) 7.9 5.5 WSEZ (CHR) 8.1 5.4 WDCG (CHR) 6.4 4.5 WR0K (CHR) 4.5 3.8 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 1.5 1.7 WCOG (Gold) 1.6 1.6	WSJS (AC)	3.9	8.0
WSEZ (CHR) 8.1 5.4 WDCG (CHR) 6.4 4.5 WRQK (CHR) 4.5 3.8 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WQMG (Urbn)	8.0	7.5
WDCG (CHR) 6.4 4.5 WRQK (CHR) 4.5 3.6 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.7 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WGLD (BM)	7.9	5.5
WRQK (CHR) 4.5 3.8 WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WSEZ (CHR)	8.1	5.4
WBIG (BBnd) 2.9 2.7 WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WDCG (CHR)	6.4	4.5
WPCM (Ctry) 2.6 2.6 WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WRQK (CHR)	4.5	3.8
WAAA (Blk) 1.5 2.1 WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6		2.9	2.7
WEAL (Blk) 2.7 1.7 WCOG (Gold) 1.6 1.6	WPCM (Ctry)	2.6	2.6
WCOG (Gold) 1.6 1.6	WAAA (Blk)	1.5	2.1
2.0	WEAL (Blk)	2.7	1.7
WHPE (Rel) 11 12	WCOG (Gold)	1.6	1.6
	WHPE (Rel)	1.1	1.2
WWMO (Rel) .9 1.2	WWMO (Rel)	.9	1.2

Salt Lake City

KRSP-FM, KSL Stronger, Hold 1-2; KSFI Adds Two, Rises To Third; KLTQ-FM Debuts Notably; KLCY, KKAT Grow

		Fall '84
KRSP-FM (AOR)	12.3	12.6
KSL (AC)	9.2	9.5
KSFI (BM)	7.1	9.0
KCPX (CHR)	6.8	7.2
KSOP-FM (Ctry)	7.3	6.5
KALL (AC)	5.9	5.3
KLCY (AC)	4.4	5.2
KLUB (BM)	3.0	4.0
KLTQ-FM (AC)	.6	3.6
KISN (CHR)	3.6	3.4
KKAT (Ctry)	2.3	3.1
KDAB (AC)	3.7	3.0
KFMY (CHR)	3.5	3.0
KZAN (Ctry)	2.4	2.7
KBUG (AC)	4.0	2.4
KCGL (AOR)	2.6	2.3
KLRZ (AC)	2.8	1.9
KZJO (Talk)	1.8	1.9
KDYL (News)	1.5	1.7
KRGO (Ctry)	1.6	1.1

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Bend, Bik—Biack, BM/Easy—Beautiful Music/Easy Listening, CHR— Contemporary Hit Redio, Cless—Clessical, Ctry—Country, Gold— Oldles, Jezz—Jazz, Misc— Miscellaneous, News—News, N/T— News/Talk, Ret—Religious, Span—Spanish, Talk—Talk, Urbn— Urban Contemporary.



NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

RATINGS PRIMER

How RADAR Plots Network Progress

Programming on network-affiliated radio stations reaches approximately 75% of the 12+ U.S. population, delivering over 7 billion impressions each week. The average listener tunes in for 60 quarter-hours during that week, at which time the rate for exposure to network programs or commercials ranges from 7.3 to 12.9. Gross weekly impressions for individual networks vary from 127 million to 361 million.

What this all adds up to is a need to count (or somehow calculate) the number of persons tuned in to a particular network, program, or commercial. Networks need to know their audience size so they know how much to charge, while advertisers have to know how much to pay. It's the same old give-and-take ratings relationship - except network audience must be measured nationwide instead of market-by-market. The radio version of television's Nielsen ratings is known as RADAR. This week's column takes a timely look at what makes this ser-

RADAR Basics

RADAR is an acronym for Radio's All Dimension Audience Research, and is conducted on an ongoing basis by Westfield, NJ-based Statistical Research, Inc. On the surface, RADAR simply appears to be another ratings service. But SRI maintains this is where the similarities end. Whereas Arbitron directs its quarterly measurement to listeners in local markets, RADAR computes network listenership on a national level. SRI further claims that RADAR provides virtually the only national audience estimates for network radio programs and commercials

Superlatives and claims aside, 1985 RADAR measurements will again be based on continuous measurement throughout the United States, and drawn from simple averages computed from the last two survey periods. In the case of RADAR 30 (released this week), the numbers are computed from an averaging of the "discrete" RADAR 29 (11/83-4/84) and RADAR 30 (5/84-10/84) surveys. Likewise, RADAR 31 - to be released in August - will be an average of the surveys taken during 5/84-10/84 and 11/84-4/85.

Miriam Murphy, Sr. Account Executive at SRI, explains the basic sample size and methodology. "Radio usage is determined in telephone interviews with 8000 peop from a national probability sample of all persons aged 12 and over who live in tele-phone households," she says. "A pure random-digit dial sampling frame is used. The rate of response among predesignated persons is over 70%. These usage data are combined with about one million station clearance records from two periods each year to produce the network audience esti-

A Ratings Trilogy

RADAR figures are released in three separate volumes. Volume 1 provides basic radio usage estimates, outlining an average day's listening patterns and the reach/frequency of all radio stations and network affiliates over the course of a week. Additional information on AM and FM listenership, demographic breakouts for network audiences, radio vs. TV usage, and dayparting is also included.

Volume 2 reports estimates of listeners to all network commercials (both within and outside network programs), while Volume 3 supplies estimates of network audiences listening only to commercials within programs. Although ratings are important for program development and production purs, networks are primarily interested in the size of the audience reached by their commercials. Most network commercials are scheduled within or adjacent to programs, but some stations remove the commercials and run them separately. Other stations may air the commercials but not run the program at all. Thus, the difference between Volumes 2 and 3.

Programs And Commercials

Because of the differences in station clearances for network programs and inventory, SRI must compile network clearance data that accurately reflects listenership. To compute this, stations supply affidavits to the networks, which then report this clearance information to SRI. The network indicates the number of commercials contained within each broadcast, verifying that the commercial was either 1) cleared within the program, 2) extracted from the program and carried at a specified time, or 3) not carried at all.

Accuracy for this clearance information is checked through an independent survey of sample stations and time periods - both known only to SRI. Local monitors are recruited and armed with tape recorders; these "inspectors" record programming broadcast by the designated station. The results are then tabulated and compared against clearance information from the networks SRI claims this verification indiWESTWOOD ONE EXPANDS HEADQUARTERS - To accommodate its expanding executive

The Commodate its expanding executive and management departments, Westwood One is completing a new 14,000 square-foot office facility, purchased and remodeled at a cost of \$1.5 million. The new building will also house a large soundstage, designed to connect with WWT's Concertmaster mobile recording truck for full 24-track mixing capabilities. The building will be located at 8968 Washington Bivd. in Culver City, two blocks from the company's current headquarters. Pictured surveying the remodeling are President Norm Pattiz and Exec. VP Arthur Levine.

cates 86-90% accuracy in network clearance reporting.

Measurement Methodology

RADAR information is collected through a random-digit-dial process. SRI uses a computerized sampling system generating a random series of ten-digit telephone numbers, drawn from the 106 area codes in the continental U.S. Trained interviewers contact each of these random numbers, 'prelisting" all 12+ persons in the pusehold and putting them into certain demographic categories. Approximately 91% of all domestic contacts agree to participate in the survey.

Following the prelist stage, telephone in-

terviewers contact each respondent (one per household) on a daily recall basis over a seven-day period. The interviewee ask-ed if he or she listened to the radio during specific time periods; if the answer is affirmative the interviewer then asks for specific times stations and where the listening took place. In cases where a respondent cannot be reached every day, the recall interview will extend back to the last contact. All telephone interviews are made from SRI headquarters.

Following collection, the RADAR sample is then weighted in two stages. A specific weight is assigned to each respondent, reflecting the fact that only one 12+ person is used from each prelisted household; another weight is added to households with more than one telephone number because they have a greater probability of being contacted. Under this weighting formula, a 12+ person selected from a household with one phone and a total of three 12+ residents carries a relative weight of three. An additional telephone number in the house would cut that number in half.

Other Tabulations

Complementing the three RADAR volumes are other special reports on radio audiences, which are available through a computerized system to subscribers. These reports contain tabulations on overall radio usage, all network commercials, selected network commercials (individual advertiser schedules), rotation plans, and postanalysis schedule audiences. Over 500,000 variations on these tabulations can be generated for additional study.

This column was prepared with considerable input and assistance from Statistical Research, Inc. For further information, contact the firm at (201) 654-4000.

Network Spots

Barrett Bares It On Mutual

Rona Barrett, renowned reporter in the enternent and communication industry, has signed a multi-tiered programming agreement with the Mutual Radio Network. Barrett will make her radio debut on April 15.

Barrett will provide Mutual Radio with "Rona Barrett's Entertainment Report," a daily :90 program with up-to-date enti-

mentary, interviews, and reviews. She will also compile "Rona Barrett's Celebrity Talk," a daily 31/2-minute interview program, and will provide news reports for Mutual News programs. Each of the programs will be produced on the west coast with daily satellite feeds. and on special occa-



sions Barrett will originate her reports live from various entertainment-oriented events. Call (703) 685-2171 for further details

Country Mealticket

Meelticket Entertainment, Inc. is again this ear producing and distributing "Country Music Festival," the annual fundraising radiothon for the benefit of the National Kidney Foundation. Country personalities Lee Greenwood and Charlie Cook will serve as co-hosts of the eight-hour radio program. In addition to appearing throughout the radio program, Greenwood will serve as Honorary Chairman of the 1985 fundraising ef-

The program, which will be broadcast by a number of Country music stations in the next few months. will feature eight one-hour segments highlighting the music and life stories of Earl Thomas Conley, the Oak Ridge Boys, Reba McEntire, Ronnie Milsap, Ricky Skaggs, Barbara Mandrell, Mickey Gilley, and Lee Greenwood. Other artists who have supported the National Kidney Foundation's efforts in the past will also be featured throughout the program

For more information, call Larry Boxer at (213) 557-8495.

RADAR & ARB: Apples & Oranges?

Methodology is a prime concern in the research world. In the world of radio ratings, the methodology of various research companies is often called into question. Even though SRI conducts its RADAR survey on a national basis and only studies network listeners, and Arbitron conducts its surveys on a local level, many critics try to compare these "apples and oranges" measurements.

RADAR and Arbitron measure and report different data and technically are incomparable. The following "comparagraph" defines some of the differences between them.

Audience Measured

- RADAR: National measurement of network program and commercial audiences.
- ARB: Local measurement of station audi-

Sample

- · RADAR: National pure random-digit dial providing coverage of all telephone house-
- . ARB: Mixed sampling, primarily based on mailed diaries to listeners culled from telephone directories with some unlisted telephone supplements.

Field Methodology

- . RADAR: Daily telephone recall with up to nine contacts within a one-week period; only one person per household is questioned.
- . ARB: A one-week mailed diary provided to all 12+ persons in surveyed household.

WHY ARE THESE PROGRAM DIRECTORS LAUGHING?

CHARLIE KENDALL, WNEW/FM NEW YORK

RICK CARROLL, KROQ/FM LOS ANGELES GRAHAM ARMSTRONG, WGCI/FM CHICAGO
GEORGE HARRIS, WMMR/FM PHILADELPHIA CHRIS MILLER, KRQR/FM SAN FRANCISCO
CHARLIE QUINN, WHTT/FM BOSTON LEE ARNOLD, WLLZ/FM DETROIT TED UTZ, KTXQ/FM DALLAS
JOE DENTON, KLOL/FM HOUSTON TOM JEFFRIES, WGCL/FM CLEVELAND KEITH ISLEY, WINZ/FM MIAMI
ALAN SNEED, WKLS/FM ATLANTA JEFF KING, KPLZ/FM SEATTLE BOB KAGHAN, WZNE/FM TAMPA
TOM CALE, KZAP/FM SACRAMENTO DANIEL HAYDEN, WHCN/FM HARTFORD GUY ZAPOLEON, KZZP/FM PHOENIX
JON BARRY, KMJK/FM PORTLAND DOUG ERICKSON, KIMN/FM DENVER
CHUCK DE COTY, WIYY/FM BALTIMORE



An outrageous new series featuring the wacky fun of America's best known humor magazine, 90 seconds of incredible but real stories taken from the "True Facts" section of *National Lampoon Magazine*, exclusively on the

MUTUAL RADIO NETWORK

For Market Information Phone
Mutual Station Relations
Arlington, VA (703) 685-2050
Los Angeles, CA (213) 277-7700

Produced For Mutual By

steve lehman



RER MUSIC CALENDAR NEWS & INFORMATION FEATURES

The Weekend

WEEKEND OF MARCH 9-10	
The Countdown	(WO)
Jesse Johnson/Wham!	
Countdown America Wi	
John Leader Sunvor	(RKO)
Country Report Countdown	(WRN)
Gal Davies/Ed Bruce Gene Wats	
Dick Clark's Rock, Roll,	
& Remember	(US)
Bobby Vinton	
Dr. Demento	(WO)
Nicotine Nocturne	
The Great Sounds	(US)
Charlie Barnet	
Hot Ones	(RKO)
Enc Carmen Metaishop	(MJI)
Lesie Mountain/West	(30.31)
Musicall	(wo)
#1 Songs Of Broadway & Hollywi	
Power Cuts	(GSN)
Firm (3/10)	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Rare & Scratchy Rock &	Roll(PIA)
Four Tops	
Rick Dees' Weekly Top 4	0 (US)
Pointer Sisters	
Rock Album Countdown	(WO)
Phil Collins/John Fogerty	awo.
Rock Chronicles Rock's Sherp-Dressed Men	(WO)
Rock Over London	(RI)
Go West	(,
Rock Stars '85	(BRE)
John Waite Steve Perry/Devid Le	e Roth
Scott Shannon's Rockin	•
America Top 30	(WO)
REO Speedwagon/Phil Collins/Bill	
Silver Eagle	(ABCE)
Jame Fricke/Nikty Gritty Dirt Bend	
Soild Gold Saturday Nigi	ht (RKO)
Holles (3/9) Street Beat	(BRE)
Kool & The Gang	(DNE)
Super Gold	(TRAN)
Jacksons (3/9)	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Superstar Profiles	(BRE)
Rick Springfield	
Weekly Country Music	
Countdown	(US)

The Week Of

Superstars Rock Concert (WO)

VEEK OF MARCH 11-15		ABCR = ABC Rock Net
		ABCY = ABC Youth Nets AMS = American Media Se AP = Associated Press
Country Closeup Merle Haggard Part 2	(NP)	ASR = All Star Redio BRE = Bernett-Robbins CB = Continuum Broadcasti CBS = CBS Redio
Country Music Radio Magazine Sylvia	(CRS)	CBSR = CBS RedioRadio CRS = Creative Redio Shows CW = Clayton Webster
Earth News John Fogerty/Teena Marie/	(WO)	DCA = DC Audio DIR = DIR Broadcasting GSN = Global Satellite Net
Encore w/ William B. Williams	(WO)	IN = innerview IS = IS INC LBP = Lee Bailey Prod.
Artie Shew/Glenn Miller Gary Owens' Supertracks		LW = London Wavelength MBS = Mutual Broadcasting ME = Multimedia Entertainm
Del Shennon Live From Gilley's	(WO)	MJI = MJI Broadcasting NBC = NBC Radio
Tanya Tucker Music Makers	(NP)	NP = Narwood Productions NBCE = NBC Radio Enterta NSBA = NSBA Productions
Music makers 19-Los Off The Record	(WO)	PFM = PFM Inc. PRN = Progressive Radio N PG = PG Prod.
John Fogerty/Phil Collins Glenn Frey Off The Record Special		PIA = Public Interest Aff. RCP = Ron Cutter Productio RI = Radio International
Roger Waters Pop Concert	(WO)	RKO = RKO Radio Net RKO1 = RKO One
Melsaa Manchester Special Edition	(WO)	RKO2 = RKO Two SBS = Strand Broadcast SI = Syndicate III
Ashford & Simpson Part 2	(WO)	SOU = NBC The Source SP = "The Spirit" Production TRAN = Transfer
Hall & Oates/Greg Kihn/Teens Marie	()	US = The United Stations WO = Westwood One

Monday

Behind The Music	(RKO2)	Behi
Bruce Springsteen Checkin' In Reba McEntire	(RKO2)	Che-
Country Report Gary Morrisi Oak Ridge Boys	(WRN)	Cou Oak F
Private Session	(RKO1)	Prive Kool I
Solid Gold Country Merch Gold Records	(US)	Solid
MEECH GOID HECOEDS	_	

Tuesday

MARCH L	
Behind The Music	(RKO
Pointer Sisters	
Checkin' In	(RKO
Johnny Lee	
Country Report	(WRI
T.G. Sheppard/Gus Hardin	
Private Session	(RKO
Greg Kihn	
Solid Gold Country	(US
Country Skies In Songs	

Wednesday

Behind The Music	(RKO2)
Commodores	
Checkin' In	(RKO2)
Gel Davies	
Country Report	(WRN)
Nitty Gritty Dirt Band Gary Morris	
Private Session	(RKO1)
Teens Marie	
Solid Gold Country	(US)
George Jones & Tammy Wynette	

PROGRAM SUPPLIERS KEY

ABCD = ABC Direction Net ABCE = ABC Entertainment

757

Behind The Music	(RKO2)
Sergio Mendes Checkin' In	(RKO2)
Country Report	(WRN)
Oak Ridge Boys/T.G. Sheppard Private Session	(RKO1)
Kool & The Gang Solid Gold Country	(US)
Feature Year: 1964	

MANOIT	
Behind The Music	(RKO2)
Checkin' In	(RKO2)
Willie Nelson Country Report	(WRN)
Gus Herdin/Nitty Gritty Dirt Band Private Session	(RKO1)
Phil Collins Solid Gold Country	(US)
Cities In Country	

Radio Networks' Features Department as a Writer/Producer, Manilla's responsibilities will include writing, editing, and producing several programs heard on RKO One and Two. Prior to joining the staff at RKO, Manilla was the morning personality and Production Director at WLIR/New



Ren Manilla

Another change at RKO: Mike Wade will be the weekend host for RKO's "Night Time America," billed by the network as America's only allnight live music show. Wade, who will host the Saturday evening segment, comes to RKO from WPIX/New York He previously worked at RKO's WRKS/New York as Assistant PD, and joined that station before its call letters changed from WXLO.

• Capitol Radio Networks has named David McGowan, Jr. Sales Manager of the Raleigh, NC office. McGowan comes to the network from Village Broadcasting, where he had spent most of his broadcasting career as an Account Executive and Sales Manager at WCHL/Chapel Hill and as General Manager/Sales Manager at WWQQ & WMFD/Wilmington, NC.

South Carolina Network has named Jack Jones Managing Editor, making him responsible for the dayto-day operations of the Network's newsroom. Jones joined the network in 1979 as Legislative Reporter.

Lifestyle

Beat The System	(RKO1)
Nearly-free turtion (3/5)	
Save phone bills (3/7)	
Mind Games	(RKO1)
Spres (3/4)	
Unreality (3/5)	
Rage (3/8)	
Imposter Complex (3/7)	
Funny Dogs (3/8)	
Smart Money	(RKO1)
Doll Collecting (3/4)	
Tax Tips (3/6)	
Unit Trusts (3/8)	
Waldenbooks Review	(WO)
Mary Kay Ash Miss Manners"/	
"Hollywood Heartbreak"	

Comedy

Daily Feed	(DCA)
Thatcher conference/Resgan I	ress
conference Humana extrav	raganza/
countdown to Spring/shutt	le toys
Radio Hotline	(ASR)
Bad connection Mr. X/Cynthia	Upchurch/
Josh Logan/fortune teller	
Stevens' & Grdnic's	
Comedy Drop-Ins	(ASR)
Jaws The Sitcom/Nonnnnews	break
funny beer/Zeppy's barber	cue/oil of oil
Laugh Machine	(ASR)

Dangerfield George Carlin/Bo

Sound Advice

General Information

American Focus	(FOY)
Sen. Paula Hawkins (3/1-2)	

omputer Program	(LUIA)	
eleshopping/disaster recovery/		
training/security		

Ed Busch Talk Show	(AP)
Self-potential tax advice (3/2)	
Home security/TV trivia/gournet hints	(3/3)

News Blimp	(PRN)
Sweepstakes smells spell re-	het/
space cremation/red-eye	d Russians
serv-countersev	

(SBS)

Something	You	Should	
Know			
Food abonoing	tine /9	(AR)	

People's Court (3/5-6)



HOUSE OF BURGESS - Capitol recording artist Richard Burgess paid a visit to NBC's Source studios in New York recently where he recorded an in-terview for an upcoming special. Pictured after the taping session are (I-r) NBC's Chuck Schwartz, Burgess, and NBC's Rona Elliot.



H.O. LAYOUT - Daryl Hall and John Oates recently were featured on a live concert produced by DIR Broadcasting and broadcast over ABC Radio nationwide. Following the program H & O gathered backstage with a few of Consumer, Following are program in a C gautered because of white I are the their closest network friends. Pictured (I+I) are: ABC'S Beverty Padratzik, DIR's Peter Keuff and Scott Kushner, "Big Bam Boom" co-producer Bob Clearmountain, Oates, Le Mobile's Guy Charbonneau, Hall, and Champion Entertainment's Tommy Mottola

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Music Country Radio Network ... the only program of its kind and the only place to be in the country

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For more information, contact
Jeff Lyman at (615) 889-6595.





(Col. D)

in Col. B

40,661.8

58.140.8

62.386.3

76 646 9

86,917.6

123,897.0

168.499 9

222,023.4

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(Col. CI

10%

10%

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17%

Sales

Understanding Unwired Networks

By Peter Moore

There has been a lot of conjecture and speculation on the subject of unwired networks by all of us in the broadcasting industry, rep and station alike. The dartboard speculation covers everything from revenue level (current and future) to which of the three rep conglomerate networks delivers the most audience for a potential advertiser.

I hope to provide some information on "unwireds" to give you a better understanding of all you hear. In the end, all you want to evaluate is, "What does it mean to me and my stations?"

It wasn't so long ago that a prominent Katz executive was touting the network arena to be no more than \$50 million (approximately 6.5-7% of total national) and the ruination of national business. However, within the blink of an eye (or was it the purchase of two rep firms?), he repostured his thoughts and said unwired network would be 40% of our industry's national revenue in a few short years.

On the other hand, less than a year ago laterep/Internet's Ralph Guild was quoted as reaping the rewards of the network's \$220 million current pot. Several months later (after Katz's purchase). Ralph was quoted in Broadcasting as saying unwired is a \$70-75 million pot

Is it any wonder that one can be readily confused — from 6.5% (\$50 million) to 40% and from \$220 million to \$70-75 million? All of this talk and counter-talk should definitely arouse your curiosity, if not your concern.

20% Of National?

Unwired network is a strong part of the national pie. Its actual percent of contribution has grown from 8% in 1980 to nearly 13% in



Peter Moore

1983. Yet, during 1984, the unwired network got off to an extremely slow start in the first six months compared to 1983. It appeared in the early part of the year that only 8% of 1984's revenue would be network. But since June 15 it has taken off and will finish strongly at the year's end.

The degree of unwired network's importance to stations varies according to market size. In the top 15 markets, it can account for as much as 18-20% of national in a given year, and average 15% in the last two years. In markets 51-100, it can vary from 8-15% in a given year, and most time settle at an average of 9% of national revenue. These figures come from RER (Radio Expenditure Reports) and they generally let us see the real percents, new accounts, growth rates, etc.

"Unwired network is an integral part of the national radio scene but a long way from being all of it."

In the past five years, nearly 65% of the unwired business has come year after year from the same accounts. Several "new to radio" accounts have joined the medium via unwired, such as Atari and Murine Eye Drops. Additionally, several spot accounts which vacillate between spot and unwired, such as Datsun and Benningans, have used the unwired nets intermingled with their use of spot radio.

So what is the real growth pattern necessary in the next three years to have the unwired volume be 20% of national? Using the chart above, let's assume an average growth for national radio at 12% (column A) and a steady volume of growth in percent of your net business that is unwired (column C).

In order for the unwired network volume figure to hit 20%, the current dollars would have to grow by 160% and your volume of orders almost triple. Do you see it happening? How about a 40% volume figure? Not very realistic, is it?

Spot is not dead, with unwired being the "Phoenix rising from national spot's ashes." However, at 13% moving to 20% of the national revenue in the next few years, it most certainly cannot be ignored. It must be viewed as to its real potential now and in the coming years. Otherwise, you hear all the talk and assume your 10-12% is extremely short of the current dollar level. Unwired network is an integral part of the national radio scene but a long way from being all of it.

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696 789 9

790.159 1

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1 110 117 2

1 332 140 6

1,491,997.5

1980

1982

1983

1984

1986

1987

1988

(Col. A)

reese Ove

+190

+14.3

+12.4

+130

+120

+12.0

+12.0

+12.0

+120

\$73,134.9

42,455.4

72,926.7

93 369 8

94 189 0

106,197.4

118,941.1

159.856.9

Rep Network Strength

The unwired network is also subject to many of the same variables as spot buying. You may not benefit from an individual buy, yet your opportunities are increased dramatically by the strength of your rep's network. (Don't confuse network activity with the two or three market spot buys some reps send a station. This is nothing more than a cover for using a special rate at the rep's convenience.)

It's imperative to see how the networks stand in audience delivery. After all, there are 28 professional football franchises. However, only two make the Super Bowl each year. There are multiple unwired buys across the U.S., but usually only two unwireds are bought.

Here's a synopsis of the audience standings in the top 100 markets for each affiliate lineup on these networks (Source: spring '84 Arbitron: 6am-7pm, MSA AQH and estimates.):

	rnet Rank	internet Rank	Katz Group Rank
Adults 18-34	1st	2nd	3rd
Adults 18-49	1st	2nd	3rd
Adults 25-54	1 at	3rd	2nd
Adults	2nd	3rd	1st

(Supernet is comprised of Torbet, Selcom, Masia, and Eastman. Internet is McGavren. Hillier, Newmark, Wechsler & Howard; Major Market; and Welss & Powell. The Katz Group is Katz. Christal, and Republic (formerly RKO). The affiliates of the three rep consolidated networks are composed of each rep's list of stations.)

These rankings may surprise some of you. Note the audience skew of each rep network. Obviously, the Katz Group has many older skewing stations as they rank number one with adults 18+ and number two for adults 25-54. while in both adults 18-49 and 18-34 it finishes at number three. Mc-Gavren's Internet is strong with the younger demographics. This is primarily an effect of the many Urban Contemporary stations Mc-Gavren represents in the top 20 markets, and Hillier, Newmark, Wechsler & Howard has in markets 25-75. Supernet has sfrength in most key demographics.

So, whether the unwired arena is 13% going to 20% or 15% going to 40% of our national revenue. it's still open to individual speculation. What's not open to speculation is the importance of a rephaving a wide range of represented demographics and strength in those demographics.

Peter Moore is President/CEO of Selcom, Inc., which consists of Torbet Radio and Selcom Radio. His 17-year Torbet career began with a stint as Research Director. He later transferred to sales and held a variety of positions: New York Sales Manager, VP/Eastern Division, VP/Marketing, Sr. VP/ Eastern Division, and Executive VP. Moore was named President of Torbet Radio in 1980.

Get the <u>SPECIAL</u> in Special Programming . . .

Ron Cutler, producer of

The Rick Dees Weekly Top 40

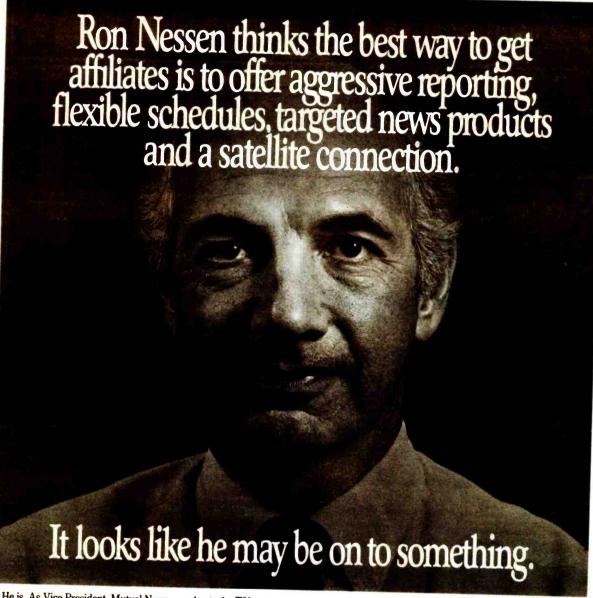
Musical

(Hosted by the award-winning Chuck Southcott)

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News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent *to reach Grenada* after the U.S. invasion.
Mutual.

Or where they heard reports on the condition of President Reagan from the only reporter at the operating room after the assassination attempt.

Mutual. The Mutual Radio Network regularly beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmedover television news.

OR FLEXIBILITY.

mark, plus the news magazine "America

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

you no scheduling options.
We also offer "Lifestyle" news and features – targeted to younger listeners – for up to 3½ minutes at the :55

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it. When you want *radio* news, come to the *radio* network. To learn more call Mutual Station Relations at (703) 685-2050.

Mutuals on a Roll.

"Sometimes I think Life is just a rodeo The trick is to ride And make it to the bell"

-JOHN FOGERTY

Rock AND Roll GiRLS

The second single from John Fogerty's Centerfield



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Street Talk

The Detroit press is speculating about a new GM at WNIC, but station insiders say it's not in the cards for the immediate luture. What is happening is that the morning team of STEVE GANNON and JIM HARPER is breaking up, with Gannon exiting. In other Motor City mutterings, no matter what you might have read elsewhere, WPLI/New York MD LISA TONACCI is not going to ABC sister station WRIF. However, WILZ Asst. PD JOE URBIEL has joined the AOR outlet.

is it fact or fiction that Cox's Q106 (WAGO)/CHICAGO with be changing formats soon to fill the void left by WMET's switch to A/C? Does this mean that PD JAN JEFFRIES will soon be a free agent? And what about the recent big-money hiring of JOHN LANDECKER, and a massive billioard campaign just launched?



Bob Hudson

Art Labor

EMPEROR BOB HUDSON returns to mornings at KALLOS ANGELES, where he did wakeup service from 1963 to 1966. Hudson at one time worked with Ron Landry as a team on KFI, and also appeared on KFWB, KEZY, and KGBS. Another familiar L.A. name completes KEZY, and KGBS. Another familiar L.A. name completes the KRILA ineque. ART LABOE, who programmed KRILA during the late '70s and popularized the term ''oldles but goodies'' during a long L.A. air career, has been signed for evenings. The rest of the lineup consists of PD Mike Wagner in middays, 20-year station veteran Johnny Hayes in early aftermoons, the Real Don Steele in late aftermoons, and Woffman Jack for late nights.

808 BACKMAN resigned this week as Katz Group VP and 708/Attanta GM to form a new broadcasting company. Look for Bob's first acquisition in about two months . . . JOHN LODGE resigned as VP/Programming for Highsmith Broadcasting after six months on the job, over those ever-pooular philosophical differences.

Record Moves: A&M Special Projects Director JEFF GOLD is moving to a new position with A&M Films, while keeping his duties as Asst. to A&M President Gill Friesen. Replacing Jeff in the special projects post is MARK WILLIAMS... JAMIE COHEN officially takes up the Director/AAR West Coast post at Arista, he had been National Director of A&R at EMI America... ARLENE MIZRAHI was upped to GM at Mirage, and is based in New York; she'd been Assistant to President Jerry Greenberg since the label's formation in 1980.

Purple Rage

Remember "Death To Disco" railies? How about "No Bee Gees Michael Jackson Weekends?" In a bit that fell somewhere between the two, KIQQ/LOS ANGELES afternoon personality JEFF THOMAS last week began a one-man crusade against PRINCE, who was in the middle of nine sellout concerts In L.A. and a charity show for over 3000 handicapped children. Thomas began the attack by offering listeners a chance to win "Prince Makes Me Puke" T-shirts. He then aired a number of calls from Prince fans without the benefit of a seven-second delay, and a few "lour-letter unmentionables" were menboned a number of times, inducing Thomas to label the fans "vulgar and illiterate."



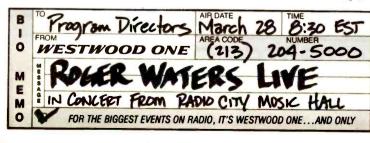
By the next morning, KIQQ was offering a disclaimer that the opinions expressed didn't reflect the views of the staff and management of the station." But when Thomas hit the air that afternoon, he jumped on his anti-Prince soapbox again, claiming Prince's concert performances were "lewd and disgusting." At this point, KROQ-FM morning man RICHARD BLADE got into the act, calling to challenge Thomas's opinions and forcing him to admit that he hadn't seen any of Prince's L.A. concert dates.

Prince lights up the lives of No one from KIQQ's .A. 's handroapfied kids staff or management would comment to Street Talk. Officials at Wanner Brothers declined comment as well, but one label source at WB said KIQQ MD Robert Moorhead told him the whole affair should be taken with a "longue-in-cheek attitude." Maybe so ... and maybe when an artist becomes as big a star as Prince is, he has to expect the backlash. But the kind of undercurrents that this sort of star-batting tends to bring to the surface can get kind of uply.

That clarification in Street Talk a couple of weeks ago abord consultant Rick Sklar not working for Mike Horn's newly-formed company goes for fellow consultant DAVE KLEMM as well. Although Horn represents both Sklar and Klemm in some areas, both maintain their individual consultancies. They're all still good friends; the misinterpretation was ours.

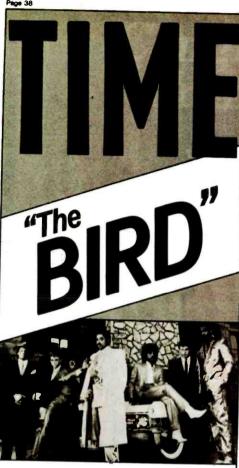
Seems we also accidentally demoted Bristol Broadcasting Corporate PD BRUCE CLARK by giving the impression he was the new PD at WKDQ/Evansville, IN. Actually, Bruce is handling the programming on an interim basis until a local PD is hired.

Continued on Page 38





General General PUBLIC



CHR NEW & ACTIVE

70/49

B104 add WMAR on Z100 add-30 WAVA deb-28 94Q add Z93 add KAFM 36-31 B97 18-13 B96 deb-37 Q102 23-20 KBEQ add-30 WKTI deb-30 WLOL-FM add KIIS-FM add KKRZ on KMJK deb-32 FM102 add KS103 add KITS on **KMEL 32-24 KPLUS 38-34** KLIBE add Q100 add WTIC-FM odd-31

WKEE deb-38 92KTU deb-30 Z106 deb-34 RI-104 31-26 WTLQ add WBBQ add K778 add-37 WAPI add KTKS add-40 KAMZ add KSET-FM add WZYP add WABB-FM add Y107 add Y106 add-33 WRVQ add WKZL add Z104 deb-36 KJ103 32-28 KOFM add KQKQ add WZOK add

KEYN-FM add KSND add KMGX add KIKI 16-9 KQMQ add KLUC add KCAQ add KSKD add WQCM add WJAD add WCGQ add Q104 add KWES on WPFM add Z102 add WHSL add WCIL-FM 16-6 KCMQ add KFRX add WSPT add KCDQ add **KOZE** add **KBIM** add OK95 add



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Street Talk

Continued from Page 37

RALPH BEAUDIN is the new GM at KWXL/Albuquerque, replacing Dave lanni.

Consultants' Corner: JOHN SEBASTIAN has signed his first major market full-signal EOR client, KEZX/SEATTLE. KKGR/ANCHORAGE (formerly KCMG) is also going the EOR route . . . WCKNVGREENVILLE, NC has dropped AOR to become the first client to sign up for MIKE JOSEPH's Hot Hits through TM . . . And LEE ABRAMS should soon be consulting legendary British pirate station RADIO CAROLINE.

KDK/Dallas Director of Advertising & Promotion SHARON WARANTZ had to resign that post because of family illness. She's relocated to New York, looking for a radio position, and can be reached at (716) 646-3294.

KMEL/SAN FRANCISCO has lured morning duo JOHN LONDON & RON ENGLEMAN for Morning Zoo duty. The pair have been exercising their mordant wits at WFLA-AM & FM/Tamps for the past year. Temporary morning man/Asst. PD Mark McKay moves to middays, replacing Cousin Johnny Mac.





Very sad to report the death of KLON/Long Beach ening jazz host LANGLEY PATTERSON, who was apparently murdered in a robbery last week. Patterson rked at L.A. outlets KJLH and KKGO before joining KLON. GM Dave Creagh has set up the Langley Patterson Memorial Fund to provide for Patterson's family contributions or inquiries to the fund, c/o KLON, California State University/Long Beach, 1250 Bellflower .Blvd., Long Beach, CA 90840.

TWO WAY TRAFFIC

Longtime KMETALOS ANGELES at. nighter JIM LADO has joined crosstown rival KLOS for Saturday nights. Ironically, he's up against FRAZER SMITH, who joined KMET

from KLOS mornings last year, incidentally, both AORs are now calling their wakeup shows the "Morning Zoo," with KMET accusing KLOS on-eir of copycatting the phrase.

On a more serious note, KLOS's "Rock Relief For Africa Radiothon" raised almost \$145,000 in pledges 46 hours. Among those appearing were Supertra Jackson Browne, and L.A. Mayor Tom Bradley

Promotion Motion: POLYGRAM's new regional ucture has LINDA FEDER heading the Northeast WADE CONKLIN in charge of the Southwest, KYLE HETHERINGTON taking over the West Coast, and DAVID ST. JOHN remaining head of Southeastern efforts . has named TOM CORSON Director of West Coast motion, moving over from a similar position in sale And MICHAEL ROSENBERG joins the label as East Coast Sales Director . . . E/A Philadelphia promo rep RICK ALDEN adds Northeast Region/National Special Projects Promotion duties.

As Bobby Hatfield moves crosstown to program WZKC/Rochester, he's replaced at WNYR on an interim s by former WNYR PD JEFFREY GOODRICH ... Ex-KEZY/Anaheim PD PAT GARRETT is now doing veckends at KKHR/LOS ANGELES . . . SAM CORNETTE is the new PD at WNOX & WNKX/KNOXVILLE . . . AL MALMBERG is promoted from MD to PD at KKFM/COLORADO SPRINGS, replacing Chuck Finney

RICK SHAW is upped to Operations Director fro Asst. PD at WSB/ATLANTA . . . KSET-FM/EL PASO PD STEVE CROSNO leaves for mornings at crosstown CHR rival KEZB. KSET MD RANDY RODRIGUEZ will take on the programming duties until a new PD is named STEVE CHRISTIAN has exited WKZL/WINSTON-SALFM as PD

KCBN/RENO is flipping from CHR to A/C to become a more salable combo buy with A/C sister KRINO. PD JIM O'NEAL remains with the station.



Congratulations to KPKE/DENVER MD CHRIS KNIGHT and SUSAN VIGIL, the station's receptionist, on their forthcoming marriage in July . . . And more belated best wishes to KRAGEN & CO. VP MICHAEL BROKAW, who

eloped on Valentine's Day with longtime flame Sylvia Surdu On the nativity front, KZ102/Fargo PD TOM ANDREWS and wife Lynn welcome new daughter Ashley, while WCHL/Chapel Hill, NC PD/morning man RON STUTTS and his wife Beverly are celebrating the birth of son Zachary Wooten.

Finally, our worst nightmare here at R&R finally came home to roost - a 61/4-hour power failure hit our neighborhood on Deadline Day, Tuesday (2-26). Trying to put the paper together with dead equipment in darkness set us back a bit, and if you talk to any of us in the next week and we seem a bit peaked, you'll know why. (We did have a great blackjack game by candlelight, though!)

Briley's Dangerous Moments



A scene from Martin Briley's letest video, "Dangerous Moments," produced for the title track of his just-released LP, it executives in the context of a nuclear nightmere. Pictured (I-r) are video director Chris Gebrin, Briley, PG Exec. VP Art Delhuisen, and Briley manager Mike Lembo.



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TOM PETTY THE HEARTBREAKERS



The First Single: DON'T COME AROUND HERE NO MORE, From The Forthcoming MCA LP SOUTHERN ACCENTS

MCA RECORDS

L TERING THE MUSIC OF THE SALE



YOU'LL NEVER HEAR THE END OF IT IF YOU DON'T PLAY THIS RECORD:

LIMAHL NEVER ENDING STORY

THE FIRST SINGLE FROM THE FORTHCOMING ALBUM "DON'T SUPPOSE"

AUSTRALIA. #
AUSTRIA. #
BELGIUM #
DENMARK #
GERMANY #
HOLLAND #
ICELAND #
ITALY #
JAPAN #
NORWAY #
PORTUGAL #
SO AFRICA #
SPAIN #
SWEDEN #
SWITZERLAND #

THE FOLLOW-UP TO THE HIT
"TOO SHY"
WITH MANAGONGON

ENGLAND



On The Records



KEN BARNES

STARDOM IS RELATIVE

Second Generation Keeps It In The Family

A lot of people who grew up in the '60s still do a mental doubletake when they think about John Lennon's son making hit records. But Julian Lennon is part of a venerable family tradition of sons and daughters, nephews and nieces following in their fathers' and mothers' and other relatives' musical footsteps. And, as the rock era enters its fourth decade, we're bound to see more second generation rockers emerge.

Hurricane Heeran, an inexhaustible source of ideas here at R&R, came up with a bunch of pop scions of the times, and I dredged my memory banks for a few more. Feel free to add to our list.

Sons (& Daughters) Of The Pioneers

The family tradition is strongest in gospel and country music, with family groups like the Carter Family performing for decades (and on into a third generation with Carlene Carter and, by marriage, Rosanne Cash, daughter of Johnny). The most notable country star son of a country star is Hank Williams Jr., with Rex Allen Jr., Jimmie Rodgers (son of Hank Snow), and Buddy



In an unusual international signing, MCA has inked the first Polish rock band to receive a U.S. contract. The band. Lady Pank, will also become the first group from the Eastern European Communist bloc to nake an American promotional tour.

Not much music has surfaced from behind the Iron Curtain, although many bands have played and recorded (some despite official persecution, like Czechoslovakia's Plastic People) since the '60s, primarily in Poland, Hungary, and Czechoslovakia. One Hungarian band, Locomotiv GT, put out a few records on ABC in the early '70s, but did not tour. A Chinese group, the Dragons, had their version of the Sex Pistols' "Anarchy in The UK" ed in Europe, and Cuban jazz band Irakere appeared on a Columbia anthology

And there have been a few refugee artists, including Nina Hagen (from East Germany) and Motown artists Black Russian. But Lady Pank (whose name comes from the title of their first single, and is roughly translatable as "lady punk," according to MCA) promises a new level of international cooperation in the music realm, a goal eminently worth pursuing



Poland's Lady Pank bring "pank rock" to the





John & Julian: A duo in 1974

Alan (son of Buck Owens) also gaining renown. Shelly West, Pam Tillis, and Kathy Twitty represent the distaff side, and then there are two-generation duos like the Kendalls (father-daughter) and the Judds (mother-daughter). Kimberly Springs is descended from the earlier country vocal group the Kimberlys.

The Staple Singers, featuring Roebuck "Pops" Staples and daughters Cleo, Yvonne, and Mavis (and, earlier, brother Pervis), moved out of gospel, where there are innumerable (amily groups, into secular R&B. Otis Redding's sons (and a nephew) comprise the Reddings. New Mary Jane Girl Yvette Marine is the daughter of singer Pattle Brooks.

Nat Cole's daughter Natalie became a star, as did Rufus Thomas's daughter Carla (who recorded a few duets with her father). The father of Aretha Franklin (and singing

CHIMES OF FREEDOM SALES he Tigers KIM WILDE Andy and David Williams Hely Mama He's Crazy Won't Last A Day Without You

sisters Carolyn and Erma) was the muchrecorded preacher Rev. C.L. Franklin). Sam Cooke had two daughters venture into recording, Samona Cooke and, currently, Linda Womack of Womack & Womack.

Now grown up, Andy & David are rocking

MOR To Rock

A number of nonrock performers have seen their children make records of a more rock or teen-pop style. Dino, Desi & Billy (featuring sons of Dean Martin and Desi Arnaz) were teen idols for a while in the midsixties, as was Gary Lewis, son of actor and sometime recording artist Jerry. Another record-making comedian, Soupy Sales, saw his sons Tony and Hunt record as Tony Sales & The Tigers, and Hunt is a member of Chequered Past today. Conductor Carmen Dragon sired Daryl (better known as the Captain) and Dennis (of the Surf Punks).

Shirley Jones sang with her stepson

David Cassidy in the Partridge Family, modeled after real-life mother-and-kids band the Cowsills. David's brother Shaun. of course, was a mid-70s teen idol. And Frank Sinatra had two singing offspring, Frank Jr. in a nonrock mode, and Nano who worked in country, rock, pop, and MOR and had a big hit, "Something Stupid." singing with her father.

Naomi & Wynonna Judd bridge the genera

Chuck Berry's daughter Ingrid sang with him on a few '70s records, while Frank Zappa's daughter Moon Unit gave him a hit with "Valley Girl" (son Dweezil also has recorded). Neil Sedaka and daughter Dara have recorded together, while Spirit drummer Ed Cassidy still plays with his stepson, guitarist Randy California.

Rocky and Billy Burnette trace their rock roots to fathers Dorsey and Johnny, rocka-billy pioneers who both had solo hits in the '60s. Pat Boone's daughters recorded earty 608. Pat Boone's Gaugnters recorded as the Boones, with Debby stepping out solo for "You Light Up My Life." Elvis Costello's father, Ross McManus, sang pro-fessionally in England and had a single out in the U.S. in 1964. Carole King and Gerry Goffin's daughter Louise Goffin had a cou-ple of solo albums out

The Current Crop

Today, along with Julian Lennon (who made his debut drumming on father John's version of "Ya Ya" on "Walls & Bridges"), there's his half-brother Sean (who has sung a song of his mother's). Rockwell (Kennedy Gordy) is the son of the Motown founder Berry Gordy Jr. Kim Wilde's father, Marty Wilde, was a British teen idol in the late '50s, had an American midcharter in the '60s under the name Shannon ("Abergavenny"), and still cowrites Kim's songs with his son

Andy & David Williams, nephews of Andy Williams, have just been signed by Warner Bros. after a much earlier prepubescent teen idol attempt with Kapp and MCA. And Whitney Houston, daughter of solo singer and former Sweet Inspirations member Cissy Houston and niece of Dionne & Dee Dee Warwick, has just issued her first solo single on Arista. Stand by in the year 2000 for the recording debut of Pat Benatar and Neil Geraldo's daughter Haley.

AOR Mile"stone"

Mick Jagger's "She's The Boss" became the first album to debut on the AOR chart with 100% of our reporting stations. Columbi was pleased, and Jagger himself called National AOR Promotion Director Paul Rappaport to congratulate him.



 NANCY POOL-LEFFLER VP/GM, BOB BURCH STATION MANAGER AT KWK-AM & FM/8T. LOUIS

ORICK BALIS NAMED PD AT KSHE/ST. LOUIS

JAN JEFFRIES BECOMES PD AT WXFM/CHICAGO

O DENE HALLAM NAMED PO AT KUDLIKANSAS CITY

• GARY BERKOWITZ SET AS PD AT WHYT/DETROIT

ODOUG WILSON NEW PD AT WPOC/BALTIMORE • RALPH WIMMER NAMED PD AT WMAR/BALTIMORE

CHUCK BROWNING NAMED OM AT KLZ & KAZY/DENVER

CHR: "Jump" — Van Halen (WB) (3rd week)

A/C: "Got A Hold On Me" — Christine McVle (WB)

#1 Bleck: "Somebody's Watching Me" — Rockwell (Motown) (3rd week)

●#1 Country: "Roll On (18 Wheeler)" — Alabama (RCA) (4th week)

#I AOR Track: "Footloose" — Kenny Loggins (Columbia)

#I LP: "1984" — Van Halen (WB) (6th week)

FIVE YEARS AGO TODAY

DICK VERNE NAMED PRESIDENT OF NBC RADIO

• RICK BLEIWEISS VP/PROMOTION FOR POLYGRAM DISTRIBUTION

O JOHN LEADER, KEN BARNES NAMED EXECUTIVE EDITORS AT RAR • #1 CHR: "Crazy Little Thing Called Love" — Queen (Elektra) (3rd week)

#1 A/C: "Longer" — Den Fogelberg (Full Moon/Epic)

#IT And: "Longer" — usin rogerberg (ruii moon/rcpic)
#IT Blact: "And The Best Goes On" — Whispers (Solar/RCA) (3rd week)
#IT Country: "Daydream Bellever" — Anne Murray (Capitol)

• #1 LP: "The Wall" - Pink Floyd (Columbia) (4th wer TEN YEARS AGO TODAY

BOB SHERWOOD NATIONAL PROMOTION DIRECTOR AT COLUMBIA

•#1 CHR: "Have You Never Been Mellow" — Olivia Newton-John (MCA) (2nd week) #1 A/C: "Have You Never Been Mellow" — Olivia Newton-John (MCA) (3rd week)

#1 Country: "Linda On My Mind" — Conway Twitty (MCA)(2nd week)

●#1 LP: "Blood On The Tracks" — Bob Dylan (Columbia) (4th week)

He was involved in the most exciting and explosive period ever in radio history. ROCKING AMERICA is his story of that

At WABC he attracted the largest audience of any station in radio history, and changed the sound of radio in America forever. Now, Rick Sklar, the man whose name was synonymous with "Top 40" radio recalls those chart topping years at WABC, and the development of Contemporary Hit Radio.

First hand and entertaining, ROCKING AMERICA is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the 'Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

These people have already read ROCKING AMERICA-Join

"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term 'Top 40' a household word. This book rep-resents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call 'Contemporary Hit Radio.' The man who set the standard for 'Top 40' has written the fasclnating autobiography of the most respected programmer ever to walk into a radio station."

—Michael L Eskridge,

President, NBC Radio

"For years the term 'Top 40' and the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle warfare, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America.

-Clive Davis, President Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most tascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."

—Ahmet M. Ertegun, Chairman

of the Board, Atlantic Recording Corporation

1930 Century Park West

Mail to: R & R Books

CITY/STATE/ZIP

with photographs and vear-by-year playlists



Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS,-WMGM, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St.
John's University, he has also
lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

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Los Ange	les, CA 90067
Yes, please sen \$15.50 each.	d mecopies of ROCKING AMERICA at
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Interbank -	Exp. Date
(MasterCard Only)	California Residents add 6 % % Sales Tax
NAME	
FIRM	
ADDRESS	

RA

Datebook

SEAN ROSS

Manson Sings

The Tate-LaBlanca murders trial, 15 years old this month, brings with it a peci On March 6, 1970, Charles Manson released an LP called "Lie" to finance his (unsuccessful) legal defense. The LP first came out on a label called Awareness. The LP's jacket was a mock-up of Manson's picture on a cover of Life with the letter "f" removed. Those few who've heard it say it's surprisingly mellow. Still, it reportedly shows little evidence that Manson was much of a musical talent, although it does contain his song "Cease To Resist," recorded by Dennis Wilson and the Beach Boys as "Never Learn Not To Love" on their "20/20" LP in 1969. Currently, Manson is at work on his second LP, an acoustic work, recorded in his cell, scheduled to be released in late March or early April.

MONDAY, MARCH 4

- 1967/Steve and Muff Winwood leave the Spencer Davis Group.
- 1971/The Rolling Stones announce their move to France for tax purposes
- 1977/Carlos Santana plays Roseland Dance Hall in New York. The gig is advertised only in Spanish-language
 - 1980/"Coal Miner's Daughter" premieres in Nashville

Birthdays: Bobby Womack 1944, Barbara McNair 1939, Yes's Chris Squire 1948.

TUESDAY, MARCH 5

- 1960/Elvis Presley is discharged from the army.
- 1963/Patsy Cline is killed in a plane crash.
- 1969/Bedfinger begins first American tour in Toledo. 1972/Arethe Franklin's "Live At The Filmore West" LP is recorded.
- 1975/Rod Stewart and Britt Ekland meet at an L.A. party.
- 1979/ABC Records is absorbed by MCA.
- 1982/John Belushi dies of a heroin overdose in Los Angeles.

Birthdays: Andy Gibb 1958, Eddy Grant 1948, Klique's Howard Huntsberry 1954.

WEDNESDAY, MARCH 6

1975/Led Zeppelin's "Physical Graffiti" goes gold.

1976/The Stevie Nicks as a witch and/or wood-nymph legend begins. Fleetwood Mac releases "Rhiannon" as a

1976/EMI precipitates a Beatles revival in Britain by reissuing 23 of the group's 45s on the original Parlophone label. Seven of those discs make the UK Top 40. The most successful is ""resterday," which, a week from today, will enter the chart and go to #8. In America, two tracks come off the "Rock & Roll Music" LP but only one, the #7 "Got To Get You Into My Life," charts. Britain, which is more receptive to reissues of hit singles in general, has since put other Beatles tracks back on the charts, giving the group a reissue career of at least six years . . . or about a year and a half. shorter than their chart career as a group.

Birthdays: Kiki Dee 1947, David Gilmour 1947, Bob Wills would be 80.

THURSDAY, MARCH 7

1956/Carl Perkins's "Blue Suede Shoes" becomes the first record to cross R&B from the Country charts. In a few months, Elvis Presley makes that act a little more common. Throughout the late '50s, the Everly Brothers and others cross Country to Black aithough some of the more extreme examples are now attributed mostly to faulty chart methodology.

1973/Columbia's John Hammond Sr., the man credited with bringing Bruce Springsteen and a host of others to the company, had a heart attack at a New York club following a Springsteen concert. Hammond attributes the attack, his third, to overwork; his doctor claims that Hammond was partying too hard.



FRIDAY, MARCH 8

- 1970/Diana Ross makes her solo debut in suburban Boston
- 1971/Radio Hanol kicks off its first broadcast of U.S. rock with Jimi Hendrix's "The Star Spangled Banner." Ab-Hoffman is one of those who sent the station its tapes.

1983/Roger Hodgson leaves Supertramp to go solo.

Birthdays: Micky Dolenz, once a Monkee, now a British TV director, 1945; Randy Meisner 1947; Gary Numan

SATURDAY, MARCH 9

- 1968/"Who's Who" modernizes by adding the Rolling Stones, Grateful Dead, Jefferson Airpiane, Country Joe & the Fish, Donovan, the Doors, the Monkees, and the Mamas & Papas to their listings
- 1968/The floodgates open as Jimi Hendrix's lawyers sue to keep his name off the Curtis Knight LP he played on. Within seven years, Hendrix's name will be prominently displayed on the recordings from every session he ever had anything to do with
 - 1974/Bad Company plays its first concert in Newcastle, England.
 - 1976/Keith Moon collapses on stage at Boston Garden
- Birthdays: Nitty Gritty Dirt Bend's Jimmy Fedden 1948, ABC's Martin Fry 1958, Robin Trower 1945, Mark Lindsay 1942.

SUNDAY, MARCH 10

- 1960/Record Retailer, the predecessor to Britain's Music Week, publishes the first English LP chart. The first #1 is "The Explosive Freddy Cannon."
 - 1972/America's debut LP goes gold
- 1973/Steely Dan releases "Reelin' In The Years" as a single. Also released is Edgar Winter's "Frankenstein," which will be recut eleven years later as a hiphop single.

 1975/Justin Hayward and John Lodge premiere their "Blue Jays" LP at a listening party for 2800 at Carnegie
- 1977/British A&M signs the Sex Pistols, then fires them nine days later without releasing anything save a few copies of "God Save The Queen." Birthdays: Tom Scholz (Boston) 1947, Dean Torrence 1940.

FURY

MCA RECORDS

"LIFE IS TOO LONELY"

NOW ON

NUW UN

FROM THEIR DEBUT MCA LP
"BURNS LIKE A STAR"

Air Personalities



DAN O'DAY

Job-Hunting Survival Guide - Part Three

Because most air personalities (excluding some of the top talent in the top markets) do both airwork and production, the standard jobseeking tape consists of these two elements in that order.

In most cases, the aircheck portion should run 2-4 minutes. No competent pro-gram director will hire a jock from that single tape alone; this aircheck serves as your calling card. If the PD likes the tape, he or she will ask for more. At that time a smart PD might ask for two more tapes; a complete telescoped show from last week and one from tomorrow.

People disagree as to what should go into the roughly three minutes of aircheck. Some believe in using a real one-hour segment that typifies your work. Others "cherry-pick" when putting together the tape; i.e., they choose their best moments.

Given the intense competition for this industry's best jobs, I strongly recommend putting together a terrific three minutes enting your best air work. Think about it: Does a comedian auditioning for the "Tonight Show" rely on just "average" material for fear of misleading his potential employer, or does he use only his very best

"I strongly recommend putting together a terrific three minutes representing your best air work."

Your initial aircheck is meant to impress and entertain the PD. I recommend constructing a tape that sounds like a real hour of your show. Don't have your time checks, weather mentions, or calendar items con-tradict each other. Your tape should contain at least (and usually no more than) one of each of these basics: time, weather, station promo line, etc.

Is it dishonest to take bits and pieces and make it sound like a single show? Well, I e it's dishonest if you include with your T&R a notarized statement guaranteeing it's a non-edited, telescoped show. The only time "cherry-picking" leads to problems, however, is when you can't produce in real life what's represented on the tape. Your aircheck should represent you at the top of your form. (And, obviously, if you already have a great one-hour segment from a recent show that fills the bill, then there's no need to cherry-pick.

Cute "narrations" of airchecks tend to be distracting and annoying. Similarly un-necessary is the splicing in of electronic tone beeps at each edit point. Program directors have heard enough airchecks to understand that some time has elapsed between the first two bars of a song and the

While we're discussing editing: Keep the music to an absolute minimum. I'm amazed at how many jocks devote ten valuable seconds of their audition time to a record

Your production samples should be different in style from each other: one hard sell, one soft sell, one humorous, one with sound effects, etc. You don't have to include a spot in its entirety; instead consider putting together a 90-second montage of spots, fading from one to the next.

Your cassette should be clearly and neatly labeled with your name and phone number. Protect it with a plastic box (they cost about a dime each) and mail it in a padded envelope. (I receive quite a few cassettes mailed in a #10 business envelope. Some of them arrive damaged. Every no and then I receive the envelope minus the cassette.)

The Cover Letter

Many PDs have complained to me about applicants' lack of attention in preparing the cover letter. To begin with, it's a matter of courtesy. The PD is taking the time to listen to your tape; the least you can do is say, "Thanks for listening."

A good cover letter is contained on a single page. It identifies the sender, ad-dresses the PD by name (if that information is available), identifies the job being applied for and why, and thanks the PD for listening. Here's a sample of a basic cover letter (with my footnoted comments follow-

1930 Century Park West (213) 553-4330

February 22, 1985

Having spotted your R&R ad for a morning personality, I am enclosing a recent aircheck and

As you'll hear, I believe in entertaining my audience without forgetting that they still want to

After three years here at KKED, I'm itching to move on to a bigger challenge.* And because I'm originally from the East Coast, I'd be especially interested in returning to the New England area.3

Thank you for your time and consideration

Sincerely.

The Resume

Mason Williams once said, "If a thing is worth saying, it can be said on a single page." That applies to most resumes. Your resume should include the following:

. Your name, address, and phone number at the top

· A listing of the stations where you've worked, beginning with the current

(801)526-8989

The job titles you held at each station.

That's really all you need. If you've won some industry awards, it won't hurt to mention them.

SAMPLE RESUME

ED JOCK 1234 Bonnie Lane Doverville, Mississippi 38953

Age: 27 Marital Status: single

1980-1982

1978-1980

WORK HISTORY 1982-present KKED/Winone, Min-

> Morning personality. WKED/Hartford, Con-

necticut Morning personality. Music Director, Produc-

KEKD/Barstow, Califor-Program Director, air

1977-1978 WEKD/Chethem, Virgin Air personality, production, Assistant Music

AWARDS 1983 CMA Air Personality of the Year 1982 Air Personality of the

Year, Connecticut Broadcasters Associa

Honorable Mention exy Production Com REFERENCES

Dan Gran Program Director, WKEN 123 Weshington Street Hartlord, CT 06103 (203) 123-4567

(714) 747-9676

Paul Femous Femous Consultant 766 Peachtree Str Atlanta, GA 30303

CAREER GOALS

This sample resume is much simpler than many. It is not designed to impress; it's designed to inform. You'll note that it does not let educational background (I've yet to meet the PD who says, "What I really want is a middey jock who has a B.A. in Communications") or hobbies. The PD simply wants to know where you've worked, how long you worked there. and what you did there.

There is one way to make a good impression with your resume, and that's to have it typesel and reproduced either by offset printing or by high-quality photocopying. At the very least, it should be neatly typed and centered

Special comments regarding the sample cover let-

1. Frankly, this sentence is just BS, and you'll want to substitute your own line of BS you have it out entirely. Whatever you do, avoid editorializing: "Unlike many foul-mouthed jocks who offend their listeners and advertisers, I don't think a personality has to be obscene to get good ratings."

2. This, too, is optional. If you can conveniently sum up your professional status in a single sentence like this, great. I would, however, avoid explanations like, "Due to an incredibly incompetent (and, I might add, dishonest) station manager, I find myself in desperate need of employment.'

3. If you can say something specific about the PD's station, market, or region without being patronizing, do so. This is not the for insincere flattery: "I've always heard that Boise has the most exciting and innovative radio in the world, and I've always dreamed of someday working in

You'll note that those three sentences are optional. If you left them out of this letter, what would you be left with? A short, very concise cover letter . . . which is all you

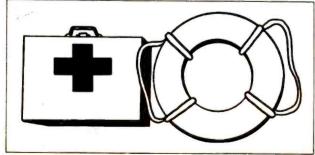
By the way, if you're answering a blind ad, it is not advisable to begin your letter with "Dear Sir." Certain program directors of either sex will consider it sexist. If a title is listed in the ad, address your letter to the title: "Dear Program Director" "Dear Operations Director" is given, it's entirely permissible to open with a simple "Hello

Mailing The Package

Send the package via First Class Mail. If the job is on the other side of the country and you're convinced it's the job for you, you might even use one of the next-day delivery services. You'll save money by sending it via the Fourth Class rate for sound recordings, but it'll take longer to get there . . . often weeks longer.

Unfortunately, very few stations return tapes sent by job seekers. (I always did when I was a PD - unless I hired the person or wanted to keep the tape on file for future openings.) If you're on a tight budget, you might want to enclose a selfaddressed, stamped padded mailing envelope with your application.

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





You're making a sound investment in the future of your station.

Even a blue chip stock can be a gamble. But your BMI payments are an investment with a guaranteed return—an investment in the future of music.

These payments go to songwriters and allow them to keep creating music, and also encourage fresh talent. The bottom line: an uninterrupted

supply of the kinds of music your audience wants to hear.

What's good for music is good for your station. Now and in the future.

Wherever there's music, there's BMI.

Tina Turns Triple Platinum



Tine Turner was recently honored with a triple platinum plaque for the success of her "Private Dancer" LP. Shown at the presentation (I-r) are Capitol-EMI Chairman Of The Board Bhaskar Menon, Tine, CRI President Don Zimmermann, and Capitol St. VP Walter Lee.

Lennon On Bandstand



Atlantic's Julian Lennon recently made a TV appearance on "American Bandstand." Shown during the taping (I-r) are Atlantic's Tony Mandich, Lennon, host Dick Clark, Atlantic VP Perry Cooper, and Lennon's manager Dean Gordon.

More Moves To Manhattan



Singer/songwriter/producers Eric Mercury and Thelonious Monk III have signed with Manhattan Records, and will be releasing an album in April, Pictured here II-1 are Manhattan VP Gerry Griffith, Mercury, Monk, and Manhattan President Bruce Lundvall.



CALENDAR



BRAD MESSER

Awaiting True Electronic Journalism

How long before your newsroom can be equipped with a cost-efficient word processor which automatically inputs and saves wire copy? I'm encouraged that the arrival of such a machine for the masses may be just around the corner.

Commercial units are now being marketed in the \$20,000 range, but that's far too expensive for the average radio station.

A highly-placed source inside the Associated Press says several lower-cost microcomputer configurations are currently undergoing evaluation.

Working newspeople express strong interest in word processors capable of filling themselves up with wire copy.

They work like this. The equivalent of ripping the wire-throwing away some stories, keeping others — is accomplished with a few keystrokes. No paper is involved. Keeper stories are left onscreen for rewriting with the word processor, then local stories are merged in, and the final newscast script is then read directly from the electronic screen, or a hard copy can be printed on the trusty of Extel.

Electronic newswriting is much, much faster than ripping paper wire copy and rewriting with a typewriter. Serious journalists can appreciate that more background stories are available to newsmen on every shift, because about 24 hours worth of "throw-away" stories are actually retained in the memory bank, rather than being tossed into a trashcan by the previous two or three shifts.

I hope our colleagues at Associated Press Broadcast Services are successful in their search for a powerful newsroom tool that is truly affordable and demonstrably cost-effective . . . and the sooner the better!

MONDAY, MARCH 4—185th anniversary of the first newspaper photograph. A reporter snuck a hidden camera into the New York State penitentiary and took a picture of a condemned convict, which made the front page of the New York World on this date in 1800, and was the beginning of photojournalism.

1940 — King's Canyon National Park established on 454,000 acres in California, 1901 — Bridge expert Charles Goren Der 1861 — Abe Lincoln inaugurated, 1861 — Confederate states adopted Stars-and-Bars (Rebel Flag), 1712 — England's last withbreft trial.

Chris Squire of Yes 37. Paula Prentiss 46. Barbara McNair 46.

TUESDAY, MARCH 5 — The Boston Massacre, a run-in between a handful of British military police and a mob of American tax protestors, occurred 215 years ago (1770). About 400 people surrounded a dozen soldiers, who then fired into the crowd, killing five Bostonians and wounding twice that many. The Boston Massacre inflamed colonial American public opinion against taxes. The Boston Tea Party followed, and then the American Revolution.

1984 — U.S. Supreme Court approved cities erecting certain Christmas nativity scenes. 1984 — U.S. charged that a chemical weapon (mustard gas) was used by Iraq against Iranian soldiers. 1982 — John Belushi drug overdose death. 1933 — Great Depression: President FDR declared national "bank holiday" (effective 6th) to stop runs on hanks.

Andy Gibb 27. Eddie Hodges 38. Rex Harrison 77.

WEDNESDAY, MARCH 6 — The 13-day Battle of the Alamo ended 149 years ago today (1836). Davy Crockett and 186 other Texas Revolutionaries were killed by about 5000 Mexican troops at San Antonio, where the Alamo is still the biggest tourist attraction.

1937 — 1st barefoot water skiing. 1902 — Bureau of the Censua established. 1930 — 1st packages of frozen food went on sale, developed by Clarence Birdseye. 1886 — 1st commercial A.C. powerplant.
Full Worm moon. Spring arrives in two weeks (3-20).

Kiki Dee 38. Rob Reiner 40. Valentina Tereshkova (1st woman in space, 1963) is 48. Ed McMahon 62.

THURSDAY, MARCH 7— In 1857 the U.S. Supreme Court issued the Dred Scott ruling, saying that black people were not citizens and therefore didn't deserve equal protection under American law. Chief Justice Roger Taney even commented that the Constitution was 'made by and for white men.' That Dred Scott decision was one of the most controversial ever handed down by the Supreme Court, and was, of course, later superseded.

1965 — Sheriff's posse and State troopers in Selma, Alabama — using whips, clubs and teargas — injured at least 50 black people attempting to march to Montgomery to protest an earlier killing of a black person . . . touching off three days of violent encounters. (On March 9, about 1500 marchers, led by Dr.Martin Luther King Jr., began the famous Selma-to-Montomery march.)

1949 — 1st planned housing subdivision opened at Levittown, Long Island, NY 1932 — 3000 men rioted for jobs at Ford Motor Company's Detroit. Michigan plant; four rioters were killed by police. 1911 — coin-op locker patented. 1876 — Al Bell patented telephone. 1854 — sewing machine button-holer patented.

Lynn Swann 33. Franco Harris 35. Janet Guthrie (1st woman driver in Indy-500, 1977) is 47. The Earl of Snowden, Anthony Armstong-Jones, is 55.

FRIDAY, MARCH 8 — Twentieth anniversary of the first contingent of American ground combat troops arriving in Vietnam (1965). About 3500 Marines debarked at Danang, thinking they were in Southeast Asia for a quick-and-easy operation. One of the leathernecks who landed on that day in 1965. Steve Castille, later became Treasurer of the Vietnam Veterans of America. He recalls, "We felt like we had the support of our country, it was what our fathers had done in World War Two, and we felt that we could take on any enemy... that we could do it!"

1946 — 1st commercial helicopter certified. 1894 — New York State first to require licenses for dogs. 1862 — last pirate hanged.

Micky Dolenz 40. Lynn Redgrave 42. Cyd Charisse 62.

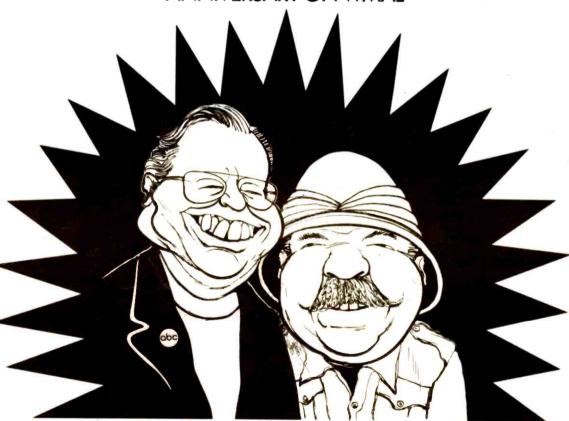
Saturday (3-9) 1961 — Ist dog into space. 1831 — French Foreign Legion formed. Retired world chess champion Bobby Fischer 42. Mickey Spillane 67.

Sunday (3-10) 1033 — Los Angeles earthquake killed 120, 1876 — Al Bell telephoned "Come here, Watson, I want you!"
Dean Torrence Uan & Dean! 45.

HERE'S TO

WASHINGTON'S MOST LISTENED TO RADIO PROGRAM* **CELEBRATING ITS**

ANNIVERSARY ON WMAL



AN EXTRAORDINARY ACHIEVEMENT FOR TWO UNIQUE RADIO PERSONALITIES—FRANK HARDEN & JACKSON WEAVER HEARD ON WASHINGTON'S MOST LISTENED TO RADIO STATION-WMAL* CONGRATULATIONS AND CONTINUED SUCCESS FOR THE NEXT 25 YEARS.

- WABC/WPLJ, NEW YORK
- KABC/KLOS, LOS ANGELES
- WMAL/WRQX, WASHINGTON, D.C.
- · WLS-AM/FM, CHICAGO
- ABC OWNED RADIO STATIONS
- WRIF, DETROIT KGO, SAN FRANCISCO KSRR, HOUSTON
- · KTKS, DALLAS

*ARBITRON, FALL 1984, METRO PERSONS, 12+

Ontemporary Hit Radio

JOEL DENVER

STAKES GROW 'STEEPER'

Boston's Tea Party Boils Over

It was November 1983 when we last visited Boston for an in-depth look at the CHR struggle between WXKS-FM and new competitor: CBSowned WHTT. Since that time a lot has transpired. So fellow editor Steve Feinstein (AOR) and I are examining the market from each format's

Fortunately for its radio audience, Boston has always fostered a high level of quality programming. Legendary CHR calls like WBZ, WMEX, WRKO, WROR, and WVBF-FM have been market-dominant over the And now that tradition continues with WXKS-FM. With original PD Sunny Joe White at the helm since January 1979, KIIS-108 has enjoyed tremendous ratings and revenue success book after book

However, rival WHTT is not to be ignored. According to PD Charlie Quinn, "I'm out to build a dynasty," and he means it. But there's a newcomer set to add more excitement to the Boston CHR scene. Blair's WZOU.

Many Potential Ears

While noted for many things, Boston is also the seat of higher learning for over 500,000 students, only a handful of whom are locals. They attend such well-known campuses as Harvard, Brandeis, Tufts, Boston College, Boston University, Wellesley, Radcliffe, and MIT. It's no wonder then that so much attention is paid to capturing those

Cume Protection

As with other large cities, Charlie knows

how hard it is to cover all the bases. "This is a

very neighborhood-oriented city. So we have

to be realistic about trying to be everywhere at

once. We're hitting every section we can a lit-

tie at a time, doing three or more appearances

"We are here to super-serve everyone who

likes contemporary music; that's our market

niche. Our signal can be heard in all directions

for better than 75 miles, so we penetrate deep

into the suburbs. Therefore, we never lean too

positioning handle. It's been with us since our

inception and says what we are. With so many

new stations (WZOU and now First Media's

WKKT) we're in a cume-protection mode.

Aside from the students, this isn't a very transient market. There is a tremendous amount of

loyalty for WBCN, WHDH, WBZ, and WXKS-

FM. We're only three years into this format

and I'm not going to give up our pure CHR

position. No one can preempt our image

"We're going to hold on to the 'Hit Radio'

far in any one musical direction."

WHTT Seeks To Super-Serve

When PD Charlie Quinn arrived at WHTT a few months ago from KZZP/-Phoenix, he recalls, "WHTT and CBS had a great 'basic radio station,' but it was time to grow or lose the base we'd worked so hard to build. We couldn't afford to look anemic by comparison to the rest of the market." So what has Charlie done? He's given the station a "promotional transfusion."

"What I've tried to do is add more promotion into the station mix. Not more contests per se, but more street awareness. This station won't fight the cash-hype battle. Instead WHTT will be the most fun station to listen to. WHTT is into nightclubs, schools and local events; just making ourselves more visible. In addition we're packaging the station better and giving the airstaff programming elements they didn't have before. Better communication is being

"I now encourage the jocks to crossplug each other and make 'cameo appearances' on each other's shows. It makes for a emoother transition between shifts and displays camaraderie among the staff. Plus they're hanging out more off the air because we all have the same goal: to win big. The audience can feel our











Bruce Kelly Mark Sebastian

Johnny Dark



Overnights

WXKS-FM's Progressive Profile Spells Profit

When he discusses the state of CHR in Boston, WXKS-FM's Sunny Joe White gets right to the point. "This city is like half the country - it doesn't need another CHR. Thankfully, we've got a position in the listener's mind. We're not only contemporary but hip. Rick Dees and KIIS/Los Angeles, Q105/Tampa, and Z100/New York are other stations that have a real hip per-

fulltime openings

"By correctly setting your base and tone. you can rotate your powers every two and half hours and not come off sounding like a teenybopper station. Our image is progressive because we lead the market on music in many categories. It's this overall image that's made us a lot of money," he declared.

"I'm a radio man but I'm also a dollar man, so we've always researched the 18-34s. WHTT eventually beat us in a summer book by taking away most of our teens. So we let their newness wear off and continued to do what we do best: play the hits and have a good time.



A Waiting Game

Speaking of money, KISS-108 gets hit about once a week for a minimum of \$10,000 via its hourly "KISS Calf" contest. "Besides our bus transit cards, we did very little outside promotion. I'll just let WZOU go in, make its noise, and let things settle."

Admitting a great fondness for once-legen dary CHR WFIL/Philadelphia, Sunny said, "I've used many of its winning characteristics in the areas of promotions and personalities. When I consider how our music and presentation have evolved. WXKS-FM is a hybrid unto itself." And Sunny can also boast of enviable staff stability. "We've had the same staff from 6am-9pm for four years. I can't think of too many stations that can make such a claim. It's



JoJo Kincaid Late-Nights

been two and a half years since we've had any

While many CHRs have cut back on news,

KISS-108 continues to air hourly one-minute and eight-second capsules. "That way," Sunny explained, "we can go anywhere the TV crews go to stay on top of things. If there's no heavy news, then we feed artist/lifestyle information. The point is, it must have value to the audience. All I ask is for everyone to follow the format, but do it with feeling. That way we all have a good time and make lots of money







Afternoons Middays



Overnights



Mornings

Night People Report

A History Lesson

desirable 12-34 demographics, and those listeners in other demos with similar psychographics. While many of these "transient listeners" will never be surveyed by Arbitron, getting them to listen causes a snowball effect. That is, the peer pressure and approval that determine a station or stations are okay to listen to.

This also explains the fierce competition for the active CHR audience, which, split among three stations, breaks down into some very attractive 12+ shares and salable demos. Here's how they stack up:

- · WXKS-FM 7.5-6.5 for fourth place
- WHTT 6.6-5.8 for fifth place
- WZOU 1.7-2.1 from A/C last book

In terms of teens WHTT takes the prize with better than a 36 share, WXKS-FM has slightly over a 13, and WZOU debuts with a mid-nine share. Now for some meat and potatoes. WXKS-FM is number two in adults 18-34 behind WBCN (number one 12+ with an 8.4), the runaway AOR leader whose only in-format competition is WAAF/Worcester (2.6 12+). WHTT places fourth in this desirable demo. In adults 25-49 WXKS-FM is number four, just one-tenth behind full-service A/C WBZ and three points in back of WBCN. There are 14 shares split among three CHRs, and that's a lot of listening, reach, and frequency.

WXKS-FM, which began as a Disco station under former owner Cecil Heftel, evolved into CHR because, as Sunny Joe puts it. "Fairbanks and RKO made room for us," referring to the WRKO, WROR, and WVBF-FM format changes. So KISS-108 sat unchallenged in the format for about 18 months until WHTT signed on in September '82 with then-PD Rick Peters. Now facing competition from this CBS Hit Radio outlet. WXKS-FM felt an immediate impact. Since then, however, the two have remained neck and neck in the ratings - sometimes within only a few tenths of each other.

WZOU, which entered the CHR race at the beginning of the fall Arbitron, has had what newly-named PD Dave Michaels calls "a turbulent past." Once known as AOR-formatted WCOZ, the station took the market by storm under PD-turned-consultant John Sebastian. Almost as fast as it rose, WCOZ hit the bottom and made a sudden switch to A/C. Ironically, former WZOU PD Dave Gariano, who launched the sta-tion's CHR efforts, was Research Director under Sebastian. Michaels observed, "The biggest mistake was that the station didn't go from AOR to CHR. There was no natural progression for the cume to follow.

Continued on Page 50

USA SINTER STATE OF ASSICA

AN OPEN LETTER TO EVERYONE IN RADIO:

On Thursday, March 7 you will be receiving your first copies of "We Are The World," written by Michael Jackson and Lionel Richie, produced by Quincy Jones and recorded by 45 of the biggest stars in American music.

The making of this record was an historic event, but it was only a step—the first step—in a major effort to alleviate hunger, both in Africa and here in the U.S.A.

The 45 artists of "United Support of Artists for Africa" (USA for Africa) gave freely of their energy and talents.

Columbia Records has carried the task to the next level by manufacturing and distributing this record at no profit.

Now you, Radio, have been handed the ball, with an opportunity to truly make a difference. Playing this record is not enough. Listen carefully to its message and then tell your listeners how they can become involved; where they can contribute money, energy and commitment; and how to continue this effort long after "We Are The World" is no longer on the air.

The release of this record on March 7 and the subsequent album on April 1 is not just about raising money—it is about raising awareness and changing our priorities so that everyone's right to live without unnecessary pain and suffering from malnutrition or lack of shelter is guaranteed.

As Bob Geldof said recently, "We in the music business have made drugs fashionable, we've made wild hairstyles and clothes fashionable, and now it is time for us to make compassion and generosity fashionable." Another leader in this fight, the late Harry Chapin, once said to me, "When in doubt—DO SOMETHING!"

We have done something, and now it is up to radio to use its power. An incredible opportunity is at hand. Please respond to it.

Ken Kragen USA FOR AFRICA

1112 N. SHERBOURNE DRIVE LOS ANGELES, CA 90069 (213) 854-4400

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WZOU's New Trainer Opens The Cage

Following WHDH & WZOU VP/GM AI Brady Law around the country can really put your nerves to the test - and a lot of money in Allied Van Lines' pocket. Newly-named PD Dave Michaels most recently worked with Law as Assistant PD at WFLA-AM & FM/Tampa. Prior to that he held a similar slot under Law at KLAC/Los Angeles. His programming background, however, leans more CHR, with stints at KROY/Sacramento, KAFY/Bakersfield, and KYNO/Fresno, under mentor Les Garland during the Bill Drake era.

Humble But Feisty

Image is important to Deve, but "even though WBCN and KISS-108 have incredible images, they can and will be beaten. No station is unbeatable. It takes an investment in time and money, but time is the biggest factor for longterm success. Not only is this city dripping with tradition," he noted, "but with the professional level of the competition, it's really humbling to be here. Nonetheless, I'm still going to see us win."

Considering the format changes the station had undergone and the arrival of WZOU, I asked Dave how he plans to distinguish his station. "The only difference is the frosting on our respective cakes, and it's this packaging that will make the difference. Radio is an intangible, so we have to convince people we are better. We have the best personalities They're not the best known, but they will be a

BOSTON'S HOT HITS



And how will this come about? "We are going to be very heavy with personal appear-

Steve York

politicians, we have to become part community by pressing the flesh."

Lots Of Long Green

What listener emotions will WZOU tap? "You'll feel good listening to WZOU; we'll make you laugh, entertain you with today's hits, and lay cash on you. Our \$10,000 Free Money Payoff gave away \$5000 twice a



Mark Mitchell Jon R&R Anthony Scott Brunner Uncle Johnny Nights







Cookie box,

k to the 94th caller upon hearing Huey Levels's 'Heart Of Rock & Roll.' We also offered a Pontiac Fiero, but everyone took the cash. We're now giving away more cash per week than any other station has in the market for the last ten years," he claimed.

"I see us just a bit behind WHTT, and it won't be long before we overtake them. I predict another 25% growth by the end of the spring book. Radio is a very subjective business, and (former PD) Dave Gariano did a great job. We were on course, but there were philosophical differences concerning where we'd end up. We either need to do things first or better, and we're accomplishing both to win. (Blair President) Jim Hilliard and Al Law are set on victory, just as I am."



HIT IT, MICKEY! — When a local "Baseball Fantasy" camp opened, the morning team at KZZP/Phoenix recruited former Yankee great Mickey Mantle for a live remote breakfast show. Smiling over the "eats" are (I-r) KZZP Sports Director and former NY Met Ron Swaboda, morning man Keith Larson, Mantle, and



Overnights

FOR YOUR EARS ONLY - During a recent visit to St. Louis, Columbia National Promotion Director George Chaltas (r) treated KWK PD C.C. Matthews (I) to a private listening party for Mick Jagger's solo LP "She's The Boss."



MIDNIGHT STAR MAKES PLANETARY INVASION — Members of Solar's Midnight Star stop ped by KIQQ/Los Angeles to thank the staff for its support. Hamming it up (I-r) are E/A's Roger Smith, KIQQ MD Robert Moorhead, the band's Melvin Gentry, KIQQ Jock G.W. McCoy, unidentfied group member, and E/A's Primus Robinson.



LATE NIGHTER JOINS WAPP - Paul Schaffer of "Saturday Night Live" and "Late Night With David Letterman" can now be heard Friday mornings 7-9am on WAPP/New York. Welcoming Paul to the team are (I-r) WAPP personalities arry Nelson, Jane Dormacker, Schaffer, OM Gerry Cagle, Lannette Abraham, and Assistant



WPST GETS RECKLESS - WPST/Trenton was honored by A&M Records for its support of Bryan Adams's "Reckless" LP. Shi the plaque from A&M local rep Mel Zucker are (I-r) WPST Station Manager/morning man Tom Taylor and midday man Jay Sorenson.



MOVING A MOUNTAIN - KMJK/Portland's morning duo Kent (Phillips) & Alan (Budwill) recently spent a morning moving Mt. Hood to a neighborhood park! At first listeners were happy to view the mountain at such close range However, they soon tired of it and, in the interest of community service. Kent & Alan spent the weekend returning Mt. Hood to its previous



SO HOT THEY'RE BURNING! - WMAR/Batti more travels to all promotions in its 1941 mach fire truck. Here it is carrying them along the meyor's 11th annual Christmas parade route.

Boston

Keeping A Watchful Eve

You don't stay at the top as long as Sunny Joe has without knowing apples from oranges. Despite his involvement with parent company Pyramid's other properties (WNYS/Buffalo, WSNI/Philadelphia, and WPXY/Rochester) and his ongoing consultancy (WKTU/New York and WKSS/Hart-

ford), Sunny Joe keeps a close watch on his

Temporarily on sabbatical from his highly-rated 6-9pm radio show, he plans to hit the air again before the spring book. "I miss being on the air, but we're getting things in shape everywhere else. Thankfully, I've got great people here and at the other properties to help me out.

"KISS-108 is so much a part of Boston because we reflect how much of the adult population feels about themselves; carefree, fun, and full of energy. Our personalities are the most well-known in town. My GM Richie Balsbaugh has always given me enough money to acquire the right talent and stage the right promotions.

"Sure, we might be out-musicked in terms of numbers of songs/hour played by WHTT, but never in terms of song quality. When CHR hit the skids we didn't because we're more than a jukebox," he said, referring to WHTT's presentation. "WZOU hasn't got a chance against us. You can't out-KISS KISS-108. Because of my staff, people will listen even if they don't like the music. They're afraid they might miss something if they turn us off."

Chainwide Pride

Calling the CBS group of CHRs "the RKOs of the '80s," Charlie feels a lot of pride in working at WHTT. "As a group, we are presenting the format in more creative and exciting ways than anyone else in the country. Having just hired Bruce Kelly (former B94/Pittsburgh Assistant PD/afternoon driver) for mornings adds a whole new dimension to our sound.

"WHTT sounds wonderful, but KISS-108 is also strong," he noted. "With the increased competition from WZOU, we're now positioned to offer more than just music for the audience to hang their hats on. We can't be in an ivory tower untouched by the people and never come down to touch them. We're so far ahead of WZOU in this area that they may never be able to catch up."



Santana

"Say It Again"

CHR NEW & ACTIVE 136/26 - 53%

AOR Track: (2)

Including: WXKS-FM

CKOL WCAU-FM WHTX PRO-FM

793

WGCL Q103 92X KWOD WHYT **ZZ99**

KMEL KWSS KDWB-FM **KPLUS**

A/C BREAKERS DEBUT > 24



Barbra Streisand

Emotion"

WTLO WZLD KAMZ WOK

WKFR WRON WFMI WHOT KIKX

KEYN-FM

KKFM KSKD KSND KDON-FM **KBOS** KHYT KIKI WERG KOMO WOAY K093 WOMP-FM

WHSI KBOZ-FM KCDO KTRS KCBN KHTY KIST

The Manhattans

SIGNIFICANT ACTION "YOU SEND ME"

WXKS-FM WERZ WLAN-FM 92KTU WKRZ-FM

KSET-FM K093 WEMI **KPOP** KTFM WFBG WKDO WZON KIKI WQCM

WJBQ WJAD Z102 **KCBN** KIST



Black/Urban **BREAKERS** DEBUT 35

Alison Alison Vivolet Parket

30 Adds Out Of The Box! "Invisible"

CKGM CKO CFTR CHIIM 940

KMJK WPST WKRZ-FM Q100 WVSR KX104 K104 WKZL WLAN-FM KEYN-FM

KHOP KSKD OK100 95XIL

WPFM WDBR WIXV KCDQ WHSL KOZE WBNQ **OK95**





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HEAR THEM ON THEIR NEW MCA LP

THUNDER SEVEN

FEATURING: FOLLOW YOUR HEART

MCA RECORDS

CHR PICTURE PAGE



DANCING IN RETAIL — Solar/E-A's Shalamar made an in-store appearance at Peaches Records in North Miami Beach. On hand were (i-r) Elektra's Frank Amadeo, Y100/Miami Promotion Director Tony Novia, Assistant PD Trammontte Watts, Shalamar's Howard Hewitt, Delisa Davis and Micki Free.



REACHING FOR THE STARS — KKHR/Los Angeles, in conjunction with Columbia Records and the L.A. City Council, buried a time capsule to celebrate the opening of Columbia's "Starman." The capsule contains 1984 memorabilis concerning life in L.A., including Olympic souvenirs, buttons, local team pennants, and the Randy Newman disc "Love L.A." Pictured (I-r) are KKHR's Dave Donavan, Councilwoman Peggy Stevenson, and Starman producers Larry J. Franco and Barry Benrardi.

Motion

Charile & Harrigan make the move from KCBO/San Diego to mornings at WAVA/Wash-



Charlie & Harrigan

ington . . . Gene Wooten has left the Production Director's slot at WQID & WYIM/Billox1 to join WPLJ/INew York as Assistant Production Director . . . New to WAZY-FM/Lafayette is B.J. Kaplan, from WEAO//Faau Claire, Wfl. as Production Director . . . John Arthur moves from WZOK//Faceldord to do mornings at WNCI/Columbus . . . Peter Lett joins KMJK/Portland from crosstown CHR rival KKRZ for weekends . . Oops, it's Dave McCann, not Mark McCann, doing afternoons at KKKZ/Louis . . Rich Dennils is new to afternoons at WFBGI/Altoona . . Tim McCoy is doing it overnights at KITE/Corpus Christl . . Kathy Love joins the morning zoo at KKOV/Wichstell .

At 0100/Allentown, Linda K. Schmidt becomes the new Sports Director, and Mitch "The Sittish" Stevens joins for overnights ... Bobby Knight is the new morning man at KOPM/Oklahoma City; Steve Summers is on 7 to midnight, and Curt Spain is working 12-6am. "Grag McCullough adds Assistant PD to his AM drive duties

working nights at Z102/Savannah.

Georgia Morgan moves across town from KELI-AM/Tulsa for weekend work at KAY107. Latest lineup listing at Y107/Nashville: Coyote McCloud in the morning with Tony Reed on news and Dlana Lynn on traffic, Lee Casey (PD Gabe Hobba) during midday, Gary Jeff Waltker working noon to 4pm, Marc Chase on PM drive, Chris. Tyler at night, and Dlana Lynn overnight... Congrats to FM102/Sacramento late-night personality Greg Lane on his engagement to Suzanne Wattins. An October 5 wedding is planned.



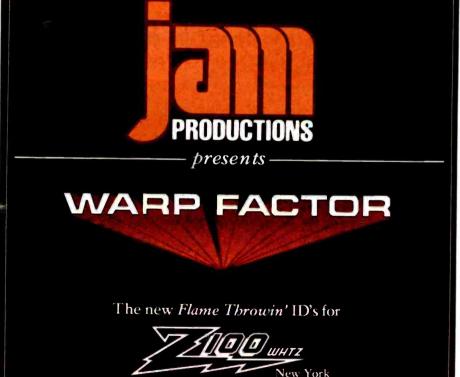
DOING IT "WRIGHT" IN CLEVELAND — Dancin' Danny Wright has returned to his former number one PM drive airshift on WGCL/Cleveland, after spending nearly a year at KBEO/Kansas City. WGCL sponsored a welcome back bash, where Danny broadcast live to mark his return. Here's Danny (I), smiling with his biggest fans (center, right) WGCL GM Kim Colebrook and PD Tom Jettries.



REBBIE VISITS CHICAGO — Rebbie Jackson visited the WAGO/Chicago offices while on a Windy City junket. Pictured here (I-!) are CBS's Frank Chaplin, WAGO morning man John Landecker, Rebbie, WAGO PD Jan Jeffries, and CBS's Dave Remedi.

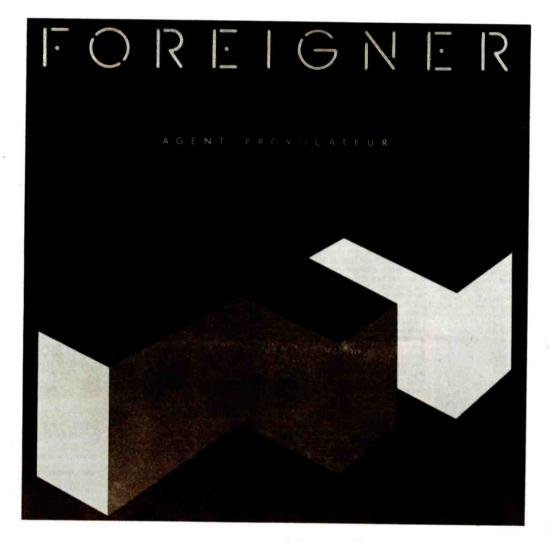
Bits

- Looking For Mr. Puniverse KIMN/ Deaver put all doubts to rest regarding the puniest man in Colorado when it sponsored a Mr. Puniverse contest! Contestants competed in such categories as talent, poise, and nerd lookalike. There was even a bathrobe parade complete with pose-down. The grand prize winner received a trip for two to Japan, but the runners-up weren't quite so lucky. Their prizes included bags of chest hair, shrimp, two pounds of muscles, and shoe lifts.
- "To My Boss, With Whom I'm Secretly In Love" — Q107/Washington's Elliot & Woodside have decided to devote the final hour of their morning show to requests and dedications. Q-listeners can now call in from 9-10am to ask for current hits as well as oldies. For special occasions, requests can be made by mail.
- Here Comes The Love Patrol!
 KNIN/Wichita Falls, TX organized a "Love Patrol" Valentine's Day promotion, which turned the town upside down in search of the cutest couples. These cute couples received all kinds of prizes and gifts for their winning cuteness.



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FOREIGNER



Introducing "THAT WAS YESTERDAY,"

the second single from Foreigner's soon-to-be double platinum album,

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Producers: Alex Sadkin & Mick Jones Management: Bud Prager/E.S.P. Management, Inc.











STEVE FEINSTEIN

BOSTON BROADCAST BRAHMINS

WBCN: Stellar Staff Equals Spectacular Success

Pssst . . . c'mere. I'm gonna spill the beans on the secret to WBCN/ Boston's success. It's a formula that results in an air sound that's uncommonly vital and vibrant, accompanied by remarkable ratings - the station has been either #1 or #2 in 12+ share for the past five books, with demographic domination that's staggering.

What this Beantown bunch does in order to win is simple - they stock the station with excellent people in every department. BCN is a case study of what happens when a crew of creative spirits with a passion for engaging, energetic radio is given the license and tools to do radio that expresses their ideals.

Sure, other factors like the station's rich heritage and adventurous music policy contribute to its status as an institution both in the Boston market and the radio industry. But I propose that 'BCN's greatness is primarily a function of its cast of characters who are committed to radio that matters. The 'BCN story is one of people, and we'll tell it through some of the key players.

It Ain't As Easy As It Looks

Is running a station with 'BCN's magnificent ratings and market image a cinch? Not quite, says VP/GM Tony Berardini, who joined the station originally as a jock, became PD in 1979, and then GM in 1981



First, the station's Tony Berardini prime resource - its staff - demands a

special management style. "You have to construct an environment that has the minimum amount of discipline necessary for talented people to be creative in the same direction, pointed at the same goal. My job is also to continually challenge them to stretch their creativity.

Second, the revenue doesn't just walk in the door. Even with unassailable 25+ strength, 'BCN still fights an uphill battle to land upscale accounts. "Certain airlines' target may be men 25-49, which we're #1 in. but they won't buy us at any price," he says. "No matter what Arbitron says, they still don't believe that people who listen to rock music can be upscale.

Berardini uses qualitative audience reports such as Simmons and Scarborough to show the income and affluence of the upperdemo AOR audience. "We've had strong numbers for a couple of years, but just last year started to make inroads into new product categories like banks and airlines. When we got United Airlines on the air, I was a happy, happy boy."

And don't think that Berardini is sailing along blithely, assuming that 'BCN will never again face another AOR rival after WCOZ's ignominious retreat from the format. If a direct competitor does surface, BCN will have the benefit of wisdom and experience on its side. "We realize the mistakes that made us so vulnerable to a station like 'COZ. It wasn't just how good they were, it was how vulnerable we were We constantly reality-check ourselves to avoid being in that position again."

Looking back, says Berardini, the mis-takes included "lack of consistency, and reluctance to play the full range of hits. You have to be willing to challenge your own ego, take criticism, and admit that you're making mistakes.

This isn't just lip service to changing your evil ways. 'BCN underwent a considerable philosophical facelift before it started its climb to the top. In contrast to the 'BCN of only a few years ago, today the station is in the forefront of AORs that are not the least bit reluctant to play mass appeal hit songs by artists such as Prince, Madonna, Hall & Oates, and Billy Joel.

Kranes Explains

MD Bob Kranes left the OM post at WLIR/Long Island to climb aboard the good ship 104 in August of '83. 'BCN has a democratic method of adding records, he says. "All the jocks get copies of records and are invited to the weekly



Bob Kranes music meeting, where their vote carries the same weight as Oedipus's, Tony's and

JOCKS HAVE FREEDOM OF CHOICE

The 'BCN Music Masters

Like to be a jock at 'BCN? You'll have to not only be an entertaining personality, but also know your music. 'BCN is among the few AORs left where jocks program their own shows.

All tracks on every album aren't open for airplay, but jocks are never required to play any one song at a particular time. Instead, a system guides them through various categories from which they select their own tunes: three current rotations, a core library for older material, and wide-open "lock choices

"A computer printout or card system dehumanizes a jock," believes PD Oedipus. "My jocks are artists, and have a much greater sense of having their own shows this way. When they get off the air and someone says, 'Hey, great show,' they don't have to say. Well, I just played what I was told to.









6-10am

Carter Alan, 6-10pm

Albert O., 2-6an

ews Director Katy Abel

(Carla Razwyck) 100m-2am

a record goes on the station."

Though 'BCN has a relatively liberal musical policy, by no means is every record an automatic add. Kranes mentions, for instance, that the station labored over Madonna before adding her, while Wham! as passed on after serious deliberation. "Madonna's image was closer to what we're all about," he says.

In fact, when considering a pre-release 12" or 45, the station will often wait until the album is released. "Airplay is more helpful to the artist when a record's in the stores and the promotional machinery is in mo-' Kranes reckons. "It's not an ironclad rule, but it's a major consideration if ve're not dealing with an automatic like Mick Jagger or Bowie."

'BCN affords Kranes two rewards: being early on records that climb up the charts like Corey Hart, Fixx, Cyndi Lauper, and Nena, and "just dealing with people like Oedipus and Tony Berardini who live what they do. They spread that positive energy to

Production Prodigies

There are two may not have the name recognition of the station's high profile air personalities. but who contribute more than their share of the station's unique character. Production Director Tom



Sandman and man of Tom Sandman 1000 voices Billy West create the wildly imaginative and sidesplittingly hilarious promos, song parodies, and music collages that are an integral part of 'BCN's sizzle

The duo is gifted in all three parts of the creative production process:

1) Writing: They come up with outrageous premises and associations, such as a K-Tel style spot for a "Three Stooges Meet The Beatles" album, and then flesh out their ideas with taut, clever scripts.

2) Performance: West is a superb vocal impersonator whose repertoire ranges from an uncanny David Bowie to a lifelike Bing

3) Technique: Sandman is a wizard, both with a blade and at electronically cancelling out the vocals from records, allowing

West and himself to record their own lyrics.

As creative as he gets, Sandman is always conscious of the message to be communicated. "We make sure we never lose the sell part of what we're doing," he vows.

Continued on Page 58

Ratings Rap

BCN's dominance is so regular these days that it's easy to forget the impressive turnaround the station underwent in the not-toodistant past. These trends help you appreciate the seesaw ratings fates of 'BCN and its former nemesis WCOZ, which switched out of the format in October '83.

	WBCN	wcoz
Spring '80	6.2	4.1
Summer '80	4.4	7.8
Fall '80	4.2	9.1
Winter '81	4.8	11.0
Spring '81	3.9	11.1
Summer '81	4.6	12.6
Fall '81	5.9	9.3
Winter '82	5.9	6.7
Spring '82	4.7	7.4
Summer '82	6.3	7.5
aN '82	5.6	4.9
Vinter '83	7.4	4.8
ipring ' 83	6.6	4.8
iummer '83	7.2	3.4
all '83	7.8	
/Inter '84	8.2	
pring '84	9.0	:×:
ummer '84	8.6	
ell '84	8.4	
Few stations can	top 'BCN's shee	r amount

of #1 ranks: · Men 18+, 18-34, 18-49, 25-49

25-49

 Adults 18-34, 18-49, 25-49 Additionally, 'BCN's women 18-34 share is a close second to WXKS-FM's

Music Monitor

Middays

Bruce Springsteen Thunder Anad Journey Only The Young Gary Lewis & The Playboys This Diamond Ring

Martha & The Muffins Echo Beach Ramones I Wanne Be Sedated John Fogerty Rock 'n' Roll Girls Warren Zevon Excitable Boy Stranglers Skin Deen Jackson Browne You Love The Thunde. Modern English I Melt With You Tine Turner Better Be Good To Me Allman Brothers Whipping Post Van Halen Ain't Talkin' Bout Love

Evenings

Who Bargair Blue Oyster Cult Deadline Foreigner Tooth And Nail Graham Parker Discovering Japan Plimsouls A Million Miles Away REO Speedwagon Tough Guys Joan Jett / Love You Love Me Love Blondle Denis D. Bowie w/P. Metheny This Is Not America Kinks Come Dancing Lyres Don't Give It Up Now

Queen Tie Your Mother Down

ACIDC Jailbreak

mine. Majority rule decides whether or not

MICK JAGGER MAKES HISTORY

or the first time ever in the history of Rock & Roll and R&R, an album debuts at Number 1 with 100%

THANK YOU, MICK THANK YOU, ROCK & ROLL RADIO



WBCN: Stellar Staff = Spectacular Success

Continued from Page 56

Song parodies about food sell midday man Shelton's lunch hour. Seamlesslyedited thematic music collages sell 'BCN conceptually: the station's span of music from all of rock's eras, its Boston identity, or its connection to a holiday. A Prince parody sells a promotion that awards trips to see both a Prince concert and the "Crown - quarterback Doug Flutie and Boston U. at the Cotton Bowl.

It's no accident that 'BCN has historically had a primo production department, says Sandman. "There's definitely a priority here for good, creative production; we're not just seen as support people. Not too many stations give production people the avenue to let their personalities be heard on the radio and entertain in the true sense of the word

Oedipus: Making The Complex Seem Simple

Talking with PD Oedipus is always a shot in the arm. There isn't a more fervent believer in radio's power to truly affect both its audience and creators.

has helped deliver BCN from its ratings nadir when he took



over in May of '81 to its current glory. During his reign, 'BCN has become a truly fullservice station, both musically and, just as important, in nonmusical areas

360 Degrees Of Rock 'n' Roll

Musically, 'BCN lives up to its "360 de-grees of rock 'n' roll" slogan by playing a broad base of rock of all eras and genres, from the '50s to the '80s and from Madonna to metal. The mix ranges from cross-format hits to lesser-known artists

For instance, while Oedipus chides other AORs for playing only "white boy rock, you'll still find Bryan Adams, Giuffria, and Triumph on 'BCN's list, Alongside them in heavy rotation, though, are the Stranglers, Bronski Beat, and Nails.

A forceful advocate of mass appeal artists such as Prince, Cyndi Lauper, and Michael Jackson, Oedipus proposes, "It's necessary to play the artists people are talking about. They have a buzz from other media, from Rolling Stone to 'Entertain-ment Tonight.' You keep your image, at the same time, by playing other records that are exclusive to your station.

That image is served by other programming elements as well. In rotation at all times are five local groups besides area megastars like Aerosmith and J. Geils. Oedipus himself hosts "Nocturnal Emissions," a new music show on Sunday nights, followed by Berardini's "Heavy Metal From Hell" hour of hardcore metal

Beyond The Music

'BCN's musical diversity is matched by an array of nonmusical features:

· News: A three-person news department, headed by Katy Abel, delivers casts on the half-hour from 6-10am, at 12:30pm, and on the half-hour from 4-5:30pm. The focus is on legit news rather than lifestyle fluff, and to further enhance credibility. chatter between the newsperson and lock is

strictly prohibited.

• Sports: Sportscasts in the morning come from AE Judy Carlo's alter-ego, "Scooter," and from "Tank" in the after-

· Boston Sunday Review: A 7am-noon Boston Sunday Review: A fainthout talk show includes guests such as the town's mayoral candidates, Alan Ginsberg, Gary Hart, Robert Ludlum, John Huston, and Gloria Steinem

• Arts: The "Culture Vulture" (newsman Mat Shaffer) reviews books, movies, theater, and dance twice a week.

· Editorials: Local journalist Rory O'Conner delivers two editorials a week cowritten with Ahel

· Comedy: A ten-minute comedy segment, sometimes with a live comic, airs every afternoon during the 5:00 hour on Mark Parenteau's show.

· Job Squad: Newsman Sherman Whitman reads job listings daily.

Oedipus comments, "While the music holds it all together, we also reflect the

news and cultural events in people's lives. You listen to us to find out what's happening all the time.

As for any tuneout these features may cause, he says, "I've accepted that I'm going to lose the passive listener who wants only music all the time. But I say there's more people who want more than that from radio. They want to be informed, to be culturally involved. We're saving that to know what's going on in the world is rock 'n'

Can It Work Elsewhere?

Oedipus firmly believes that a station such as 'BCN can work in other markets, given the right support. "You need creative management that's willing to invest its personal energies in working with talented people instead of coasting by hiring a consultant. That creates a spirit and energy that's irresistible to everyone who comes in contact with the station: listeners feel it over the air, jocks on the street give it off, and so does a salesperson when he pitches the sta-

"Everyone reaps the benefits. The station's financially successful, and you're do-ing something with your life that affects people. You're working with a group of people you care about, and working for an audience you care about. And what more is there to life than those kinds of relationships with people?

NON-STOP BOSTON ATTACK

WAAF: Outside & Looking In

Though located in Worcester, 45 miles west of Boston, WAAF targets much of its programming, promotional, and marketing energies at the Boston market. Its signal covers the Boston metro clearly outside of some downtown areas, and 'AAF has adopted both a Worcester-Boston dual ID and a top-of-the-hour slogan stating: "Boston, we want to be your non-stop rock station."

No-Schlock, Non-Stop Rock

'AAF lives up to its "non-stop rock" Image by offering mainstream AOR with few CHR crossovers you're not likely to hear Philip Bailey, Duran Duran, Prince. or Cyndi Lauper on its air. PD Rob Barnett figures. "There are



Rob Barnett



Steve Stockman

Richard Reis enough hit radio stations in the Boston area for us to stay pure AOR and avoid all the

crossovers. The crossovers we do play are Continued on Page 60

WBCN's Promotional Prowess

As befits a musically active radio station, 'BCN's audience responds in great numbers to the promotions that Creative Services Director David Bieber and assistant Larry Loprete cook up:

. BCN's first Rock 'n' Roll Expo drew 25,000 people

· A 10-K Road Race attracted approximately 1200 participants.

Labor Day fireworks with a synchronized soundtrack broadcast over 'BCN pulled an estimated 250,000.

· A station calendar produced entirely inhouse sold 15 000

 Free lunchtime concerts on Wednesdays draw sell out crowds to a 1400-seat club for acts such as Cyndi Lauper and T-Bone Burnette, as well as local talent.

Bieber explains, "Events like these, along with our Rock n Roll Rumble and Comedy Riot talent contests, give 'BCN an institutional presence

They also touch a lot of the community beyond the realm of the rock 'n' roll culture Even though we're predominantly a rock in roll station, that doesn't necessarily mean we're narrowly focused. The recurring nature of many of the events also reflects the station's continuity

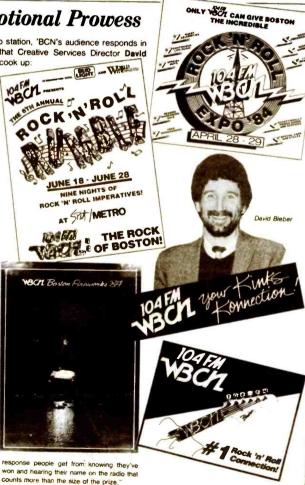
Connect Up To Me

BCN uses "connection" as an umbrella term to image itself as the town's premier purveyor of tickets for a range of pop culture events. "BCN is the connection, and the adjective in front is the pertinent one," says

As the "Cinema Connection," BCN gets its pick of primo movie screenings due to its attractive young adult numbers, and averages more than one showing a week. Being the "Concert Connection" means giving out tickets to literally every concert in the area. A listener need register once each year to be eligible for an entire year of giveaways.

Always Exciting

Bieber's promotional philosophy is to be exciting all the time. "If you do the big prize, support it with a lot of winners. A good pace and variety of promotions on the air all the time gives more people the 'thrill of winning' than the big, bombastic contests. It's that emotional



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• 12 • 13

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CONFERENCE

Rockers '85 promises to be the Rock radio and music convention of the decade. Come see and hear industry leaders from radio, music, video and print in a wide array of panel discussions, round table meetings, keynote addresses, debates and workshops.

Rockers '85 will be attended by the industry's major technical and service organizations who will participate in a state-of-the-art exposition of the latest innovations in radio, video, and all aspects of music media.

AWARDS CEREMONY

Rockers '85 will be the site of the first annual Academy of Rock Music (ARM) Awards Ceremony at which the spectrum of Rock 'n' Roll music participants-radio stations, radlo programmers, musicians, producers. record companies and record executives-will be honored by their peers. This long-overdue ritual and recognition will be televised and could be the start of a music industry tradition.



AND RELATED FIELDS

BOWLING CHARITY

The social event of the year (a.k.a. "The Jon Scott Bowling Party") is also the charity event of the year for the Rock 'n' Roll radio and record industries. Each year this widely publicized event raises money for the mu-sic industry-supported T.J. Martell sic industry-supported 1), marient Foundation for Leukemia and Cancer Research. Now a part of the Rockers '85 convention, this charitable event should continue one of Rock 'n' Roll's most prideful traditions on an even larger and more productive level.

citing musical showcases, concerts, listening parties, sporting events and, of course, those ever-popular record company hospitality suites. Southern California is great in the spring and the Sheraton Premiere Hotel, located in the heart of world-famous Universal City, is the center of LA's music, media and entertainment scenes. IF YOU CARE ABOUT ROCK 'N' ROLL, RADIO AND MEDIA, DO NOT MISS ROCKERS '85!

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)	Indicate quantity and make checks money order to Rockers. Payment must
/	included with your registration form

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ce Directors, Mike Harrison and Robert Haber;

SUNDAY, MARCH 10th

Registration—12noon—12midnight Rockers '85 Musical Showcases—12noon—6pm 1. Martell Charity Bowling Party—6pm 1. Midnight

T. J. Martell Charty
Demonstrate
Midnight Bash/Mospitality Suites including
Midnight Bash/Mospitality Suites including
Midnight Bash/Mospitality
MCA. Polygram and Westwood One. Featuring the gala
Columbia/Epic Records midnight breaklast—12 midnight-

MONDAY, MARCH 11th

Registration—8am-I2midnight KXLU/CMJ College Radio and Alternative

Registration—Bam-Izmidnight
XXLU/CMJ College Radio and Alternative
Radio Radio

TUESDAY, MARCH 12th
Registration—Bam-9pm
KILU/MU College Radio and Alternative Music Symposium [continued]—Bam-5pm
KILU/MU College Radio and Alternative Music Symposium [continued]—Bam-5pm
Rockers 85 Expansition [continued]—10zm-6pm
Workshop: Now To Get the Hell But of Radio,
hosted by Hen Stevens and Joy Ednik, producers persent altimost Radio—9zm-10zm
Presentations in Produce Amount to World, Hosted
by Tervor Smith, Produce and How They Work Modersted by Lerry Bruce, P0, K6B, San Biego, Including
Synnes Berland, VP, Cashbox, Rollye Bornstein, Radio
Ciffor, Billibard, Stever Feinstein, ADB Eritler, Radio
Ciffor, Billibard, Stever Feinstein, ADB Eritler, Radio
Ciffor, Billibard, Stever Feinstein, ADB Eritler, Radio
Ciffor, Billibard, VP, Cashbox, Rollye Bornstein, Bornstein, Complexion
New York, Discommications, Love Lapan,
Bando, Tony Berner, Market VP, Ciffor, KROD, Lox Americs, Michael Sprandt, VP, Ciffor, KROD, Lox Americs,

Sym. Write. When you can juda many more com-ym. Tanet: Scan-ability—What Is it and How to Get It. Moderated by Shelley Lewis, MD. NSC Entertain-ment. The Source. Including George Burns. President Burns Modia. May Hart. Co host. Entertainment Tonight and David Hirsch. Assoc. ND. KMET. Los Angeles—Zpm-

and Usvio mission. Assign and north the Late-panel: Rock Record Promotion in the Late-Fathies, Moderated by Sieve Smith. V.P./Felior. Album Network, In. Mission and Company of the Company Retwork, In. Mission and Company of the Company Retwork of the Company of the Company of the Company Switer. Chrysalis: Don Wastey, EMI-plus more—4gm-5pm Panet: The Video Connection. Moderated by Buzz Brindle, MB, MTV. Including Mike Cooper, V.P. Video Mission Switer Science (R. P. Mission and Company of the Company Switer Services Ken Etrick. Producer, Fame: Bob Mission Services Ken Etrick.

Spm-Spm - Spm - Sp

WEDNESDAY, MARCH 13th See Ya Later Breakfast—Bam-9am Rockers '85 Musical Showcases—Into the night......

lagenda subject to change without notice!

NOTICE: Security will be strictly enforced. You must be registered to attend any Rockers '85 events.

THE RADIO PROGRAMS SOURCE BOOK Third Edition

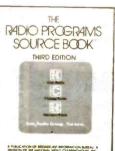
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WAAF: Outside & Looking In

Continued from Page 58

clearly rock 'n' roll rather than pop. That gives us an identity, whereas playing every 'hit' song that comes down the pike would cause us to lose definition."

Promotional Commotion

Promotions Director Steve Stockman explains 'AAF's two primary promotional thrusts: ongoing "Win Cash And Cars" contesting, along with street visibility through a roving Rock Bus and extensive jock appearances. The forced listening, multiple-key contests have awarded a Ferrari 308, Corvette, Mercedes Benz 380SL, Trans Am with a \$7000 stereo system, and Porsche 944 over the last year. Weather permitting, the bus is out and about almost every day doing live remotes and handing out merchandise.

'AAF had fun with a "Culture Club Revenge" contest that also reinforced its musical position. Asking listeners to send in the name of a co-worker they'd like to get back at, the station "forced" the person chosen to board the Rock Bus and sit in the first row at a Boy George show.

An upcoming "Comedy Quest" talent hunt, cosponsored with a Boston comedy club, will nab the top laugh-getter \$1000 and a week headlining at the club's Philadelphia operation.

Air Fresheners

Movie and TV drop-ins, along with fake commercials from the American Comedy Network, provide on-air laughs at 'AAF. The station also produced its own hijlins on New Year's Eve. A bogus ten-hour concert – billed as originating from an undisclosed Massachusetts location in front of 125,000 people – had at least half the listening audience fooled despite frequently-aired disclaimers.

Game Plan

Just how much of its energies does 'AAF devote to Boston rather than its home market? "We're a Boston station, and our strategy is based on Boston numbers." declares Stockman. "We have three times the weekly cume there than we do in Worcester, and we proportion our attack accordingly. Most of our advertising dollars come



TRAVELLIN' IN STYLE — No doubt about it, WAAF is definitely on the bus. Worth a Jeported \$100,000, WAAF's Rock Bus seats 14 and has a 30-loot roof antenna for live broaccast capability anywhere in the Boston area. Features include a 12-channel board, video camera and monitors, a roof stage with spotlights and exterior speakers, and a 67" security guard. The "urban assault vehicle" appears at malls, auto shows, concerts, and sports events. An estimated 8000 listeners have toured the inside.

from there, and there's no time at which we say we're spending too much time in Boston."

Even given signal parity, can a station in Worcester (market # 94) expect to compete on equal footing with the big boys in Boston (#7)? "The dollars that come with being Katz-owned are there, and GM Rich Reis is fully supportive of our direction," says

'AAF dropped out of Worcester's number one slot this fall when its 12+ share fell 3.4-11.8, although the station remained number one in total cume and all key demos. Could 'AAF's Boston focus be at the expense of its Worcester numbers? 'Highly unlikely,' according to Stockman, and Barnett also doesn't worry that 'AAF may alienate its hometown audience. 'We're not turning our backs on them,' says Barnett . 'We still do promotions there and talk about the city on the air. Our Boston orientation also reflects how Worcester's upgraded itself. There are no major concerts in Boston anymore; they all happen in Worcester at the Centrum. Major hotels and restaurants out of Boston are opening here. Our approach on the air is no different than other things going on.

"Our goal is to get as much loyalty as possible for being a pure rock "or roll station from everyone who can get our signal". Barnett states. "When five 18-34 stations are playing Prince or Cyndi Lauper, some listeners are going to turn to us."

Music Monitor

Here are sample hours of WAAF's music:

Roger Hodgson In Jeopardy

Middays

Police Message In A Bottle
Eddie Money Think I'm in Love
Sturvitor High On You
Stones Gimme Shelter
Elliot Easton Wearing Down Like A Wheer
Golden Earring Twillight Zone
Foreigner Reaction To Action
Gluffria Cail To The Heart
Who Pinball Wizard
Roman Holliday One Foot Back In Your Door

Evenings

Free All Right Now

Don Henley Sunset Grill
Led Zeppelln Misty Mountain Hop
Autograph Tum Up The Radio
Beatles While My Guitar Gently Weeps
Elliot Easton Wearing Down Like A Wheel
Cream Sunshine Of Your Love
Bryan Adams It's Only Love
J. Gells Band When The Walls Come Tumblin
Down

Alan Parsons Let's Talk About Me Journey Don't Stop Bellevin' Roger Hodgson Had A Dream Boston Don't Look Back Van Halen I'l Wait Firm Radioactive Jon Butcher Axis Don't Say Goodnight

Ratings Rap

These numbers show WAAF's profile in the Boston book. Note the Jump in winter '84 after WCOZ's switch out of AOR.

		Fell '83	Win. '84	Spr. '84	Sum. '84	Fall '
	12+	1.0	1.8	2.0	1.9	2.6
Men	18-34	11	7	7	7	3
	Teens	6	3	3	3	4

Last fall's 2.6 was 'AAF's second-highest Boston share in its 17-year history. (Then-PD Dave Lee Austin notched a 2.7 in winter '80).

Also, the Boston metro was redrawn last fall to include Rhode Island's Fall River region. AOR WHJY/Providence drew a 1.2 in Boston, doubling its previous high share in the market.

THE PICTURE PAGE

"We Are The World"



USA For Africa: Pictured (I-r bottom row) are Cyndi Lauper, Bruce Springsteen, James Ingram, Smokey Robinson, Ray Charles, Sheila E., June Pointer, and Randy Jackson; (I-r middle row) Al Jarreau, Dionne Warwick, Lionel Richie, Kenny Rogers, Huey Lewis, Bob Dylan, John Oates, and Ruth Pointer; (I-r top row) Daryl Hall, Steve Perry, Kenny Loggins, Jeffrey Osborne, Lindsey Buckingham, and Anita Pointer.

A NOTE FROM THE PUBLISHER

Now It's Radio's Turn

On January 28, 45 of America's top music stars gathered in a historic session to record "We Are The World." All proceeds from this record will go to help African famine and drought victims.

Now that the music world has put itself on the line, it's radio's turn. It goes without saying the USA For Africa single and forthcoming album are worthy vehicles. And radio, with its unmatched ability to raise funds for a good cause, can play a key part in this lifesaving effort.

Let us know how you're helping. Let us know how you'd like to help. We'll publish your promotions and keep track of the overall progress. This is a great opportunity for the radio and record industries to accomplish something inspiring. Stay tuned!

-Dwight Case

*1 BILLBOARD *1 CASHBOX *1 RADIO & RECORDS

BABY'S GOT HER BLUE JEANS ON

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the brand new album by

MEL McDANIEL

Produced by Jerry Kennedy for JK Productions. Inc.

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A TOAST TO WMIL

Milwaukee's Finest

While the Country radio battle raging in Milwaukee recently may have been quieter than the wars between the breweries which made the city famous, they have been no less fierce. WMIL and WBCS-AM & FM have been going head-to-head for three years now, and the fight shows no signs of letting up. The latest casualty was Malrite's WLZZ, which exited the Country scene for CHR two weeks ago.

Until beaten in the spring '84 Arbitron, WBCS pretty much had things its own way. When alone in the market, its 12+ figures were consistently in the eight-share range; at one point they reached into the nines. But things began to change when WMIL went Country on Valentine's Day in 1982. Owned at the time by Charter, WMIL built slowly but steadily (see accompanying ratings chart). The station was bought by Sundance Broadcasting in the summer of 1983, awhich time equity partner Mike Jorgenson came in as GM. Not long after that, Doug Kiel joined as OM from his slot as ND for sister station WOKY.

Changes

Describing the growth of the station, Doug began with the changes which took place when he came in. "When Sundance took over and I became OM, we made several staff changes to facilitate an adjustment in the on-air direction. We went from being a background Continuous Country jukebox to a station featuring a lot of music while including personalities in all dayparts. We call ourselves 'Continuous Hit Country' and will play four in a row. But we are very up-front in our presentation. WMIL uses jingles and the station sounds well-produced, to the point of having Charlie Van Dyke doing our imagers. We know our product is country music, but we have everything else for the listeners too.

"The morning features news, traffic, a meteorologist, and Milwaukee's bestknown sports reporter doing '60 seconds on sports on FM106.' The best way to describe mornings is a music show with all you need to know in half the time."

Aggressive Promotions

"WMIL is very tied in to Milwaukee. Our promotions, oriented to the mainstream listener, are very strong and aggressive both on and off the air.

"On-air, we gave away no money during the book, but we did hand out more than \$60,000 worth of concert tickets. We tie in very beavily with all country acts coming to town. We didn't engage in a lot of hype, even though our competition gave away \$103 an hour.

"Outside the station, we have more painted billboards in the city than any other format. We did a significant TV campaign featuring a "Thank You" commercial from our GM. In the spot, Mike says, "Thanks a lot for helping us get to where we are. We appreciate your being a listener." He went on to talk about the station, closing with, 'I' you have any comments, give us a call." "
This TV campaign was aired during the

This TV campaign was aired during the fall book, subsequent to 'MIL beating 'BCS for the first time. WMIL supported the TV showing with bus and taxi cards conveying a "Thank You" message for making WMIL the "New Country Leader." The same phrase closed the TV spots and was also used as an on-air liner during the fall sweep.

WMIL is also committed to getting its people into the marketplace. Like so many other PDs today, Doug is positive that pressing the flesh is a major key to winning. "We have a station band called the Suadance Band. They get out and have a good time playing in clubs, etc., and the people love 'em. We get out to where the people are."

Why'd 'MIL Win?

As you'll notice in the ratings chart, 'MIL and 'BCS spent a lot of time neck-and-neck, with 'MIL pulling away for the first time last fall. Why the big move? "I can't point to any one thing." said Doug. "The wide margin is a cumulative victory over the past 18 months. We've given a lot of people a lot of reasons to listen to us.

"Our music and on-air sound is appreciably better. The jocks and the clock structure in terms of the sweeps we do have given us enormous time spent listening. Our growing 25-54 exclusive cumes are now the highest in the market. We win the 'favorite station' vote."

Doug continued, "There's been a lot of heat from the CHR war going on here, and I can't ignore it. While I may not be able to take away some of that audience, the fact is my listeners are out there sampling those stations. Now, as CHR cools a tad and fragments a bit, a lot of my folks are coming back and spending more time with me and not sharing with all the other stations.

"We're also on top technically. Playing country music doesn't mean you can lie down; we're a very aggressively processed

WBCS: A New Aggressiveness

WBCS PD Bill White joined the Milwaukee Country fray last Halloween. While WMIL holds the upper hand at the moment, WBCS is by no means sitting idly on the sidelines. Bill assessed the current situation and hinted at 'BCS's future direction.

"We've made some internal changes since I've been here," Bill began. "We've leaned a bit toward the modern side in the past, but we've looking to get a better balance between the modern and (traditional) country sounds."

Another problem area has been the station's image. "WMIL has consistently positioned itself as the Country station in this market. It did a great job of capitalizing on that while being very consistent in its approach. WBCS positioned itself as a good radio station that happened to play country music."

As far as sound is concerned, Bill predictably thinks the 'BCS personalities are better, with "very strong name recognition" in the market. Commenting further, he added, "What we want to do is mix personality and music without losing sight of either. Both stations are playing the same amount of music, but the audience perception is that 'MIL plays more. Technically, it has more of a 'rocker' sound. Ours is more listenable — one that encourages longer listening."

While WMIL is an FM station (its sister is WOKY), 'BCS has an AM edge. WBCS-AM & FM simulcast during morning and afternoon drives. The AM recently instituted a three-hour midday talk show, featuring a successful local television team. In the non-simulcast dayparts, the AM relies more on personality and information, while the music skews 35+.



Bill White

To counteract WBCS's real and perceived deficiencies, Bill said, "The plan of attack is to be a better radio station than WMIL. We have to self ourselves more forcefully, particularly promotionally — including TV and billboards. We've already become more aggressive by getting out on the streets again. That's something "MIL has done a lot of and something which has been a big part of their success."

Although he wouldn't elaborate on specific plans for the future, Bill noted, "We have a great promotion, plus outside advertising ready to go for the spring book. We're looking to become the Country station in Milwaukee arasin."

Stay tuned

station. We're very careful to make sure our audio sounds as good as anybody else's, while also being as loud as any CHR in the market."

This attention to sound quality has ramifications on his playlist. Doug explains, "I tell the promotion people that we simply won't add a poor-quality record. If it doesn't sound good when it goes through our processing, we won't play it."

Up, Up, and Away

Believing that "you're only as good as your last music sweep." Doug contends WMIL's music mlx is better than 'BCS's. Pressed on the point a bit, he said, "The mix, especially regarding tempo, is better. WMIL does not slow down. We're a produced, upbeat, movin' radio station that sounds like '85. WBCS is more on the easy side."

The attention to tempo also has an affect on the new adds. Doug has a finite number of slots allotted for ballads and, once full, he'll tell promotion people "Sorry."

This is not to say Doug will add an inferior uptempo record, but he strongly feels the playlist must be balanced, especially because 'MIL leans current in its current/oldie mix.

Doug's move to an uptempo music balance was carefully calculated. He said, "Going into last summer, the whole mood of the country seemed to be upbeat. We felt one of the reasons CHR was doing so well was because people were ready for something that was up and positive. We took the whole station in that direction — musically and with the jocks — so we would more closely reflect what people were thinking."

Credit Where It's Due

Doug went out of his way to pay tribute to the folks who execute day-in and day-out. "I'm real proud of my people and what they've accomplished in just about two years together as a group." he said. "They are the ones who really do it. All we (programmers) can do is try to get everybody working in the same direction. I've got so many great people who work hard and are proud of the station. A great part of our success has been our consistency. They're out there pounding hard every day of the week and I want to publicly thank them."

Congratulations to Doug, the staff, and of

Congratulations to Doug, the staff, and of course, GM Mike Jorgenson, for cracking the 12+ "top five" in Milwaukee. Doug added, "Granted, CHR has fragmented a bit, but the format is still very hot in this town. Yet a Country station emerged from its own four-way battle to come out ahead of them all. That's a tremendous feeling."

Milwaukee

(The first number represents the 12+ share; the second number is the 25-54 rank.)

	Fall '81	Spr '84	Fall '82	Spr '83	Fall '83	Spr '84	Fall '84
WBCS-AM	2.0(na)	1.2(17)	1.1(16)				1.0(16)
WBCS-FM	9.2(1)	8.5(1)	4.2(6)	4.8(6)	4.9(3)	4.6(3)	3.6(7)
WMIL	-	2.4(10)	3.7(8)	4.7(9)	4.9(4)	4.8(5)	5.9(3)

*During this time, WBCS-AM became AC/Gold WMKE. It switched back to Country WBCS-AM prior to the fall '84 book.

CRS Update

The Country Radio Seminar has announced the featured speakers for its March 7-9 meeting at Nashville's Opryland Hotel.

Following Friday morning's opening remarks by CRB President Al Greenfield, Radio and Records Publisher Dwight Case will kick off with "Put Your Energy Where Your Mouth is." Mr. Case was RKO Radio Division President between 1972-81.

Opening the Saturday morning session is Wilflam Stakelin, President of the Radio Advertising Burseu. Mr. Stakelin has held that post since July 1993 and was appointed CEO in October of that year. He joined the RAB after serving as Executive VP of Bluegrass Broadcasting Company and completing a term as NAB Chairman.

Closing the 16th annual Country Radio Seminar will be legendary broadcaster Gordon McLendon. Mr. McLendon is one of radio's greatest innovators, credited with originating the top 40 and modern good music formats.

If you need further information or want to register for the seminar, call (615) 327-4488.

Nashville This Week



SHARON ALLEN

Grand Ole Opry Makes Television Debut

As you'll remember from last week's column, the Voice of America recently broadcast the Grand Ole Opry overseas to a worldwide audience. And now the Opry is set to branch out to a television audience as well. "The Grand Ole Opry Live," a 30-minute weekly television show, will premiere as a one-hour special April 13 in celebration of the Nashville Network's second anniversary.

This will be the first time in the Opry's 59-year-old history that it will be made available to television viewers nationwide. If you're an Opry fan you'll remember the only previous television broadcasts were live specials on PBS each year from 1979-1881. Three of those shows rated among the Top 20 in PBS history.

Tom Griscom, Senior VP of Opryland USE Inc., called the joint effort of the Opry and TNN a "significant step forward" for both institutions. He said, "With video, we can capture the full excitement of this grand institution, recognized by music lovers as the 'mother church' of country music."

The New Gary Morris

If you've seen Gary Morris lately, chances are you didn't recognize him. A clean-shaven Morris surprised the audience at the "Music City New Top Country Hits" show, and has been seen about town since then with no sign of returning whiskers. Gary shaved his beard while he was deep-sea diving off the coast of the Netherlands Antilles. Gary is an avid diver, and during this last trip he decided to take up underwater photography. For him to take good pictures, his mask had to fit tightly, so he



SAY WHAT?... — Nitty Grity Dirt Band member John McEuen appears to be giving Warner Bros. Nashville Chief Jim Ed Norman the third degree. McEuen has signed a solo deal with the label and will release his first album in March.

shaved off his beard. And now in addition to all the other accomplishments of this past year. Gary can add that he passed his test, exhibited his work, and be came a certified Underwater Photographer by the Professional Association of Diving Instructors.

THIS ONE'S FOR SUE



Kathy Hyland, Regional Director of the Songwriter's Guild Foundation, and Waylon Jennings greet Gary Gray, the first songwriter to receive free studio time couriesy of the Sue Brewer Fund. Initiated by Waylon, the fund seeks to keep Sue's support of aspiring writers alive in her memory.

Brewer Fund Benefits Writers

As you'll remember from a couple of columns last fall, Waylon Jennings and friends have organized a nonprofit organization in memory of their friend Sue Brewer to help struggling songwriters. During CMA week money was raised for the fund through ticket sales from "The Door Is Always Open" a television special/concert hosted by Waylon and starring some artists Brewer helped launch: Willle Nelson, Kris Kristofferson, George Jones, Hank Williams Jr., Jessi Colter, and Roger Miller. The fruits of that labor are being reaped

The fruits of that labor are being reaped now by 42 aspiring songwriters who have already been booked into Nashville recording studios since the program went into effect last month. There are another 50 writers on the list waiting to book one hour of two-track studio time and receive a master recording tape, which can contain up to three of their songs. Additionally, the writers' songs will be critiqued by a panel of industry professionals.

The Songwriters Guild and the Songwriters Guild Foundation oversee the fund. For more information, contact Kathy Hyland at the Songwriters Guild Foundation, 50 Music Square West, Nashville, TN 37203 or call (615) 329-1782.

Country News
Next Week's Guests:
ED BRUCE &
FRIZZELL & WEST

131 Ocean Park Blvd., Santa Monica, CA 90405 (213)392-6743



BULLSEYE — Kathy Mattee and producer Allen Reynolds clown around at his studio, Jack's Tracks, following completion of her second album "From My Heart." The album is scheduled for a March release. Her new single is "it's Your Reputation Talkin'."

Bits and Pieces . . . Look for the MTM Music Group's first release by Judy Rodman, called "I've Been Had By Love Before". Rodman is a former back-up singer. She also used to be Janie Fricke's roommate. You've heard her voice before on a Piedmont Airline spot and also on a spot for McDonald's she did with Eddy Raven . . . Leona Williams recently married songwriter Dave Kirby ... Last week Sylvia performed at the Williamson County United Way Benefit of Brentwood. TN . . Dan Seals will appear as a special guest on Lee Greenwood's upcoming tour on 19 dated March through May . . If you're a Jerry Lee Lewis fan, you may have heard that the Killer is in the hospital for treatment of recurring shoulder pain. He's listed in satisfactory condition. Cards can be sent c/o Methodist Hospital, 1265 Union Ave., Memphis, TN 38104 . . . Tommy Dodon, a songwriter for Warner Bros. Music (who also works parttime as Tommy Loren, an air personality for WJKZ/Nashville), was recently injured in an auto accident. The other driver was killed and Tommy suffered a broken back. pelvis, and two broken ankles. Tommy has a new baby and is uninsured. Those wishing to help can make donations c/o Warner Music, 44 Music Square West, Nashville, TN 37203

Just thought you'd like to know!

Who's New

Though she's new to the country charts, Nicolette Larson is no stranger to the music industry. Her first album, "Nicolette," released in 1980, turned gold and the single "Lotta Love" established her as a pop artist. Her MCA single "Only Love Will Make it Right" marks her debut in the Country field.

As one of six children of a treasury department employee, she grew up all over the country, eventually settling in Kansas City, in 1974 she moved to San Francisco and began singing in local clubs. After moving to Los

Angeles, she sang Micolette Larson back-up for Hoyri Axton and did session work for several artists, including Emmylou Harris, Garry Stewart, the Nitty Gritty Dirt Band, Jessle Collin Young, and Nell Young. She also sang with the New Commander Cody Band prior to Nell Young's helping her score

After releasing three albums and touring with the musical "Pump Boys and Dinettes," she did a little reevaluating and decided Nashville suited her musically. Her first MCA album, "Say When," was co-produced by Emory Gordy Jr. and Tony Brown.

the contract that led to "Lotta Love.

We're Looking . . .

On behalf of our extensive Country clientele, Jhan Hiber & Associates is recruiting key personnel for current and future openings. We are looking especially for candidates for GM, PD, and Morning Drive personality positions, primarily in medium size markets.

If you're interested in joining one of our winning clients and will be at the Country Radio Seminar, please see Jhan Hiber there. Otherwise, send resumes (no calls) to the address below. EOE M/F



JHAN HIBER, President JHAN HIBER & ASSOCIATES P.O. Box 1220 Pebble Beach, CA 93953

Charly McClaim

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WLTF VS. WMJI

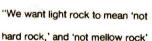
Cleveland Shootout: Who Will Win?

Some of the best A/C battles are in Ohio. Last year we focused on a four-way split in Cincinnati, and there are ongoing hot races in Toledo and Columbus. The closest matchup, however, is in Cleveland. Among 25-49 adults, the two major FM A/C's (WMJI and WLTF) are deadlocked. The market is also home of the nation's preeminent, 17-year AOR WMMS, and that outlet is right in the race. The Cleveland competition also pits two prominent A/C consultants — WMJI's Mike McVay and WLTF's E. Alvin Davis — against each other.

WLTF was first to join the A/C ranks in 1979. Then CHR WZZP, the station followed the trend toward soft music and never pulled away from it. WMJI came on in the spring of '82, and except for its first and most recent surveys, the station has been the pacesetter among the two A/C's.

PD Shuffle

WLTF PD Dave Popovich is a market veteran; he's worked at three Cleveland A/C's, including a brief stint at WMJI last year. Former WYNY/New York PD Rick



at the same time."

— Dave Popovich



Dave Popovich

Rick Torcasso

"WMJI is at 105.7 and we're at 105.5, so they were shortstopping us. Prior to our call change, we did a lot of promotion using 'WZZP 105 FM,' but if you're down the FM dial, you have to get to WMJI before you get to us. We finally realized last March that we had to do something significantly different to highlight ourselves from Magic. That's one reason why we changed to WLTF."

Torcasso arrived at "Majic" at the end of the fall '84 book. Although WMJI was not belmed by a PD during the sweep, consultant McVay kept close tabs on its air sound.

Why did WLTF surge during the fall? According to Torcasso, "One reason is because they outpromoted us. Not through street promotions, which we do more of, but through television and outdoor advertising."

WLTF VP/GM Gordon Stenbeck agrees, but he also believes the increase is a culmination of his station's positioning efforts.

Cleveland Ratings Race

	12+	25-49
WMMS	10.9	@11*
WLTF	6.4	@11*
WMJI	6.1	@10.
WGCI	# O	0.1

All Arbitron figures are 6am-midnight, Mon-Sun, MSA. The 25-49 shares are rounded off to the nearest whole figure, and in that cell the top three stations are separated by only a halfpoint. "I think WLTF is a worthy competitor; they sound good and they're well-run. But I think Magic is better; it's a better-defined station and more absolute in its image."

- Rick Torcasso

Torcasso doesn't feel his station is positioned too closely to WLTF. "I think Majic has a more classy and easy-to-listen-to image. The light rock image that WLTF's presenting is appealing to people who normally listen to a good CHR." He continued, "They're in a perfect position to play those CHR records and call themselves 'Lite Rock,' They're a worthy competitor, they sound good, and they're well-run. But I think Magic is better; it's a better-defined station and more absolute in its image."

Dialing By

Considering there is no dominant CHR in Cleveland, Popovich knew he could play a greater degree of harder material than at his alma mater. His other duties now include raising WLTF's street visibility and urging people to "leapfrog" over WMJI when tuning in. "The battle lines are clearly drawn. We are a more contemporary A/C, while Majic is oldies-intensive. Our simple' job is to let as many people know about the existence and identity of the sta-



MAJIC 105.7FM Lite Rock 1061/2 WLTF**

tion as possible. We want light rock to mean 'not hard rock' and 'not mellow rock' at the same time "

One way WLTF got its listeners to make that "leapfrog" was to more clearly state its dial position. Said Stenbeck, "We started saying '106 and a half." We didn't want people reaching 106 and then twisting the dial to the left. This way, people will go beyond the 106 mark and more likely hit us."

All the managers were generous in their praise for AOR WMMS, as the station has been executing its format long enough to have a large group of loyal listeners well into their 30s. WMMS has yet to be beaten among adults, although this is the closest the A/C's have come to the perennial giant.

Progress

KOST/Los Angeles welcomes program assistant Jey Stevens from Q105/Oxnard-Ventura, CA

At sister AM KFI, Transter Format 41 PD Craig Hines is doing fill-in . . . Donne Vander-schaef joins WISN & WBTT/Milwaukee as Promotion Director . . . KKLT/Phoenix MD Anits Carliste is upped to Promotion Director. Across town, KLZWPhoenix appoints Terri Lynn Erb as Promotions Director/evening personality, and Geoffrey L. Erb as Production Director/midday talent . . . New evening jock at KEYI/Austin is Bob Vance from KRIO/MacAllen . . . Chris Alan moves from KEYI for morning drive on co-ow . Brian Beazer is appointed OM at KBNY-FM/Nampa, ID . . . At WZLQ/Tupelo, Rusty McDaniels moves from mornings to afternoons and is promoted to OM/PD for WZLQ and sister WELO. WZLQ's new morning team includes former overnighter Steve Thomas and ND Myra Jeanes. Evening jock Stan McIntosch is now handling middays, Charlie Knight covers evenings, and Paul Kaye is doing overnights. Jeff Snyder is now part of the station's news depart-

Ups And Downs

Concluding his comments on the battle with his direct competitor, WMJI's Torcasso said, "The next four months will be a roller-coaster ride between the two of us."

Station owner Larry Robinson agrees. "I've always had a great amount of respect for Gordon and the entire staff at WLTF. They've always been good competitors, but its new I see a tight race for quite a while."

Music Monitor

Here's how a sample hour of music stacked up on WMJI and WLTF. Both monitors are from 3-4pm on February 14.

WMJI

"Do What You Do" — Jermaine Jackson
"What A Fool Believes" — Dooble Brothers
"This Diamond Ring" — Gary Lewis &
The Playboys

"I'll Have To Say I Love You ...

— Jim Croce

"Air That I Breathe" — Hollies
"Too Late For Goodbyes" — Julian Lennon

"America" — Neil Diamond

"Sister Golden Hair" — America

"Foolish Heart" - Steve Perry

"If You Leave Me Now" - Chicago

"Make It With You" - Breed

"Out Of Touch" - Hall & Oates

"I'll Follow The Sun" — Beatles

"We've Got Tonight" — Bob Seger

"Just The Way You Are" — Billy Joel "You Keep Me Hangin' On" — Supremes

WLTF

"Do What You Do" — Jermaine Jackson
"Who Can it Be Now" — Men At Work
"Sad To Belong" — England Dan &
J.F. Coley

Boys Of Summer" - Don Henley

"I'll Follow The Sun" — Beatles

"Higher & Higher" — Rita Coolidge
"You're The Inspiration" — Chicago

"Maneater" — Hall & Oates

"Everything I Own" — Bread

"Who Wears These Shoes?" - Elton John

"We've Got Tonight" — Bob Seger
"Man On Your Mind" — LRB

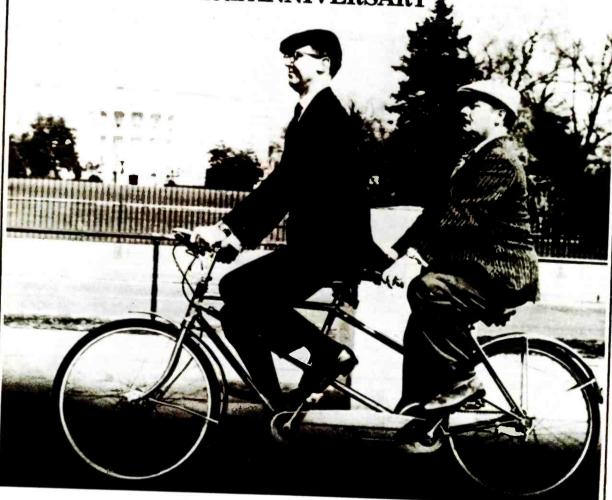
"Nobody Loves Me . . . " - Anne Murray

"I Can't Help Myself" - Four Tops

"Careless Whisper" - Wham!

Congratulations, Frank & Jack!

HARDEN WEAVER 25th ANNIVERSARY



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WMAL AM 63 4400 Jenifer St., NW, Washington, D.C. 20015

Black/Urban Radio



WALTLOVE

Daytimer WTKL Scores Big In Baton Rouge

It's very unusual to find three Black/Urban stations in any market. Surprisingly, that's what's happening in Baton Rouge, Louisiana, which ranks 74th among metros with a 12+ population of 450,000. All three stations — WTKL, WXOK, and KQXL — are within a single share of one another, but it's AM daytimer WTKL that's in front! OM/PD Guy Broady talked about his station's success and operating philosophy in the Battle of Baton Rouge.

Experience Is The Guide

An 18-year programmer and personality veteran, Broady has led WTKL not only to the top among Black/Urban stations, but to second place in the metro ratings race. Son of Baltimore Black Gospel radio great Kitty Broady, he has worked on-air at WKTU/ New York, L.A. outlets KDAY and KGFJ. Chicago's WVON & WGCI and WBMX. WDIA/Memphis, and KDIA/Oakland, among others. Broady joined WTKL in 1983 and kept his morning airshift after been promoted a year ago. With years of experience behind him, Broady helped buck the odds for a station that during the fall book had to shut down as early as 4:45pm. "There's a lot of preparation that goes into my morning show," he said. "If any station is going to be successful, it's important to start the day off strongly to get some car-

Attracting The Listener's Interest

When Broady found how "stars get attention down here" he began making personal calls while on the air to such artists as Teddy Pendergrass, Vanity, the Commodores, Contraued on Page 69





Guy Broady

E. Rodney

Ken 'Iceman James

Baton Rouge Box Score

	Fell '83	Sprg '84	Fell 184
WTKL	6.5	4.2	8.6 (Blk/Urbn)
WXOK	10.0	8.2	8.1 (Blk/Urbn)
KOXL	2.4	6.3	7.7 (Blk/Urbn)
WFMF	21.5	18.3	17.8 (CHR)

WXOK: Solid And Ready

WXOK/Baton Rouge has been the longtime winner in the Black format for years. It was only about three years ago when WXOK had the black community all to itself. Six-year PD Al Wallace explained how his station has been able to hold on to a solid share of its audience despite the arrival of two new competitors. "A lot of it has to do with listener loyalty. We've been here for years and have always been involved with several local organizations. It's our strong commitment to this community that is a major factor in our continued success.

"Just as important is that we make sure we keep our presentation current and up-to-date with society. We must know that we're not doing' neckbone' radio around here, but that our presentation is representative of 1985. We believe in good professional radio at all times."

What does it take to dominate Black/Urban radio in Baton Rouge? "Money! Big money, big promotions, and a more sophisticated approach to our format. I usually term this as 'taking it uptown.' (CHR) WFMF has the largest budget for everything in this town. As a native of Baton Rouge I've followed this for years. and I'm sure I'm correct that it's going to take some high-geared promotions to knock off the number one station here. Notice that all three of the stations behind WFMF are Black/Urbanformatted stations. It's obvious we're playing the correct music for the masses (the three stations combined reach 25% of the market) or why would we all be ahead of the other stations here?"

Is WXOK going to be the one to make the first move? Wallace thinks so. "We ve got new management as of a few weeks ago, and they've come in here knowing we've got to do everything necessary to win in this market, including spending some money."

WXÖK did a promotion of sizable magnitude during the fail book called the "Safe Bustier" promotion. WXOK gave away \$10,000 to one winner and about \$15,000 in prizes to other qualifying listeners. At said it was a listener-retention promotion which required individuals to listen throughout the day to hear combination numbers given out periodically. Wallace said, "Approximately 200 people qualified for the \$10,000 drawing. We think it worked out quite well.

"We plan to break away from the pack and soon, maybe the next book. We've been feeling out the new competition to better under-





Al Wallace

stand how to deal with it. We've been with the pack too long and now is the time for us to make our move. In my opinion, we have better resources than the other two facilities here, so now it's just a matter of beginning to use those resources to our best advantage. And we're going to."

Wallace expressed some concern about getting credit for white listenership. "We are getting that elusive crossover audience that most Black-programmed stations know they have, but the problem is getting the white listener to say he tunes in to us. Black isteners have no problem telling anyone they're listening to a white station, but it doesn't work that way in reverse. If whites would admit they are indeed listening to Black radio, we'd see large increases in the shares of Black radio stations all over this country. We may never accomplish that goal, but we're not going to stop trying."

Still Moving Up

KQXL is the newest of the Black/Urban-formatted stations in the Baton Rouge market. According to many market observers, the 24-hour FM facility was expected to take the ratings ball away from its two direct format competitors, but that hasn't happened yet.

OM/PD Geylord Boyd has been in the industry for the past ten years and is a native of Baton Rouge. Commenting on what KOXL needs to do to break away from the pack, Boyd said, "It's going to take a lot of hard work as a team to make it. We think it's just a matter of time before it all comes together. It's imporlant to stay involved in community-oriented projects of all kinds on a continuous basis."

On the subject of whether or not a Black/Urban station could ever be the number one station in the Baton Rouge market, Gayford seid. "I definitely think we (a Black/Urban outlet) can make up the ground that separates us from (CHR) WFMF, although it may take some time. People are more open-minded than you might think. Because we have two universities, there are a lot of people from outside the area attending college here. With new people come new attitudes, in most cases. Our city is growing and things are changing for the better."

Boyd stated that WFMF plays only a select group of black artists. "They wart until we've made something a hit before they'll get on it. Among the artists they play are EW&F, the O'Jeys, Michael Jackson, Lionel Richie, etc. But they're all the mainstream black artists, as opposed to Z.Z. Hill, Funkadelic, Bootsy or





Sharon Hill

A.B. Welch

rap groups like Run D.M.C., Whodini, and the Fat Boys. They're pretty conservative about what black artists they will put on the air.

"The Baton Rouge market has become very competitive, and that's good because it not only keeps all of us on our toes, but it also certainly makes it better for the residents of this city. Because of this competitive nature, Baton Rouge is now getting better radio from all formats. Let me tell you, if a station isn't hijo what the public wants, they're gonna lose."



From left: Q106 GM C. Lee CLear, OM/PD Gaylord Boyd, midday personality Josie Newson, partitimer David Beauford, and Citywide Broadcasting VP Gary Williams.



From left: Q106 MD Don Ricardo, Josie Newson, David Beauford, and morning talent Je Hedgemon.

Daytimer WTKL Scores Big In Baton Rouge Continued from Page 68

Ashford & Simpson, and New Edition. "No one has ever done this here before," he said. "It's a local gimmick, but I do it regularly because we have to use everything we

can to help us stay competitive."

Broady has used his major market background to effectively put together creative bits for WTKL. "KKDA/Dallas's Tom Joyner does some ongoing things with me on our morning show, as we used to work together in Chicago. I know Torn to be pretty spontaneous, and a few weeks ago I called him to say I had no luck contacting Jimmy The Greek' Snyder to get the odds on the Super Bowl. Nothing was rehearsed, as I began, 'I've got a good friend of mine on the began, I ve got a good fremt of fune on the phone this morning who's going to fill in for Jimmy The Greek. 'His name is ... 'and at this point Joyner yelled, 'Tom The Nig!' Needless to say, I almost died. Before I could recover, he kept it going and had everyone laughing and rolling on the floor in the radio station.

"After it was over we had continuous calls from people who thought all this was on-thelevel, that Tom was a real handicapper. As it turns out, Tom predicted that the 'Niners would win by ten, and they did."

Broady pointed out that Black/Urban radio has many creative personalities, but few receive any recognition. In light of his station's technical and financial limitations, it's Broady's objective to make the most of his talented staff. "I'm proud to be a part of a team that's competing with a small signal — on AM no less." he said.
"WTKL doesn't have a big budget for large promotions, so we get people to respond to our energy and creativity."

Respond they did, as Broady's morning show soared from around a four share (12+) to over a nine, good enough for second in the morning competition. Equally impressive was the performance of midday personality and 25-year broadcaster E. Rodney Jones, who joined WTKL five months ago to play "oldies, blues, and other A mainstay of Black radio for three decades, Jones's career has centered and Chicago, including that market's WVON. His unique mix more than tripled WTKL's midday ratings up to around a seven share.

Black/Urban Radio

Reasons For Success

Promotionally, WTKL went after the listeners' pocketbooks. "We had people send in their bills, and we paid car notes, rent, utility fees, etc. We only had about \$3000 to work with, but we feel blessed about what we've been able to accomplish with an AM daytimer.

When asked why he thought WTKL is the leading Black/Urban station in the market. Broady replied, "Our ownership and management realize that good talent is 1) hard to find, and 2) costs good money to employ. Because we're well-compensated for our efforts, we have the necessary incentive to give that little bit extra as winners, to do a better job at pleasing the public than our competitors

"Another reason for our success is that we're out on the streets all the time. All of our people make appearances at local high schools, colleges, clubs, and churches. Beng visible has been a great ass

Detecting Crossover Appeal

Broady also mentioned why he feels WTKL is picking up some crossover audience. "When we look at the zip codes and the telephone prefixes of some of our contest winners, we know we're appealing to other people outside our core audience. Our station is for everyone who enjoys a lively presentation of good music. We play some music by CHR artists, but that doesn't mean we'd play some off-the-wall material that has no chance of appealing to the majority of our listenership. You could say we're a bit adventurous, but at the same time we use common sense about what music fits our approach. We also know we have white listeners because we see them come into the station to pick up their prizes, and they tell us how much they like 'our' radio station."

The biggest attention-getter WTKL has presented recently was an on-the-air lock-in pulled off by Broady himself, when he barricaded himself in the control room to pro-test the Jacksons' decision not to perform in Baton Rouge. The incident drew both local and national attention, including Ebony Magazine

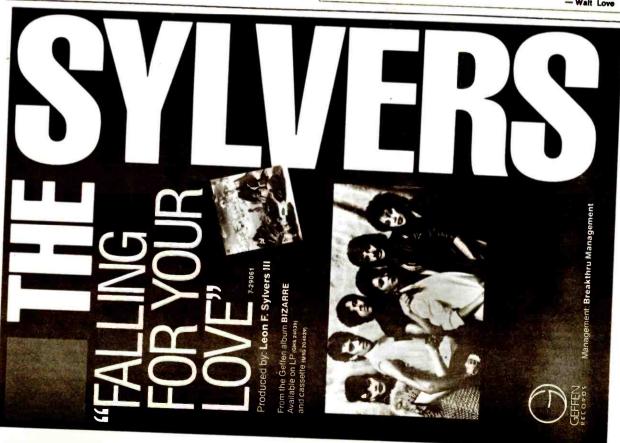
Broadcasters As Teachers

'I'm very thankful for our success thus far," Broady said. "Most of the people in this market haven't had the training I've been fortunate enough to get over the years. I've had the chance to learn and understand why things are done in different programming situations. My first MD job was in Chicago, and it was an invaluable learning experience for me that I've been able to draw from in my first programming posi-tion. More of us have to teach those coming up in the industry who want to learn the neral-market approach to becoming a good professional broadcaster."

Picture Yourself In R&R

Whether it's promotions, artist appearances, or just fun times at the station, I'm sure you have plenty of pictures you'd like to share with our readers. We encourage you to forward these and other promotion photos to supplement our format coverage. Remember, you don't have to be a reporter to contribute. There are 353 Black/Urban outlets across the country, and we'd like to hear

Send the photos to me at 1930 Century Park West, Los Angeles, CA 90067. If you have any questions, call me or Associate Editor Sean Ross at (213) 553-4330. The sooner you send the pictures, the sooner they will



JAZZRADIO

BARBARA BARNES

KIFM Growth: What's Jazz Got To Do With It?

The genesis of KIFM/San Diego's "Lites Out San Diego" jazz program blossomed three years ago as a late-night, one-hour show. "Lites" now runs each evening from 7pm-1am on the A/C station, and throughout the day on Sundays. Operations Manager Bruce Bauer attributes much of KIFM's impressive fall Arbitron growth (2.7-3.6 12+) to the Jazz programming.

According to Bruce, one advantage Jazz programming offers KIFM against its six A/C competitors in San Diego is that it allows the station "to build a niche in the marketplace by helping us establish an identity that separates us from the other A/C stations."

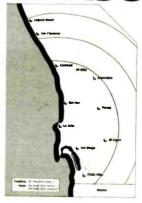
Overcoming The Balk Of The Matter

Bruce's title incorporates many responsibilities, one of which is sales. "From a salesperson's point of view," Bauer said. "the jazz show has increased the number of (commercial) spots we can sell. We don't sell a lot of exclusive advertising packages just on the jazz show, but when I approach an advertiser I can say, 'I'd like to run your schedule from 6am-midnight.' Most balk at the idea of being on after 7pm, but I point out that the jazz show has a different listening audience, and they can see it in the ratings. So if an advertiser wants to run three spots during the day, I can put one of them in the evening. Now I've used up only two spots during the day. This allows me to get another advertiser on when we're mass appeal, and therefore I've expanded my inventory.

Who's On First?

Let's take a closer look at the ratings Bruce is referring to. For most dayparts and demos, KIFM reflected growth. But from 7pm-midnight, KIFM finished first with 18-49, 25-49, and 25-54 women, and was

KIFM98



KIFM'S COVERAGE MAP: "Heard county





Bruce Bauer

Bob O'Conner

tied for first 18-34. What's the catch for women? "The fact that jazz is indeed maleoriented does not take away from the sta-

number of spots we can sell . . . It has a different audience, and (advertisers) can see it in the ratings."

"The Jazz show has increased the

tion's tradition," said Bruce. "We have always tried to attract females, and we're very popular with them. Maybe it's the head start that we've had," says Bauer.

Jazz Director Bob O'Conner adds, "We program in sets. We don't jump up or down with the tempo, so if we have a set with George Benson in it, it's generally followed by a Sanborn and a Jarreau — a pop-jazz set. Then, when we go in with a Jean-Luc Poaty, we may follow with a heavier Lee Ritenour, Larry Cariton, Crusader-type set. The women don't tune out, and the guys like it too. They wait for another set of their music to come. That's the theory behind it and it seems to be working."

O'Conner continues, "We play a different

O'Conner continues. "We play a different kind of jazz – pop-jazz and husion jazz, such as the Yellowjackets, Robben Ford, and Generation Band, to name some. There are purists in town who say we don't play jazz at all. We program about 50% new material, and rotate in an Oscar Peterson and Basie about once an hour."

What's On Second?

Working with the music selections are MD Mark Zegan, who handles the A/C part of the programming, and then Bob, who directs the jazz. Together, they promote and preserve the station's overall well-being, all under Bauer's general ward. Neither plays

Ratings Results: More Good News

KIFM/San Diego was only one of several stations with strong fall Arbitron results. For example, WLOQ/Orlando climbed from a 2.6-3.0 12+, but in men 18+, it advanced over a full share. Not to be overlooked was WLOQ's increase in 25-49 men, as in that demo the station climbed from tenth to sixth. Noncommercial stations with notable im-

provements included KERA/Dallas-Ft. Worth, WMOT/Nashville, and KLCC/Eugene.

On the Birch board, WHRO/Norfolk scored a 2.1 12+, WUSF/Temps notched a 1.8, and WFAE/Cherlotte came in at 1.4. WEAA/Baithore delivered a 1.4, while KADX/Denver picked up a full share, checking in at 1.6.

second to the other in importance. Of this unique situation, Bruce comments, "It's very advantageous for a station like ours to be mass appeal radio during the day because when we expose our listeners to some jazz cuts, we can say, 'Hey, if you like this kind of '80s music, we have a whole show of it In the evening." One jazz cut is played in about every 90 minutes during the day.

Highlighting KIFM's unique approach, Bauer says, "I feel that the benefit we have with our Jazz programming and what it brings to the soft rock is that we're able to draw from three different types of individuals: the type who would listen to an album rock station for a softer but hip sound; the soft rock A/C listeners who want an alternative to Barry Manilow and Neil Diamond; and the Jazz listeners. We're the only station in town that can be heard countywide which plays anything close to the music they like."

I Don't Know On Third!

We don't know who KIFM's next owners will be (West Coast Media lost its license after a protracted FCC battle), but interim operators have been named. They are former



Included on the inside cover of its promo folder, this information points to the changes KIFM made in its programming.

KIFM Music Monitor

Al Jarreau — "Not Like This"
Paquito D'Rivera — "Como Fue"
Dave Grusin — "Mountain Dance"
Victor Feldman — "Forever"
Chuck Mangione —
"Love Wears No Disguise"

Pat Metheny — "Phase Dance"
Lee Ritenour — "Malibu"
Bob James — "Friends"
Hiroshima — "Heavenly Angel"
George Benson — "Stand Up"
Wayne Johnson Trio — "Morning Star"
Scott Cossu — "Ohana"

KUSC/Los Angeles Asst. GM Ethel Mike, KSDO/San Diego News/Talk anchor Rossleg Sell (aka Lee Maribal), and San Diego Confimunity College's KSDS's OM Mary Sorrentino. Sorrentino, who will take up the PD post, comments on the format, "I think that it works, because Jazz and A/C, especially the blend that they have, is attractive to people: It helps lodge jazz into a lot of people's minds who maybe wouldn't have listened to it otherwise. It gets them over the initial 'fear' of the word 'jazz.' We're totally happy with it, and we listen to it all the time down here. We certainly don't want to mess with success. The ratings are better than they've ever been, so this is an ideal time for us to come in and continue the success they've established."

Art Good, the initial host of "Lites Out," is back at the station after a year at cross-town A/C KBZT. He'll be doing weekends and morning drive news. "Art had been at the station since 1979 and was like the voice of KIFM." Bauer says, "so we're kind of like the San Diego Padres. There's only so many good pitchers out there, and we've got the best pitchers available."

All That Jazz

Stations with new Jazz programming include: WLEG (BeQFM)Frort Myers, FL (a hits-oriented AC) runs a four-hour weekingint show called "New Age"; noncommercial WNYU (89U)New York has a one-hour show on Monday nights; and CHR WZGO (2108)Philadelphia carries: "Jazz Fusion" from 8pm-midnight on Sundays... Joe Lowry and Vlanne Webb are named PD and Station Manager, respectively, at WHRO/Norfolik.

WJZZ/Detroit MD John Hill segues to WBEE/ Chicago to do mornings and take up some responsibilities of exiting PD Bob Long. Assistant MD Billy Walden is now acting MD at WJZZ. Long may be reached at (312) 483-3494 ... Congratulations to Richard Seidel, who was promoted from Product Manager to Director, Poly-Gram Jazz ... Gramavision announces new label affiliate Gramavision/Gravity.

Bob Bordonaro is upped from GSM of KKGO/ Los Angeles to Corporate Director of Sales of perent Mt. Wilson Broadcasting . The stork stops at WBFO/Buffelo, as MD John Hunt and wife Katle are proud parents of Hillary, their seccond child

Marketplace

AIRCHECKS

Current and Classic Airchecks

Current Issue #59 features WKTU/Dan Ingram, KIIS/Rick Dees, KYUU/True Don Bleu, WPLJ/Jim Kerr, KWSS/Chuck Geiger, WKTU/Jay Thomas, KUBE/Charle Brown, KLZZ/John Forsyde, KKHR/Jack Armstrong, 90-minute cassetter 55,50 Current Issue #58 features KFRC/Dr. Don Rose, KMEL/Mayvelous Mart. Mick William Village #100.00 features #18 MISA MID. Mark McKay, WJMK/Dick Biondi, the new KIIS-AM/Larry Morgan, KIIS-FM/Big Ron O'Brien, Cleveland's WGCL, WAPP! Harry Nelson, Z100/Z Morning Zoo, Portland's KGW & Phoe-

Harry Nelson, Z100/Z Morning Zoo, Portland's KGW & Phoe-ne's new A'C battle, KKLT vs. KLZI. 90-minute cassette, \$5.50. Special Issue If-\$50 features MILWAUKEE with CHRs. WBTT, WKTI & WZUU, AOR WQPM, Country WLZZ, A/C WMYX, WMGF, WISN & WTMJ, Urban WLUM. Cassette, \$5.50. Special Issue If-\$51 features the CALIF. COAST! Ventura's A/Cs. KKBZ & KBBY. Urban KMYX & CHR. KCAQ & KWNK, Sarka RKBZ & RBBT, Urban RMTA & CHRS RCAQ & RVVNK, Santa Barbara's CHR KIST, AOR KTYD & KKOO, & A/C KMGQ, plus Santa Monica's CHRs KXFM & KRQK, Cassette, \$5.50. Classic Issue #C-52 features KFWB/Roger Christian-1968, KHIV Johnny Michell-1966, KCBQ/Mage Christian-1966, KRV/ Johnny Michell-1966, KCBQ/Mage Christian-1971, KCAY/Dave Conley-1967, KROQ/Jimmy Rabbitt-1974, KMET/Shadoe Stevens-1975, WDRQ/Joey Ryan-Bob Pittman-1972, KFI/Jack Armstrong-1980. Cassette, \$10.50.

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Openings

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NY AM/FM leaking for experienced newspacele for this Utical Rome market area. T&R: Fred Snyder, WRUN, Oriskany, 13424. No calls. EOE M/F (3-1)

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Needs morning talent. Looking for experienced morning personality to entertain adults. Also news director with experience setting up morn-ing news operation. T&R to: Ken Johnson, WYRK, 500 Rand Building, Buffalo, NY 14203.

2104/Frederick could have two slots for experienced personal thy rockers open shortly, T&R: Kemosabi Joe, 6633 Mt, Phillips Rd., MD 21701. EOE M/F (3-1)

WMVY/Marthe's Vineyard seeks ND. Good opportunity for per-son with two years experience. T&R: DiAnn Arcudi, Box 1148, Vineyard Haven, MA 02568. EOE M/F (3-1)

Corporate promotion creates overnight jock position at winning C&W. Could be your first good job. T&R: Greg Price, WCVR, Box 249, Randolph Center, VT 05061. EOE M/F (2-22)

sed: Production wiz for AOR-A/C market. Fun promotions amous & must sound that way. Air work is possible. T&R and Remaberg. WWTR, Box 717, Ocean City, MD 21842.

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al individuals: MORNING PERSONALITY -Captain the morning team, working with news, sports & weather staff. Play 4-6 records per hour and relate to a 30-55 audience. MIDDAY PERSONALITY — weave music and features into a friendly adult presentation. One of the above will also double as Music Director and the other as Production Director. T&R to Joe Corcoran, PD WCAP, 243 Central St. Lowell, MA 01852 FOF M/F

WCAP

r 102/WVSR is looking to complete morning team. You Id be crazy & uninhibited like us! T&R: Chris Bailey, 1538 mit Dr., Cherleston, WV 25302. No calls. EOE M/F (2-22)

Promotions Director for 50kw Connecticut CHR. Send quelifica-tions to: Curt Hansen, WEBE, Box 108, Westport, 06881, EQE M/F (2-22)

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WhitS, KISS FM/Columbias, GA is seeking a highly motivated & enthusiastic sports personality. T&R: WXLK, Box 92, Roanoke, VA 24022. EOE M/F (3-1)

Top-rated AM/FM Country station seeking swing parson. References, salary history, T&R: Russ Cassidy, WCMS, 900 Commonwealth Ava., Virginia Beach, VA 23464, EQE M/F (3-1)

WRXL FM has an evening shift apan. We need a person with at least three years experience. T&R: Tom Evans, 3245 Basic Rd., Richmond, VA 23228. No celts! EOE M/F (3-1)

LOVE 94/Memi Beach needs a Production Director. Creetive copy & voice skills a must! C&R: Beau Raines, 814 First St., FL 33139. EOE M/F (3-1)

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Openings



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Afternoon drive at CHR FM now open. If you can create fun & excitement with a natural sound, send T&R; Randy Marsh, WUVU, 1 Radio Rd., St. Augustine, FL 32084. EOE M/F (3-1)

ket news leader. Samples, T&R: WINC, Joni Baluh, Box 3300. Winchester, VA 22601. EOE M/F (3-1)

Openings for a ND & Sports Director, T&R: WLCC, Box 387, Lursy, VA 22835, EOE M/F (3-1)

Experienced, professional announcer wanted for a major market FM radio station. Requires 2 years on-air work for Contemporary radio format. Must be capable and prepared to work on-air and production for midday drive. Send on-air and production for midday drive. Serial resume, tape & salary history to: Radio & Records, 1930. Century Park West, #943, Los Angeles, CA 90067. EOE

Experienced CHR PD needed for immediate opening. T&R: Steve Schoppa, Box 4647, Wichita Fells, TX 76308. EOE M/F

Major chain's top-rated FM in Top 100 market seeks humorous adult morning personality. T&R: Rusty Walker, Box 417, luka, MS 38852. EOE M/F (3-1)

WRVR/Memphis needs ND for AM/FM. Strong on-air, goal-on-anted, people manager a must. T&R: Jim Robertson. 5904 Ridgeway Pkwy., TN 38119. EDE M/F (3-1)

WTON/Staumton is expanding! C&R's being accepted from pos-tive community-oriented personalities. Jim Quiet, Box 1085, VA 24401. No cells. EOE M/F (3-1)

SW FL "up" A/C looking for warm & clever adult for possible future opening, T&R: Jeff Edwards, WLEO, Box 472G, Rt. 22, Ft. Myers, 33908. EOE M/F (3:1)

MAJOR MARKET A/C OFFERS MAJOR SSS

For top-rated morning talent or team. We offer state-of-the-art facility, sunshine, and extensive promotional support. You give us unequalled humor and professional talent, all replies kept in strictest confidence. T&R to: Radio & Records. 1930 Century Park West, #942, Los Angeles, CA 90067. EOE M/F

Opportunities

Openings

WZDQ/Jackson has openings for a newsperson, a morning drive & midday person. Heavy on production, T&R: J. Michael Pruet, Box 3289, TN 38303, EOE M/F (3-1)

Wantad: Afternoon announcer/production for A/C in resort area of Pinehurst, Production sample, T&R: Ross Caudelt, WDLV, Box 1677, Southern Pines, NC 28387, EO€ Mi€ (3-1)



WRBQ-AM/Tampa looking for America's next superstar! We're looking for talent and a desire to be the best! If that's your goal . rush tape and resume to: Steve Rivers, PD, rush tape and resume to: Steve Hivers, PU, WRBQ-FM/AM, 5510 Gray St., Tampa, FL 33609. No calls, EOE M/F

e radio director needed to head three-person depart-Wust have proven medie writing skills. Salary, T&R: Dan WSKZ/WGOW, Chartanooga, TN 37405, EOE M/F

DJ's & seleamen: If you're tired of drifting, I have a Country AM & A/C FM in East NC. If you want to settle, T&R: John Moore, Box 229, Farmville, NC 27828, EOE M/F (2-22)

Tired of the cold? Coastal FL FM needs experienced PM drive person for A/C format. T&R: Marty Rowland, 99 Arapahoe Ave., St. Augustine, 32086. EOE M/F (2-22)

Z104/Norfolk needs uptempo CHR air personality, T&R: Bob Canada, WNVZ, 160 Newtown Rd., Virginia Beach, VA 23462, EOE MJF (2-22)

Sunbalt stereo Country needs ND/enchor, Light-load requires quality, not quantity. T&R: V/KUN, 3029 S, Sherwood Forest, Baton Rouge, LA 70816, EOE M/F (2-22)

Help wanted: WDXI has an immediate opening for jock/engine-er. T&R. Mile Turner, Box WDXI, Jackson, TN 38301, EOE M/F (2-22)

Contifuous Country KSCS is looking for experienced partitine talent. T&R: Andy Holt, 1 Broadcast HIII, Ft. Worth, TX 76103. No calls, EOE M/F (2-22)

Immediate openings: A/C, CHR stations in growing market need good one-to-one personalities. T&R: WVLD/WLGA, Box 1327, Valdoste, GA 31603, EOE M/F (2-22)

MIDWEST

Moming drive/MD needed for clear channel AM outside St. Louis. Good workplace & benefits. T&R: Steve Beeny, KWRE, Box 220, Warrenton, MO 63383. EOE M/F (3-1)

Conversational writing style & delivery a key, T&R: Brian Tey-tor, WAPL, Box 1519, Appleton, WI 54913, EOE M/F (3-1) ****************

KILLER CHR PERSONALITIES

Needed for top 20 market. Prime daypart positions. Dynamite production a must. T&R to: Radio & Records, 1930 Century Park West, #936, Los Angeles, CA 90067, EOE M/F

AORICHR production wlaard needed! Production Directors proferred, Work & air check; Jeff Murphy, WWCT, 414 Hamilto BI, Peoria, IL 61602. EOE MIF (3-1)

strong MW Country AM. T&R: Gary Bendy, WMBH, Box Joplin, MO 64802, EOE M/F (3-1)



Winning P-2 station in 300,000+ metro needs afternoon drive talent with bright personable delivery. The money, company and our mar-ket position are all tops. T&R to: Keith Edwards, KZ-93, 3131 N. University. Peoria, IL 61604



Openings

WZOK needs morning telent! As tradition goes, we lose our morning man to Top 50 market. Killer production necessary. T&R: Brad Fuhr, Box 6186, Rockford, IL 61125, EOE M/F (3-1)

Craetive, aggressive PM anchor sought for leading news station in America's most exciting medium market. T&R: Mark Belling, WMAY/WNNS, Box 480, Springfield, It. 62705, EOE M/F (3-1)

need of a variety of exciting people. Selary, T&R: Mike Anderson, Box 1380, Bernidji, MN 56601, EOE M/F (3-1)

KMFY/Minnepolis-8t. Paul. a modern, uprempo MOR has immediate opening for a real pro. Five years experience a mu T&R: 2110 Clrlf Rd., Eagen, MN 55122, EOE M/F (3-1)

MAJOR MIDWEST ROCKER

Seeks exciting, creative talent to complement currently successful morning show. Production skills and sense of humor a must. Tapes & resumes to: Radio & Records, 1930 Century Park West, #934, Los Angeles, CA 90067. EOE M/F

Creative morning personality needed who has voices & can work phones. Excellent money. No beginners or cells, T&R: Jack Swart, WGRD, 122 Lyon NW, Grand Rapids, MI 49503. EOE MrF (2-15)

Successful email market station is looking for an on-sir PD with one to two years experience. T&R: GM, WLBK, 711 N, 1st St, DeKalb, IL 60115. EOE M/F (2-22)

Stable personality AM in Lincoln offers a chance to grow on our nightshirt. T&R: Jim Miller, KLIN, Box 30181, NB 68503, EOE M/F (2-22)

3WM, top-rated A/C, is seeking air talent. Voice & maturity a must T&R: Jerry King, Box 7581, Toledo, OH 43616, EOE M/F (2-22)

1290 KOIL AM stereo is accepting T&R's for future opening. Personality, A/C format. Terry Mason, 3000 Farnam St., Omaha, NB 68131. (402) 345-1290 EOE M/F (2-22)

tor, T&R: Peter Petribone, WIZM, Box 99, La Crosse, WI 54601. EOE M/F (2-22)

KZ93, top-reted CHR, is teaking for PM drive personality. Good voice & personable delivery required. T&R: Keith Edwards, 3131 N. University, Peoria, It. 61604. EOE M/F (2-22)

If you have spark, ambition & creativity, be our PM drive announcer with top-notch organization. T&R: Brad Hartman, KFOR, Box 80209, Uncoln, NB 68501, EOE M/F (2-22)

informative entertainer waited for morning drive for mature audience. Music presentation secondary. T&R: Carl Mann, KCRG, Box 816, Cedar Rapids, IA 52401, EOE M/F (2-22)

WEST

A

Wanna wake up California's Capital city? We need a great morning jock new! If you're a morning pro, get a T&R to: Tom Cale, PD, KZAP, P.O. Box 15985-1985, Sacramento. CA 95852-1985, EOF

KNEW 91 AM

San Francisco/Oakland A Malrite Station

Rare opportunity at Bay Area's #1 Country music station for production director. Creative production and voice skills a must. Minimum 5 years experience. AFTRA position. No phone calls; T&R to: Bob Guerra, PD, P.O. Box 910 Oakland, CA 94604. EOE M/F/H

Openings

KEZY needs two CHR DJ's, including one strong on production.
T&R: Jeff Salgo, 1190 E. Ball Rd., Anaheim, CA 92805. EOE

SOUTHERN CALIFORNIA FM

#1 Program Director for #1 station. People skills and leadership a must! Dominant signal, full promotional support. Includes group programming responsibilities. Resume, salary requirements, aircheck and all the reasons why you're the one to: Radio & Records, 1930 Century Park West, #944, Los Angeles, CA 90067.

rienced Sales Menager wanted! If you've ever dreame irship, confidence, cash & credibility, we'll make it happ 285-6651 Call now! EOE M/F (3-1)

Phoenia Country KLAU has a rare opening for a fulltime announcer, T&R: Charlie Ochs, 631 N. First Ave., AZ 85003. EOE

rvanted: Brilliant Production Director with good voice & writing skills. C&R: K-LITE, 329 E. 200 South, Selt Lake City, UT 84111. EOE M/F (3-1)

KILO 94 seeks AOR news pro to join Colorado Springs top morning team. Be motivated, personable 8 entertaining! T&R: Rich Hawt, Box 2080, CD 80901, No calls, EOE M/F (3-1)

AM entertainer wanted for major NW Country station. T&R: Bobby Sherman, KWJJ, 931 SW King Rd., Portland, OR 97205. No calls. EOE M/F (3-1)

CAN YOU HANDLE TOUGH COMPETITION?

Mountain West CHR seeking morning and/or Midday entertainer. Creativity and strong production required. \$14-20,000/year. T&R to: Radio & Records, 1930 Century Park West, #945, Los Angeles, CA 90067. EOE

894 FM, Redding's hottest CHR, is accepting T&R's for possible future openings. Kevin Kehl, 2660 Gateway Dr., Anderson, CA 96007. No calls, EDE MJF (3-1).

KMET 943

The Mighty Met, KMET, is looking for the best Rock 'n' Roll Production Director in the country. Major market and minimum 5 years experience a must. Cassettes & resumes to: George Harris, Program Director, KMET, 5746 Sunset Blvd., Los Angeles, CA 90028.

AOR/CHR PROS

Needed for future openings. Morning and afternoon drive personalities especially encouraged to apply. If you can do more than read liner cards, if you have the ability to communicate and entertain, then great pay and benefits await. Rush tape & resume to: Radio & Records, 1930 Century Park West, #919, Los Angeles, CA 90067. All replies are strictly confidential. EOE M/F

Openings

PROGRAM DIRECTOR OPERATIONS MANAGER

AM/FM So. Calif. Growth Market Top stations seek an on-air team player to maximize programming, promotions and internal operations. Great facilities. Top management team, Growth company. T&R to Radio & Records. 1930 Century Park West, #940, Los Angeles, CA 90067. EOE M/F

Southern CO powerhouse FM has opening for experienced & professional account executive. Good list & excellent benefits. Call Steve Rivers: (303) 547-3990 EOE M/F (2-22)

PRODUCTION DIRECTOR

California area. Looking for a production pro who loves creating effective radio commercials. Send T&R to: Radio & Records, 1930 Century Park West, #939, Los Angeles, CA 90067. EOE

Positions Sought

Will relocate anywhere for first radio position. Miller institute: Phoenix grad. Sharp, talented, hardworking & willing to learn. JOHN: (602) 945-8757 (3-1)

Announce/producer with public radio experience seeks first commercial position in Midwest, Mid-south or East small meket, Any market, DON: (615) 868-3752 (3-1)

Young all personality with major merket experience (WGCL, WHCS) is looking for position in medium/major masket. TIM: (218) 624-2452 (2-15)

15 years experience in MOR & Country seeking a position as production/copywriting/amounting. Willing to relocate, WES: (414) 353-3604, after 5 cst (3-1)

ertime job in L.A. area wanted in research, consulting, pro-ction, all work or other areas for stations or firms. Weekends, p. Leave message, [213] 851-0265 (2-22)

Black Personality Wants CHR

Versatile black announcer presently employed at highly successful Black/Urban Contemporary powerhouse in Top 10 market. Seeks stable announcing position at CHR station in Top 100 market. Experience includes working in both Urban and CHR formats in large markets. Extensive knowledge of programming, music and promotions as well as research. Hard-working dependable team player will work any shift. Let's talk. (313)

Ready to kill. Seeking position with music station interested in any programming responsibility. Two years medium market ex-perience, ED: (402) 477-4696 (3-1)

Contemporary moming personality with strong writing skills. Original comedy LP and news background seeks major market on-air or writer/producer position. (813) 847-6626 (3.1)

Help! Small market PD wants to move up before station folds up. Loads of experience. (307) 324-6361 Hurryf (3-1)

Fresh talent seeking fulltime position with CHR or AOR, Broad-casting school grad now interning at Philly's hottest rock sta-tion. (609) 795-7509 or 795-0582, atter 3 ast (3-1)

Dependable & professional CHR & A/C DUPD/OM with 20 years experience has great volce, delivery & production. Greater Cincinnati area. (513) 528-5793 (2-22)

Multi-telented morning pro (15 years) ready for large market & big bucks again. Stable operation a must. MACY: (904) 785-6624 (3-1)

Air traffic talent with three years experience, is willing & ready to relocate. JANET YACKLE; R.R. #4, Esterville, IA 51334. [712] 362-2033 (1-18)

sperienced personality with four years in programming wants new challenge, (503) 826-2142 (3-1)

C&W, A/C, & CHR sir personality available, Heavyweight Top Ten market experience is tooking for on-sir PD or OM position with future, RICHARD DEY: (801) 635-4114 (3-1)

PD with 15 years experience, including sales background, knows AOR & CHR. JiM RAY, former OM/PD of KWFM & KLPX/Tucson, can be reached at: (602) 881-5088 (3-1)

locatable 14 year veteran of A/C, CHR & Oldies formets is sking position in small/needium market. DAVE: (316)

Experienced CHR-A/C jeck seeks airshift et professional station with liveable salary. Over 12 years experience with radio & TV. KEVIN EVANS: (412) 856-5834 (3-1)

Opportunities

Positions Sought

Black female with remarkable volce racks in the ratings. Versatile ten-year pro desires on-air gig. WENDY WHITE: (213) 388-2863 (2-15)

Versettle A/C AOR jeck with good production looking for fulltime gig in Northern CA area. College grad with three years medium market experience. DOUG MACY: (415) 342-4872 (3-1)

Minor League Baseball PBP/Marketing

Baseball season's not too far off. Eight-year pro with experience in baseball. football, hockey and basketball PBP and Color, smooth delivery and a love of the summer game now available. Background includes positions as Sports Director and Program Director. Sports-talk, interviewing and anchoring sportscast as well as sales, market research and promotion experience. Currently MBA candidate working in Top 15 market. Let's play Ball! Call Tom Rich (518) 922-5397

Reporter/anchor with five years experience seeks stable position in western states only, ED: (503) 389-6478 (3-1)

Looking for that big break. Have interned with major market station. Willing to relocate. STEVEN SALERNO: (602) 244-1068

Scientifically-oriented nutritionist with extensive media experience seeks position as talk-radio host. (213) 478-7044 (3-1)

All I need to a roof over my head & four cans of ravioli a de (Chef Boy-Ar-Dee) - . Will go anywhere for small market AOR RIK: (218) 681-3690 (3-1)

Energetic sports announcer seeks position in medium/large market. PBP background, strong delivery, college grad & am re-locatable. NICK: (818) 335-5419 (3-1)

Ten year pro with good voice & strong production skills seeks

New Yorker moves to NM in May, Will there be a radio job for ma? Production/jock/news. MARTHA WORTHINGTON: (212) 478-2520, 271 E. 10th St., NYC, 10009, (3-1)

AVAILABLE: Bodacious, classic, dangerous, exciting, facient, game, hearly, imaglinative, jornboned, kinelie, iikable mono, Naughty or pleasant rocker, skilled tocician, upright and victorious. Walts! Xcercise your zero (408) 737-9240. Ask for Max. Confidential P.S. Triple crown frack record

ANDY VOLVO: 16 years on-air, five years PD/MD with fively morning/afternoon drive: personality in Attentic City seeking CHR, A/C or Oldies, (609) 266-0530 (3-1)

Attention Greater SW stations: R.J. KOLLINS is available for C&W or A/C formats. Experienced professional & phones. (602) 947-6972

Major merket news anchor, formerly with RFWB, KFRC & WNEW, is seeking similar position, (602) 266-9229 (3-1)

DAN WEST: Great numbers, very good voice, experienced PD, first phone, seeks large/major market position in CA. (602) 782-3881 (3-1)

BEAU WALKER, with eight years experience & good voice, looking for medium/large market CHR or Hot Hits. Good energy for any shift, (809) 773-1555 or (305) 969-2278 (3-1)

Position sought in announcing: Columbia grad, sharp: talented & hard working: USA: (412) 461-0310 (1-18)

Minor league beseball/PBP/merketing position sought by person with eight years SD/PD/xales & sports talk experience. Let's play ball TOM RICH; (516) 922-5937 (3-1)

Experienced air talent with good production skills, acting & music background will relocate. ARTHUR: (213) 472-4166 (3-1)

Extremely hard working personality seeking to make a move. Currently working in NY & interested in Urban/CHR stations. LANCE HAYES: (212) 862-8545 or 993-0276 (3-1)

Weekend air personality with KCRK/Walnut Creek seeks fulltime gig. Also great with news/sports, FRANK BUTERA: (415) 223-1534 or 944-5275 (3-1)

PLEASE NOTE

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

Positions Sought

14 year vet & family man is looking for position in Birmingham area. Strong in Country, Oldies & footbell/besketbell PBP, GIL ANTHONY: (205) 794-7895 (3-1)

Prevent a tragedy. Medium market jock with CHR & A/C experience & mature voice seeks full or partitime shift, CHUCK: (516) 826-6076 (2-15)

Eccentric jock with five years experience wants to work for you. AOR or A/C preferred. Radio not just my job. KEN SCH-ROEDER: (314) 443-2074 (3.1)

Hard working jook is looking for an opening in medium MW or southern market. MiKE: (314) 993-8292 (3-1)

sournern meriset. MIKE: (314) 993-6292 (3-1)

Dependable, hard working A/C or Country personality available.

JOHN: (901) 767-1556 (3-1)

News/enchor tooking for new challenge in new location. Experienced with Arbitron book & terminology, JAY: (301) 484-8615 (3-1)

CA Bay area: Available boogle, dangerous done right, Call may be hazardous to your competition. Confidential. (408) 737-9240 (3-1)

WKKN/Rockford morning personality ANDY SANDERS is available, WROK, WIBR & Q106, A/C, Country or CHR, (815) 332-4756, after noon cst (3-1)

MOR/Easy Listening/News-Talls/Country stations: Seasones pro seeking stable, adult operation. Great production, references & first phone. BUD ANDREWS: (904) 744-5750 (3-1)

tion. Have eight years experience. MATTHEW: (515) 423-8634. (3-1)

Prefer TX or SW position In:MD, programming or on:air, RON ELLIOT; (409) 822-3102, after 6 cst (3:1)

HAMILTON: (901) 363-1711 (3-1)

Promotions Director/sir telent at top-rated P-3 CHR looking for upward market growth. Enthusiastic, right & bright college grad, JULIE: (319) 396-9465 (3-1)

seets intuin to all status in large/medium market. BOB DAEL (215) 744-5729 (3-1).

Seeking AOR slot as PD or MD. Audience research, ratings analysis, music cell-out. Superstars & Pollech experience. (616) 963-0531, Afericonos cs. (3-1).

Seekling PD position at large/medium market Country or A/C station. 15 years programming experience. RON: (314) 428-3132 (3-1)

Mature & energetic eir personelity looking for CHR. A/C, or Country station. Will relocate. JAMIE CLEVENGER: (316) 783-5710 (3-1)

Energetic air talent/production whiz seeking small/medium market gig in West states. Have good pipes & experience, BILL BOWEN; (805) 498-4738 after 6 pet. (2-22)*-

Warm, conversational personality wants to work now! Any AOR, A/C & hybrids needing enthusiastic & creative talent should call JOHN: (419) 729-3262 or 878-7583 (2-22).

Anywhere it's not always sunny & 85 . . . KOPA/Phoenix swing man & assistant Production Director looking for challenge. CHRIS McKAY: (602) 966-8836 or 941-1007 (3-1)

Poter bear in top 55 market with two drive time gigs & MD experience seeking major AOR, A/C or CHR in South, West, Southwest or Hewaii. CRAIG: (305) 755-1292 or 746-8032 (2-22)

Sports, young & energetic, puts your team on the air, PBP, talk show, college grad & good! CHRIS MATHIUS: (801) 265-1117 (3-1)

Former large market jook, PD, currently consulting smell/medium markets, seeks Chicago weekend/partitine position, DOC ELLIOT: (312) 251-4381, after 5 cst (3-1)

Top 45 merket personality looking for similar on-air or morning position in Top 100 market A/C. (312) 938-3622 (3-1)

13 year veteran with greet numbers is seeking medium/major market. Formerly at XEROK, KINT & KOXR. Will relocate. KEITH MORGAN: (805) 326-8368 (3-1)

Attention A/C & Country Stations

Seeking Operations or Program Director position. 15 years programming experience in CHR, A/C and Country formats. In large markets. Call RON at (314) 428-3132. Let's talk.

One-man staff: Experienced on-eir, production, promotions & research. Am hard-working & a team player. Looking for medium MW/S markets. DEAN: (816) 484-4118 (2-22)

I'm netural sounding & responsible with a successful condensed merter. Team player with PD experience looking for Country or A/C. MARK: (205) 759-2936 (2-22)

fam a thorough, enthusiastic, accurate & objective ND for a NW lows station, I can be the same for you. JANA WARL: (712) 362-3647 (2-22)

Positions Sought

Dependable, hard-working Country or A/C personality for youl JOHN: (901) 767-1556 (2-22)

Cleaning house? Dynamic duo ready to take over as your ND & PD or join a winning team in news & programming capacities in southern medium markets. DAVE: (512) 443-8440 (2-22)

Free agent announcer will play any day-part. Three-year veteran of Country/CHR, Prefer SW, Call America's jock, JOHN; (306) 452-6635 (2-22)

Weekend DJ, with two years experience, looking for fultime learning job in small market outside Houston. Prefer A/C, For T&R, call TROY: (713) 977-9052 (2-22)

Parttime job immediately wanted in research, consulting, production, an work or other sreas for stations or firms. Weekends, too, Leave message. (213) 851-0285 (2-22)

GM position wanted in small market. Experienced OM with sales background looking for permanent family home. DON: (404) 234-6039 (2-22)

Controversial talk show host with sense of humor is seeking radio market willing to take chances with a proven talent, interested? GARY: (814) 539-4353 T&R available, (2-22)

Dedicated, relocatable Urban/CHR DJ with four years experience looking to be MD in medium/major market, AL TWITTY, (502) 637-8899 (2-22)

Want Improved Rankings 24-44?

I'll program your U/C or A/C with a classy, unduplicated approach for new ackilt highs. Three previous successes in Top 10 markets. Air shift too. (516) 979-0767.

Female, with 10 years experience in major market, seeks prifestional environment, JUNE: (717) 295-9214 (2-22)

Sports directing, PBP, host, talk show, etc. . . Four years major market experience & am willing to do board work. Relocatable. CHRIS: (801) 265-1117 (2-22)

Energetic air talent/production whiz seeking small/medium market gig in West states. Have good pipes & experience, BILL BOWEN: (805) 498-4738 after 6 pst.

Ambitious, herd-working broadcast school grad with some major market experience desires air shift, Want to make money for your station, CLIFF CROCKER: (216) 391-3289 (2-22)

Creative broadcasting school grad with strong sales interest seeks sales/airshift position with Urban, CHR, or A/C station, Ready to revocate. TROY SAVAGE: (215) 455-2229 N2-22)

Give your news a boost! Creative KFRCer available. ANDY FRIEDMAN, 2424 Haste Ave., A-15, Berkeiny, CA 94704, [2-22]

Depandable & professional CHR & A/C DJ/PD/OM with 21 years experience has great voice, delivery & production Greater Cincinnati area, 1513) 528-5793 (2-22)

Get me out of Nebraskal Seeking position with music station, possibly programming, 20 months experience with P-3 CHR, ED: (402) 477-4696 (2-22)

Natural sounding contemporary personality with flair seeks major/medium market middav/afternoon slot; I get numbers. Call mine. STEVE D'CONNOR: (219): 264-7617 (2-22)

Heyl Looking for a new sir telent? Look no further, Well-round of personality with good pipes & the ability to bring in a highbook. For a test track, DON: (213) 542-3263 (2-22)

ersonality with three years experience seeks A/C, CHR or AOR

Looking for talk show former, Can handle strong phones & have culture, humor & six years on air experience, RICH ALCOTT: (707) 964-7277 (2-22)

Hard worker with some experience is willing to learn & relocate. Any format, PAUL WEBER: (805) 527-7355 (2-22)

Veteran Country/CHR experienced programmer seeks PD/OM position in Midwest market. TOM: (513) 489-6314 or 683-7028 (2:22)

Award-winning ND in metro NYC seeks major market. Excellent references. (516)420-0566 (2-22)

TERRY MALL is evallable for MD/air shift position, Will work automation or live-assist. Available in late March or early April (214) 739-0532 (2-22)

Talented A/C & CHR jock with six years experience, including management positions, looking for the right opportunity, (617) 949-0936, before 9 am, efter 7 est. (2-22)

Male DJ with personality plus now available for rock, A/C, Oldies or Country station in major market. Wilt relocate. D.J. FOSTER: (203) 823-3011 (2-22)

ALBERT LEWIS does CNR, AOR or new music. Now on NYC hit radio. (212) 887-7221 (2-22)

Looking for air work . . . all positions in West Coast mediu major market, JIM KIRK: (209) 221-9320 (2-22)

Veteran oldise supert, GERRY "JBM DIAMOND" WHITEHEAD, is suffering from "Changle formatis," Needs gig ASAP! Prefer S. CA. (805) 395-1106 (2-22)

Positions Sought

Urgant! Enthusiastic, knowledgeable & relocatable sportscaster with 10 years experience is fired of news. KATHY: (409) 799-3211 (2-22)

Young & aggressive communicator ready to challenge your station. I'm big enough: no station too small. Prefer A/C or CHR evenings. GARY RICHARDS: (904) 799-0354 (2-22)

LEE ABRAMS (I've metl), KLOL. 96X; DON YORK, ready to rock your market. (512) 578-7035 or 578-2556 (2-22)

Entertain with the lighter aids of news . . . Have gags, drops, skillful production, phones & three years experience. STEVEN-CRAIG: (409) 384-4553 (2-22)

medium markets looking for position as PD/MD/Production Director. SHAWNL (505) 722-9025 or (713) 728-1348 (2-22)

Want improved rankings 25-44? I'll program your Urban or AVC with a classy, unduplicated approach. Three previous successful top 10 markets. (516) 979-0767 (2-22)

Available immediately: Great voice with experience looking to break into small market, even full or partime work on Long Island. CRAIG: 1915) 267-1126 or (718) 343-2192 (2-22) Belleve in personality radio? How about 16 of them? Abused as

Believe in personality radio? How about 16 of them? Abused a a child, multiple personality looking for ratings challenge in ma jor market, (312) 828-0197 (2-15)

Seeking mornings at personality CHR/AOR, Prefer Midwest East Atlantic. Have five years experience, JERRY: (219) 933-7600 (2-22)

Warm, conversational personality wants to work now! Any AOR, AIC & hybrids needing enthusiastic & creative talent should call JOHN; (419) 729-3282 or 878-7583 (2-22)

CEN SCARBOROUGH, Country music personality, is now available. Call DIANE; (213) 454-4276 (2-22)

The great & talented MARC is seeking "the Great Opportunity" in FL or the Great Lakes area. Call for a demo today: (813) 474-5004 (2-22)

On-air look with good production, news, operations & same experiences as a GM enjoys working hard to be "I Team-oriented. SASCHA ROSEN: (619) 873-7792 (2-22)

Polar beer in 10p 55 market with two drive time gigs & MD experience seeking major AOR, AVC or CHR in South, West. Southwest or Hawaii. CRAIG: (305) 755-1292 or 746-8032 (2-22)

ersatile female jock seeks fultime radio gig, West Coast preerred, but will consider all offers. ROSALYN: (415) 333-5908 2-22)

Fired for playing Annettel Hardly, Cronyism strikes the Slim-One, KFRC, WLS, & WMET. Available to CHR pros only, (No geeks1) (415) 552-3836 (2-22)

Dates appearing at the end of each listing

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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.

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To appear in the following week's issue, we must receive your ad by **Thursday 12 noon** (PST) prior to issue date.

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Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

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Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

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National Music Formats Added This Week

Peters Productions, Inc.

Debbie Weish (619) 565-8511

Country Lovin'

VINCE GILL "True Love" FORESTER SISTERS

"(That's What You Do) When You're in Love"
REBA McENTIRE "Somebody Should Leave"
EDDIE RABBITT "Warning Sign"
CHARLY McCLAIN "Radio Heart" RONNIE McDOWELL "In A New York Minute"

The Great Ones

JANEY STREET "Under The Clock" CHERYL LYNN "At Last You're Mine"

Radio Arts John Benedict (818) 841-0225 Country's Best

CONWAY TWITTY "Don't Call Him A Cowboy" GENE WATSON "One Hell Of A Heartache"

Soft Contemporary

DeBARGE "Rhythm Of The Night" LINDA RONSTADT "When I Fall In Love"

Sound 10

MADONNA "Crazy For You"

Concept Productions Alvin Ichiyama (916) 782-7754

MADONNA "Crazy For You"
COMMODORES "Nightshift"
GO WEST "We Close Our Eyes"
SIMPLE MINDS "Don't You (Forget About Me)"
MURRAY MEAD "One Night in Bangkok"
DIANA ROSS "Missing You"

Country

BARBARA MANDRELL

"There's No Love in Tennessee"
T.G. SHEPPARD "You're Going Out Of My Mind"
KENDALLS "Four Wheel Drive" WHITES "If It Ain't Love

Drake-Chenault

Ach Laurence (818) 883-7400 XT-40

DeBARGE "Rhythm Of The Night"
DAN HARTMAN "Second Nature"
MADONNA "Crazy For You"
DON HENLEY "All She Wants To Do Is Dance"

Contempo 300

MADONNA "Crazy For You"

Great American Country

RONNIE McDOWELL "In A New York Minute"
JOHN CONLEE "Working Man"

BPI

n Sherman/Bob English (206) 624-8651 **Adult Contemporary**

BARBRA STREISAND "Emotion"

Modern Country

WHITES "If It Ain't Love"
TOM JONES "Give Her All The Roses"
JOHN CONLEE "Working Man"

Media General **Broadcast Services**

Bob Dumais (901) 320-4433

ACtion

BARBRA STREISAND "Emotion" BARBRA STREISAND "Emotion"
BRUCE SPRINGSTEEN "I'm On Fire"
DEINNS DeYOUNG "Deer Daring"
SERGIO MENDES "Let's Give A Little More This Time"
CAROL LYNN TOWNES "Believe in The Beet"
PAILL MARDCART E "GIVE FORME" PAUL HARDCASTLE "Rain Forest" ROBERT FORMAN "The Only One"

Your Country

KEITH STEGALL "California" KENDALLS "Four Wheel Drive"
BENNY WILSON "Acres Of Dismonds"

Hit Rock

COMMODORES "Nightshift" GREG KIHN "Lucky" MADONNA "Crazy For You" MADDINIA "Crazy For Tou CHICAGO "Along Comes A Woman" DON HENLEY "All She Wants To Do is Dance"

Century 21

Greg Stephens (214) 934-2121

The Z Format

ERIC CLAPTON "Forever Man" THE FIRM "Radioactive"

GO WEST "We Close Our Eyes"

JERMAINE STEWART "The Word is Out" PLE MINDS "Don't You (Forget About Me)" MADONNA "Crazy For You"
JOHN WAITE "Change"

The A/C Format

DAVID LEE ROTH "California Girls" SERGIO MENDES "Let's Give A Little More This Time" CAROL LYNN TOWNES "Believe In The Beat"

Super-Country

T.G. SHEPPARD "You're Going Out Of My Mind" KENDALLS "Four Wheel Drive GENE WATSON "One Hell Of A Heartache" KEITH STEGALL "California"



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Hit Music Continues To Be Heard On The Red Label



MANHATTANS "You Send Me"

Black/Urban Black/Urban: BREAKERS Debut 35

An Up & Coming Breaker

THIRD WORLD 47 Stations - 55% "Sense Of Purpose"





GLADYS KNIGHT & THE PIPS

"My Time" Black/Urban: 13 81 Stations - 95%

REBBIE JACKSON

Black/Urban: 29 66 Stations - 78% "A Fork In The Road"





WHAM! FEATURING GEORGE MICHAEL

"Careless Whisper" Black/Urban: 10 64 Stations - 75%



MICK JAGGER "Just Another Night"







Black/Urban

BREAKERS.

Breakers" are those newer records that have the greatest level of station activity on any given week

MIDNIGHT STAR

Scientific Love (Solar/Elektra)

71% of our reporting stations on it. Rotations: Heavy 12/0, Medium 19/2, Light 29/19, Total Adds 21 including WILD, WAOK, WYEE, KKDA-FM, WHRK, WYLD-FM, KACE, XHRM, OC104, WPLZ. A most added record. Debuts at number 29 on the Black/Urban chart.

MANHATTANS You Send Me (Columbia)

TOU SHIRL THE (LOGATICAL)

88% of our reporting stations on it. Rotations: Heavy 40, Medium 28/1, Light 26/7, Total Adds 8

WDMT, WZEN-FM, KOXL, WENN, KIZ, WLOU, WJJS, WPLZ. Heavy: WILD, WACK, KRNB, WANM. Debuts at number 35 on the Black/Urban chart.

S.O.S. BAND

Weekend Girl (Tabu/CBS)

61% of our reporting stations on it. Rotations: Heavy 60, Medium 28/1, Light 18/3, Total Adds 4, WXYV, KHYS, WKWM, KUKQ. Heavy: WXOK, WPEG, WJMI, WBLX, WARIM, WVKO. Debuts at number 39 on the Black/Urban chart.

NEW & ACTIVE

RUN D.M.C. "King O'I Rock" (Profile) 50/4
Rostsions: Heavy 90, Medium 23/1, ught 18/3, Total Adda 4 WYLD-FM, WILUM, WILAX, WTOY, Heavy, WRIKS, KYÖK, WDIA,
WOM, WZAK, WATY, KIZ, WBLX, WRYZ, Medium; WWIN, WDAS, WUSL, WAND, WYEE, KMJQ, WHIRK, WEPR, WDMT,
WORD, WILB, KDAY, KSQL, WBIN, WPRG, WRRC, WKXI, KJCB, WEAS, KOKA, WTLC, WILOU, Moves 36-33 on the Black/Usen

AL JARREAU "Raging Waters" [WB] 49/11

Rotrions: Heavy 1/0, Medium 12/2, Light 38/9, Total Adds 11, WWIN, KRNB, WHRIL, WYLD-FM, WGCI, 293, WJJS, WTOY, WOAO, WWIN, KKKC, Heavy, WAOK, Medium WAAO, WWIN, WHIT, WZAK, KSOL, WXOK, WRIC, WPOL, KOKA.

ALEXANDER O'NEAL "Innocent" (Tabu/CBS) 48/11

Rosstone Heavy 4/0, Medium 21/2, Light 23/9, Total Adds 11, WAOK, WDIA, WYLD-FM, WTMP, WMRT, WRDW, WOMG, KIIZ, WWIN, WZAK, WTTC, Heavy, WAAMO, KKDA-FM, WZA WIN, WZAK, WTC, WASK, WZAK, WDRO, KDAY, WTKL

WATV, WFXC, WKXI, WTV, WTOY, KAPE, WYDM, WAAM, WAAA, WKWM, WWWS, KDKO, KMJM.

EUGENE WILDE "Rainbow" (Philip World/Attaintic) 47/13

Rotstone: New York Model of 150, Upin 32/13, Total Adds 13, WUSL, WYEE, KKDA-FM, WEDR, WTMP, WGCI, WZEN-FM, KCE: W.O.D. WILS, WASE, WYON, WORD, WORK, WYEN, WORL, WASH, WORL, WORL, WASH, WORL, WORL, WASH, WORL, WORL, WASH, WORL, WENG, WPDQ, WISHK, WTDY, KOKA, KDKO,

THIRD WORLD "Sense Of Purpose" (Columbia) 47/11

Restoon Heavy 20, Medium 12/3, Light 33/8, Tote Adds 11, WVIN, WOAS, KMJQ, KMJM, WZEN-FM, WXOK, WJYL, KHYS,
Restoon Heavy 20, Medium 12/3, Light 33/8, Tote Adds 11, WVIN, WOAS, KMJQ, KMJM, WWX, WYDQ, WJYL, KHYS,
WARN, WARA, MXWM, Heavy 14/3H, WICO, WHOdelum WXYV, WARNO, WRDW, WFXC, WQMG, WXXL WPDQ, WORL

WWWs.

SHALAMAR "My Girl Loves Me" (Solar/Elektra) 47/7

Rotations: Heavy 3/0, Medium 21/0, Light 23/7, Total Adds 7, WHRE, WGCI, KKLIM, WPEG, WLOU, KHYS, KUKO, Meavy: WAOK, WERR, WZER-RM, Medium: WWNN, WDAS, WUS, WYLDFAI, WOWN, WORD, WJLB, KACE, KDAY, KSOL, KQKL, WPXC, WOMG, WPDQ, WQOK, WORL, KAPE, WDAO, WTLC, WYOI, KDKO.

KILDUE "BROADY FOR LOVE" (MCA.) 45/3
Rotations: Heavy 30, Medium 21/1, Light 21/2, Total Acds 3, WENN, WJML, KUKO, Heavy: WYLD-FM, WGCI, WTLC. Medium-WHLR, WAOK, WEDR, WJ.B. KSOL, WKND, WPEG, WGMG, WPDQ, WBMK, WORL, KHYS, KAPE, WEAS, KOKA, WANM, WDAO, WWWS, WVOI.

B.B. KING "Into The Night" (MCA) 44/13

Rotations: Heavy 2/0, Medium 18/3, Light 28/10, Total Adds 13, WEDR, WGCI, WILUM, WENN, WFXC, WJMI, WXXI, WJJS.

KHYS. WEAS, WARM, WKWM, WYOL Heavy: KRNB, WDIA. Medium: WYEE, WTMP, WZAK, WJLB, WXOK, WATY, KJCB,
WYL, WORL KORE, KOKA, WAAA, WTLC.

WYL, WURL, KAPE, KURA, WAAA, WILL: JEEF LORBER I/AUDREY WHEELER "Step By Step" (Arieta) 42/7 Rotations: Heavy 10, Medium 16/1, Ught 256. Total Adds 7, WAMO, KOXL, WXXX, WXXX, WTOY, WWDM, KXXO, Heavy: WXNO, Medium: WRLD, WUSL, KKDA-FM, WJLB, KMJM, WZEN-FM, KACE, KSOL, WRDW, WFXC, WLOU, WQOK, WAMA,

WTLC, vryws,
KURTIS BLOW "Besketbell" (Mercury/PolyGram) 42/1
forefore, Henry 100, Medium 150, Light 17/1, Total Adds 1, WLOU, Henry: WDAS, KKDA-FM, KYOK, WDIA, WEDR, WOWI,
WATY, WORL, WEAS, WWOM, Medium: WYEE, KNOK-FM, KRNB, KMJM, WRDW, WTKL, WXOK, WENN, WFEG, WOMG, KJCB,

WELK, KHYS, WOKS, WKWM
THELMA HOUSTON "II Guess) It Must Be Love" (MCA) 38/6
Resterns Henry 10, Medium 13/1, Light 24/6, Total Adds 8, WXDK, WATV, KAPE, WEAS, WWDM, WYKO, Henry: KIZ,
Medium: WILD, WADK, WDA, WZAK, KDAY, XHRM, WFEC, WJMI, KDKA, WANN, WGKS, WDAO.

GLENN JONES "British Beack Your Love" (RCA) 37/17
Resteriors: Henry 00, Medium 8/2, Light 29/14, Total Adds 17, WXYV, WHUR, WDA, WYLD-FM, WZAK, KDAY, WATV,
WENN, KJCR, WBEX, WORK, KYD, XHAM, WOKS, WAAA WDAD, WWMS, Medium: WWM, KDA-FM, WGCI, WEAS, KDKO.

MELBA MOORE "Read My Lips" (Capitol) 37/14
Rostrions: Henry 00, Medium 6/1, Lips' 31/13, Total Adds 14, WWIN, WXYV, WHUR, WHRK, WGO, WZAK, WKND,
WATV, WENN, WIBMK, WORL, WTOY, WOAO, KIKC, Medium: WADK, WTIPP, WARMA, WWWS, WXXC,
LLLO THOMAS "Settle Down" (Capitol) 37/6
Rostrions: Honry 10, Medium 160, Lips' 206, Total Adds 16, WWIS, WPEG, WONG, KIZ, KHYS, KUKO, Henry: WARMO,
MEDIUM: WWN, WLO, KIRK, WDA, WTIMP, WORLT, WKND, WHRC, WROW, WFXC, WBMK, KJCB, WORL, KAPE, KOKA,
WOR.

WOOL

SAM BOSTIC "Cold Teers" (Attentic) 36/30
Rotations: Newy (00, Medium 64. Light 31/26. Total Acds 30 including WAMO, KRNB, WEDR, WTMP, WDMT, WZAK,
WROL, KMAM, KSOL, WTNL, WATY, WERN, WREG, WKXI, WZN, KOKA, WANM, WCKS, WAAA, WOAO.

CAROL LYNN TOWNES "Believe in The Beet" (Polydor/PolyGram) 33/11
Rotations: Newsy 00, Medium 70, Light 28/11, Total Adds 11, WKYN, WYLD-FM, WTMP, WZEN-FM, WKND, WATY, WENN,
WOMG, WBMK, WEAS, WOAO, Medium: KRNB, WDM, KSOL, KJCB, WORL, WANM, WWWS.

ROXANNE SHANTE "Roxanne's Revenge" (Pop Art) 33/1
Roxanne: Heev 100, Medium 180, Light 51, Total Adde 1, WORL, Heevy: WDAS, WHUR, WOWI, WGCI, KMUM, KDAY, WTKL, WPG, WKKI, WLOU, Medium: WWIN, WUSL, WDJY, WYEE, KNOK-FM, KMUD, WHRK, WDMT, WATV, WENN, WPLZ, KHYS, WART, WEAS, WWDM, WANM, WANM, WTLC.

MADONNA "Material Gui" (Sier/WB) 32/9
Rotations: Heavy 6/0, Medium 14/3, Light 12/6, Total Adds 9, WDAS, WHRK, WDRQ, WLUM, WJM, WJJS, WPLZ, WVKO, 194.
riebon: WDJY, OC104, JETS4, WJAX, WGKS, KUKQ, Medium: WXYV, WAMO, WHUR, WBLZ, KDAY, KSOL, WRDW, WFXC,
WWOM, WKWM, WWWS

WOULD, WARRY, WAYNES, CHOIR "I Want To Know What Love Is" (Sevoy) 32/4
NEW JERSEY MASS CHOIR "I Want To Know What Love Is" (Sevoy) 32/4
Noticione Heavy 70, Medium 14/1, Lipht 11/3, Total Acids 4, WOIA, WHAT WAXL WYOI, Heavy WWM, WYY, WYEE WBMX,
WOCK, WARK, WPOOL Medium, WILD, WINS, WYD-PM, WOW, WDHT, WZEN-M, KIZ, WOOK, WPLZ, WARM, WOKS,

GAP BAND "I Found My Beby" (Total Experience/RCA) 31/22
Rossions: Neavy 1:0, Nedum 11:0, Light 19:18, Total Adds 22, WWNI, WXVV, WAMO, KKDA-FM, WHRK, WTMP, WZAK, WDRQ, WJB, XHRM, KSOL, WFXC, WJMI, WLOU, WBIX, WORL, KAPE, WWDM, WANM, WOKS, WOAD, KUKO, Heesy:

SADE "Smooth Operator" (Portrait/CBS) 31/17 POTERIONS: HEAVY 30, Medium 11/8, Light 17/11, Total Adds 17, WRKS, WUSL, WHUR, WACK, WVEE, WHRK, WTMP., I. KDAY, WKND, WXOK, WJMI, WJYL, WTOY, WEAS, WQKS, WAAA, Heavy; WQMG, 194, KUKQ, Medium: KRNP, WPDQ.

EUCH, KURIA. WYWYS.
SEEDAH GARRETT "Do You Want It Right Now" (Qwest/WB) 31/3
Rossons: Heavy 00, Medium 13/0, Light 18/3, Total Adds 3, WORL, WWDM, WAAA, Medium: WILD, WAOK, KRNB, WDIA,
WZAK, WJLB, KACE, KSOL, WENN, WJMI, WKXI, KOKA, WANN.

MOST ADDED .

SAM BOSTIC (30) Cold Tears (Atlantic)
GAP BAND (22) Found My Baby (Total Experien MIDNIGHT STAR (21) Scientific Love (Solar/El WHITNEY HOUSTON (18) You Give Good Love (Ari GLENN JONES (17) Bring Back Your Love (RCA) SADE (17) Smooth Operator (Portrait/CBS) TEMPTATIONS (17)

My Love Is True... (Gordy/Motown)

HOTTEST

DIANA ROSS (39) Missing You (MCA) Nightshift (Moto PHILIP BAILEY W/PHIL COLLINS (26) Easy Lover (Columbi READY FOR THE WORLD (22) Tonight (MCA) CHAKA KHAN (21) This Is My Night (WB)

WHITNEY HOUSTON "You Give Good Love" (Arista) 29/18
Rotations: Heavy Ord, Medium 4/2. Light 25/16, Total Adds 18, WWN, WXTV, WDAS, WAMO, WAOK, WYEE, KKDA-PM,
WHIRK, WZAK, WJLB, XHRM, WFXC, WBMK, WORL, WAAA, WTLC, WYOI, KDKO, Medium: WDIA, WZEN-FM,
WHIRK, WZAK, WJLB, XHRM, WFXC, WBMK, WORL, WAAA, WTLC, WYOI, KDKO, Medium: WDIA, WZEN-FM,
WHIRK, WZAK, WJLB, XHRM, WFXC, WBMK, WORL, WAAA, WTLC, WYOI, KDKO, Medium: WDIA, WZEN-FM,
WHITNEY HOUSTON WITH WARRING WARRI

JERMAINE JACKSON & PPIA ZADORA "When The Rain Begins To Fell" (Ichin/MCA) 28/9
Rottende Heavy DO, Medium 4/1. Light 24/8, Total Adds 9, WXYV, WAMD, WADK, WZAK, WIFEG, KUCR, KORA,
KUKO IMMAUM: WYEE, WJJS, WAMM
GREG PHILLINGANES "Behind The Mask" (Plenet/RCA) 28/2
Rottendes Heavy OO, Medium 90, Light 22/2, Total Adds 2, WWYN, XHRM, Medium: WBLX, WEAS, KORA,
WARD CONTROLLING COMMISSION COMMISSION

WWWYS.
ALFONSO RIBEIRO "Not Too Young (To Fall In Love)" (Prism/Island) 26/7
Rotsions, Heavy 0.0, Medium 8/2, Light 18/6, Total Adds 7, KMJO, WHRK, WZEN-FM, WTKL, WJMI, WEAS, WANN, KD, AMMA, KROM, KRAM, KROM, WZAM, KOAY, WPOO.

WAND, RKUA-M, RNOE, WZAR, KDAT, WPUU.

J. BLACKFOOT "Don't You Feel It (Like I Feel It)" (Sound Town) 26/3
Rotsinon: Heavy OC, Medium 10/0, Light 16/3, Total Adds 3, WEDR, WKND, KOKA. Medium
WXOK, WBLX, KAPE, WEAS, WWWS, KDKO.

WXCK, WBLX, KAPE, WEAS, WYWYS, LDKD.

ROXANNE w/UTFO "The Real Roxanne" (Select) 25/3

Rotationa: Heavy 37, Medium 120, Light 10/2, Total Adds 3, WATV, WORL, KUKQ. Heavy: KDAY, KIIZ, Medium: WUSL, WAMO, WDJY, WDIA, WHRK, WDMT, WZAK, WDRQ, WXOK, WENN, KJCB, WEAS.

SIGNIFICANT ACTION

MICK JAGGER "Just Another Night" (Columbia) 24/10 Rotations: Heavy 2/1, Medium 7/3, Light 15/6, Total Adds 10, WXYV, WUSI

, WUSL, KMJQ, WDIA, WBLZ, WJLB, WTKL, JET94, WBM

KORA Heevy: 194, Medium WYEE, R94, KSOL, WBLX.

TEMPTATIONS "MY LOVE IS True I'TLIY FOR YOU!" (Gordy/Motown) 23/17

Postetors, Heevy 31, Medium 78, Light 13/11. Toria Adds 17, WWIN. WXYV. WILD, WUSL. WAMO, WHUR. WYEE,
WHIRE, WTMP, WZAK, WALD, WJMI, WTOY, KAPE, WAIMM, WAAA, WWWS. Heevy, WRIS, KIZ, Medium: WGCI, WPDQ.
FATBACK, "Gifts On My Mind," (COTIBION) ACCOUNTS HEEVY, WINS, KIZ, Medium: WGCI, WPDQ.
FATBACK, "Gifts On My Mind," (COTIBION) ACCOUNTS HEEVY, WINS, KIZ, Medium: WGCI, WPDQ.
FATBACK, "Gifts On My Mind," (COTIBION) ACCOUNTS HEEVY, WINS, WALD, WINS, WINS, WINS, WINS, WALD, WINS, WINS

WBLK, WEAS, WARM, WWW.S.
SHERYL LEE RALPH "You're So Romantic" (New York Music) 18/5
Rosstions: Heavy 0.0, Medium 5/1, Light 13/4, Total Adds 5, KRNB, WEDR, WATV, WQMG, WQKS, Medium: WDIA, WKXI, KOKA

PREDERICK "Gentle (Calling Your Name)" (Heat) 17/5
Rotations: Heavy 5:0, Medium 4/1, Light Bid, Total Adds 5, KMUQ, WHRK, WZEN FM, WKWM, WWWS. Heavy: WAMO, WDMT, WZAK, WJLB, WLOU. Medium: KKDA-FM, KMUM, WVOI.

KEVIN WELLS "Never Too Lete" (Beverty Glen) 17/2 Rotations: Heavy Old, Modium 5/0, Light 12/2, Total Adds 2, WXOK, KAPE, Medium; WDIA, XHRM, WXXI, WLOU, KOKA

Rotations: Heavy 0.0, Medium 5.0, Light 12/2, Total Adds 2, WXDK, KAPE, Medium: WDIA, XHRM, WXXI, WLOU, KOKA.
JAK "1 Go Wild" (Epic) 16/4
Rotations: Heavy 0.0, Medium 4/1, Light 12/3, Total Adds 4, WDIA, WFXC, WOMG, WTDY, Medium: KRNB, KAPE, KOKA.
WAR "Groovin" "(Coco Pium) 15/1
Rotations: Heavy 2.0, Medium 2.0, Light 11/1, Total Adds 1, WOMG, Heavy: KRNB, WPDO, Medium: WZEN-FM, WBLX.
REO SPEEDWAGON "Can't Fight This Feeling" (Epic) 14/3
REO SPEEDWAGON" "Can't Fight This Feeling" (Epic) 14/3
Retations: Heavy 4.0, Medium 3/1, Light 17/2, Total Adds 3, KRNB, WEAS, WWDM, Heavy: WLUM, WJAX, KOKA, WQKS, Mandam Orthing 78.2

Medium: OCTOR, 293.

CI CT "TYOU GOT Me) Hypnotized" (Creative Funk) 13/2

Rotations: Heavy 1/0, Medium 7/1, Extra Adds 5/1, Total Adds 2, WXYV, WHRK, Heavy: WPDO, Medium: WWIN, KRNB, WPEG.

MAROLD FALL TEMESYER "Axel F" (MCA) 13/0
Rotations: Heavy 3-0, Medium 70, Light 3/0, Total Adds 0, Heavy: WRKS, WYLD-FM, Walls. Medium; KKDA-FM, KNOK-FM,
KKCE, KLAH, WRINO, WLOU, WGON, CO.

KACE, KLH. WIND, WILUI, WULIN.
FOREIGNER! "I Wart TO Know What Love R" (Atlantic) 13/0
Rotations: Heavy 8:0, Medium 70, Light 00, Total Adds 0. Heavy WOJY, WBLZ, WILUM KACE, OC104, WJJS, Medium; WILD,

REDDINGS "Where Did Our Love Go" (Polydor/PolyGram) 12/12
Rostions: Heavy QO, Medium 1/1, Light 11/11, Total Adds 12, WILD, WADK, KRNB, WEDR, WTMP, KMJM, WZEN-FM, KDAY, XHRM, WPOD, WBLY, WORT.

XHBM, WPUJ, WBLI, WULK. INTRIGUE "FP, GHY" (World Trade) 12/7 Rotestone: Meevy (VO, Medium 1/0, Light 11/7, Total Adds 7, WXYV, WDAS, WDIA, WEDR, WPEG, WAAA, WTLC. Media

KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 12/7 Rotstons: Heavy OO, Medium 5/2, Light 7/5, Total Adds 7, WHUR, WHER, WPEG, WEXC, WJUS, WORL, WAAA, Me

WAMO, KLIN, WPDO. AMMI STEWART "Friends" (Emergency) 12/3 Rotations: Heavy 0.0, Medium 4:0, Light 8:3, Total Adds 3, WWIN, WDIA, WTLC. Medium: WUSL, WHeIC, WJMI, WDOK,

Rotations: Meavy 0/0, Medium 4/0, Light B/3, Total Adds 3, WWIN, WDIA, WTLC. Medium: WUSL, WHERL, TRUMM, YE JAN LESLIE HOLMES "I'm Your Superman" (Jay Jay) 12/2 Rotations: Newy 0/0, Medium: 10, Upit 11/2, Total Adds 2, WOM, WPOQ, Medium: WEAS. ROY AYERS "Poo-Poo La La" (Cotumbia) 10/8 ROYA YERS "Poo-Poo La La" (Cotumbia) 10/8 Rotations: Newy 0/0, Medium 1/1, Light B/7, Total Adds 8, KRNB, WDIA, WGC, WPEG, WPDQ, KIZ, KJCB, WANM.

SERGIO MENDES "Let's Give A Little More This Time" (A&M) 10/3
Rotations: Heavy 0/0, Medium 1/0, Light 9/3, Total Adds 3, KDAY, WBMK, KDKA, Medium, KDKO,

Rotstone: Newly out, or medium 1/0, upm sizs, tote Adds 3, hUAT, rooms, huns, menum; huns, LEVERT "("I'm Still" (Tempor) 10/1 Rotstone: Newly 3/0, Medium 2/0, Light 5/1, Total Adds 1, WYEE, Meany; WDAS, WZEN/FM, WANT, Medium; WGCI, WZAK,

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations, New & Active records are receiving airplay at 25 or more stations. Records in nifficant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart, Checkmarks signify the most added of the non-charted records.

Black/Urban

Regional Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

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ENON R.C. SMANN
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WVEE/Atlanta Scotty Andrews

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Charlotte Legen
ALEXANDER O'HEAL
ANAT JAME GIALS
MARRICE & JUREZ
HIDBIGHT STAR
LUTHER WANDROOSS
GLADYS REFORT
HAZE
HUM EDFTION
WHAM!
PHILIP BALLEY
ELTHAN
DIAMA ROSK

NICE JAGGER
DAVID SIMMONS
ALFONSO BIBEIRO
SAM BOSTIC
ROTHOR
THAN
THAN TURNER
ROCE MASTER SCOTT
POINTER SISTERS
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RAMMATTAMS
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HARMICE & JONES

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ROLEOST;
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JESSE JOHNSON

Allen Merrison

BALL & GRYES

GAP RAND

JEFF LORDER

JERF LORDER

BADDRA & JACKEGE

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WBLZ/Cincinnati Brian Castle

Brian Castle
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HICE JAGGER
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SHEEMS FASTON
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GAP RAND
TINA TURNER
HEW EDITION

Dean Deen
ALEXANDER O'NEA
ROCSIE HOMSENS
SAM BOSTIC
MANNATTARS
JEHNY BORTON
DIAMA ROSS
TINA TURNER
BALL & OATES
MINATI
FREDERICE

WZAK/Clevela Lynn Tolllegr

TEMPTATIONS
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HITMET HOUSTON
GAP BAND
GLENN JONES
HELRA MOORE
JENNY BURTON
SAN BORTIC
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JENNY SUBTON PPEDENCH B.B. EING HIDNIGHT STAR TONY PARIE SOS BAND THIRD WORLD AL JARKEAU SANTANA

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STEVE ARES ROTTON
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85 Reporting Stations 79 Current Reports

KNOK/Ft. Worth WNHC/New Haven WANT/Richmond WDJY/Washington

The following stations falled to report this week and their information was frozen:

WBMX/Chicago KJLH/Los Angeles

WEST

JEFF LORBER
JOHNY GILL
WITTHE SOUSTON
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nes the following new Black/

WTKL/Beton Rouge 194 (KMAI)/Honolulu WBMK/Knoxville

OC104 (WOCQ)/Ocean City

Duft Lindsey
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PHILLE BALLEY
ASHFORD & SIMPSON

AMTHORY MATSON GAP BAND GAP BAND STLVERS SAM BOSTIC ROCKOSK; POINTER BISTERS PRILIP BAILEY SHERMA RASTON UTPO PRINCE MAZE

Versen Weds
LOUISIANNA PURCHA
HIONIGHT STAB
BALOVE
THE SO BORLD
SADE
HADDHAM
THELAN ROUSTON
SANE BORTIC
HOTERST
MALE
TEENA HADE
FILLY ORGAN
BILLY ORGAN
LUTHER VANDEROSS

JAZZ. NAMARPLAY/30 March 1, 1985 DAVID SANBORN/Straight To The Heart (WB) SCOTT COSSU/Islands (Windham Hill) SKYWALK/Silent Witness (Zebra) BOBBY HUTCHERSON/Good Bait (Landmark) RODNEY JONES/When You Feel The Love (Timeless/Zebra) JAMES WILLIAMS/Alter Ego (Sunnyside) MANHATTAN TRANSFER/Bop Doo-Wopp (Atlantic) GEORGE BENSON/20/20 (WB) PAQUITO D'RIVERA/Why Not! (Columbia) ARTHUR BLYTHE/Put Sunshine In It (Columbia) DAVE GRUSIN/One Of A Kind (GRP) BOB THOMPSON/7 In 7 Out (Rainbow JACKSON/BROWN/WALTON/ROKER/It Don't Mean A Thing... (Pablo) PAT METHENY/First Circle (WB) ART BLAKEY & JAZZMESSENGERS/Album Of The Year (Timeless/Zebre 15 CLAUDE BOLLING TRIO/Jazz A' La Française (Columbia)

ROSEANNA VITRO/Listen Here (Texas Rose) DEBUT > 10

BOBBY SHEW QUARTET/Breakfast Wine (Pausa)
L. SUBRAMANIAM & S. GRAPPELLI/Conversations (Milestone/Fantasy) 23 1

LAUREL MASSE/Alone Together (Pausa) 20 21 VICTOR FELDMAN/Fiesta (Palo Alto)

TANIA MARIA/The Real Tania Maria: Wild! (Concord Picante) DEBUT > 2 23 JOE FARRELL/LOUIS HAYES QUARTET/Vim 'N' Vigor (Timeless/Zebra) 17

RED GARLAND/So Long Blues (Galaxy) BARRY MANILOW/2:00 AM Paradise Cafe (Arista) 21 26 E. FITZGERALD/D. ELLINGTON/Stockholm Concert, 1966 (Pablo Live)

DEBUT DAVE BRUBECK QUARTET/For Iola (Concord)

19 27 DIANE SCHUUR/Deedles (GRP) DEBUT ANDREAS VOLLENWEIDER/White Winds (Columbia) DEBUT CHARLIE ROUSE/Social Call (Uptown)

k/Urban stations contributing to Jazz

WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hai Harrill; KJCB/Lafayette, Beat Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT. Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey

RECOIL "The Fantasy Continu

WWW. WELLES JAZZ BAND "Boogle Man" (Kilmarnock) 13/3
Rotations: Heavy 1/0, Medium 5/1, Light 7/2, Extra Adds 0, Total Adds 3, KUHF, WFSS, KLSK, Meavy, WVPE, Medium, KCSC, JEANNIE CHEATHAM & JIMMY CHEATHAM "Sweet Bay Blues" (Concord) 12/9
WFSS, KRILL Medium 2/1, Medium 2/1, Extra Adds 4, Total Adds 9, WGBH, WBGO, WBEE, KLON, KJZZ, KRU, WYBC,
WFSS, KRILL Medium WYBS, KLAZ

WYSS, RAML, Medium, WYNS, KLAZ

FALCON 8. THE SNOWMAN "Soundtrack" (EMI America) 12/7

FALCON 8. THE SNOWMAN "Soundtrack" (EMI America) 12/7

FALCON 9. THE SNOWMAN "SOUNDTRACK" (EMI America) 12/7

FALCON 1400 F. SNOW 1400 F. S

KRVS. Newy. KEGO, KIPAL Medium: Krova.
FUSE ONE "(ce" (GNP Creacendo) 10/0
Rotations: Heavy 3:0, Medium 4:0, Light 3:0, Extra Adds 0, Total Adds 0, Mebry: KREM, WFSS, XRML. Medium: KERA, WNOP.

JOE NEWMAN & JOE WILDER "Hangin" Out" (Concord) 8/4
Rotations: Heavy 0/0, Medium 3/1, Light 4/2, Extra Adds 1, Total Adds 4, WB8Y, WKSU, KJZZ, WFSS, Medium: WBGO, KPLU.

Rotton: Heavy 0:O. Medium 3/1, Light 42, Eath Ados 1, Total Ados 4, Wold 1, WINDOW 1,

ART ENSEMBLE OF CHICAGO "Third Decade" (WB) 7/7
Rostions: Heavy 0:0, Medium 1/1, Light 3:3, Extre Adds 3, Total Adds 7, WBFO, WBGO, WKSU, KPLU, WNUR, KWMU

KLCC

DON MENZA "Horn Of Pienty" (Pausa) 7/5

Rotellons: Neavy 11, Medium 20, Light 27, Estra Adds 2, Total Adds 5, WBFO, WKSU, KBEM, KADX, KJZZ.

STEVEN SCHOENBERG "Planoworks" (Quabblin) 7/6

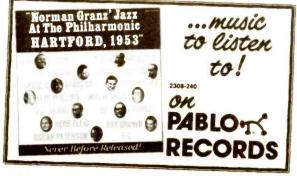
Rotellons: Neavy 00, Medium 22, Light 53, Estra Adds 0, Total Adds 8, WGBN, WGEN, WGET, KTCJ, KKGO, WHUR.

NEWPORT JAZZ FESTIVAL ALLSTARS "Newport Jazz Festival All-Stars" (Concord) 7/4

Nesterons: Neavy 2/1, Medium 20, Light 11, Estra Adds 0, Total Adds 4, WRAE, WBEE, KADX, KLON, Heavy, WBGO,

DUKE ELLINGTON & HIS ORCHESTRA "Featuring Paul Gonsalvas" (Fantasy) 7/7

Rotellons: Neavy 2/0, Medium 3/0, Light 21, Estra Adds 0, Total Adds 1, WBGO, Heavy, KLON, WYBC, Medium 3/0, Light 21, Estra Adds 0, Total Adds 1, WBGO, Heavy, KLON, WYBC, Medium 3/0, Light 21, Estra Adds 0, Total Adds 1, WBGO, Heavy, KLON, WYBC, Medium 3/0, Light 21, Estra Adds 0, Total Adds 1, WBGO, Heavy, KLON, WYBC, Medium WMOT,



MOST ADDED

DAVE BRUBECK QUARTET (10) For Iola (Concord) BOBBY SHEW QUARTET (10) BOSBY SHEW QUARTET (10)
Broskfast Wine (Pausa)
JEANNE & JIMMY CHEATHAM (9)
Sweet Baby Blues (Concord)
JACKSON/BROWN/WALTON/ROKER (8)

It Don't Mean A Thing... (Pablo) ANDREAS VOLLENWEIDER (8) White Winds (FM/CBS)

HOTTEST

DAVID SANBORN (23) Straight To The Heart (WB) SCOTT COSSU (15) Islands (Windham Hill) GEORGE BENSON (13) 20/20 (WR) SKYWALK (13) Silent Witness (Zebra) BOBBY HUTCHERSON (12) Good Bait (Landmark) PAQUITO D'RIVERA (11) Why Not! (Columbia)
JAMES WILLIAMS (11) Alter Ego (Sunnyside)

RED HOLLOWAY "Nices Dreem" (SteepleChase) 7/1
Rotations: Heavy 3/0, Medium 2/0, Light 2/1, Exte Adds 0, Total Adds 1, KURF, Heavy: KADX, KLON, WVPE, Medium: WUVM/

RED HOLLOWAY "Nices Dream" (SteepleChase) 7/1
Notitions: News 30, Medium 20, Upin 21, Estra Adds 0, Tosii Adds 1, KURS, Neery: KADX, KLON, WVFE. Medium: WUWM.
SAMMY NESTICO "Derk Orchid" ("Palo Afto) 6/4
Notitions: News 10, Medium 20, Upin 22, Estra Adds 2, Tosii Adds 4, WROT, WNOP, KADX, KUOP, Neery: KKSN.
TONY DuPURS "Night Visions" (ARD) 6/2.
TONY DuPURS "Night Visions" (ARD) 6/2.
Notitions: News 20, Medium 22, Loris 10, Estra Adds 2, KRSR., WKNO, Medium: KFSN.
WILTON FELDER "Secrets" (MCA) 6/2.
Notitions: News 20, Medium 22, Loris 10, Estra Adds 0, Tosii Adds 2, KRSR., WKNO, Medium: KFSN.
WILTON FELDER "Secrets" (MCA) 6/2.
Rostorions: News 20, Medium 22, Loris 10, Estra Adds 0, Tosii Adds 1, WYSE, Neevy: WJPE. Medium: WWW, KPLU.
FEED LORBER "Steep By Steep" (Arista) 6/1.
Rostorions: News 10, Medium 20, Lipis 10, Estra Adds 0, Tosii Adds 1, WYSE, Neevy: WYPE. Medium: WWW, KPLU.
BOB MAGNUSSON QUINTET "Song For Janet Lee" (Discovery) 6/1.
Rostorions: News 20, Medium 20, Lipis 10, Estra Adds 0, Tosii Adds 1, WYSE, Heevy: WMOT, WHO, Medium: KLAZ, KXPR.
SHORTY ROGERS/BUD SHANK: "Back Again" (Choice/Bairribridge) 6/1.
Rostorions: News 20, Medium 20, Lipis 10, Estra Adds 2, Tosii Adds 1, WYSE, Meey: WMOT, WHO, Medium: KJAZ, KXPR.
SHORTY ROGERS/BUD SHANK: "Back Again" (Choice/Bairribridge) 6/1.
Rostorions: News 20, Medium 20, Lipis 21, Estra Adds 2, Tosii Adds 3, WBFO, WADX, WHO, Medium: WBP, WUSE-ALEX MALHEIROS "Atlantic Forest" (Milestone: News) 10, Medium 21, Lipis 21, Estra Adds 2, Tosii Adds 3, WBFO, WADX, WBFN, Medium: WBP, WUSE-PAULE BOLLING "Big Band" (Columbia) 5/3.
Rostorions: News 10, Medium 20, Lipis 22, Estra Adds 3, WBFO, WADX, Medium: WWRS, WHO, PAULE SMITH" "Plays Steve Allen" (Pauss) 5/3.

Rotations: Heavy, 1-0, Medium 2/1, Light 2/2, Extra Adds 0, Yotal Adds 3, WBFO, WKSU, Meavy: W88Y, Needum: WYRS, 1
PAUL SMITH: "Hays Steve Allen" ("Pause) 5/3
Rotations: Heavy: 1-0, Medium: 0-0, Light 1-0, Extra Adds 3, WBFO, KADX, KJZZ, Meavy: WYRS,
GEORGE ADAMS/DOM PULLEN QUARTET: "Decisions: "(Timelesss/Zabra) 5/2
Rotations: Heavy: 1-0, Medium: 1-0, Light 1-0, Extra Adds 1, Yotal Adds 2, WBEC, WYBC, Heavy: KLCC, Medium: KCSC,
ROB MCCONNELL & BOSS BRASS: "Live In Digital" ("Palo Alto) 5/2
Robertons: Heavy: 0-0, Medium: 1-0, Light 20, Extra Adds 2, Yotal Adds 2, WREE, KADX, Medium: KXPR,

ROB MCCONNELL & BOSS BRASS "Live In Digital" (Paio Alto) 5/2
Roselstone: New YOO, Midden IN L. John 20, Estra Adds 2, Total Adds 2, WEAE KADX. Medium: KXPR.
BILL BARRON. "Variations In Bue" (Muse) 5/1
Roselstone: News) 3/1. Medican ID, Estra Adds 0, Total Adds 1, WYPE. Meevy: KLZZ, KLAZ. Medium: WKND.
MCRGANA KING. "Portraits" (Muse) Adds 0, Total Adds 1, WYPE. Meevy: KLZZ, KLAZ. Medium: WKND.
VUSEF LATEEF "In Nigeria" (Landmark) 5/1
Roselstone: Newsy VO, Medium 11, Loph 20, Bill Adds 0, Total Adds 1, WDET, Meevy: WRT, WNUIF.
RAY MANTILLA "Hands On Fire" (Rad) 5/1
Rostlone: Newsy 20, Medium 11, Liph 00, Estra Adds 0, Total Adds 1, WYPE, Meevy: WDET, KLCC. Medium: WBGD, KERA
ARCHIE SHEPP "Down Home New York" (Soul Note) 5/1
Rostlone: Newsy 10, Medium 31, Liph 10, Estra Adds 0, Total Adds 1, WVPE, Meevy: WYBC. Medium: WBGD, KERA
ARCHIE SHEPP "Down Home New York" (Soul Note) 5/1
Rostlone: Newsy 10, Medium 31, Liph 10, Estra Adds 0, Total Adds 1, WVPE, Meevy: WYBC. Medium: WDET, KWMU,
MAXINE SULLIVAN "Great Songs From The Cotton Club" (Stash) 5/0
Rostlone: Newsy 30, Medium 100, Liph 120, Estra Adds 0, Total Adds 0, Newy: WBGD, WYPS, WYSS.

Regionalized Adds & Hots

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WTMS**Compendance [*] Zent Service ASPIROR SILCHE ASPIROR SILTHE ASPIROR SILTHE ASPIROR SILTHE ASPIROR SILTHE ASPIROR SILTHE ASPIROR SILTHE EXTENSION CANDE SILLHE WEZZEROSMIT TO SILLHE TO	CLAUDE BOLLIEG SCOPY COMES SCOPY COMES STREET STREET STREET SCOPY STREET STREET SCOPY STREET ST	SETMALE WYFE/Roumboard-Rhort Bin day Kostama. Virto Candal, is movie Davito imposesore Davito imposesore DOUG NAMEY QUANFY WISD MELLISO ARCHIS IMBIP ARCHIS IMBIP ARCHIS IMBIP FALD DI HOS DOUGT BUYFE/BISDON DAVE BURDONEY KARD MOLLOWNY	HIST JACESOM AANG ATTAL PRAGETE BLORK ang Mesch FALORK ang Mesch TATE & GRET TATE TATE & GRET TATE & GRET TATE & GRET TATE TATE & GRET TATE TATE & GRET TATE TATE & GRET TATE TATE TATE & GRET TATE TATE TATE TATE TATE TATE TATE T	Regar Senth SOURLY SEPS SOURCE	Date O'Conner FELLORISTERS SECOLS SECOLS SELLA RECEMBERGE BOTION SOLVED SHOWING SOLVED SHOWING SOLVED SHOWING SOLVED SHOWING SOLVED SHOWING FELLORIS FRANCIS FRANCIS FRANCIS FRANCIS FRANCIS FRANCIS FRANCIS	Vede Smith CRUSCI RESIDE CRUSCI RESIDE SILV JACKSON RAMPY WENT ICO RAMPY WENT ICO ROMP WOVER RAMP DAVID RAMPOWN DAVID RAMPOWN DAVID RAMPOWN JEFALA APLIFICATION LIKE RULLIVAN JERNING RAMPOWN LIKE RULLIVAN JERNING RAMPOWN
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NATIONAL AIRPLAY/50

March 1, 1985

	_				iviai oii i	130		
Three	Tues • Wes	ia No W	_		Total Reports/Adds	Heavy		
1	, 4	2	•	LEE GREENWOOD/You've Got A Good Love Comin' (MC	A) 1500	132	Medium	Light
	6	4	- €	STEVE WARINER/What I Didn't Do (MCA)	162/0		24	3
	7	5	•		162/1	131 129	24	7
1	4 10		4		162/0	124	22	11
1	1 8	7	4	DON WILLIAMS/Walkin' A Broken Heart (MCA)	161/0	122	32	6
2	2	1	6		156/1	121	35	4
2	2 18	11	•	BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	164/1	93	27 68	8
11	16	12	(8)	JOHN SCHNEIDER/Country Girls (MCA)	162/2	94	53	3
11	17	13	9	EARL THOMAS CONLEY/Honor Bound (RCA)	162/0	84	70	15
13	3 12	10	10	MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	144/0	88	43	8 13
26	20	16		ALABAMA/There's No Way (RCA)	164/0	70	82	
21	18	14	E	NITTY GRITTY DIRT BAND/High Horse (WB)	158/0	85	59	12 14
4	1	3	13	GLEN CAMPBELL/A Lady Like You (Atlantic America)	145/0	92	35	18
26	23	17	•	JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	160/0	60	91	9
27	24	18	Œ	ANNE MURRAY/Time Don't Run Out On Me (Capitol)	161/1	55	96	10
29	25	21	16	JUDD8/Girls Night Out (RCA/Curb)	161/2	45	107	9
23	21	19	D	GEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	142/2	62	65	15
24	22	20	•	JANIE FRICKE/The First Word In Memory Is Me (Columbia)	160/7	52	89	19
. 6	6	9	19	THE STATLERS/My Only Love (Mercury/PG)	133/1	86	32	15
	28	23	20	DOLLY PARTON/Don't Call It Love (RCA)	158/5	39	94	25
3	3	6	21	DAN SEALS/My Baby's Got Good Timing (EMI America)	126/0	82	22	22
	30		2	WAYLON JENNINGS/Waltz Me To Heaven (RCA)	153/4	45	76	32
	27		1	DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	138/4	44	61	33
34		26	3	GEORGE STRAIT/The Cowboy Rides Away (MCA)	154/1	34	87	33
38		28	4		155/5	21	93	41
39	-		9	B. MANDRELL/L. GREENWOOD/It Should've Been Love By Now (MCA)	151/7	17	97	37
35	32	30	4	HANK WILLIAMS JR./Major Moves (WB/Curb)	149/7	29	76	44
44		33	9	SAWYER BROWN/Step That Step (Capitol/Curb)	142/11	11	85	46
43	37		9	REBA McENTIRE/Somebody Should Leave (MCA)	146/12	9	84	53
-	41			EDDIE RABBITT/Warning Sign (WB)	143/22	8	78	57
	36			SHELLY WEST/Now There's You (Viva)	128/6	15	78	35
	39			RESTLESS HEART/Let The Heartache Ride (RCA)	132/11	11	71	50
1		15		GARY MORRIS/Baby Bye Bye (WB)	88/0	36	35	17 -
_	42			SYLVIA/Fallin' In Love (RCA)	135/25	7	69	59
	13	-	30	CHARLY McCLAIN/Radio Heart (Epic)	133/23	5	68	60
			30	MEL McDANIEL/Baby's Got Her Blue Jeans On (Capitol)	71/0	29	23	19
	4		-	RONNIE McDOWELL/In A New York Minute (Epic)	122/34	2	48	72
	43	_	-	FORESTER SISTERS/ (That's What You Do) When You're (WB)	114/9	5	56	53
			6	JOHN FOGERTY/Big Train (From Memphis) (WB) JOHN CONLEE/Working Man (MCA)	103/8	4	57	42
RDE	AL	ED	<u>~</u>	M CRAY & T MYNETTE C	121/46	0	46	75
12	71	22	42	M. GRAY & T. WYNETTE/Sometimes When We Touch (Columbia) VERN GOSDIN/Slow Burning Memory (Compleat/PG)	105/32	3	39	63
_	50	46	00	MAINES BROTHERS BAND/Everybody Needs Love (Mercury/PG)	61/0	16	27	18
	14	29	44	GUS HARDIN W/EARL THOMAS CONLEY/All Tangled Up In Love (RCA)	87/9	4	38	45
	_	50	43	NICOLETTE LARSON/Only Love Will Make It Right (MCA)	60/0	9	32	19
DEB			0	KEITH STEGALL/California (Epic)	91/9	1	36	54
	16			LACY J. DALTON/If That Ain't Love (Columbia)	90/13	2	31	57
	UT	•	48	GAIL DAVIES/Nothing Can Hurt Me Now (RCA)	56/0	13	27	16
	UT		49	T.G. SHEPPARD/You're Going Out Of My Mind (WB/Curb)	85/13	0	31	54
DEB	-		3	KENDALLS/Four Wheel Drive (Mercury/PG)	82/59	1	18	63
000	-		_	The same of the same same same same same same same sam	74/25	1	24	49

MOST ADDED

WHITES (61)
If It Ain't Love (Let's Leave...) (MCA/Curb)
T.G. SHEPPARD (59)
You're Going Out Of My Mind (WB/Curb)
JOHN CONLEE (48)
Working Man (MCA)
BARBARA MANDRELL (46)
There's No Love In Tennessee (MCA)
RONNIE MCDOWELL (34)
In A New York Minute (Epic)
MARK GRAY & TAMMY WYNETTE (32)
Sometimes When We Touch (Columbia)
CONWAY TWITTY (29)

Don't Call Him A Cowboy (WB)
SYLVIA (25)
Fellin' In Love (RCA)
KENDALLS (25)
Four Wheel Drive (Mercury/PolyGram)
VINCE GALL (25)
True Love (RCA)

HOTTEST

RAY CHARLES w/WILLIE NELSON (99) Seven Spanish Angels (Columbia) KENNY ROGERS (59)

Crazy (RCA STEVE WARINER (59) What I Didn't Do (MCA) EXILE (55) Crazy For Your Love (Epic) LEE GREENWOOD (52) You've Got A Good Love Comin' (MCA) ALABAMA (40) There's No Way (RCA) BELLAMY BROTHERS (36)
I Need More Of You (MCA/Curb) DON WILLIAMS (33) Walkin' A Broken Heart (MCA) THE STATLERS (31) My Only Love (Mercury/PolyGram) NITTY GRITTY DIRT BAND (25) High Horse (WB) GLEN CAMPBELL (25)

ISSET AGREE & HOTTET flat those songs achieving the most adds nacionally, and the sone; responses flottes; complete from all our regorders. The number in parentheses immediately fedicating the songs is stock Added another indicated indicates the based number of closely reporter addition for song its level or noting that the song is among that five hottest.

A Lady Like You (Atlantic America)

BREAKERS

RONNIE McDOWELL In A New York Minute (Epic)

On 74% of reporting stations: Rotations: Heavy 2, Medium 48, Light 72, Total Adds 34 including WCAO, KIX106, WWVA, KXYL, KILT-FM, WSIX, WKIX, WQYK, KJJY, WQHK, WIRE, KWEN, KKCS, KVEG, KCKC. A most added record. Moves 44-37 on the Country chart.

JOHN CONLEE

Working Man (MCA)

On 74% of reporting stations. Rotations: Heavy 0, Medium 46, Light 75, Total Adds 46 including WGNA, WBOS, WDSY, WUSY, WCOS, WAMZ, WCMS, WQYK, WONE, KIK-FM, KLZ, KVEG, KRAK, KSAN, KMPS. A most added record. Moves 48-40 on the Country chart.

The Information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 2-25-85.

MARK GRAY & TAMMY WYNETTE Sometimes When We Touch (Columbia)

On 64% of reporting stations. Rotations: Heavy 3, Medium 39, Light 63, Total Adds 32 including WPTR, WYRK, WXTU, WZZK, WKLO, WRNL, WSLR. WIRE, KCJB, WIL, KRKT, KKCS, KUGN, KWJJ, KSAN. A most added record. Debuts at number 41 on the Country chart.

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HOLLYWOOD, CA 90028

213-462-2351



NEW & ACTIVE

NICOLETTE LARSON "Only Love Will Make it Right" (MCA) 91/9
Rotations: Heavy 1, Medium 35, Light 54, Total Adds 9, WYTU, WYTO, WHIC, WISK, WUSK, WITL, KIOV, KIK-FM, KUUY, KVEG, Heavy:
KRIK, Medium, WIXL, WWVA, WS.SI, WARI, KKGS, WYTU, WYTO, WHIC, WIRS, WUSK, WITL, KIOV, KIK-FM, KUUY, KVEG, Heavy:
KRITH STEGALL "Callifornia" (Epic) 90/13
Rotations: Heavy 2, Medium 31, Light 57, Total Adds 13, WOBE, WYXL, WARZ, WILO, KEAN, WTVY, WAMZ, KILL, WMC, KIK-FM, KUUY, KRER, KMPS, Heavy: WOKK, KKYV, Debuts at number 46 on the Country chair.

GAIL DAVIES "Nothing Can Hurt Me Now" (RCA) 85/13
Rotations: Heavy 0, Medium 31, Light 65, Total Adds 13, WOBE, WYK W WYKK, WSC, WYNC, WAMZ, WKKO, WWJO, WTH,
KFD, KIK-FM, KFE, KIGO, Medium: WSOS, WUSQ, Debuts at number 48 on the Country chair.

KENDALLS "Four Wheel Drive" (Mercury/PohyGram) 74/25
NOWL, WKC, LW, KWE, KUZ, KLK, KNK, KUG, Bebuts at number 48 on the Country chair.

KENDALLS "Four Wheel Drive" (Mercury/PohyGram) 74/25
NOWL, WKC, LW, KWE, KUZ, KLK, KNK, KUG, Bebuts at number 48 on the Country chair.

WHITES "If It Ain't Love (Lief's Lave It Lief's (MCA/Cuch) 72/61
Rotations: Heavy 1, Medium 13, Light 95, Total Adds 58 including WCAO, WRKZ WXTU, WWVA, WVMI, WSOC, WUSY, WYTI, KSO, WIRE, KTM, MEDIUM 13, Light 95, Total Adds 58 including WCAO, WRKZ WXTU, WWVA, WVMI, WSOC, WUSY, WYTI, KSO, WIRE, KTM, MEDIUM 13, Light 95, Total Adds 58 including WCAO, WRKZ WXTU, WWVA, WVMI, WSOC, KMOD, ROTATION 13, Light 95, Total Adds 58 including WCAO, WWXA, WCA, WWA, WCA, WHO, KYKX, WLWI, KYXX, WTOR, WMSO, WSOC, WFNC, KYKX, WLWI, KYXX, WTOR, WWAR, WSOC, WFNC, KYKX, WLWI, KYXX, WTOR, WGR, WSOC,

WTGR, WFMS, WTSO, KTPK, KFRE, KFTN.
BILL MEDLEY "1s There Anything I Can Do?" (RCA) 50/18
florations: Heavy O, Medium 11, Light 39, Total Adds 18 including WGMA, WQBE, WYII, KEAN, WSOC, KSSN, WCMS, WOYK, WUSO, WTSO, KEBC, KVOO, KMAK, KSOP.

SIGNIFICANT ACTION

MARIE OSMOND "Until I Fall In Love Again" (Capitol/Curb) 48/4 (Interiorie: Heavy 1, Medium: 19, Light 28, Total Adds 4, WXTU, WXBQ, WPNC, KUGN, Meavy: KKYX, Medium: WYII, WKS,

W.W. WCUZ, KYOO.

BARBARA MANDRELL "There's No Love In Tennessee" (MCA) 46/46
Rotations: Heavy 1, Medium 5, Light 40, Total Adds 46 including WCAO, WGBE, WYOR, WLSY, WMC, KRMD, WCXI,

KEBC, KUGN, KTOM.

DAVID FRIZZELL "Country Music Love Affair" (Vive) 45/16

Rotelans: Heavy 1, Medium 11, Light 33, Total Adds 16 including WGNA, WEZL, WLWI, WCMS, WTOR, WCXI, WITL, KEBC,

KMAK, KRSY.
TOM JONES "Give Her All The Roses" (Mercury/PolyGram) 41/11
Rossions: Henry O, Medium 10, Light 31, Total Adds 11 including WGNA, WPOR, WXBQ, WGTO, WFNC, WOKK, WCMS, WITL,

KEBC, KTPK, KEIN.

DEL KTPK, KEIN.

MARTINE Aglan'' (WB) 40/19

Rotations: Heavy O, Medium 2, Light 38, Total Adds 19 including WXTU, WWVA, WEZL, KKK, WLWI, KSO, WAXX, WTOD,

KWAL, KSOP. BENNY WILSON "'Acres Of Diernonds" (Columbie) 33/3 Rossonae, Heavy O, Medium 12, Light 21, Total Adds 3, WOXE, KRKT, KRWO, Medium; WTSV, WYII, WUSY, WTVY, KRMO,

WOUX, KERC, KRSY,

VINCE GILL "True Love" (RCA) 32/25
Rotational Heavy 1, Medium 3, Light 28, Total Adds 25 including WBGW, WIXL, KRRV, WXBQ, KKYX, WIRK, WMNI, KCJB,

KSOP, CONWAY TWITTY "Don't Call Him A Cowboy" (WB) 30/30 Rotations: Heavy 1, Medium 5, Light 24, Total Adda 29 including WBGW, WTS

KPRE, KOB., KSOP.

MASON DIXON "Only A Dream Away" (Texas) 30/12

Rossions: Heavy O, Medium 10, Light 20, Total Adds 12 including WCAO, KPLX, WFNC, KIKK, WDXE, WPAP, WITL, KEBC, KFDI,

TORK:

CARL JACKSON "All Thet's Left For Me..." (Columbia) 29/12

Rostons: Heavy O, Medium 4, Light 25, Total Adda 12 including WXTU, WYS, KIRRY, WLWI, WPAP, WAXX, KFDI, KKAL, KRWO,

KRST. KEITH WHITLEY "A Hard Act To Follow" (RCA) 25/2 Rossions: Henry O, Medium 1, Light 24, Total Adda 2, WUSY, WPAP. Medium: KKYX. Light: WEZI., WCXI, KFGO, KVGO, KUGN,

KPIR, KSUP. LIDBO "Am I Goling Crazy" (Evergreen) 23/5 Rossions: Heavy O, Medium 3, Light 20, Total Adds S, WIXY, KKYX, WQYK, KFGO, KIGO, Medium: WYAM, KBMR, WCUZ. Light:

WOLD, KERN. MEEL MCCDANIEL "Let it Roll (Let it Rock)" (Capitol) 22/22 Totalone Heavy O, Medium 2, Light 20, Total Adds 22 including WORA, WTSV, WOSY, WTVY, WINDX, WRIK, WCLZ, KXXV,

JIMMY BUFFETT "Who's The Blonde Stranger?" (MCA) 22/19
Rossione: Heavy O, Medium 4, Light 18, Total Adds 19 including WBGW, WDKO, KYKX, WKSJ, KKYX, WOW, KIOV, KVOO,

KUGH, KTOM

GARY WOLF "It's My Life" (Mercury/PolyGrem) 20/2

Rousions: Heavy O, Medium O, Light 20, Total Adds 2, WYR, WPAP, Light: WVAM, WSNO, KRRV, WOKK, KBMR, WCXI, KRWQ.

KOIL.

BILL ANDERSON "Wino The Clown" (Swanee) 18/1

Rotationa: Henry O, Medium 4, Light 14, Total Adds 1, KIK-FM, Medium: WPAP, KKYX, WITL, WTOD, Light: WWVA, WLWI, WADL, BYGG, WOW.
MALCHAR & RUCKER "'Why Didn't I Think Of That?" (Revolver) 17/11
Rossions: Heavy 1, Medium 3, Light 13, Total Adds 11, WVAM, WIXY, WDXE, WLWI, WCMS, KRMD, KBMR, WOW, WTOD

NPS1, NULL.
KATHY MATTEA "It's Your Reputation Talkin" "(Mercury/PolyGram) 16/15
Rossona: Henry O. Medium 3, Light 13. Total Adds 15 including WYAM, WORD, WYII, WPAP, WHIK, WCUZ, WMIL, KRWO

KOL, KRSY.

ADAM BAKER "I Can See Him in Her Eyes" (Signeture) 14/1

Rotations: Heavy O, Medium 1, Light 13, Total Adds 1, KXXY, Medium, WYII, Light: WSNO, WIXY, KRRV, WWOD, KKYX, KEBC.

KEIN, KRSY.

MARGO SMITH "Take Your Memory When You Go" (Bermude Dunes) 14/1

Rotations: Heavy 0, Medium 3, Light 11, Total Adds 1, WIXY, Medium WYII, KRMD, KOIL, Light WGNA, WOW, KVOO, KEIN,

RAY, KTUM.

RAY STEVENS "It's Me Again Margaret" (MCA) 12/11

Rotations: Heavy 1, Medium 1, Light 10, Total Adds 11, WVAM, KRRV, WG MGTO, WTVY, WDXE, WPAP, KBMR, RFDI, KKAL, KSOP,

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LEON RAINES "It Happens Every Time" (Atlantic America) 12/2

Roststons: Heavy 0, Medium 1, Light 11, Total Adda 2, KEIC, KSQP, Medium, KLVI, Light: KRRV, WKSJ, KRMD, WAXX, KTOM,

JUDY RODMAN "I"ve Been Had By Love Before" (MTM) 11/11

Roststons: Heavy 0, Medium 0, Light 11, Total Adda 11, WRQW, WKYG, WYII, KRRV, KRMD, KIQV, KRKT, KRWQ, KRSY, KTOM,

KIGO.
MERLE HAGGARD "Natural High" (Epic) 10/10
Rotations: Heavy O, Medium 3, Light 7, Total Adds 10, WBGW, WSNO, WDSY, WTVY, WDXE, WCXI, KUZZ, KRWO, KWJJ,

KRSY
CON HUNLEY "I'd Rether Be Crazy" (Cephtol) 9/9
Roselone: Heavy 0, Medium 0, Light 9, Total Adds 9, WSNO, KXYL, WNOX, KRMD, KRKT, KKAL, KRWD, KGIL, KRSY,
WOLVERINE CANYON "Two People Making Love" (MCCA) 9/2
Roselone: Heavy 0, Medium 3, Light 6, Total Adds 2, WDKE, WPAE, Light HOYAM, WEZL, WKSJ, WOW, KRKT, KRSY, KIGO.
MIKE MARTIN "Temptation" (Compleat/PolyGram) 8/6
Roselone: Heavy 0, Medium 1, Upht 7, Total Adds 5, WGNA, WKM, WCMS, KEBC, KSOP, Light KRMD, KBMR, WOW,
RAY GRIFF "A Light In The Window" (RCA) 8/4
Roselone: Heavy 0, Medium 1, Light 6, Total Adds 4, WIXY, WKLO, WITL, KIGO, Light WGNA, WYII, WOKK, KSOP.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

Album Title

ALABAMA/Forty Hour Week (RCA) 40 Hour Week SHELLY WEST/I'll Dance The Two-Step (Viva) Don't Make Me Wait On... ALABAMA/Down On Longboat Key (RCA) 40 Hour Week GEORGE STRAIT/Any Old Time (MCA) Does Fort Worth Ever ... SHELLY WEST/Don't Make Me Wait On... (Viva) Don't Make Me Wait On... DOLLY PARTON & KENNY ROGERS/Real Love (RCA) Real Love EMMYLOU HARRIS/Rhythm Guitar (WB) The Ballad Of Sally Rose STEVE WARINER/Heart Trouble (MCA) One Good Night Deserves... JUDDS/Drops of Water (RCA/Curb) Why Not Me GEORGE STRAIT/The Fireman (MCA) Does Fort Worth Ever ... JOHN FOGERTY/I Saw It On TV (WB) GUS HARDIN/What We Gonna Do (RCA) Centerfield GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic) Lady's Choice Wall Of Tears DOLLY PARTON/Tie Our Love (RCA) JANIE FRICKE/Another Man Like That (Columbia) The First Word In Memory... GAIL DAVIES/Break Away (RCA) Where Is A Woman To ...

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by Jhan Hiber

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Focus On Focus Groups Definition, use, do-it-yourself

Chapter 3 Telephone Studies

Chapter 2

strengths/weaknesses, do's and don'ts

Chapter 4 Other Market Research Techniques

- Mail, in-person, when/how to

Chapter 5

A Look Inside Arbitron

Intro and production

Chapter 6

The Almighty Diary - evolution, longevity, history

Chapter 7

Diary Analysis

- how to get the other 75% of information

Quarterly Measurement

- how to succeed, history and problems

Birch Radio

- background, methodology, comparison with ARB Chapter 10

Sales Research

Chapter 11

Sales Breakouts

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BREAKERS.

MANHATTANS

You Send Me (Columbia)

74% of our reporters on it. Rotations: Heavy 7/0, Medium 72/9, Light 28/14, Total Adds 23 including Y97, WMJI, WLSI, WMYX, KS94, KHOW, KOST, KKLT, B100, KEY103, WEZC, WGOW, CK101, WLAC-FM, WLHT, KOIL, KFI, KBEST, KIFM, WAHR, WXUS, K99. Moves 23-17 on the A/C chart.

DOLLY PARTON Don't Call It Love (RCA)

65% of our reporters on it. Rotations: Heavy 11/0, Medium 65/4, Light 16/7, Total Adds 11, WMYX, KCNR, WMJJ, WGOW, WRKA, WLHT, WFMK, 3WM, KVUU, KOY, KMJI, Moves 24-21 on the A/C chart.

DAN HARTMAN Second Nature (MCA)

63% of our reporters on it. Rotations: Heavy 5/0, Medium 47/4, Light 38/11, Total Adds 15 including WLLT, WTVN, KUDL, KCNR, KJR, WSFM, WIVY, KLYF, WFMK, KBOI, WWPA, WAHR, KFQD, KRNO. Debuts at number 22 on the A/C chart.

BARBRA STREISAND **Emotion (Columbia)**

81% of our reporters on it. Rotations: Heavy 1/0. Medium 48/11, Light 38/22, Total Adds 32 including WKBW, WLTS, WARM98, WILT, WOMC, KS94, KGW, KJR, WAEB, WICC, WBT, KLYF, KRNT, KBOI, KDUK, and 18 more. Debuts at number 24 on the A/C chart.

NEW & ACTIVE

JANEY STREET "Under The Clock" (Arista) 79/5
Rostions: Heavy 50, Medium 450, Light 28/6, Total Acts 5, WALE, KEY 103, WALL, WGOW, WCKG, Heavy, WSB, WAKCH,
WWAR, WERM, WANSH, Medium WERF, WTX, WCCO, CHOW, KGW, WARB, WKVE, WCY, WKCW, K108, WET, WRALZ,
WAYE, WHARM, WHICK, KRRT, WHERE, 39MA, KEI, KREST, KFM, WEINE, WSKI, WTTV, WGDY, WGGY, WAGE, KRIB, WHYAR,
WYFA, KTYL, WISS, WJBC, WCEL, WAIT-FM, WKDIS, KWEB, WJON, KILV, KTWO, KOSW, KRSB, KALE, Due to heavy septay
and man and a concentration of the ACC chart.

ROTATION BREAKOUTS

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	Total Reports/Adds	Heavy	Medium	Links
O JULIAN LENNON				cogni
@ REO SPEEDWAGON	140/0	119	21	0
	137/0	121	14	2
BILLY JOEL 4 WHAMI	134/0	109	23	2
	132/0	108	23	1
6 KENNY ROGERS	132/2	100	25	7
O PHIL COLLINS	140/7	89	48	3
COMMODORES	132/7	74	46	12
8 FOREIGNER	111/1	65	43	3
ERIC CARMEN	117/4	51	53	13
10 DIANA ROSS	109/3	42	61	6
11 STEVE PERRY	102/0	44	47	11
ANNE MURRAY	103/1	51	45	7
13 DARYL HALL & JOHN OATES	92/0	32	52	8
14 CHICAGO	82/0	20	50	12
DeBARGE	117/27	12	70	35
DIONNE WARWICK & GLENN JONES	98/3	27	54	17
MANHATTANS	104/22	7	71	26
POINTER SISTERS	71/10	26	35	10
19 GEORGE BENSON	82/0	21	52	9
20 PHILIP BAILEY WIPHIL COLLINS	73/2	30	33	10
DOLLY PARTON	92/11	11	65	16
2 DAN HARTMAN	90/15	5	47	38
BRUCE SPRINGSTEEN	77/29	3	37	37
BARBRA STREISAND	87/33	1	48	38
D JANEY STREET	79/5	5	45	29

MOST ADDED

MADONNA (49) Crazy For You (Geffen) SADE (37) Smooth Operator (Portrait/CBS) LINDA RONSTADT (33)

When I Fall in Love (Asylum) BARBRA STREISAND (33) Emotion (Columbia) BRUCE SPRINGSTEEN (29) I'm On Fire (Columbia)
DeBARGE (27)

Rhythm Of The Night (Gordy/Motown)

HOTTEST

REO SPEEDWAGON (100) Can't Fight This Feeling (Epic) WHAMI (83) Careless Whisper (Cole JULIAN LENNON (80) Too Late For Goodbyes (Atlantic) BILLY JOEL (76) Keeping The Faith (Columbia)
KENNY ROGERS (64)

Crazy (RCA) PHIL COLLINS (52) One More Night (Atlantic)

CHERYL LYNN "At Last You're Mine" (Private I/CBS) 62/2
Rotstions: Heavy 2/0, Medium 31/1, Light 28/1, Total Adds 2, WMGN, KBOI, Heavy WKBW, WAHR, Medium: WFBR, WPIX, WRBM, WORK, AFMB, WOY, WMAZ WWYA, WHSK, KWAW, WITC, WYNN, WSKW, WTNY, WSKY, WGSV, WAGE, WALD, WFEX, KTYL, WJBC, WCIL, WMIT-FM, WKUS, KTWO, KDW, KRSW, KAIE.

WAEV, WZLO, WFFX, KTYL, WJBC, WCC, WAIT FM, WXIUS, KTWO, KDW, KRSB, KALE.

ALAN GORRE! "Diany Of A Fool" (A&M) 61/6

Rotations: Heavy QO, Middlum 28/1, Lipht 33/6, Total Asis 6, WLTS, WOMC, WKGW, KWAV, WTRY, WAEV, Middlum WCCO,

KIOB, WRT, WMAZ, WHWA, WHREY, KRWIN, KSL, KINL, WHMEN, WNNE, WSKI, WSKY, WAGE, KRIB, WKYX, WFFX,

KIOB, WRT, WMAZ, WHWA, WHREY, KRWIN, KSL, KINL, WHMEN, WNNE, WSKI, WSKY, WAGE, KRIB, WKYX, WFFX,

KIBM, CARNES, "Firvibitation TO Denoro" (EMR) Americal 50/12

Rotations: Heavy 90, Middlum 35/1, Lipht 15/1, Total Adds 2; WSKY, KCNR, Heavy, WKSW, WGY, WMGN, WWNR, WKNE,

WCNY, WJON, KRSB, KALE, MEMBURM WATS, KGW, WAEB, WKYE, WST, WMSZ, WSKI, WNSZ, WHAR, WYX, WZ, UMFX, WFFX, WSKI, WSKI,

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KFSB, WYU.S, KWEB, W.ON, WBOW, RANGE, KALE, IRBOUN: WRAAL, WHILLIAM.
ASHIFORD B. SIMMPSON "Solid" (Capitol BO/7
Rotations: Heavy 150, Medium 22/4, Light 13/3, Total Adds 7, KKLT, KTOT, WRALL, WRIXA, WEZS, KVLU, KKUA. Heavy: WTAE,
2VO, WSMY, KHORG, KOST, WCC, WYCE, WSKL, WAVE, KR, KWAW, KREB, WWISS, WCBL, KRWO, Medium: Y37, WPJB, WSBFM, KVE, PM, 97AIA, KLSI, 8100, V100, WKLJ, WLAC-PM, WRAL, WENS, WSKI, WCHY, KFSB, KKLY, KRING.

SWILL WEST, WEST, WEST, WEST, WAST, STEEL WAST, STEEL WAST, KEET, KIDT, WAST, WEST, KYUL, KIUL HERVY, WISE, STEEL WAST, STEEL WAST, KEET, KWAY, KRIB, WISS, WICE, KWAY, MEB, WISS, WICE, KWAY, MEB, WISS, WICE, KWAY, MEB, WISS, WISE, WIS

WCIL, KRIV. KOSW, KALE

SADE "Smooth Operator" (Portrait/CBS) 40/37

Rossions: Heavy 00, Medium 42, Light 38/34, Total Adda 37, WFBR, WRMM, WARMSE, WSFM, WRYE, KTOB. WMAZ,
WSFL, WHISP, WHAMA, WHAC, WTRIX, WINGH, WHAR, WERM, WTRO, WKNE, WSRI, KORO, WSKY, WCKO, WGSV,
WAGE, WKYZ, WZLO, KTYL, WCIL, WMT-FM, KTSBA, KEZE, WJON, KILV, KTWO, KOSW, KMGQ, KALE, Medium: WFFX,
PALIL HARDCASTLE "Rain Forest" (Profile) 40/9

Resistions: Heavy 60, Medium 121, Light 228, Total Adda 9, KRLT, WAEB, WCC, WHSY, WHSM, KRDU, WGSV, WHST-FM,
WJON, Heavy WCCO, KOST, 8 100, KRWT, KR, KWAV, KIFM, WCIL, Medium: WKYE, WSKI, WKYX, KTYL, KEZZ, KRNO, KMGG,
KMGG, WCCO, WCL, KRWT.

RMGG, WCCO, WCIL, KRNT.

GLENN FREY. "The Heast is On." (MCA) 39/3

Rotations, Heavy 17/0, Medium 17/2, Light 5/1, Total Adds 3, Y97, WOMC, KYKY, Heavy, WPJB, KMGG, V100, WHAS, WKJJ,

KJR, WCC, WKYE, WRSA, WSA, WSAP, WCCG, KRIB, KYYL, KFSB, KOSW, KALE, Medium: KVIL-FM, 2WD, WSAY, B100,

DAVID SANBORN "Love And Happiness" (WB) 36/11

Rotations: Heavy, OO, Medium of I. Light 30/10, 7014 Adds 11, KFMB, KEV103, WNAM, KIQA, KRNT, KWAY, WCKO, KRLB,

WZLQ, WM1-FM, WBOW, Medium: WMAZ, WKYX, WFFX, KRSB, KALE.

SIGNIFICANT ACTION

ALABAMA "There's No Way" (RCA) 27/12 Rotations: Heavy 2/0, Medium 12/4, Light 13/6, Total Addit WCIL, KFSB, KEEZ, KTWO, Heavy: 97AIA, WAHR, Medium Z 5ds 12, K106, WEZC, WMAZ, WHNN, WWNR, WTKO, WKYX, WJBC, am: WBT, WSFL, KRNT, KSL, WEIM, KRLB, KTYL, KOSW.

WCL. RFSB. KEZ, KTWO: Heavy: \$7ALA, WARR, Medium. WET, WSFL, KRNI, KSL, WEM, KRLB, KTYL, KOSW.

CHICAGO "Along Comes A Woman" (Full Moon/WB) 27,7

Rostinone: Heavy: 10, Medium 1071, Light 166; Ostel Adds 1, WKYE, WTRI, KKUA, WSRI, WWPA, WSRY, KEZ, Heavy: KALE.

MADDINNA" "Material Gill" (Shari/WB) 22,6

Rostinone: Heavy: 70, Medium 136, Light 20, Total Adds 6, WSNY, WCC, WHAS, WMHE, WTNY, KFSB. Heavy: WPJB, KMGC,
VIO. WWPA, WSKY, WCCQ, WKYX, Medium: KWLER, WMAZ, KKUA, WWRR, KRIB, WVBS.

ROSTIONE: "Take Me With U" (WB) 20/5

ROSTIONE: RO

WMUN, WHIPA, WISAN, WILLA, WIL

WICC, WHAS, WRKA, WINN, KTV.

KOOL & THE GANG "Fresh" (De-Lite/PotyGram) 15/15

MCCH. WAGE. KTH. GANG "Fresh" (De-Lite/PotyGram) 15/15

WCHV. WAGE KTV. WMT-6H, KFSE, KEZ, KOSW, KNGQ.

WAR" "Groovin" "(Coo Plum) 15/15, KNGQ.

WAR" (Groovin" "(Loop Rum) 15/14, KNGQ.

WERK, KTVL, WCL, KSS, KNGQ.

WERK, KTVL, WCL, KSS, KNGQ.

WERK, KTVL, WCL, KSS, KNGQ.

WORK, KTVL, WCL, KSS, KSS, WOK, KOSW.

GEORGE BENSON "I Just Wanna Hang Around You" (WB) 13/13
Rotations: Heavy Od, Medium 22, Light 11/11, Total Adds 13, WSNY, WAVE, WLTE, KSL, KIFM, WKNE, WSKI, WKYX, WAEV, KTYL, WJON, KTWO, KQSW. GLEN CAMPBELL "A Ledy Like You" (Atlantic America) 11/2
Rotations, Heavy 3/0, Medium 4/0, Light 4/2, Total Adds 2, WCIL, KWEB, Heavy, WHBY, KSL, WEIM, Medium: WCCO, WMAZ, WSK, WARR.

WISK, WASHE, MURRAY HEAD "One Night In Bengkok" (RCA) 10/2

ROLEONE, Heavy ON, Gwister 46, Light 6/2, Total Adds 2, WIYLY, KKLV, Medium: WEIM, KTYL, KOSW, KALE.

NEW EDITION "Mr. Telephone Men" (MCA) 10/2

Rolations: Heavy 2/0, Medium 4/0, Light 4/2, Total Adds 2, Wilhie, WWNR, Heavy: KVIL-FM, WCHV, Medium: KLSI, V100, WISKS 2 AMD 10/2 AMD 10/

WSFM, KTOR, SANTANA "Say It Again" (Columbia) 10/1 Rotations: Heavy 0/0, Medium 5/0, Ugnt 5/1, Total Adds 1, KVIL-FM, Medium; WWNR, WCKO, KEEZ, KOSW, KALE

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PAUL MARDCASTLE
DAVID SAMBORS
SOOL & THE CAMP
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JULIAN LEMBOR
ERIC CANDEN
AMDE HURRAY

KPBBJapile, MO Don Corporter

Gen Carponter
HADCHMA
HACKE SPOINCETERN
HOUSE SPOINCETERN
HOUSE THE CAMO
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ECHET MOREM
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LINDA ROMSTADT
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BILLY JOHL
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WACHESIA Chand
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PHIL COLLINS MARRIA STREISANT LIROR HORSTADY ROTTONY COMMODORNS WEAR! THO REPERMACON POREIGNED RALL & CAPES

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Parallel Two

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MADDINIA Hottout: JULIAN LEMBON RBO SPEEDMACKN PHILIP MATLEY MARNICE & JOHN PHIL COLLINS

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MADORNA ALAH GORES MARRA STRESSAMD DAVID LEE BOTH TIMA TURNER BOCLEGE; DIANA RORS WEAR! BILLY JOEL POISTER SISTERS COMMODORES

DAN MARTHAN
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CHICAND
SERGIO NEMBES
MERCE SPRINGSTERM
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JULIAN LEMNOR
DAYID LEE ROTH
BILLY JOIL

142 Reporters 132 Current Reports MIDWEST

Parallel One

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HARRAM STREEMAND
ANDRATTARE
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Parallel Two

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WILLY JOEL
PRIL COLLIES

SAMMATTARS SOLUE SEL PORE I CHEE MANI SALL & CATES FINA TURNES BILLY JOEL DIAMA NOSS BRUCE EPRINGSTE NOTERSE NO SPEEDMAGON JULIAN LEMBON ERMY BOGENS PRIL COLLINS KUBL/Kansas City Hallam/Taylor OMN RAPTHAN SOCKORY PODE/CHEN PRILEP BAILEY GRAM! URO SPEEDMAGON WILL COLLINS WILL T/Cincinnati Dictor Shannon

SURVIVOR MADERMA BARRA STREIA DAN RAPTHAN ROCCOST: POMETGREN URANI STRVE PERST PHILIP BAILEY REMBY BOGERS NOLLY PARTON COMMATTANK (OCTOBE) (ILLY JOSL (IEO SPEEDMAGON FULIAN LÉRICON (ULIAN LÉRICON (ULIAN LÉRICON VCCOGG

MARRIA STREET SALE BOTTOUT! WHAM! JULIAN LESSON COMMUNICATION PRIL COLLINS

DESARGE BRUCE SPRINGSTEE LINDS ROMATADT NOTES TO PRILIP MAILEY MEAR! RED SPEEDINGOD JULIAN LESSION STEVE PERSY

Terminatives

BRUCE SPRINGSYE
DEBARGE
DEBARGE
STREET
BOTTONT
STREET
REC SPREDMICON
JULIAN LESSION
BILLY JORL
EXHIPT ROCERS

Many Lymn HADOMHA HADOMHA SHORES BENNOW EIN CANNES HOTERST PHIL COLLINS PHIL COLLINS PHIL COLLINS PHIL SPEEDMACEN EERHY SIGGES AMME HUPPAY

COMMUNICATION
COMMUNICATION
COMMUNICATION
COMMUNICATION
FOREIGNER
DIAMA MOSS

CAROL LYMM TOMBES SAMBA STREIRAND SADE ROTTORIS HEAD SPEEDANCOM REMBY NOCERS JULIAN LEMBOD AMBE MURRAY

Wild Daylor PRIL COLLINS
POINTS RESTENS
NOTEST:
BILLY JOEL
NEO SPEEDWAGON
JULIAN LEMBON
COMMODORS
ERIC CAMMEN

DAVID SAMBORS LIMBA NOWSTADY SOUCE SPRINCEY NOTES AND SECOND MEDITY NOCES LIMBY NOCES LIMBY NOCES ERPC CAMBERS PRIL COLLINS

BARBAR STREEGAND POINTER SISTEMS DAM MARTHAM ROTOSES STAMI JULIAN LESSON PHIL COLLINS COMMUNICATI MARHICE & JOHES KUNTINGS Monnes Stave Gibbons

MARBA STREISM DAVID SAMMOND BILL WEDLEY ROLLOGY ROLLOGY POREIGNES EMBY ROGES COMMONDES BID SPEEDWAGON WTRX# see

Burnersmith
HADOMRA
CBICAGO
ERIC CLAPYON
SADE
NOTIFIES
NO SPEZOWAGO
SILLY JORL
ERSTY ROCKET
JORN PORCETT
COMPODENCE WLHTIGrand Reg

Witnesser Cogan COMMODORES Tima TUNNER Nottent: MEAN: RED SPEEDMACON CLEMB PHEY PHIL COLLINS JULIAN LEMBOR writinanes City Jolf Roberts

ERIC CAMMUM LINEA NOWSTAFT BRUCE SPRINGST HOTEGET WHEAM! BILLY JOBL MEMON BOGERS REO SPEEDMACON JULIAN LEMMON writing anning

DEBARIS
DELL'S PAPTON
DAN MARTHAN
ROTESET
NEO SPEEDMAGON
FORSTORE
JULIAN LEMBON
COMMONDES
PRIL COLLINE

SENGIO MENDES BARDAS STREISAND LIBDA ROBSTADT ALASAMA NOLEGOLI PULL COLLIUS KERNY BYGERS HANNATTARS DOLLY PARTON WARNICE & JONES

NOWN YOUNG NAMED AS THE LAND BRUCE SPRINGSTE POINTER BISTERS DAYLD SANDORS LINDA RUSSTADT NOTEO OLI WEARI BED SPEEDMAGON BILLY JOHL BINDAY ROCERS PRIL COLLINS Parallel Three

MORE SPEEMAGON

SALETIN CHICA BIT Temploon

SOUTH

Parallel One

MADORNA SADE BOTT OF S CONSCIONES RESET BOGERS WHARE CRICAGO PHIL COLLINS

WEB/Attento Gray Picciono none Nottent: Maan! Silly Jost Essey Bocked Commonous PBIL COLLISS

MADONNA SRCE SPRINGEY MOTEST: NEO SPERDMAGON SILLY JOHL COMMISSIONES FORTIGNES JULIAN LEUNON

WEGOW Chetonoog MacOpason MacOpason MacOpason MacOpason Marita Sanda Francis Source Francis Gotta Marita Ma Chush Rhedon
JOURNEY
SURVIVON
SANTANA
DOS MUNLEY
CARS
NOTE=ST
WRANI
FORSIGNES
FORSIGNES
RED SPEEDMACON CK101/Cocoo Boot Edwards/Phillips

DAVID LEE HOTH MARMATTANS DEBANGS ARRAN STREESAM NOT LOST IND SPEEDIMACON SILLY JOEL RENNY BACKES POINTERS POINTERS POIL COLLING 97 AMARIMENT Chris Gales MADORIA POTETED SISTERS MOTIONED SID SPETIMACOU DOM REMLEY POST COLLES DIAMA BOSS

PARTMETTAR THAN ANDREW MURRAY DAM RAPPHAN DEBARGE MOSTORY CHICAGO PORECURER BILLY JOEL PRELIP BAILEY BRO SPEEDMACH ALAH CORBIE 1 FIRST NORSYADT PARCENA BARRA STREESAND NOTES OF PERDINAGEN JULIAN LESSION FEEL COLLIES COMMUNICES DEBARGE

MADOWNA MOTOUR'S WHARI POINTER SISTERN REG BPERMAGON GLEWN FREY JULIAN LEWHON NONE BOLLOWY BILLY JOEL PORTIGHES HEO SPEEDMAGON HEART

JM Mayor
TIMA TUMBER
BETAN ADARS
PRINCE
DUBAN DUBAN
HOTERS!
RED SPERMANON
JOHN POGESTY
WHAM!
JULIAN LEMBON
DAVID LEW NOTW SELLY SPRINGSTEEN
POINTER SINTERS
LINCA ACMSTADT
SOCIESTS
SED SPEEDWAGON
WHAN!
JULIAN LESSON
BILLY JOEL

BILLY JOEL

PHIL COLLIES
K108-Boundont FX
Jehouter
ANUCS SPRINGSTER
ALABRA
ALABRA
ALABRA
ALABRA
SOLUTION
BOLISS
BOD SPREDMARGER
JULIAN LUMBUR
BILLY JORI
DAM HARTHAN

WRKAL eutpette Parallel Two Joff Cremterd

DOLLY PARTON
SECE SPEINGSTEN
SECE SPEINGSTEN
HOTELST
POREIGNER
DIANA NOSBILLY JOEL
REO SPEEDMACON
EXMEY ROCEES Administration
JANEY STRET
DAVID SAMBOON
SERGIO NEUROS
CARDI LYNN TOR
HAMMATTAN
ROCKOST
SERO SPEEDMACON
WHANI
BILLY JORL
KRENEY MOGES
PRIL COLLIES

Band Charles Mar Mar Alabana Sade Madomma Hottust JULIAN LEHROM BILLY JOEL BHD SPEZMAGOS WHAR! KEMBY ROGERS

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JOHN POGENT
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HAMMATTARS
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HAMMATTARS
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HA

Manhatellargent mannaffasts Hottest: FOREIGNES JULIAN LEMICH MEAN! #EMBY BOGERS BILLY JOEL CONNECTION OF THE PROPERTY OF

MADORMA SADE SERGIO PRINCES DERBIS DEVOUG BOTTO DEL SOTO BILLY JOEL RED SPEEDMAGON JULIAN LERBON

DEBANCE PRIL COLLIES NOTES: POREIGNER MAMANI POINTER SISTERS PRILIP BAILEY JULIAN LERMON

WHYAPPROPORTS
WHYAPPROPORTS
LINDA MONSTADT
CANDL LYMM TOWN
NOTES BY
FRIET COLLINS
WARMICK S JOHES
WARMICK S JO Windorfluborts
SARGHA EASTUM
SERGIO MENDES
HADDINER
BASHAS STREISAMD
DAVID SAMMOOM
NOTES ST RALL & CATES
CLEME FREY
REO EPERDMAGOM
COMMODORME
BILLY JOEL

Municipal Tolland GEORGE REPROSE BRIC CLAPPOS MADOURNA GREG ETHN HOTTOST HOTTO

Paratlel Three

BILLY JOHL
WHY LPodwash, NY
Carvallichards
GEOGGE BENGON
HAZEN
HAZONIA
HUBBAY BEAD
ALABANA
SADE
BILLY JOHL
REO SPETTMACON
HAZONIA
HAZONIA PHIL COLLINS
LINDA BODSTACT
BAPBRA STRISAND
BADE
NOTESATI
BO SPERDMAGON
BILLY JOEL
COMMODORES
FORMY BOCKME
JOLIAN LEMNON

WEILV/Ashorite Dan Graphotics

MADONNA CHICAGO SADNE LIMIDA MONTADY NICE JAGGEN NAR SOÇTONI 1920 SPEEDNAGON JULIAN LENGON PHIL COLLINE DERANGE DOLLY PARTON SACE HOTTOST: JULIAN LEMMON HED SPEEDWAGON HILLY JOHL WHAM: ESSNY ROGERS

ALAH GORBIB HADOMIA GEORGE SERSON SOTTONI LERMON BILLY JOEL PORT JOHN WHAN! ENIC CARNED

WZLQ/Tupoto Rusty McCornell

MAN NOTCOLL IN NOTCOLL

ABCORNEY

MALCORNE

MALCORNE

MALCORNE

CLEAN COMPTANT

LIRADE

CAROL LYSE TONE

CAROL LYSE TONE

ROUTE AT A CARO

MOSTERE

RED SPEEDWAGON

CONTROL STEE COMP

MONETON I PPERS

JULIAN LEMBON

BRIC CANNEY

MALCORNEY

MALCO RTYL/Tyler, YE Brien Monney GRIGH MONOMEY

SOOL S THE GAME
SADE MARCHEA DE MARCHEA
MARCHEA DES MERSON
MARCHEA DE MARCHEA
MARCHEA DE MOTER
MARCHEA DE METERMANCHE
BILLY JOSEPHET MODERS
FULL CLIMS
POINTER SISTERS
POINTER SISTERS

JOHN POGESTY DAVID LEE HOTH HARDSHAM BANCE BPRINGSTEN ECOL & THE GAME LINEA SCHETARY HOTLES PRILIP SALLEY PALL & COMMISSION COMMISSION ETH CAMMIS ETH CAMMIS

The following stations reported no adds or changes in rotation this week:

> WPRO/Providence WLTT/Washington WCCO/Minneapolis WSB/Atlanta KRSB/Roseburg

The following stations falled to report this week and their playlists were frozen:

> WTAE/Phtsburgh WTIC/Hartford KKPL/Spokane (2nd week) WVBS/Wilmington

WEST

Parallel One

POLITE SISTEMS
SOCCE SPRINCEVERS
PRIL COLLISS
PARAMETRAS
BOLLOS:
TAMAMETRAS
BOLLOS:
TAMAMETRAS
SOCCESSOR
JULIAN LEMBOR
SILLY JOCK.
SERRY ROUCES

BOLLY PARTON HIM CAMES BOCKS SPAINCH BOCKS SPAINCH BOCKS SPAINCH CAME MANNICE & JONES MONTEN DELLES BOLLS JULIAN LESSON PHIL COLLINS COMMODORES

Detarbilions

AARDRA STREES
POINTERS SIFTERS
DEMANCE
BOTTONE
BILLY JOBL
REMRY ACCESS
JULIAN LERBON
COMMODORES
COMMODORES

HMANDOMOF EMEMBERS OF EMEMBERS OF EMPHASE DOLLY PARTON DRE MANTHAM BOLLOW HMAN DIAGA BOSS SECTIONAL STATE OF EMEMBERS OF EMPHASES OF EMPHA

HMGGILDS Ang Rick Cummings DESANCE COMMODORES ROTEGES ROT

PRINCE
HAMMATTANS
HOTCOST
STEVE TENY
ASSISTED & SIMPSO
PAUL MARCCASTLE
ERIC CARMEN
PULL COLLINS

MADOMMA MAMMATTANS SAUCE SPRINGSTEEN TERM MARIE NOTESE! PAUL MANDCASTLE FOREIGNEE

PRIL COLLINS PRIL COLLINS

MARBRA STREISAND DEBANGE DAN MARTHAN NOTES OF MARK! ESMY NOTES SED SPERMINGON POLYMEN SISTEMS JOLIAN LENGON

DEMARIE DAM HARPHAN CHERYL LYNN PAGI HARPCASTLE RAGBA STHEISAME NOTENEL MARI REO SPEEDWAGON JULIAN LENNOM BILLY JOEL EVMY ROGERS

DIAMA BOOM FORMY NOGES NAMOUNA CHICAGO BOTTOST SISTEM SISTEMS PORTICES PORTICES PROTECT OF THE P Parallel Two

COMMODORES
MADDRIMA
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SOCTEON
PULL COLLING
PUBLICATE
PUBL

MAMMATTAMS MAMMA STRIBAND BRUCE SPRINGSTEEN BOCLEGE MAMMI TOREIGNEEN RED SPEEDMACCH STEWN PERRY BILLY JOEL

PRIL COLLING DOLLT PARTOR LINEA MONSTA Motques; RESMY MOGERS DIAMA MOES WHAN; CHICAGO BILLT JOEL

KBL/Belt Lake City George Lemish

George Lemman
JULIO EGLESIAS
JULIO EGLESIAS
JURIO EGUETADO
BARBARA HAMODEI
CRITTAL GATLE
GENGES ERRICON
BOSTOCK
GENGES ERRICON
DIAMA BOSS
POREISGNEN
WEAMI
EXTREY ROGERS

KBEST/Bon Drags

DEBARGE SERGIO MEMORS GEORGE SURBOR RABBERTHANS BOTTOM SILLY JOEL PAUL RABCASTLE JAMEY STREET BONIS & METHERY BONIS & METHERY

SERRE LO MEMBES
HUMBAT MEAD
ALISON MOYEY
SADE
HADOMHA
BOTTOST JOEL
BED SPEEZMAGON
POINTED BISTERS
COMMODORES

FYLOME FYLOME BRIC CLAPTON ALREAMA ALARAMA BADE GEORGE BENEON HADDONA FOLLAN LENSON ESSET PAGENS FRIE COLLINS COMMODORS MANDESCE & JONE

DAN HARTHAM DEBANGE Nottest: POREIGNER SILLY JOSE MED SPEZINAGON EERNY NOGERS GROUPE BENSON ELL VIAndorego

BH Temphone LINDA ROMSTADT SADE SAM HARRIS MACKUMA ERIC CLAPTON Notest: RED SPEEDMAGON BILLY JOEL JULIAN LESMON PRIL COULINS HAMMATTAMS

MADONIA DAR HAPTHAN HOUTERS! PORE!GRES HEG SPEEDINGON ATRIVE PERRY WEAR! EXHIT ROGERS KOSWIRIACE Springs, W1 Materopolitoris

Minimumpitaria

EDOI, & THE GAME
HADOWAN

FERGIO HENDES
GROWGE BORROW
HADE
WYLOOS MOVET
HOD SOUTH IN HED HENDES
EDNEY ROGERS

FILLY JOEL

JOHN FORCEST

TIMA TURBER

Etophon thoods
LJBOA HOMETADT
ETODA & THE GANC
HADOMEA
SADE
BOTTOST
HADO
FOREIGNER
BILLY JOBL
JOLLAN LEMBOR
HALL & GATES

MOR/TRACKS

	Then the con-				
	155 REPORTERS	Total	Hot	Medium	Tota
	MICK JAGGER/Just Another Night (Columbia	a) 146	120	9-	
	* 3 3 Primi/Radioactive (Atlantic)		+ 125+		1-
	6 5 2 3 PHIL COLLINS/One More Night (Atlantic)	127	- 1274		0-
	16 8 5 DON HENLEY/All She Wants To Do Is Dance (Geffen)	125	+ 119+		4-
	11 7 7 6 D. BOWIE & P. METHENY/This Is Not (EMI America	147-			2-
	7 6 6 G JOHN FOGERTY/Rock And Roll Girls (WB)		102+		1-
	2 2 4 7 BRYAN ADAMS/Somebody (A&M)		- 115-		2-
	36 20 11 (B) BRUCE SPRINGSTEEN/I'm On Fire (Columbia)	129			10-
	12 9 9 FOREIGNER/That Was Yesterday (Atlantic)	***			1-
	19 13 10 W ALAN PARSONS PROJECT/Let's Talk About (Arista)	136 4			0=
	3 4 8 11 JOURNEY/Only The Young (Geffen)	118-	94-	24+	0=
	26 17 13 DAVID LEE ROTH/Easy Street (WB)	125+	55+	67+	7=
	DEBUT B ERIC CLAPTON/Forever Man (WB)	134	50		132
	32 23 15 SANTANA/Say It Again (Columbia)	131+	44+	87-	6-
	18 12 12 15 CARS/Why Can't I Have You (Elektra)	109-	72+	37-	1-
	40 28 16 SIMPLE MINDS/Don't You (Forget About Me) (A&M)	130+	35+	92+	14-
	- 25 MICK JAGGER/Lonely At The Top (Columbia)	114+	50+	60+	35-
	37 27 19 TRIUMPH/Follow Your Heart (MCA)	98+	32+	64-	6-
	To the is cited to will (Capitol)	103-	27-	76 –	0-
	- Clored Contract	92-	37-	55+	5+
		100+	14+	81+	14+
	- 57 35 PIRM/Closer (Atlantic) - 39 32 TUBES/Piece By Piece (Capitol)	80+	31+	48÷	17-
	4 31 30 ODNNIE IRIS/Injured In The Game Of Love (UNAS/COCK)	96+	4+	88+	10-
	44 31 30 © DONNIE IRIS/Injured In The Game Of Love (HME/CBS) 54 38 31 © ELLIOT EASTON/(Wearing Down) Like A (Elektra)	90+	9+	80+	3-
	15 18 18 26 SURVIVOR/High On You (Scotti Bros./CBS)	96+	6-		15+
	- 46 36 DEEP PURPLE/Nobody's Home (Mercury/PG)	62-	43-	19-	0-
	28 26 24 28 KINKS/Living On A Thin Line (Arista)	75+	21+		12-
	59 44 40 DOS LOBOS/Will The Wolf Survive? (Slash/WB)	68-	28 -	40-	0-
	- 51 36 GARY O'/Shades Of '45 (RCA)	83+	15-		15+
	- 49 42 DIO/Hungry For Heaven (Geffen)	76+	8+	65+	6-
	8 11 21 32 GLENN FREY/The Heat Is On (MCA)	72+ 58-	15 = 37 -		14-
1	CHICAGO/Along Comes A Woman (Full Moon/WB)	70+	13+	21=	7+
١	49 43 41 ROBIN GEORGE/Heartline (Bronze/Island)	72+		50+ 3 65+	30+ 6-
ı	48 FIRM/Satisfaction Guaranteed (Atlantic)	59 +			13-
ı	13 21 23 36 REO SPEEDWAGON/Can't Fight This Feeling (Enic)	52-		17+	0=
ı	14 19 22 37 JULIAN LENNON/Too Late For Goodbyes (Atlantic)	55 -		28+	7.
ı	5 10 20 38 JOHN FOGERTY/The Old Man Down The Road (WR)		37-		0=
ı	59 S VAN MORRISON/Tore Down A La., (Mercury/PG)	71+			6+
I	50 54 47 (10 JOHN PARR/Magical (Atlantic)	62+			9-
ı	20 24 33 41 DEEP PURPLE/Knocking At Your Back (Mercury/PG)	43-			0-
ı	25 29 34 42 G. IMOROGOOD & THE/Gear Jammer (FMI America)	61 -	10-		1-
ı	39 42 45 SCANDAL f/P. SMYTH/Beat Of A Heart (Columbia)	49-	19+	29-	1-
ı	10 16 27 44 DAVID LEE ROTH/California Girls (WB)	44-	33-	11=	0=
l		47+	21+ 2	26+ 1.	2-
		57+	8+ 4	16+ 21	0+
ı	90 50 64 DON HENLEY/Sunset Grill (Geffen)	58+		3+ 10	0-
1	- 50 PHIL COLLINS/Inside Out (Atlantic)			6+ (0-
ı	- 52 PHIL COLLINS/Don't Lose My Number (Atlantic)				5-
	38 37 37 61 ROMAN HOLLIDAY/One Foot Back In (Jive/Arista)			11+ 15	5-
ı,	- 55 PHIL COLLINS/Sussudio (Atlantic)	55-			2-
	- 59 53 MICK JAGGER/Turn The Girl Loose (Columbia)			9+ 10	
1	DEBUT PHIL COLLINS/Only You Know And I Know (Atlantic)			_	-
	29 35 44 55 AUTOGRAPH/Turn Up The Radio (RCA)		-	5+ 10	
2	24 25 29 56 JOHN WAITE/Restless Heart (EMI America)				-
[DEBUT MICK JAGGER/Lucky In Love (Columbia)			-	-
5	45 46 58 SPANOS/I'd Lie To You For Your Love (Epic)			5+ 10	
3	4 34 43 59 BRYAN ADAMS/It's Only Love (A&M)			0- 0	
	DEBUT D CO LOHN EOGERTY/I Com to Co The March			7- 0	
_		J-7 /	0+ 7S	9+ 4	_

MOST ADDED

ERIC CLAPTON (132) Forever Man (WB) MICK JAGGER (35) Lonely At The Top (Colum FIONA (35) Talk To Me (Atlantic) MOUNTAIN (30) Hard Times (Scotti Bros./CBS) CHICAGO (30) omes A Woman (Full Moon/WB) VAN MORRISON (26) Tore Down A La Rimbaud (Mercury/PG)
G. THOROGOOD & THE DESTROYERS (20) I Drink Alone (EMI America)

MOST HOTS

MICK JAGGER (136) Another Night (Colur PHIL COLLINS (127) One More Night (Atlantic) FIRM (125) Radioactive (Atlantic) DON HENLEY (119) All She Wants To Do Is Dance (Geffen) BRYAN ADAMS (115) Somebody (A&M)
JOHN FOGERTY (102) Rock And Roll Girls (WB)

BRUCE SPRINGSTEEN (97)
I'm On Fire (Columbia)

BREAKERS.

ERIC CLAPTON Forever Man (WB)

86% of our reporters on it. 134/132 including adds at: WBCN, WHJY, WNOR, WLUP, WLVQ, KAZY, KFOG. Debuts at #13 on the Tracks chart.

LOS LOBOS

0-

Will The Wolf Survive? (Slash/WB)

54% of our reporters on it. 83/15 including adds at: WCKO, KYYS, KLOS, KUPD, WZZO, WKDF, WRXL, WOOS, KPOI. Moves 40-29 on the Tracks

FIRM Closer (Atlantic)

52% of our reporters on it. 80/17 including adds at: KUPD, WHCN, WAQX, WDIZ, WAPL, WOOS, WTUE, WFBQ, KWHL. Moves 35-22 on the Tracks

NEW & ACTIVE

MICHAEL BOLTON "Everybody's Crazy" (Columbia) 39/14 (25/24)
Adds reducts WYNE, WRIE, WORM, KSHE, KOME, WHOR, WRIE, WRIE, KRIEG, Hote: 0.

Medium: 38 (Michael), WOYE, WHIY, WCIM, KSHE, KOME, WHOR, WRIE, KRIEG, Hote: 0.

AUTOGRAPH WILLIAM (Michael), WOYE, WHIY, WCIM, KYO, WAR, KISS, KATT, KILO, KEZE.

AGD HISTORY (Michael), WOYE, WILLIAM (MICHAEL), WORD, KOME, KILO, KOME, KOME, KOME, KOME, WOYE, KYTO, ONDS, KODS, KILO,

AGD HISTORY (MICHAEL), WOYE, WOYE, WOYE, KYO, KOME, KILO, HOISE 0. Mediums: 27 includes WYY, KYTO, WILLIAM (MICHAEL), WAYE, KUDO, WHYZ, WOZ, KILO, HOISE 0. Mediums: 27 includes WARD, WILLIAM (MICHAEL), WAYE, KUDO, HORE: O. Mediums: 27 includes WAYE, WOYE, WILLIAM (MICHAEL), WAYE, KODS, HORE: O. Mediums: 27 includes WAYY, WASH, WILLIAM (MICHAEL), WAYE, KODS, HORE: O. Mediums: 17 includes WAYY, WASH, WILLIAM (MICHAEL), WILLIA

WHS, KNCH, WICH, KNEY, KLUL MINISTREE & MI

MOUNTAIN "Hard Times" (Scott Bros./CBS) 30/30 (0/0)
Adds include WRAB, WHEN, WHIV, WHO, WHOL HOTE 1 KRQU, Men
WHYY, WART, WADY, WKDF, WTUE, KILO, KTYD.

MOUNTAIN "Hard Times" (Scott Bros./CBS) 30/30 (0/0)
Adds include WRAB, WHEN, WHYX, WHON, WOUR, WOOS, WRKI.

WMMR, KTXD, WHOR, WOFM, WHYX, WHON, WOUR, WOOS, WRKI.

Adds include WEAB, WIREW, WHAT, WHAT, WHILE, FINE, TOWN, WASH, WERK, WHAT, WASH, WHY, WHON, WOOR WOOS, WIREK, WERK, WHAT, WILL AND WERK, WHAT, WILL AND WERK, WHAT, WILL AND WERK, WASH, WISS, Mediums, 15 include WEAB, KAZY, WYV, KISS, Mediums, 15 include WEAB, WASH, KAZY, WYV, KISS, Mediums, 15 include WEAB, WASH, KAYS, KUPD, KOB, KOME, WAAF, KAZY, KUP, KOB, KOME, WASH, KYYS, KUPD, KOB, KOME, WASH, KYSP, CONEY HATCH "Fearthast", (Macroury) PONTON, WILL AND WASH, WASH, KUPD, WAZD, KFMF, HOBE O, Mediums, 24 include WHUY, WEBN, WIFE, WOOTH, WOOR, WAAP, WAD, KUPD, KOME, 10 include KIOL, KSRR, WXRT, KAZY, KILO, MASH, WASH, KEZO, WHA, KWASH, KEZO, WHA, KWASH, KEZO, WHA, KWASH, KEZO, WHA, WASH, KEZO, WHA, KWASH, WASH, KEZO, WHA, KWASH, WAYWA, WASH, WAYWA, WAYA, WAYWA, WAYWA, WAYA, WAYWA, WAYWA, WAYWA, WAYA, WAYA, WAYWA, WAYA, WAYWA, WAYWA, WAYWA, WAYA, WAYA, WAYWA, WAYA, WAYA, WAYA, W

include WIRAE, WAQY, WIBLE, WAWW.
MICK JAGGER, "Half & Loger" (Columbia) 23/9 (17/17)
Adde: CHOM, KROR, KSJO, WOUR, KODS, WFSQ, CTT, KZEL, WIBLE, HOTE: 10 include WIRRT, KLOS,
KRO, KWWW, Mediume: 12 include WIRAE, WORZ, KLAV, WHOT.

ANIMOTION "Obsession" (Mercurry/PolyGram) 21/16 (18/6)
Adde: CHARL WORZ, WORS, WIBLE, KLYV, WISSW, Hots: 4 WIRMS, KSCO, KROQ, KOAK, Mediume:
18 include WIRRT, WIZO, WHEB.

The mode WKLP, WORK, WBLM, KLTV, WSSW, Hote: 4 WMMS, K 15 include WKST, WZZO, WKEB. FOREIGNER "Tooth And Nail" (Atlantic) 21/1 (22/3) WKLF, WKE Hote: 10 include WBAB, KGB, KKS, WLAV, KLO, Medius WARF, WKLF, WKKL.

WAAF, WOOS, WRILL
FREMM "SEMECONE TO LOVE" (Attentic) 19/3 (19/0)
Adds include WRIF, KROR, KNCN, Hots, 8 include KZEW, KSRN, WXRT, WAQX, WOOS. Mediums: 10
Rouled WRIEW, WHOR, KOME, WOUL, WAAF, KEZO,
STRANGLERS "Skin Deep" (Epic) 19/2 (17/3)
Adds WCXC, KVRE, Hots: 8 include WXRT, KBCO, 81X, KQAK, WLIR, KLBJ. Mediums: 10 include
WECN, KAZY.

WICH, KAZY,

GENERAL PUBLIC "Never You Done Thet" (IRS/A&M) 18/10 (5/0)

Adds Include WSR4, KROQ, WRS, WADY, KTYD, Hots: 7 Include WXRT, 91X, KDAX, WLR.

UTOPIA "Mated" (Passport) 18/6 (13/4)

Adds Include WDRM, KKCI, WKZN, KZAM. Hots: 1 KBCO. Mediums: 15 Include WBAB, KAZY, WTKX,

KTYZ. KRDJ.

KTCZ, KKDJ.

MICK JAGGER "Herd Women" (Columbia) 18/5 (16/16)

Adds include WORM, KAZY, 81X, Hoss: 8 include KSHE, WRCN, WTKX, KTCZ, KILO, Mediume: 9 include KLDL, WKLC, WBLM, KLYV.

ALISON MOYET "Invisible" (Columbia) 17/8 (9/5)

Adds include WXRT, KBPI, WHFS, WTKX, Hoss: 4 WLR, CHEZ, CITI, KCGL, Mediume: 9 include KBCO,

91A, KCZ.

DAVID LEE ROTH "Just A Gigolo" (WB) 17/3 (17/4)

Adds: WAMMI, KMET, KILO. Hots: 11 include WOVE, KTXQ, WTKX, KKOJ. Mediums: 6 include WAMAS,

WSKS, WBLM.

DON HERHLEY "Drivin' With Your Eyes Closed" (Geffen) 17/1 (18/3)

Adda: KOME. Hots: 10 include KLOL, KSRR, KAZY, KFOG, KR.O. Mediums, 7 include WOMF, WR.

SADE "Smooth Operator" (Portrait/CBS) 18/3 (13/2) Adds: WOHA, KZAM, KVRE, Hote: 7 include WXRT, KBCO, KAZY, WHFS, M

WUH, KLTV. LLOYD COLE AND THE COMMOTIONS "Perfect Skin" (Geffen) 16/1 (16/4) Adds: WWWV. Hots: 6 include KBCO. 91X, WHFS. Mediums: 10 include WBCN, KROQ, WLIR.

- Track airplay data for songs from all configurations, including albums, EPs, and 45s. Shows four-week trend of chart move Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds, are siso listed. Symbols represent more (+), less (-), or equal (\pm) reports compered to test week's figures.



AOR/ALBUMS

Three Toro (and Ween's Ween's Wasse	March 1, 1985	155 REPORTERS	Total Reports	Hot	Medium	Adds A
1 0	MICK JAGGER/She's The Boss (Columbia)	W	- Apports	notation	Motation	Hotation
2 0	PHIL COLLINS/No Jacket Required (Atlantic)	"Just Another" (146) "Lonely" (114) "Turn" (45)	155	+ 145	+ 9-	- 1-
- 4 5 6	FIRM/The Firm (Atlantic)	"One More Night" (137) "Inside" (52) "Don't Lose" (4	9) 152-	+ 141-	+ 10-	- 2-
2 2 4 4	DON HENLEY/Building The Perfect Beast (Geffen)	"Radioactive" (143) "Closer" (80) "Satisfaction" (59)	147:	= 131 -	+ 16-	- 0=
1 1 3 5	JOHN FOGERTY/Centerfield (WB)	"All She Wants" (135) "Sunset" (43) "Boys" (19)	145-	- 132 -	- 13:	- 0-
3 3 6 6	BRYAN ADAMS/Reckless (A&M)	"Rock And Roll" (137) "Old Men" (46) "T.V." (34)	148-	- 123-	- 25 :	- 0-
0	FALCON AND THE/Soundtrack (EMI America)	"Somebody" (125) "It's Only" (34) "Summer" (13)		- 118-		1+
	FOREIGNER/Agent Provocateur (Atlantic)	"This is Not America" (147)	1474	89	58-	- 2=
23 13 11 📵	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Yesterday" (124) "I Want To Know" (27) "Tooth" (2	1) 139 4	100-	- 39+	0-
4 5 7 10	VISION QUEST/Soundtrack (Geffen)	"I'm On Fire" (129)		102+		9-
6 7 10 11	DAVID LEE ROTH/Crazy From The Heat (WB)	"Young" (118) "Hungry" (72) "Change" (12)	134 -	99-	33+	3+
12 😰	ALAN PARSONS PROJECT/Vulture Culture (Arista)	"Easy Street" (125) "California Girla" (44) "Gigolo" (1				2-
12 9 13 13	CARS/Heartbeat City (Elektra)	"Let's Talk About Me" (136) "Days" (10)		54+		0-
17 🙆	THE BREAKFAST CLUB/Soundtrack (A&M)	"Why Can't I Have You" (130)		72+		•
18 17 16 🚯	TRIUMPH/Thunder Seven (MCA)	"Don't You" (130)		35+		
B 10 15 16	DEEP PURPLE/Perfect Strangers (Mercury/PG)	"Follow" (98) "Killing" (12) "Spellbound" (11)		35+		-
13 11 14 17	LRB/Playing To Win (Capitol)	"Nobody" (75) "Knocking" (43) "Strangers" (20) "Playing To Win" (103)		<i>36</i> –		5-
10 10 10 18	GEORGE THOROGOOD & THE/Maverick (EMI America)	"Gear Jammer" (61) (1 Delet Alexandra)		27-		0-
	TOTAL SIGNS (SCOUL BIOS./CBS)	"High On You" (62) "Broken Promises" (15)	104-		•	6+
7 18 24 20	JOHN PARR/John Parr (Atlantic)	"Magical" (62) "Naughty Naughty" (27)		46-		3+
- 27 26 🔕	ELLIOT EASTON/Change No Change (Elektra)	"Like A Wheel" (96)	85+			8+
28 🕗	TUBES/Love Bomb (Capitol)	"Piece By Piece" (96)	100+	7=		14+
2 26 26 28	DONNIE IRIS/No MussNo Fuss (HME/CBS)	"Injured" (90)	99+	6+	89+	11-
5 16 20 24	KINKS/Word Of Mouth (Arista)	"Living" (68) "Do It Again" (12)	91+	9+	81+	3-
7 29 30 🚳	COO CODOS/HOW WILL THE WOLL SULVIVEY (Slash/WB)	"Will The Wolf Survive?" (83)	73 -		43-	0-
0 23 27 🐠 .	AUTOGRAPH/Sign In Please (RCA)	"Turn Up The Radio" (45) "My Girffriend's" (37)	86+	16-		14+
36 35 29	THE COUNTY OF THE PRINCIPLE OF THE PRINC	"Shades Of '45" (76)	75 -	12+	59 -	10-
0 23 28	DEVENUE MILLS CUP/Soundtrack (MCA)	"The Heat is On" (58)	76+	8+	65+	6-
3 29 32 🕮	nobin GEONGE/Dangerous Music (Bronze/Island)	"Heartline" (72)	59 -	37-	22-	1+
16 22 30 1	NEO SPEEDWAGON/Wheels Are Turnin' (Fnic)	"Can't Fight" (52)	76+ 58-	7-	69+	5-
1 14 21 31	POLIFIE LEIGHUNI/Valotte (Atlantic)	"Too Late For Goodbyes" (55)		37 - 26 -		7=
DEBUT DEBUT	CHICAGO/CHICAGO I / (Full Moon/WR)	"Along Comes" (70)		14+		2-
DEBUT DE Y	VAR INTURBURIA Sense UT Wonder (Mercury/PG)	"Tore Down" (71)		12+		28+
» - ⊚ l	LOODNESS/Inunger in The East (Atco)	"Crazy Nights" (58)	63+		58+	25+
31 37 🔞	CARDAL 1/PATTY SMYTH/The Warrior (Columbia)	"Beet Of A Heart" (49)			29 -	11=
20 31 36 7	TOMAN NULLIDAY/FIRE Me Up (Jive/Arista)	"One Foot Back" (55)	58 -		29 - 51 -	1-
30 38 37 8	PAROS/LOOKS LIKE Trouble (Epic)	"I'd Lie To You" (52)	60-	•	58-	0-
	SIOPPRIA/GIUTTHE (Camel/MCA)	"Do Me Right" (37) "Call" (13)		11-		0-
= - 9	Partine Officigettable Fits (Istand)	"A Sort Of Homecoming" (35) "Wire" (10)		15=		7+
20 29 40	OHN WAITE/No Brakes (EMI America)	"Restless Heart" (45)	45 -		39 -	1=



WE'RE FIGHTING FOR

"THE RIGHT TO ROCK"

KMET, WBCN, WAAF, WHJY, WACY, WHEB, WNEW, WBAB, WNGZ, WGLU, WYSP, WXOR, WIMZ, WGFM, WLLZ, WIOT, WTUE, WZZQ, KODS, KZEW, KTXQ, KMOD, KFMX, KUFO, KLOL, KISS, KNCN, KRIX, KXZL, KWXL, KFMG, KLAQ, KRQU, KEZE, KKDJ, KOZZ, KCAL, KLOS, KUPD, WPLR, WCXT.



PRODUCED BY GENE SIMMONS ON MTV



BREAKERS.

No albums qualified for Breaker status this week.

TBACKS — Track simpley data for songs from all configurations, including albums, @rs and 46s. Shows four-week trend of chart movement. Records showing significant upward momentum are bulleted. Current weeks total reports, not and medium rotation reports, and total adds, are also fisted. Symbols represent more (+), less (-), or equal (=) reports compared to last weeks figures.

AON ALEMENS — Album simpley data, with four-week trend of chert movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are fielded, with number of stations reporting each song in perenthees. Current singles are 805,800. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (-) reports compared to last week's figures.

AGR SIBIARIES — A record is a breater the first week that it's reported by at least 50% of our AGR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

ACTIVES IN RADIO



David Hall WKDF/Nashville, TN

"There's no question that being involved in the AIR competition has resulted in me listening to tracks I might not have otherwise auditioned, especially those secondary cuts. If a track is going to happen, I think it may happen more quickly if it's involved with Active Industry Research."

Les Cook WIQB/Ann Arbor, MI

"Programming in the secondary market can run a guy to death. Besides programming, you must do everything from marketing the station to air checking the air personalities . . . sometimes there's just not enough time to listen as much as I should. But I want that Benz, so you can bet the AIR records become priority listens each and every week."





Jim Morrison 94Q/Atlanta, GA

"AIR helps record companies align their priorities for maximum efficiency. With the amount of releases weekly, it's important to narrow it down to those records with the best shot. When it comes to record company promotion, AIR is the edge."

AIR . . . The fastest, most reliable tool for getting radio to listen to music.

Call Alan Smith at (301) 964-5544 for more information.

WEEK #21

AIR Priorities

WEEK #21

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, March 7, 1985.

A O R

TITLE/CUTS ARTIST LABEL THE BREAKFAST CLUB "Fire in The Twilight" "We Are Not Alone" DIGNEY FIGNUS "The Girl With The Curious Hand" (12") LOVE BOMB "Stella" "Come As You Are"

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, March 6, 1985.

CHR

OH JIMMY
THIS IS LOVE
INVISIBLE
RAIN FOREST
TEMPTATION

TITLE

ARTIST

REBECCA DEMORNAY BANG-BANG ALISON MOYET PAUL HARDCASTLE JOAN ARMATRADING LABEL

MCA EPIC COLUMBIA PROFILE A&M

1985 Active Industry Research, Inc.

AIR

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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Examples of successful marketing and advertising plans; case histories, award-winning

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OFFERS BROADCASTERS an inside look at retailers' problems and opportunities Will help station salespeople understand their prospect's needs and wants and become better retail marketing consultants — not just sellers

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- Organize pooled allowance dealer programs and retailer to vendor presentations.
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- Understand the "secrets" of broadcast audience research. time buying and station rate cards; scheduling and billing procedures.
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- Utilize vital planning tools such as computerized audience data and Target

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Interbank (MasterCard Only	Exp. Date
NAME	
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ADDRESS	
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AOR/ALBUMS

MOST ADDED .

FIONA (40) Fiona (Atlantic) Go For Your Life (Scotti Bros/CBS) CHICAGO (28) Chicago (28)
Chicago 17 (Full Moon/WB)
VAN MORRISON (25)
Sense Of Wonder (Mercury/PG) JASON & THE SCORCHERS (17) Lost And Found (EMI America) BLASTERS (15) Hard Line (Stash) JOHN WAITE (15) Ignition (Chrysalis)

MOST HOTS

MICK JAGGER (145) PHIL COLLINS (141) No Jacket Required (Atlantic) DON HENLEY (132) Building The Perfect Ber FIRM (131) east (Geffen) The Firm (Atlantic)
JOHN FOGERTY (123)

BRYAN ADAMS (118) Reckless (A&M) BRUCE SPRINGSTEEN (102) Born In The U.S.A. (Col

NEW & ACTIVE

Adds include WBCN, WYSP, WHJY, WHCN, WAPL, KQDS, WGIR, WWWV, KUFO. Hots: 0. Mediums: 19 include WIYY, KTXQ, WQFM, KZAP, WZZO, WOUR, WAAF, KILO.

MICHAEL BOLTON/Everybody's Crazy (Columbia) 39/14 (0/0)
Adds include WYNF, WRIF, KSHE, KOME, WHCN, WRKI, WRUF, KFMQ. Hots: 0. Mediums: 36 include WBAB,

WDVE, WHJY, WQFM, KISS, KILO, KEZE. UTOPIA/P.O.V. (Passport) 39/6 (36/8)

dds: WNEW, WQFM, KKCI, KSQY, KZAM, KZOQ. Hots: 2 KBCO, KQAK. Mediums: 34 include WBAB, WXRT, KAZY, WAQY, KISS, WTUE, WLAV, KKDJ.

ACCEPT/Metal Heart (Portrait/CBS) 37/12 (0/0)
Adds Include WBCN, WNFW, WYNF, KISW, WPYX, WDIZ, KILO, WBLM. Hots: 0, Mediums: 28 include WBAB, WHJY, DC101, WQFM, KGB, WIMZ, KISS, WOOS, KRSP. JASON & THE SCORCHERS/Lost And Found (EMI America) 32/17 (0/0)

Adds Include DC101, WLLZ, WQFM, WKLC, WIMZ, WRDU, WWWV. Hots: 1 KRQU. Mediums: 24-include WIYY, WYSP, WXRT, KBCO, WTUE, KILO.

MOUNTAIN/Go For Your Life (Scottl Bros./CBS) 30/30 (0/0)
Adds include WBAB, WNEW, WYSP, WHJY, WAQY, WIMZ. Hots: 1 WDHA. Mediums: 15 include WMMR, KTXQ, WNOR, WQFM, WPYX, WHCN, WOUR, WOOS.

JOAN ARMATRADING/Secret Secrets (A&M) 27/13 (16/16) Adds include WXRT, 91X, KQAK, WHFS, WRCN, KLAQ, KI FS, WRCN, KLAQ, KQDS. Hots: 3 KBCO, WDHA, KVRE. Mediums: 14 include WBAB, WPLR, WAQY, WBLM, WWWV.

CONEY HATCH/Friction (Mercury/PolyGram) 27/8 (23/13)
Adds: WYSP, DC101, WYNF, KNCN, KISS, KUFO, WZZQ, KFMF. Hots: 0. Mediums: 24 Include WHJY, WEBN, WAFF, WQFM, WCMF, WAQY, KILO, KOMP.

JOHN WAITE/Ignition (Chryselis) 25/15 (16/16)
Adds include WNEW, WNOR, KYYS, WQFM, KISS, KATT. Hots: 2 WZZO, KTCZ, Mediums: 18 include KLQL. WPYX. WHEB, WAAF, KGGO.

GENERAL PUBLIC/All The Rage (IRS/A&M) 25/8 (25/0)
Adds: WCKO, WSHE, WAQY, WCPZ, KSPN, KTYD, KVRE. Hots: 9 include WXRT, KRQQ, 91 X, KQAK, WHFS, WLIR, WIZN, KCGL. Mediums: 12 include WBCN, WLUP, KAZY, WHEB, KMJX. ANIMOTION/Animotion (Mercury/PolyGram) 21/6 (16/6)
Adds: CHUM, WXLP, WQBK, WBLM, KLYV, WBSW. Hots: 4 WMMS, KBCO, KROQ, KQAK. Mediums: 15 include

WSHE, WXRT, WZZO. STRANGLERS/Aural Sculpture (Epic) 21/3 (0/0)

Adds: WCKO, KTCZ, KVRE. Hots: 8 include WXRT, KBCO, 91X, KQAK, WLIR, KLBJ. Mediums: 11 include WBCN, KAZY, KROQ, WHFS.

SADE/Diamond Life (Portrait/CBS) 20/3 (17/3)

Adds: WDHA, KZAM, KVRE. Hots: 7 include WXRT, KBCO, KAZY, WHFS, KSPN, KCGL. Mediums: 11 include WMMS, KQAK, KLYV.

BLASTERS/Hard Line (Slash/W8) 19/15 (3/3)
Adds include WXRT, KBCO, 91X, KQAK, KILO. Hots: 1 WLIR. Mediums: 10 include WHFS, WHMD. DOKKEN/Tooth And Nail (Elektra) 18/4 (17/2)

ds: WCKO, KISS, KQDS, KTYD. Hots: 4 KZEW, WLLZ, KLOS, KILO. Mediums: 13 include WHJY, KLOL, WRIF, WOFM

LLOYD COLE AND THE COMMOTIONS/Rattlesnakes (Geffen) 18/1 (18/5) Adds: WWWV. Hots: 5 KBCO, 91X, WHFS, KRQU, KCGL. Mediums: 12 include WBCN, KAZY, KRQQ.

KING KOBRA/Ready To Strike (Capitol) 17/5 (0/0)

Adds: WQFM, KUPD, KGB, WHEB, KUFO, Hots: O. Mediums: 14 include WHJY, KLOS, WAQY, KISS, WLAV. KEEL/The Right To Rock (Gold Mtn./A&M) 17/4 (18/2)

Adds: KMET, WPLR, KKDJ, KTYD. Hots: 0. Mediums: 15 include WBCN, KLOL, WQFM, KISS, WTUE, WIOT. JOHN PALUMBO/Blowing Up Detroit (HME/CBS) 16/4 (14/2)
Adds: WCKO, KSJO, WLIR, WCPZ. Hots: 1 91X. Mediums: 14 Include WIYY, KBCO, KGB, WOOS, KTYD.

W & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parenises are last week's data. Checked records are those that were among the w

AOR ALBURES — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are BOLDED. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's floures.

 A record is a breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week

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PLAYLISTS — An artist's name appeers once per playlist in the highest reported rotation, For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 's' before an artist's name indicates the record is new ly reported that week, or add tional tracks have been added. An MI) or EJ after an artist's name shows that other tracks from that record are in those rotations imedium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation. When three or more tracks from the same at burn are reported in medium, that album will receive credit as being in hot and be listed as such. The album's tracks will continue to receive credit as being in medium rotation.



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155 Reporters **149 Current Playlists**

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- Operations Manager: Tom Cuddy

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PD: Sanchay Rivers MD: Gene Beaster

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CO 9 Montreal

PD: Bob Beauchamp MD: Guy Brouillard

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 PD: Summy Joe White
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PD: Bill Todd MD: P.J. Foxx

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PD: Scott Shannon New York MD: Frankle Blue

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- Washington, D.C.
 PD: Alan Burns
 MD: Mary Taten
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PD: Bill Terry Music Coord: Ruth Tolson

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Atlanta

PD: John Young MD: Chris Thoma

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PD: Randy Brown MD: Joe Folger

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- PD: John Lander Aust. PD: Ron Parker
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- MD: Green Rolls

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PD: Keith Isley MD: Mark Shands

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VP/Programming John Shomby MD/Assist PD: Pamela Steele

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PD: Robert W. Walker

MD: Joni Stani

PD: Robert W. Walker

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Ops Mgr: Mason Dixon PD: Steve Rivers

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PD: Cary Berkoot

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PD: Gary Berkowitz

Assist PD: Joel Kelly

ESC Chicago

PD: Buddy Scott MD: Joe Bohanno

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PD: Tom Jeffries MD Shadow Stevens

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St. Louis

Ops. Dir.: Dave Ro MD: John Frost

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PD: Tim Fox MD: Kelly Wallace

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St. Louis

PD: C.C. Matthews

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R&R/Friday, March 1, 1985

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98 FAA PD: Rich Meyer MD: John L.

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VP/Prog.: Gerry De Francesc Assistant PD: Mike Schaefer

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MD: Greg South

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Minneapolis

Assets PDMD: Don Michaels

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PD: Dave Anthony Assist. PD/MD: Don Michaels

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MD: Karen Barber

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Kansas City PD: Pat McKay MD: Karen Barber

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Denver PD: Mark Bolke

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MD: Steve Negans

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Denver

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PD: Bob Case MD: Wendy Christopher

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San Francisco PD: Nick Bazoo MD: Jack Silver

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PMIOA Sacramento PD: Rick Gillette MD/Assist PD: Chris Collins

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Phoenix PD: Guy Zapoleon MD: Steve Goddard

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KWOD 105 French Sacramento

PD: Tom Chase

MD: Mr. Ed

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KS 103 FM

San Diego VP/Ops: Dave Parks

Acting PD: Mike Preston

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Hot Hits San Francisco Acting PD: Richard Sands

MD: Craig Roberts

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EAST Most Added .. Hottest

Epic Clapton Diana Ross

REO Speedwagon Phil Collins

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain puthe song was dropped from the playlist then re-added.

SOUTH Most Added, Hottest

Eric Clapton REO Speedwagon Madonna Madonna Phil Collins Time

EAST

Parallel Two

HONE HOTEFEL: BED SPEEDWAGOW 1-1 DAVID LEF HOTE 2-2 JOHN POGENTY 7-7 FIRA TURNER 10-10 HADOWHA 13-11

DIAMA BOSS ERIC CLAPTON FIRM MARY JAME GIBL PIGN
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HOTTOGRAPH 10-8
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PHIL COLLINS 13-4
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REC SPEEDMAGON 10-2
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ENIC CLAPTON RUSSAY HEAD ERIS. WHEND HURBAY MEAD SAME NOTES ALLINOW HUTTER THE NOTES ALLINOW SPEDMARCH 2-2 DAVID LEE NOTH 5-5 PANNIE COCLUMN 10-11 WARDOWNA 17-12

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MADONNA ERIC CLAPTON VELS ZADORA & JACESON GO MEST ALISON MOYEY Notes et : HEO SPEEDMASCH 1-1 DAVID LEE HOTH 8-3 JOHN PARS 8-4 JULIAN LEHMON 15-7 ALPHAVILLE 30-29

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ERIC CLAPTON
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Parallel Three

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JOHN MATTE (dp)
ERIC CLAPTON (dp)
JERNAINE STEMART SAOE
HARMATTARE (dp)
ROTE DE SEED DAGOD 3-1
JULIAN LEMECH 7-5
BILLY JOEL 15-9
RADOMRA 10-12
DURAN [URAN 26-16

W20MBanger, ME Michael O'Hora

Bob Anderson
MACKINGA
COMMUNICATION
SAFANA
BRIC CLAFTON
MURHARY MEAD
BOOL 0 81
BACKENSACON 1-1

EBIC CLAPTOR
PAOL HARDCASTLE
DIAMA ROSS
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HOTCEST:
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JOHN PARK 10-21
WOAT/Bockley, WV
Jim Martin
FRIC CLAFTON
WORMAY HIAD
WIDWIGHT YAN
RAMBEA STREISAND
WOOTERS!
JOHN POCESTY 2-1
DAVID LEE NOTH 1-2
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RAMBHA 17-7
FRIL COLLINE 36-14

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Ramessel Jee
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FAIR CLAPTON
BOTHSEL PET 6-1
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TOM METERS

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Parallel Two

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HOLLAND

KHPI/Austin, TX Wayton Richards SIMPLE MINDS

FIRM THE STATE OF WPMF/Baton Rouge, LA MissiAhyaan

KWICGesument, TX GurandParry

GuinnerPerry
Sale Clareton
Jose MAIPE
Domite Discount
Domite Discount
Domite Discount
ALPRAVILLE
Supplement
Doctor
Brokers
Bro

WOID/Blient, Mill Mickey Coulter

Michey Coultar

OD MEST
DAM HARTMAN
MEDIC CLAPTON
JEMMAINE STRUMAN
HOLLOST
JOULIAN LEMMON 6-2
DAVID LET MOTH 7-6
RILLT JOUL 16-11
PHIL COLLINE 21-12
JOHN FARR 24-20

**ACOMMA 12-7
**PARTER GOOS TO 0 13-11
**CUTAPE GOOS TO 0 13-11
**CUTAPE GOOS TO 0 13-12
**CUTAPE GOOS TO 0 13-12
**CUTAPE GOOS TO 0 14-13
**VESSYCHOOLOGY T

WZYPRipotoville, AL Stove King Store King Time: Enic Claptom John Malve Notteat: NEO SFEEDMACON 1-1 DAVID LEE NOTH 3-2 BETAH ADAKS 13-5 PANNETE COLS YOU N 15-10 MADDEMA 25-11

SITYXLitenheen, 665 BM Crows

SRI Marin SADE HADDINA BOMIS & HITHERY DON HENLEY DAN HARTHAN SANTANN JERNAINE STWART HOLLEST HOLLEST

CONTROL OF THE COLLEGE COLLEGE CONTROL OF THE COLLEGE COLLEGE CONTROL OF THE COLLEGE CONTRO

PHIL COLLING DOM HEMLEY NOTCOST: NEARLY 2-1 TIME 3-2 RED SPERMANCH 7-4 DAVED LEE MOTH 12-9 GLEMB PREY 15-12

Jahr-Centary

WASSESSED TO THE TOTAL TO THE Mempadian MURBAN HEAD DEBANNES SANTANA HADOMNA HADOMNA PAUL RABDCASTLE TIME 0=0 SURVIVOE 4-2 TIME 10-6 BOTFDIESO 14-8 PAUNIE GOES TO 8 14-10 WHITE-FIATAmagemery, Alan Dufricol

FM100/Memphis. TN John/Conley

JETTET CORDINGE MADORINA MADORINA MADORINA MADORINA MEDITATIVA COLUMN TERT TO 1 13-14 TO 12-14 TO 12-1

KAMERI Pass, TX

Persymbolisms
HRUCE SPRINGSTEED
DON HERETY (dp)
GREC EINE
ALAN PARSONS [dp)
SADE
HOT LEFETOMAGON [-]
TIEN 6-3
TECHA MARIE 19-10
JULIAN LERMON 70-14
RADONMA 27
RADONM Bob Weet
HICE JACKER | dep!
CHEERL LINE
SADE
SADE
HART JAME GIBLE
ROTE-SEL
RED SPECHMANOR |-|
WHART | 3-|
DAVID LEE ROTH | 11-1
EXMENT MOGRES | 6-10
CCHMBODORES | 6-10

REIC CLAPPON MUPBAT MEAD ROBEY INAM HARMAN ALISON MUYET FOLIOASI JOHN POKKETY 3-1 PELL COLLINS 10-6 BECKE SEPLECTERS 21-16 MADONNA 0-25

Runniy Reckques

HICE LAGGES (dp)

CON WINT

HICE LAGGES (dp)

CON WINT

HICE LAGGELE

TIME

TO MIST

HICH GAT STA

JESSA MASS E 16-7

JESSA MAS WARDS FREDWARD 7 24-10
WARDS FREDWARD 7 24-10
WARDS FREDWARD 8C
Red Batter
COM INSERTY
FRED THE STOOL
2014 VALUE
2014 VAL MemberTyler
GREG Blow
GREG Blow
GREG Blow
Fise
HED SPECIAL 2-1
JULIAN 12-1000x 15-6

WEXAMONINE THE Larry Martine First (dg) PRINCE CARS DON WENLEY CHI'AGO NOTE-81 NOTE-SE MAME 1-1 JOHN FORESTY 2-2 DAVID LIFE NOTH 4-3 RED S-EXEMACON 5-4 FORESPRES 5-5

WOUE-PMRtow Orleans, LA Kovin McCarthy

REGISTATO
MARDONNA
CARS
CARS
CARS
CARS
102 SPENDART
HOSTORY
15-7
JOHN POGENTY (4-8
DUNAN (70.00 10-10
JULIAN LEWHOM 10-10

MADONNA
DON NEMLEY
Note-at:
AEC SPRENMAGON 2-1
WHAN) 1-2
GLENN FREY 5-3
JOHN FORETY 6-8
MADONNA 12-6 WRINGStow Orlands, LA ContelleWashing WOUT/Juhnson City, TN Stove Toylor SHUCE SPRINGSTERM GREG SINN HOT LOSEL STEEMAGON 8-1 DAYD LEE NOTH 2-2 STOL A THE GAME 6-5 AUTOGRAPH 27-20 Consultation
RACOMMA
R

WOKIKnosvilla. TN Gary Adding

MPIL COLLING 39-16
MINESTER STATEMENT STATEMEN Gery Addres

ERIC CLAPTON

JOHN HALTY

PAUL READCLAFTE

PAUL READCLAFTE

PAUL READCLAFTE

PAUL READCLAFTE

HOLYOLE

BEO SPEZEMAGON 4-1

JOHN PAUL 11-4

FAMANIE GEOST VO W 12-5

DUNAN DVNAN 17-8

WFMFILesington, KY Fox:Mosley FOR MANAGEMENT PROPERTY AND THE PROPERTY

COMMONDORES
HADONNA
CHICAGO
CARS
DEBAGO
PRINCE
HORLOUS
GLENN FREY
JULIAN LERMON 17-6
HADONNA 2-18
FWIL COLLINS 28-22 KKYK/Little Reck, AR Merk McCein DUPAN DURAN PHIL COLLINS HOTERS HOTER

PRIL COLLINS 28-22
YTES Driends FL
Stocyt tes
THE
PRILIP DAILEY
GRES SING
JOHN MAITE
HOT 4-01:
REC SPECIMEOUS 1-1
PRIL COLLINS 15-0
ANDORMA 37-18
ANDORMA 37-18
ANDORMA 37-18
ANDORMA 37-18 WRVQ/Richmond, VA Bob McNell

Bes McCleat

ERIC CLAPTON
HADDINGER
TIME
HOSTEWEL
HHART 1-1
HHART 1-1
HHART 26-18
HACOMRA 28-19
PRIL COLLINS 29-20 KITY/Son Autonia, TX

MITTHORN Actions. TX
MeGoarUpton
SACCE SPRINGSTERM
CHICAGO
ANIHOTICO
HUERAY WEAD (dp)
GOMEDORES (dp)
COMMEDORES (dp)
NOS SPERIMANIES 1-1
GLEMM PREY 5-2
DAVID LEE MOTE 5-4
JULIAN LIPEROM 22-13
NADOMBA 24-12

KTFM/Son Antonio, TX Thorman/Owner ThermonOuseau
DOB REPLEY
DAS RABTHAN
SABORA & JACEBOB
VELS
HOTERST 10-6
JUNE FOGERTY 13-8
DIAMA NOSA 19-12
JULIAN LEMMON 24-14
RACOMMEA 22-15

DOLANT CURRENT TRUMS MAFTE FIRM SAFTE FIRM S

Parallel Three

RISR Ft Smith Rick Hoyes

Q104/Qeducin AL QuinterDovis Epic CLAPTON Time Idp) SHOWES! NEAT DENNIS DEVOUNG TERM HARD FAIL CLASS OF THE C

KTDV/Lalayette, LA

SADE
ADDINA
DEBMIS DEVOUNC
VELS (dp)
COMMODDES
ADT DES DESCRIPT 3-2
DAVID LEE NOTH 6-3
TERMA RAREE 15-4
JULIAN LEEMON 21-10

Tom Kelly
EPIC CLAPTON
PODE/GREN
SADE
DIAMA MUSS
TURES (dp)
JOHN MAITH (dp)
MRD SPEEDMACON 1-1
DUMAN HOLEN
SUNVIVOR 13-7
JOHNNEY 16-9
MADDONNA 21-10 KINGS PM/Mor Rich Krighton

Mich Krighton

HADOMHA
FISH MST
FISH MST
SADE
MUSTS
MUSTS
MUST
MUSTS
MUS None Hottest: BED SPERDMAGOW 1-1 MADOWNA 4-6 GLESS FRET 8-6 PHIL COLLISS 21-21 WILZL/Winston-Salom, ISC Citristani Japani JEFFPET GERORUS

FORCE CLAPPON PINE ALISON MOVET VELS ALAB PARSONS STOCKTORE RED SPEEDMAGGH D-1 MACHONNA 25-6 JULIAN LEMBON 24-10 PRIL COLLINS 0-23 POINCE 34-29 JULIAN LEMMON 17-10
KWWE ZAMIGHAD OLGON
APOLLOWIA 6
MADONIA
BIRDLE WINDS
COMMONDES
BROWSE 1 MEAT
CO WINST
HOTELET HOS
COWNOODES
BROWSE 1 MEAT
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BROWSE 1 MEAT
COMMONDES
BROWSE 1 MEAT WSEZ/Wineton-Ealem, InC Reb Leanard PRIL COLLINS
MADOWNA
Noticat:
DAVID LEE NOTH 8-4
GLENN PRIT 12-5
JOHN POCESTY 16-10
SURVIVOR 26-16
BILLY JOEL 25-19

Note: 11 NHAM! 1-1 POINTER SISTERS 5-5 JENNAINE STORAFT 7-7 ANIMOTION 9-9 TERMA MARIE 10-10

KQIZ FM/Amerika, TX WPFMParama City, PL Thomps/Davis BrownerTroy

ERIC CLAPTON
ALAN PARSONS
PARTANA
GO MERY
PAUL HARDCASTLE (dp)
JOHN PALLAMBO (dp)
BIO SPECIMACON 1-1
DAVID LES BOTH 6-2
GLEMN FRALY 5-)
JULIAN [LINERICH 10-4
HADONNA 26-14 Thomas Davis
first
ALISON HOVET
ENIC CLAPTON
ROLLEGI
GLENN FREY 12-4
FRANKIE GOES TO # 10-7
TERNA HAPIE 13-6
MADDONNA 37-10

WKSF/Ashoville, NC John Stovens John Smooth Committee Comm

MADOMIA 37-30 PMINISTRANCE OF THE STATE OF T

EMISS ORDERINE
TREE CLAPPON
STAN
TIME
TIME
TIME
ALBANAM
HANNATIANS
HANNATIANS
HOTOLOGY
HORSE
FORENAGE
TAMES
FORENAGE
TAMES
FORENAGE
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FORENAGE
TAMES
FORENAGE
FORENAGE WIXV/Sevenneh, GA Scott Reynolds

Sect Reyrolds

FRIC CLAPTON
ALISON MOYET
JOHN MATTE
JULIO (GLESTAX
MICHAEL BOLTON (dp)
NOTUBER
NET, NEEDINGGON 3-2
DAVID LEE MOTH 7-6
JOURNEY S-5
CAMES 9-6
DURAN DURAN 19-15

2102 Sevenneh GA McGrave Sommers PATTI LABELLE TIME EMIC CLAPTON HOTTOST: NEO SPEEDMAGUM 3-1 TERMA MARIE 6-2 DAVID LEE NOTW 6-6 COMMUDICATES 7-5 PRAMBIE GOES TO H 10-15

WGLF/Taltahasson, FL Rich Sprinkles Aica Sprinkles
EPIC CLAPTON
DON MENLEY
GO MENT
SIMPLE MINOS
SADG
NOTE-61:
RED SPEEDWAGON 1-1
71ME 1-2
TECHN MARTE 9-6
HANDONNA 10-6
PHIL COLLESS 15-9

Notest: HMAN: 1-1 RED SPEEPMAGOM JOURNEY 9-9 TIME 10-10 MADOMMA 13-13

Borry Michaels

DURAN CUBAN

CRICAGO

ARTHOTION

GREC SINNS (dp)

MARDIMER, (dp)

SIMPLE MINDS (dp)

DAN MARTMAN (dp)

ALAM PARADON (dp)

HOCCUBAN

MINDS (dp)

MARDIMER (dp)

WHSL/Wilmington, ISC Stewart/Stone

MACONNA SIMPLE NINDS JERWAINE STEMART DIAMA MOSS OO MEST BOTTON TO BOTTON TO TERMA MARIE 8-4 PELL COLLING 17-8 FRAMFIE GOSS YO N 20-11 ALISON MOYET ENIC CLAPTON JOAN ANNATHALING PATTI LABBLE TORM PALLENO NOTES: HED SPETOMACON 1-1 DAVID LEE HOMY 22-2 JULIAN LEWHOM 16-5 HADOWAN 22-7 TERMA MADIE 13-10

MIDWEST Most Added - Hottest

Eric Clanton mple Minds REO Speedwagon Phil Collins

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) if the song was dropped from the playlist then re-edded.

WEST Most Added .. Hottest

iric Clanton John Waite Diana Ross

David Lee Roth

MIDWEST

Parallel Two

WKDD/Akren, OH Mett Petrick

none Hottost: HMAM! 1-1 RED SPEEDMAJON 2-2 DAVID LEE ROTH 3-3 JOHN POCERTY 4-4 PHIL COLLINS 15-15 COMMODORES SADE STAPLE HINDS (dp) Soutest:

HOLTUST: REO SPEEDWAGON 2-1 DAVID LEE HOPH 3-3 PHIL COLLINS 12-6 JOHN PARR 15-11 MADGHMA 20-13 WJXQ/Jeckson, MI Rysn/Cheeks ERIC CLAPTON (dp)
SADE (dp)
DONNIE IRIS (dp)
PATTI LABELLE (dp)
NOTOBET
REO SPEEDMAGON 1-1
GLENN FREY 5-2
JOHN PARK 7-5
SUNVIVON 13-7
PHIL COLLIMS 21-16

PRINCE DON HERLEY FIRM HOTT-BI: REO SPREDWAGON 1-1 AUTOGRAPH 8-4 DURAN DURAN 12-9 MADONNA 33-14 TEENA MARIE D-34 WKFR:Kelemazoo, MI Weinscht/Chapman

WKAU/Appleton Os Ross/Bradieigh

Weinschichepmen
SCANDAL (dp)
HADDHHA
ALAN PARSONS
13LEY, JASPER, IS
DON HEMLEY (dp)
HOTEGET
REO SPEEDWAGON 2-5
JULIAN LENNOW 15-6
PRINCE 10-28
CARS 37-28
COUNDEDGES D-35 WVIC/Landing, MI Read Kittredge

WRQC/Cleveland, OH Scott Howitt

PRANKIE GOES TO H
PROCE SPRINGSTEEN
COMMODORES
RANDOMAN
ANDOMAN
SEPLE WINDS
GOES HORSE
ROSS HERE
ROSS HERE
ROSS HERE
ROSS HERE
RED SPREDDMAGON 6-1
DAVED LEE ROTH 6-3
RANDOMAN 10-0
PHIL COLLING 20-14
JOURNEY 17-15

MINO Devenport IA

ERIC CLAPTON SADE SADE WINDS (dp) GO MEST (dp) PSEUDO ECNO (dp) PAUL HARDCASTLE HOTGESTE HOTGESTE HOTGESTE HOTGESTE 11-6 PADOWNA 18-7 TERMA MARIE 21-12 COMMODORES 26-20

WGTZ/Deyton, OH King/Robertson

KJ163/Oklehome City, OK Bill Cahiff BB Cabit
MADOMBA
MADOMBA
MADOMBA
MADOM
MADOMBA
MADOMBA CHICAGO
MADONNA
DON HEMLEY
NOTEGET:
NOTEGET
PRANKIZ GOES TO H 12-7
DURAN DURAN 14-9
HADONNA 10-15
PHIL COLLING 25-22

Barry Kright

MADONNA
DON HEMLEY
ERIC CLAPTON
PREUDO MCHO (dep)
CCOMMENDERS (dp)
GOMENDERS (dp)
HOLLORI
BARRA GTREINAGON 3-1
BARRA GTREINAGON 3-1
JOHN FOCERTY 11-4
TERMA MAREE 11-6
MADONNA 24-7

ANNE MURRAY NAMICE & JONES DEBARGE PIRM BONIE & METHENY BONIE & METHENY OSBORNE HOTLEST OSBORNE HOTLEST OF BOTH 6-3 HADOWNA 19-10 TEENA HARIE 16-15 PHIL COLLINS 34-22

WSTO/Eveneville, IN

DIAMA ROSS MADORNA BRUCE SPRINGSTEEN DEBARGE NOTERS INSTEEN REO SPEEDMAGON 2-1 MAMI 1-2 POINTER SISTERS 5-3 DAVID LEE SOTH 7-5 JOHN FOGERTY 8-7 Notest: WHAM! 2-2 BILLY CERN 3-3 POINTER SISTERS 4-4 GLENN PREY 5-5 DAVID LEE NOTH 8-8 WZOK/Rockford, IL Kipper B. McGee

KQKQ/Omehe, RE Taylor/Dean

KZBS/Poorts, II, Edwards/Majors

BRUCE SPRINGSTEEN AUTOGRAPH BOWIE & RETHENY DAN NAPTHAN TIME CARS

WMEE/FL Wayne

Scot Dugan

FIRM

FIRM

MURRAY HEAD

ERIC CLAPTON

GO WEST

REO SPEEDMAGON 2-1

REO SPEEDMAGON 12-5

JULIAN (ISMNON 17-11

RACOURA 20-12

PHIL COLLINS 22-17

MADOWNA SANTAHA DON HEMLEY HOTE-SE: EEO SPEEDWAGON 1-1 DAVID LEE BOTH 6-2 GLENN PREY 7-4 JULIAN LEWNON 14-9 RADOWNA 21-12

MADOMMA TERMA MARIE ALAM PARSONS BOWLE & METHENY HOTEBAE GLEWN PREY 3-1 ERO SPEEDMAGON 2-2 EGOL & THE GANG 4-3 SUMYIVOW 10-4 WHAM! 1-5

US3/South Bend, IN J.K. Dearing

JR. Deserve
TIME
PRIL COLLINS
DURAN DURAN
HOTEST: WHAN1 1-1
ROS SPEZOMAGOW 7-2
JULIAN LEMBERN 19-7
HALL & OATES 11-10
ROOL & THE GAMG 14-13

HOOL & THE GAMG 14
WWQNHTokedo, OH
Schoffenikhechel
HIINIGGE STAR (dp)
ERIC CLAPTHICADE
DORNER INIS (dp)
FAUTE LABELLE (dp)
FAUTE LABELLE (dp)
FAUTE LABELLE (dp)
FORT PALIFIED (dp)
HOULERS
JOHN PALIFIED (dp)
HOULERS
JOHN PALIFIED (dp)
HOULERS
AND TORN 12-0
TERMA MARIE (8-10
ANIMOTION 34-28
ANIMOTION 34-28
ANIMOTION 34-28
ANIMOTION 34-28

KAY107/Tules, OK Blein/Stephens none Hottost: WHAH: 1-1 HED SPZECHAGON 6-4 GLZUM FREY 5-5 DAVID LEZ MOTH 10-10 CARS 19-19

KEYN FM/Wichin, KS Taylor/Brown

RARRAR STREIRAND TIME ERIC CLAPTON ALISON MOVET JOHN MAITE MOTERAL RED SPEROMAGON 1-1 TERNA MARKE 13-7 SURVIVOR 19-10 BRYAN ADARS 19-12 PHIL COLLINS 20-13

JOHN MAITE
HADONNA
DEBARGE
FIRM
NOTEGAL
GLENN PREY 3-1
SUBVIVOR 4-3
RED SPREDMAGON 5-4
JULIAN LEMMON 9-6
JUNIAN 12-8

2104/Medison, WI Little/Hudson

WZUU/Milweukse, Wi John Driscoll

KKRD/Wichim, KS Oliver/Williams

CREG FIRM
GREG FIRM
DOM HEMLEY
HOTLEST:
REO SPEEDWAGON 1-1
RURRAY HEAD 10-2
RADONNA 15-5
PAUL HARDCASTLE 16-9
JULIAN LEMNON 20-10 ERIC CLAPTON DIANA ROSS SIMPLE MINDS MADDHNA MADOWNA SADE Mottest: HED SPEEDMAGON 2-1 JOHN FOLERTY 4-3 DAVID LEE BOTH 8-5 SURVIVOR 14-9 JOURNEY 15-10

WHOT/Younget HHAM! 1-1 HEO SPEEDMAGON 4-3 HALL 6 OATES 12-5 GLENN FREY 10-6 FRANKIE GOES TO H 7-7

Otek Thompson

MADOMBA
DIAMA BOSS
ROSE
ROSE
TUBES
SADE
MARY JAME GIBLS
MURRAY MEAD
MOTEOSI
MARY JAME GIBLS
MARY JAME GIBLS
MARY JAME GIBLS
MARY JAME GIBLS
MOTEORY
MADOMBA 11-5
MADOMBA 11-5
TERMA MARIE 18-9

TREMA MARIE 18-9
WYPM/Youngstown, OH
Jeff Tobin
BRYAN ADAMS
ROTENEL
RED SPERDMAGON 1-1
HIDWIGHT STAM 6-3
HADDMA 10-5
PRIL COGLIMS 14-8
JOHN PARR 16-11

KOPM/Oklahoma City, OK Miller/Cooper TIME MURRAY HEAD (dp) ACAM PARSONS NOTEST: MADOWNA 17-4 DAVID LEE ROTH 14-5 TEENA MARIE 13-8 PHIL COLLINS 21-13 BEYAM ADARS 22-16 Parallel Three

KFYR/Blomerck, ND

GronmanHurdt
JOHN HAITE
DEBARGE
SABTAMA
ANIHOTION
HOTEST:
REO SPEEDHAGON 1-1
JOURNEY 13-5
JULIAN LENWON 11-7
SUNYIVON 12-9
JOHN PARR 19-12

THE PROPERTY OF THE PROPERTY O ALISON MOYET SADE ERIC CLAPTON (dp) Mottest; GLENN PREY 2-1 REO SPEROMAGON 3-2 DAVID LEE ROTH 4-3 JOURNEY 5-4 PHEL COLLINS 7-5

PREL COLLINS 7-5
WSWE Sponnington, II
Bob Learned
SARTAMA
SIMPLE RINDS
ISLEY, JASPER, IS
RADDHNA
ROLLest
JOHN POCRETY 2-2
GLEEN FREY J-3
BOD SPECIMAGON 4-4
DAVID LEE ROTH 8-5

DAVID LEE NOTE 0-5
WOLL FRICARDON 0-5
WOLL FRICARDON 0-5
WOLL FRICARDON 0-5
CONTINUE (0p)
CONTINUE (

Seginaw Bay City, MI KOCR/Codor Repide, IA (Shennon Gary Dixon

Gary Dison
CNICAGO
CO MEST (dp)
HADONNA
SIRPLE MINDS (dp)
HOTER
RED SPEZDRACOU 1-1
GLENN FREY 3-2
PHIL COLLINS 10-9
HADONNA 25-14
BRUCE SPRINGSTEEN 31-24

KCMQ/Columbia, MO Tuttin/Baker

TIME MADDINA SIMPLE MINDS BOWLE & METHENY HOLD FROM SEEDINGOW 1-1 SMADOWNA 22-10 PMIL COLLING 30-21 TEENA MARKE 27-21

Y94/Fergo, ND Collins/Anderson

VYMFFUPD, ND
COMPONATION
BAIC CLAPTON
BAIC C

PHIL COLLINS 20-20
WAZY-FML LEGRETON IN
BROSPILANIANS
ERIC CLAFTON
O MYST
SADE
DIANA BROSS
DIANA BROSS
DIANA BROSS
FML COLLINS 22-11
RASDUMBA 16-4
PAMBRIE GOES TO H 15-10
PHIL COLLINS 22-11
TRESULTED STATEMENT STATEMENT
TRESULTED STATEMENT
TRESUL

Trecy Johnson
COMMODORES (dp)
SADE
TIME
EADORA & JACKSOM
NOTEST:
RED SPEEDMAGON 3-1
WHARE 1-2
GAMENT FROM 5-5
GAMENT FROM 5-1
WHARE 1-1
WHARE TERMS TO ME 13-11

Part Martin
GREG EINE
DESANDE
DESANDE
MANDEMA
HONGA
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Shorwin/Paper F1 wm SCAMAGAL COMMODORES ERIC CLAPTON SIMPLE RINDS SIMPLE RINDS MOST SPEEDINGON 2-1 DAVID LEE BOTH 3-2 GLEMM FREY 6-3 PRIL COLLINS 12-6 PRIL COLLINS 12-6 PRINCES TO H 13-8

SSKG/Balina, KS Danny Callier

DOWN COMEY

DOWN HOMIZY

HUBRAY MEAD

PATTI GAMELLE

DENIS DEYOUNG

HOTE-SE:

WHAN! 1-1

DAVID JAR HOTH 2-2

FRANEIE GOES TO H 14-6

JOUNEY 21-13

MADDWIA 28-18

KERCHEMENT Fall, SD

Den Kledey
COMMISCIONES (dp)
SCAMBAL (dp)
SC

MADONNA
SCARDAL
SCARDAL
SCARDAL
SCARDAL
SIMPLE NIMDS
DIANA BOSS (dp)
HOTEWEL
HEO SPEEDMAGON 2-1
FRANKIE GOES TO N 11-9
JOHN PARP 18-11
ARDONNA 20-14
PHIL COLLINS 24-19

WDSR/Springfield, IL Moore/Levies MOON- SADE JERNALIK STEWART JERNALIKE STEWART ALISON ROYET DOWNLE IRIS (dp) NOTES THE STREET STEWARD IN 1-1 THE STREET ST WSPT/Stevens Point, WI Bouley/Tracy

COMMONDERS
DIAMA ROSS
DIAMA ROSS
PRIC CLAPTON
SIMPLE MINDS (dp)
TINE (dp)
HOTHER BOTH 7-3
HADONNA 15-5
WHAME 4-6
PHIL COLLINS 25-13

KDVV/Topoka, KS Rabat/Permely

Rabet/Parmety
DIAMA MOSS (dp)
JOHN WAITK
MADOWHA (dp)
RENC CLAPTON (dp)
MUDAY MEAD
MOTORY MEAD
MOTORY MEAD
PHIL COLLINS 18-7
PANANIE GOOST TO N 10-8
FIRM 23-13
MADOWHA 26-14
GO MEST D-32

MADORMA SANTANA ERIC CLAPTON JOHN MAITE CO MERT (dp) Hottest: RED STEPINMAGOW 1-1 RED STEPINMAGOW 1-1 TERMA MARIE 22-16 PHIL COLLINS 27-19

WEST

Parallel Two

Saucher/Rountree FIRM SIMPLE MINDS MADDONNA WORTERLI RED SPEEDHAGON 2-1 DAVID LEE ROTH 4-3 JULIAN LESMON 8-4 JULIAN LESMON 8-4 JUDINEY 19-5 MADDONA 19-9

JOURNEY 19-5
MACHINE 19-1
MACHI

DIANA ROSS ALISON NOYET SIMPLE MINDS JOHN WAITE ERIC CLAPTON MURRAY HEAD BORRY HURRAY ham.
ROBEY
ROBEY
ROBEY
ROBEY
ROBEY
ROBEY
ROBEY
ROBEY
ROBE
ROBEY
R

JOHN MAITE SANTANA BABBRA STREISAND BROWSKI BEAT ROTESEI BEAT BEO SPEEDMAGON 2-1 BELLY OCCAM 1-2 DAVID LEE ROTH 7-3 GLEMM FREY 6-4 JUNN FOGERTY 11-5 KEFRANTANA

KKFM/Colorado Springs, CO Malmberg/Anderson

Mahmberg Anderson
MADOMMA
GO MYST
HARY JAME GIBLS
BARBRA STREISAND (dp)
SADE
HOSTEGNAGON 3-1
FOR SPECONAGON 3-1
FOR SPECONAGON

KSND/Eugene, OR Mike Pardy

Mine Proby
Time
DERAFT

256 CHR Reporters 246 Current Reports

KBOS/Freens, CA Kris Van Komp

Kris Van Kamme
COMMODDRES
GO WEST
GO WEST
S NAPLE NINDS
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MINERAT HEAD
JOHN MAITT
NOTE: SEE SEE SEE
GLENN FREXT 6-1
DAVID LEE MOTH 4-3
FRANKIE GOES TO H 5-4
RADONHA 18-7

KMGX/Freeno. CA Corey Edwards

Conve Edwards
DAN MARTHAN
SARTHANA (15)
SIMPLE MINDS (dp)
TIME
MINHIGHT STAR
HOSE-st;
DIANA MONS 1-1
ASSIPORD 6 SIMPSOM 11-6
GENNM FREY 14-10
REO SPERDMAGGM 16-11

KYNO FM/Freeno, CA

ARTTOGRAPH ROBEY MURRAY HEAD MOCEDE: FORE![MER 1-1 FORE![MER 1-1 FORE![MER 1-1 FORE![MER 1-1 FAMPIE GOIS TO H 10-7 DAVIO LEE ROTH 12-8 HADDHNA 27-10 KIKI/Honolulu, HI Kone/Bhishido

KISNISelt Lake City, UT Gery Weldron

LIONEL NICHIE DEBANGE HOTTUST REO SPEKHWAGON 2-1 WHAM: 1-2 DIANA HOSS 9-6 TERMA HARIE 12-7 TIME 16-9

JEFFREY OSBORNE ERIC CLAPTON

ERIC CLAPTON
TIME
RARBA STREISAND
JOHN MAINT
NURBAY HEAD
HOLLER
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HOLLER KZZU/Spokana WA BIR Stairs

KLUC/Les Veges, NV Richards/Christian

ERIC CLAPTON COMMODORES SIMPLE MINOS TIME (dp)-HOTEGET; RED SPEEDWAGON 2-1 SRIAN ADAMS 22-13 PHIL COLLINS 26-18 HADOMEN B-28 AUTOGNAPH 40-34

KOS3Modesto, CA Mike Nevak ORMAN DEVIANDE JOHN MAITE JOHN MAITE JOHN MAITE JIEMAINE STEMANT FIMM (dp) ROUSES (dp) RO KHYT/Tuccon, AZ Shormon Cohon

ERIC CLEATON
JOHN MAITE (dp)
JOHN MAITE (dp)
JENNAINE STEMAR
GEORGE BERSON
ALISON BOYET
HOTELST JOHN
HOME JOHN
FRANKI 1-1
JOURNEY 13-6
FRANKIE JOST TO H 17-10
TEENA MARIE 16-11
FRIL COLLINE 23-15
FRIL COLLINE 23-15

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JOHN MAITE
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OO WEST MURRAY MEAD SIMPLE MINDS BOLLOWEY 15-8 JULIAN IZHMON 22-9 MANDHMA 24-10 TERNA MARIE 26-19 BRUCE SPRINGSTERN 37-24

Z98/Tempe WZPL/Indianapolis KAY107/Tulsa WSTO/Evansville WKSF/Asheville T94/Paname City KKQV/Wichita Falls KGOT/Ancho

SADE PAUL HARDIASTLE ROBETY ROBETY ROBETY ROBETY VELS (dp) BARDER STREISAND (dp) HOTGET TIVA TURKER 6-3 RADOWER 1-7 FAMANIE 11-7 FAMANIE 10-2 TO A 24-15

KCPX/Selt Lake City, UT Auchem/Main

GREG RIHM ALAM PARSONS SIMPLE MIMOS MOLTOME RED MPREDMAGGM 1-1 PHIL COLLIMS 12-6 MADDMMA 16-8 PRINCE 31-21 CHICAGO 29-25

Gary Weddron
CARS
ERIC CLAPTON
ERIC CLAPTON
DIAMA ROSS
JOHN MAITE
FILM
RROWSFI HEAT
SIMPLE RINNS
HOTEGAT
SUBJECT
GLENN FREY
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PHIL COLLINS 21-13

BRISCHER
BRIC CLAPTON (dp:
JOHN WAITE
SADE (dp)
BROWSEI HEAT
ZADORA & JACESOM
HOTEGRIF
RED SPEEDMAIDN 2-1
DAVID LEE ROTH 3-2
PHIL COLLINS 19-13
DURAN DURAN 22-15
MADONNA 29-18

DOM MUNICIPE
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MADDHNA 4-2
JOURNEY 11-6
JOURNEY 11-6
PAIL COLLING 31-12
PAIL COLLING 31-12

PRINCE DAN HARTMAN HARRAA STREISAND GO WEST ERIC CLAPTON SADE SADE Noticet: NAMN: 1-1 POINTER SISTERS 6-5 BED SPEEDWACHN 7-6 BILLY GCEAN 8-7 DAVID LEE BOTH 17-8

KRO/Tueson, AZ Kelly Norris

CADDRA 6 JACESOM GO MEST DIAMA ROSS ERIC CLAFTOM HOTCEST EEO SPEEDNAGON 1-1 JOHN POCERTY 2-2 DAVID LEE ROTH 5-3 GLOMN FREY 6-4 JULIAN LEWNON 7-5

Parallel Three

KGOTIAnsherage, AK

none Hottest: BED SPECHMAGON 1-1 DAVID LER BOTH 2-2 JOHN FOCKETY 3-3 ASHFORD 4 SIMPSON 4-4 HADONNA 11-11

KYVA/Billings, MT Charle Fest Chambooms:
CYMMODOMS:
DOM HEMLEY
DAN HARTMAN
RHIC CLAFTON
HOREGET:
REVIS SPERDMAGON 1-1
DAVID LEE NOTH 2-2
HILLY JOEL 11-7
HADONNA 24-12
TEENA HARTE 23-15

KBOZ FM/Bazemen, MT Michael Hesse

MHCHWel Meses
HARRHA STREINAND
DIAMA BOSN
DAN HARTTAN
ANIMOTION
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ECDQ/Besomen, MT ERIC CLAPTON JOHN HAITE TIME

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ALISON MOTET
JOAN ANNATRADINA
DERNIS ORYCOUNG
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HADONNA 8-4
JOURNEY 7-5
PRINCE 14-7

Todd Coversh
CHI CAGO
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STRILE RINDS
STRILE RINDS
STRILE RINDS
DIANA ROSS
DIANA LERBON 2-1
FILL COLLINS 2-10

KKAZIChovo

JOHN RAPMEN HADDINGA GO WEST SIMPLE MINDS CHICAGO ... DOWN HEMLEY HOTEGEL BED BPEZDMAGGOW 2-1 BED BPEZDMAGGOW 2-1 DAVID LEE NOTH 4-3 JULIAN LEDWON 13-7 JULINEY 12-8 RADDINGA 22-10

KOZE/Lowiston ID

Jey McCell PRIC CLAPTON
FOREIGNER
TIME
ALAN PARSONS
HOSTERST

KCBN/Reno, NV Jim O'Neel JPM O'Neel
DAN HARTHAM
MANHATTAMS
PAUL HANDCASTLE
BARRHA STREISAMD
HOTSES!
REO SPEZENRAGON 1-1
TIME 6-2
FRANKIE GOES TO N 6-1
ASPERDE S SIMPSON 15-9
PHIL COLLINS 19-13

KHTX/Reno, NV John Chammie BRUCE SPRINGSTEEN
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ALAN PARSONS
TURES (0p)
FELS
HOSE-02;
TISA TURNER 10-)
BILLY JOSE 10-11
BILLY JOSE 10-17
FALL COLLEGE 30-23
RADOMBA D-29

KBIM/Roswell, NM Roy Seels PATTI LABELLE
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ERIC CLAPTON
TIME
DENNIS DETONIC
TUBES
JOHN MAITE
Hotees:
PEC SPEEDAGON 2-1
GUINGER 4-2
JOHN MAITE
AUTOGRAPH 5-4
DAVID LEE BOTH 16-8

DAVID LEE BOTH 14-0

BLYBRIGH LUB Obspa, CA
JOE CARRO
JEFFART GERORNE

SIMPLE RINGS
JOHN MAITE
ERIC CLARTUM
BOLLER ROTH 3-2

RANGE BOTH 1-2

RANGE BOTH 1-2

RANGE BOTH 1-2

FAMBLE GOES TO H 22-12

K202/Bon Lule Obispo, CA Milito Daveson NOTE STREET SPECIAL STREET SPECIAL SPE

KIST/Sonto Berbero, CA Dick Williams

JEFFREY OGBORNE GO MEST (dp) GO MEST (dp)
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JURN MAITE
PATTI LABELLE
KOCLOGE
BED SPEZIMAGOM 1-1
TIMA TURNEM 9-4
TERMA MARIE 10-7
BILLY JOEL 10-8
SURVIVOR, 13-10

OKSE/Tri-Cities, WA Taylor/Furdy

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ALISON MOTET
HOTESEL
HADDHEAD 9-6
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607 | 4-30 607 | 4-30 979 | 4-30 801 | 10-13 8110 | 30-17

#007 30-20 8773 20-24 800179 20-24 800179 20-24 8773 32-35 8043 32-35 8043 31-31 8050 31-31 8073 31-30 8073 31-30 8073 31-30 8073 31-30 8073 31-30 8073 31-30

No. Sections:

35

EXAMPLE

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I — Number of stations move
it up on the cherts.

Is 20 — Number of stations
debuting the song this vessel

I — Number of stations rept
debuting the song this vessel.

I — Number of stations rept
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week. (On to On, Add
to On, 31-31, sec.)

I — Number of stations mov
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III — Total number of stations
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190 a	0007 m	W790 96-20
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*** *****	82104 6-40 7107 36-36 8880 39-35 8887 10-17 7184 80-16	
MICL 29-27	7154 00-14 0700 00-23 0700 30-23 0700 00-23 0700 00-23	#ESP 15-25 #LIAD 35-27 #CGQ 34-36 #130 26-33 9164 4-13
HCS7 33-30	STPH 30-20	WCCQ 34-36
9977 cm	100 00	0100 4-13
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FRUIT OR FRUIT OR FRU	WEPL on WJDQ 37-24	
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P2	1700 39-24 503000 20-24	EPRE OD
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SAME TO		**** 16-14
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Q100 10-11	EMMQ 24-22	ESTOPE 30-10 10-24 10-7 (0-2) 10-7 (0-2)
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10027 13-30 10070 30-27 130 31-26 10070 32-33 10077 37-30 10028 30-23 10028 30-23	800mpm 14-32 0CM 14-32	OCBM 10-15
WOT 37-30	0 100 on 0 100 on	800m 33-35
mice 10-11	and 10-33	E808 29-27
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Watering 17-14

Water on 6-16

Water on 6-16

Water on 6-16

Water on 6-16

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CARE May Con 7/A

Chris 20-27	95871 6-60 8790 H-21	0 001
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7184 80-16	Mar 15-25	
8197 30-23 9779 30-23	MIAD 35-27 MCGQ 34-36	0104 m
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MEST 4-34	1758 8-30 1707 00-36	10000 14-25 100LT 00
-	0191 20-21 6m0000 30-20 704 51-31	CPO1 on
Wine on	Abbit 10-20	074 m
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METE 26-22	60LF 16-13 68QF 10-10	0107 0-33
4110 34-16	4010 36-35 4005 21-19	-
Wester 17-17		103.4
WEPL OR WJDQ 37-24	-	EAFE 20-14
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EGYMPH 20-26	1700 00 10010 20-21	996 27-22 958 00
MBC77 26-23	***** 10-34 EESC 30-24	Q162 e-15
_	EBIODE 30-10	90CL 31-25 921 25-30 9CSY 30-27
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0 mm 36-31	COLD S-44	6199 27-24 WEYL 24-17
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#200 4-19 #20071 00 #20071 00	5007 33-33 5774 m	MCOCAM 0-33
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5500 20-20 600000 14-32	00AB 00-36	C300 0-23
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	193 6 EAPS 30-14 FEEL on 7100 33-29 007 20-25 0105 6-31	#14.0 d- 13 #78.0 30-32 #80.05 30-34 #80.07 d- 30 #80.07 d- 30
35		EMPT d-33
	904 27-22 903 on 003-00 on 0103-00 on 0103-0	ESIGN 18-29 VISCO 4 VISCO 4 VISCO 40 VISCO 4-20 VISCO 4
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0000 39-34 0100 20-35 0077 a-35	0000 25-24 0000 0-24 0000 0-24 0000 0-32 00000 0-32 0100 30-25 0100 0-30
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#2100 10-20 WEEG . VIGT -	100/100 26-2- 10/27 co 10-2- 10/27 co 10-21 10/20 co 11/2-25-25-25 20/24 co 11/2-25 20/24 co 11/2-25
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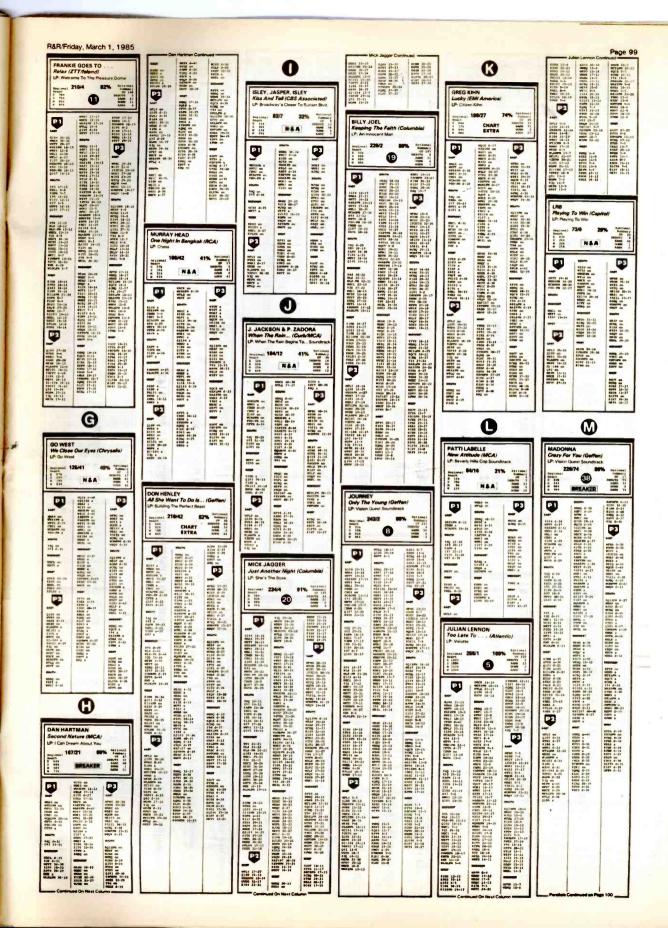
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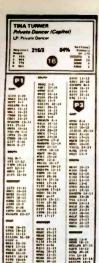
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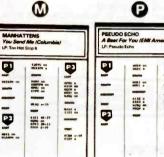
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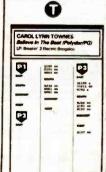
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BARBRA STREISAND



Picture Yourself In RaR.

If something's happening at your station or company send R&R the photo and we'll put it on the Picture Page.





ontemporary Hit Radio Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient

DON HENLEY

All She Wants To Do is Dance (Geffen)

82% of our reporters on it. Moves: Up 46, Debuts 64, Same 58, Down 0, Adds 42 including B104, WXKS-FM, Z93, Y100, B97, KHTR, FM102. Complete airplay in Parallels

GREG KIHN

Lucky (EMI America)

74% of our reporters on it. Moves: Up 49, Debuts 39, Same 75, Down 0, Adds 27 including WNVZ, Q105, 92X, KHTR, Y108, KZZP, KKRZ. Complete airplay

BREAKERS.

MADONNA

Crazy For You (Geffen)

86% of our reporters on it. Moves: Up 17, Debuts 95, Same 34, Down 0, Adds 74 including Z100, Q107, Z93, B96, WKTI, KPKE, KITS. See Parallels, debuts at number 38 on the CHR chart.

DAN HARTMAN

Second Nature (MCA)

65% of our reporters on it. Moves: Up 47, Debuts 30, Same 68, Down 1, Adds 21 including CFTR, KWK, KPKE, KS103, Z106, WQID, WBCY. Complete airplay in Parallels.

NEW & ACTIVE

dioactive" (Atlantic) 144/33

E-Up 42, Debug 19, Same 49, Down 1, Adde 33 including WXKS-FM, WNYS, Q107, 94Q, KAFM, 93FM, WNVZ, WHYT, KMEL, 98PXY, KISN, WHIT 40-35, KPLUS 32-26, KDON-FM 31-24.

TO S. NINEL SETAT, NOTE, WITH 40-35, NINUS 32-03, RUDHERS 31-24.

SIMPLE MINDS "Don't You (Forget About Me)" (A&M) 137/54

Moves: Up 6, Debuts 17, Same 61, Down 0, Adds 54 including WHTT, CXCII, PRO-FM, 940, 293, 93FM, 92X, WHYT, KBCO, Z299, Q103, KWSS, KAPM 6-33, KMEL 38-28, KPLUS 37-28.

NBELL 2297, CHUS, RYDS, RAPINGOS), RINEL 39 ZB, RYLUS 37-ZG.

SANTTAIN, "Say It Againt" (Columbia) 136/28

Mover: Up 21, Debuts 20, Same 69, Down D, Adds 26 including CKDI, PRO-FM, Z93, WGCL, ZZ99, Q103, KWOD, KC101, KTKS, WGRD, KMGX, KISR, WHYT 35-31, KMEL 37-34, KNMO 37-32.

WGRID, KMEX, KISR, WHYT 35-31, KMEX 37-39, KNANG 37-32.

ALAN PARSONS PROJECT "Let's Talk Aboust Me". (Arista) 129/18

Movies. Up 19, Debuts 33, Same 99, Down O, Adds 16 including 283, WNW2, FM102, KMEL, FM100, WKFR, KOFM, KCPX, KOLZ
FM, KRDZ FM, KHTX, WGCL 492, WKDO 39-34, KCRX 193-29.

WOMEN 19-29, Debuts 14, Same 22, Down 4, Adds 59 including WXKS-FM, WRYS, WCALLFM, WHTX, WLS, WLS-FM,
KIMM, 0103, KIS-FM, KS103, KWSS, 8104 22-15, 2100 18-11, KZZP 16-5.

GO WEST "WMC Cheen Dur Elems" ("Propanalla, 1287-145.

GO WEST "We Close Our Eyes" (Chryselle) 125/41
Moves: Up 6, Debuts 17, Same 61, Down 0, Adds 41 including WN,
KIIK, KKFM, KBOS, KPOP, WAZY-FM, Z93 6:35, KPKE 29-26, KKRD 37-32.

4, WAVA, KAFM, Y100, 897, KDWB-FM, WLOL-FM,

KIIK, KKEM, KBOS, KPOP, WAZY FM, 289-35, KWE 28-26, KKWD 37-32.

MURRAY HEAD "O'Ne Night in Barrigideh" (FRCA) 106/42

MOVER, UP 13, Debut 8, Same 43, Dewn 0, Adds 47 michary B104, w
KEZP, KKIKZ, KWOO, KWSS, WAN, CKOI 65, WHITS O: 18

JERMANNE STEWART "The Word is Dut" (Avietal 105/21

MOVER, MOVER, COINT, STEWART "The Word is Dut" (Avietal 105/21

WOULFAM, KOS), KHOP, DKSS, Y100 31, FMI02 21-16, KCAD 27-18 NVZ, ZZ89, KURZ, KC101, R1104, WQID, WANS-FM,

JERMAINE JACKSON & PIA ZADORA" ("When The Rain Begins To Fell" (Curb/MCA) 104/12
Moves Up 26, Debuts 18, Same 46, Down 0, Adds 12, WHYS, CKOI, KIMN, V106, WLAHFM, WSRK, SEPKY, WHOK-HKZZU, KRD, KRY, 840 30 25, RH102 24-18, KUDUS 30 24.

KEZU, KRU, KPIA, 1943 3D-20, PRIUZ EP-18, KUALUS 3D-20,

ERC CLAPTON "Forever Men" (WB) 100/100

Moves: Up 0, Debuts 0, Same 0, Down 0, Adde 100 including WNYS, WCAU-FM, 894, WHTX, 940, Z93, Q105, KMUK, KWOO, KPLJS, KUBE, WMOK-FM, KSKO, Q101.

DONN WATE "Change" (Chrystalls) 87/84 Mover Up 4, Debots 9, Same 20, Down 0, Adds 64 including 293, WGCL, ZZ99, WKTI, KDWB-FM, KKRZ, KWSS, KUBE, WERZ, WFST, WYC, KCAG, KOVV, 890 36-32, KRE6 6-28, WSOV 40-32.

TECH. 1973 . TYPE. R. VALIL RAVY. 1990 39 S.K. PATE 9-18 . TISALY 40-32 .
MRONSKI BEAT "Smell Town Boy" (MCA) 87/9
fewer by 31. Debuts 11. Sams 32. Down 4. Adds 9. KMBQ, KJ103, KIKX, KISN, KZZU, WKHE, Q104, KWES, WXKS-FM 8-4,
WNYS 40-32. Z83 18-10, KMEL 7-8.

MOST ADDED .

ERIC CLAPTON (100) Forever Man (WR) MADONNA (74) Crazy For You (Geffen) DIANA ROSS (59) Missing You (RCA) SIMPLE MINDS (54)

Don't You (Forget About Me) (A&M)
JOHN WAITE (54) Change (Chrysalis) TIME (49) The Bird (WB)

HOTTEST

REO SPEEDWAGON (207) Can't Fight This Feeling (Epic) MADONNA (149) Material Girl (Sire/WB) PHIL COLLINS (120) One More Night (Atlantic) DAVID LEE ROTH (100) California Girls (WB) JULIAN LENNON (69) Too Late For Goodbyes (Atlantic) GLENN FREY (66) The Heat Is On (MCA)

ISLEY, JASPER, ISLEY "Kiss And Tell" (CBS) 83/7 Moves: Up 8, Debuts 12, Same 56, Down 0, Adds 7, WXX,S-FM, PRO-FM, WHYT, KS103, WRCK, WKFR, 293 6-30, WCZY 6-35 KZIO 40-37, KJ103 38-35, KIKI 6-40, Q104 36-33, OK95 38-34.

ADD: "Smooth Operator" (Portnet/CBS) 82/46
Moves: Up 1. Debuts 2, Sere 33, Down 0, Adds 48 including WCAU FM, WCZY, Q103, FM102, KPLUS, WKFM, KXX106, KZIO, K103, KDON-FM, WKZ, KIST, KMEL 932, WSV2 93-29, WRER 9-30.
ROBEY "One Night in Bangkok" (Sliver Blue) (CBS) 75/18
Moves: Up 5, Debuts 2, Sere 90, Down 0, Adds 18 including KRZ, KWOD, WSPK, KWC, KX104, KOFM, WHOT, KF95, KIKX, KMB0, WKKZ, KNOE-FM, 1100 35-32, KPLUS 72-21, Y106 36-31.

KNBO, WKZ, KNOE-FM, Y100 35-32, KPLUS 27-21, Y106 36-31.

TIME "TTHE Bird" (WB) 70/49

Movere Up 9, Debits 5, Same 4, Down 0, Adds 49 Including 8104, 2100, 940, 293, KBEO, WLOL-FM, KIIS-FM, FM102, KS103, KUBE, KOKO, 2102, 697 16-13, KMEL 32-24, WCIL-FM 16-8.

PATTI LABELLE "New Arthude" (MCA) 54/16

Moves Up 3, Debuts 7, Same 23, Down 0, Adds 16 including CKGM, KAFM, KKRZ, KWC, KSET-FM, KJ103, WRON, KDON-FM, VSLS "Up 596, 283-81", 1985-117, W801-83-33.

VELS "Look My Way" (Mercury/PotyGram) 50/13

Moves Up 2, Debuts 2, Same 33, Down 0, Adds 13 including WLAN-FM, Z106, WRCK, KTFM, WKZL, KO93, KDON-FM, WZON, WKZ, KJSR, RHTX, SLY96, WON 136-32, KX104 6-39.

SIGNIFICANT ACTION

PAUL MARDCASTLE "Rain Forest" (Profile) 40/11
Moves: Up 13, Debuts 4, Same 11, Down 1, Adia 11, WCAU-FM, WTLO, WZLD, KTKS, WOKI, KSFM, KIIK, KDON-FM, 103CIR,
KOZE-FM, KCBN, KOPA-7-8, KZZP 12-7, KS103 14-6.
BARBRA STREISAND "Emotion" (Columbia) 38/15
Moves: Up 0, Debuts 2, Same 21, Down 0, Adia 15 including WCAU-FM, WOKI, KZID, KEYN-FM, KKX, KKFM, KSND, KOM-DM, KHYT, WOAY, WOMP-FM, KDZ-FM, KD33 6/24, KCD0 6/26.

4 100A1 BADMST (M. MARLEY M. KDD2-FM, KD32-FM, KD33 6/24, KCD0 6/26.

KDON-FM, KHTI, WUAT, WUNEPER, NEU-PM, NOBI 0-20, ALISON MOYET "Invisible" (Columbia) 30/26 Moves: Up 2, Debute 0, Same 2, Down 0, Adas 26 including OK 100, WPFM, WBNO, OK95, CFTR 28-21, CHUM 30-22. ng 94Q, KMJK, Q100, WLAN-FM, KX104, KEYN-FM, KF95, KHOP, OR 100, WIFFIN, WISHOL, UNDO, UT IN 49-21, UTUM BURSA.

DENNIS DeYOUNG "Deer Darting" (ABMQ 29/9

Moves: Up 0, Debuts 4, Same 16, Down 0, Adds 9, KWC, WZLD, WFMI, WJAD, Q104, KTDY, 99KG, KCDQ, KBIM, K104 6/32.

103cm onu, 3ran. 6-33.
TUBES "Plece" (Capitol) 26/10
Moves: Up 0, Debuts 2, Sems 14, Down 0, Adds 10, WCAU-FM, WHTF, WOKI, WHOT, KHOP, WZON, KISR, Q101, KHTX, KBIM,
KRUS on, Q100 on, WZLD on, WXXQ 6-37, OK96 6-40.

MOVEST DQ L. WELTO EN, WIND G. ST. CHECK DQ CO. WIND G. CHECK

WORT, WARD, WARDER OD, 193 C-39, FREITZE RZS, WILDER FOR OR MARY JAME GIRLS "In My House" (Gordy/Motown) 16/14 Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 14 including Q100, WERZ, 93Q, WKRZ-FM, WTLQ, WJZR, WNOK FM, WZLD, KAMZ, WFMI, WHOT, KKFM, KCAQ, WJAD, KOFM d-40.

KAMZ, WFMI, WHOT, KRPM, KCAQ, WJAD, KOFM 440.

PSEUDO ECHO "A Beet For You" (EMI America) 14/7

Moves: Up 0, Debuts D, Samo 7, Oovn 0, Adds 7, WERZ, WFME, KHK, KZIO, WRQN, KCDQ, KBM, WVSR on, WOKI on, WJXQ on dp, KOCR on dp, Y84 on dp, KDVV on, OKS6 on.

COS LOGOS "How Will The World Sunvivo" (Stack/WB) 13/3

Moves: Up 1, Debuts 1, Samo 8, Down 0, Adds 3, W880, WFMI, WCGQ, RITO4 on, WRCK on dp, WTLQ on, WHITF on, KX104

-38, WJ8Q 40.33, Y84 on, KCDQ on, KOZE on.

CAROL LYNN TOWNES "Belleve in The Best" (Polydor/PolyGram) 13/2 shores Up 0, Debuta 0, Sams 11, Down 0, Adds 2, OK100, W.8Q, Q100 on, K104 on, WERZ on, WJZR on, WOKI on, W

95XII. on, W.JAD on, Q101 on, WIXV on, KIST on.

DONNIE IRIS "Injured in The Garne Of Love" (HME/CBS) 11/7
Moves: Up 0, Debuts 1, Same 3, Down 0, Adda 7, Q100, WHTF, WJXQ, WRQN, V
on, WCIL-FM on dp.

New & Active includes songs reported by at least 50 of our CHR reporters. Significa 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.

Mote: 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.



NATIONAL AIRPLAY THE BACK PAGE

March 1, 1985



ontemporary Tit Kadio

twee Two Lett REO SPEEDWAGON/Can't Fight This Feeling (Epic) 5 DAVID LEE ROTH/California Girls (WB) 3 WHAMI/Careless Whisper (Columbia) 1 2 3 GLENN FREY/The Heat Is On (MCA) JULIAN LENNON/Too Late For Goodbyes (Atlantic) 14 MADONNA/Material Girl (Sire/WB) 10 38 27 20 PHIL COLLINS/One More Night (Atlantic) 22 16 12 JOURNEY/Only The Young (Geffen) N&A Regins on Page 102 26 19 TEENA MARIE/Lovergirl (Epic) 15 JOHN FOGERTY/The Old Man Down The Road (WB) 10 18 FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island) 16 SURVIVOR/High On You (Scotti Bros./CBS) 28 24 22 FOREIGNER/I Want To Know What Love Is (Atlantic) 2 3 8 **DURAN DURAN/Save** A Prayer (Capitol) 30 22 19 POINTER SISTERS/Neutron Dance (Planet/RCA) 7 15 21 1 TINA TURNER/Private Dancer (Capitol) 18 4 17 BILLY OCEAN/Loverboy (Jive/Arista) 6 12 10 KOOL & THE GANG/Misled (De-Lite/PG) 11 26 BILLY JOEL/Keeping The Faith (Columbia) MICK JAGGER/Just Another Night (Columbia) 32 28 39 31 27 BRYAN ADAMS/Somebody (A&M) 26 24 JOHN PARR/Naughty Naughty (Atlantic) SHEENA EASTON/Sugar Walls (EMI America) 13 11 23 DARYL HALL & JOHN OATES/Method Of Modern Love (RCA) 14 24 13 17 25

NEW EDITION/Mr. Telephone Man (MCA) PRINCE/Take Me With U (WB) 38 31 PHILIP BAILEY W/PHIL COLLINS/Easy Lover (Columbia) 12 21

BRUCE SPRINGSTEEN/I'm On Fire (Columbia) 28 ASHFORD & SIMPSON/Solid (Capitol) 29

AUTOGRAPH/Turn Up The Radio (RCA) 37 15 23 31 TIME/Jungle Love (WB) CARS/Why Can't I Have You (Elektra)

ANIMOTION/Obsession (Mercury/PG) D. BOWIE & P. METHENY/This Is Not America (EMI America) CHICAGO/Along Comes A Woman (Full Moon/WB) DEBUT

COMMODORES/Nightshift (Motown) - 39 1 SCANDAL f/PATTY SMYTH/Beat Of A Heart (Columbia) BREAKER MADONNA/Crazy For You (Geffen)

JEFFREY OSBORNE/The Borderlines (A&M) DEBUT DeBARGE/Rhythm Of The Night (Gordy/Motown)

ontemporary

JULIAN LENNON/Too Late For Goodbyes (Atlantic) 0

REO SPEEDWAGON/Can't Fight This Feeling (Epic) 0 PILLY JOEL/Keeping The Faith (Columbia)

WHAMI/Careless Whisper (Columbia) KENNY ROGERS/Crazy (RCA)

PHIL COLLINS/One More Night (Atlantic)

COMMODORES/Nightshift (Motown) 8

FOREIGNER/I Want To Know What Love Is (Atlantic) ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)

DIANA ROSS/Missing You (RCA) 9 10 STEVE PERRY/Foolish Heart (Columbia) 5 19 16 15

2

22 13

3

15

ANNE MURRAY/Time Don't Run Out On Me (Capitol) DARYL HALL & JOHN OATES/Method Of Modern Love (RCA) 13 13 9 11

CHICAGO/You're The Inspiration (Full Moon/WB) DeBARGE/Rhythm Of The Night (Gordy/Motown) 1

D. WARWICK & G. JÓNES/Finder Of Lost Loves (Arista) 25 20 17 BREAKER MANHATTANS/You Send Me (Columbia)

POINTER SISTERS/Neutron Dance (Planet/RCA) 11 10 12 GEORGE BENSON/20/20 (WB) 19 13 12 16

PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia) BREAKER DOLLY PARTON/Don't Call It Love (RCA) BREAKER DAN HARTMAN/Second Nature (MCA)

BRUCE SPRINGSTEEN/I'm On Fire (Columbia) DEBLIT BREAKER BARBRA STREISAND/Emotion (Columbia) DEBUT JANEY STREET/Under The Clock (Arista)

N&A Begins on Page 83

MICK JAGGER/Just Another Night (Columbia) FIRM/Radioactive (Atlantic) PHIL COLLINS/One More Night (Atlantic) DON HENLEY/All She Wants To Do Is Dance (Geffen) D. BOWIE & P. METHENY/This Is Not... (EMI America)

Complete Tracks Chart Segins on Page 53

JOHN FOGERTY/Rock And Roll Girls (WB) BRYAN ADAMS/Somebody (A&M)

BRUCE SPRINGSTEEN/I'm On Fire (Columbia) 9 FOREIGNER/That Was Yesterday (Atlantic)

ALAN PARSONS PROJECT/Let's Talk About... (Arista) JOURNEY/Only The Young (Geffen) 11 DAVID LEE ROTH/Easy Street (WB)

ERIC CLAPTON/Forever Man (WB) SANTANA/Say It Again (Columbia) 32 23 15

15 CARS/Why Can't I Have You (Elektra) 12 12 6 SIMPLE MINDS/Don't You (Forget About Me) (A&M)

MICK JAGGER/Lonely At The Top (Columbia)

TRIUMPH/Follow Your Heart (MCA) 27 14 14 19 LRB/Playing To Win (Capitol)

23 22 17 20 CARS/Breakaway (Elektra) @ GREG KIHN/Lucky (EMI America) 36 28 BREAKER @

FIRM/Closer (Atlantic) TUBES/Piece By Piece (Capitol) 39 32 DONNIE IRIS/Injured In The Game Of Love (HME/CBS) 31 38 31

TELLIOT EASTON/(Wearing Down) Like A... (Elektra) 26 SURVIVOR/High On You (Scotti Bros./CBS) DEEP PURPLE/Nobody's Home (Mercury/PG)

28 KINKS/Living On A Thin Line (Arista) BREAKER @ LOS LOBOS/Wiff The Wolf Survive? (Slash/WB) GARY O'/Shades Of '45 (RCA)

■ COMMODORES/Nightshift (Motown) 12 2

21

34

CHAKA KHAN/This Is My Night (WB) LUTHER VANDROSS/Til My Baby Comes Home (Epic) ASHFORD & SIMPSON/Outta The World (Capitol)

TINA TURNER/Private Dancer (Capitol) W. FELDER f/B. WOMACK/I'll Still Be Looking... (MCA) 12

PATTI LABELLE/New Attitude (MCA) (1) JESSE JOHNSON'S REVUE/Be Your Man (A&M) 22

DIANA ROSS/Missing You (RCA) READY FOR THE WORLD/Tonight (MCA) 11 23 16

MHAMI/Careless Whisper (Columbia) 12

12 PHILIP BAILEY W/PHIL COLLINS/Easy Lover (Columbia) (Columbia) GLADYS KNIGHT & PIPS/My Time (Columbia)

14 SHEENA EASTON/Sugar Walls (EMI America) 8 MAZE f/FRANKIE BEVERLY/Back In Stride (Capitol) 24 19

DAZZ BAND/Heartbeat (Motown) POINTER SISTERS/Neutron Dance (Planet/RCA) (B) WHISPERS/Some Kind Of Lover (Solar/Elektra) 33 28

JOHNNY GILL/Half Crazy (Cotillion/Atco) 20 UTFO/Roxanne, Roxanne (Select) DeBARGE/Rhythm Of The Night (Gordy/Motown) 31

27 D. HALL & J. OATES/Method Of Modern Love (RCA) PRINCE/Take Me With U (WB) 32 31 26 39

REBBIE JACKSON/A Fork In The Road (Columbia) CHERYL LYNN/At Last You're Mine (Private I/CBS) JENNY BURTON/Bad Habits (Atlantic) 34

MARY JANE GIRLS/In My House (Gordy/Motown) PROCKIE ROBBINS/We Belong Together (MCA) 33

BREAKER MIDNIGHT STAR/Scientific Love (Solar/Elektra) 30 FAT BOYS/Can You Feel It (Sutra) 20 20

31 TIME/The Bird (WB) N&A Segins on Page 77 N.M. WALDEN w/P. AUSTIN/Gimme, Gimme... (WB)

RUN D.M.C./King Of Rock (Profile) 5 17 34 JEFFREY OSBORNE/The Borderlines (A&M)

BREAKER MANHATTANS/You Send Me (Columbia) 13 17 24 36 NOLAN THOMAS/Yo' Little Brother (Mirage/Atco)

38 NEW EDITION/Mr. Telephone Man (MCA) BREAKER S.O.S. BAND/Weekend Girl (Tabu/CBS) DEBUT DONNE WARWICK & GLENN JONES/ Finder Of... (Arista)