FOUR YEARS FROM NOW: 1800 NEW AM STATIONS?

International radio meetings will likely open up the AM band between 1600-1705 kHz by 1989. Estimates are 1800 new stations can be created, and the specifics of this new radio influx are already being debated.

Page 8

IS RADIO BREAKING **NEW ARTISTS?**

Radio is still essentially the only medium that breaks new artists, but how is it doing? Ken Barnes totes up the results for the first quarter.

Page 29

MEREDITH OUT OF RADIO FOR \$20 MILLION

Included in this week's newly-expanded Transactions section: Jacor's purchase of Meredith's last two radio properties, WGST & WPCH/Atlanta, plus Firstcom's \$13.5 million sale.

Page 3, 4

AOR MONOLITHS OF THE MIDWEST

WMMS/Cleveland and KSHE/St. Louis are double-digit dominators in their markets. Steve Feinstein checks in to hear how they do it.

Page 40

PEOPLE IN THE **NEWS THIS WEEK**

- Frank Turner National Promotion Director, Sandy Thompson Assoc. Singles Director at MCA
- Raymond Wechsler President of UPI
- Carl Widing PD at KINK
- Chris Turner National PD at Willis
- Stan Thomas VP/GM at WPET & WROK
- Mary MacMillan VP/GM at WBIG
- Jeff Goodridge PD at WNYR
- Chuck Finney PD at WZKL
- Bob Gooding National Promotion Director for Qwest
- Ramsey Elliott VP/GM at KRCX
- Stan Raymond, Jim O'Grady form brokerage/consultancy

Page 3, 4, 6

GETTING YOUR WORDS' WORTH

When you're writing a press release or a story in search of publicity for your station, it helps to have your literary chops in order. Harvey Mednick's Image & Marketing column runs through some pointers.

Page 22

CHR ON THE FIRING LINE

Joel Denver continues his breakdown of the hot match races in CHR for the

USA FOR AFRICA UPDATE

This week R&R reporting stations receive the USA For Africa album in a special mailing. And "We Are The World" goes to No. 1 CHR.

Page 88

Newsstand Price \$3.50



Fortenbaugh Christal **President; Romanick Heads Katz Radio**

Following the recent departure of Charlie Colombo for the presidency of Blair Radio, Katz Radio Group has tapped Bill Fortenbaugh to fill the position of President at Christal Radio. Fortenbaugh had been VP/Stations at Katz Radio, and has been with the company for 15 years. Group President Ken Swetz also appointed Katz VP/ GSM Dick Romanick President of Katz Radio, assuming the duties that Swetz had been filling.

Swetz told R&R, "Bill was the obvious choice to fill the vacancy at Christal. In addition, I was planning on relieving myself in July of the everyday duties at Katz and appointing a new president, but with the advancement of Bill I scrapped those chronological plans and ap-

Scott New VP/GM At KCMO-AM & FM



Craig Scott

WGKX/Memphis VP/GM Craig Scott has accepted the VP/GM post at KCMO-AM & FM/Kansas City. Scott will remain in Memphis until the end of April, and is expected to join the News/Talk-Country combo in July when Summit Communications completes its takeover of KCMO from Fairbanks Broadcasting. Fairbanks VP/Administrative Affairs. Dennis Linsin has been supervising the stations since former. GM Dick Casper exited last September. SCOTT/See Page 6

pointed Dick Romanick to that position.

"Christal needed leadership and Bill will implement my business philosophy and method that has been a proven success," Swetz continued. "Dick steps in to lead the effort at Katz, which is to maintain its continued strength in the in-KATZ/See Page 6



A HARE-RAISING EXPERIENCE - WQLR/Kalamazoo commis sioned confectioner Al Heilman to concoct this solld-chocolate rapbit as the grand prize in the station's Easter giveaway. Listeners whose names were announced on-air had ten minutes and six seconds to claim one-pound or ten-pound versions, culminating in the final hopper-whopper drawing. Though he weighs a formidable 106 pounds and stands 3½ feet tall, the candy bunny is described as quite harmless — unless you try to eat your way through in one sitting. PD Dennis Martin has contacted the Guinness people and says they're burrowed in their archives, determining if the chocolate crusader indeed holds the world record for size. He has a hutch . . . er, hunch it just might.

MIDDAY CONTEST BLOCK SANS MUSIC

KFRC Unveils New 'Game Zone' Format

CHR KFRC/San Francisco will debut a six-hour daily block of contest programming from 9am-3pm called the "Game Zone," beginning Monday (4-8). The new format block, which will feature six distinct, highlyproduced hourly contests and no records, will be hosted in two three-hour segments by Dave "Duke" Sholin and Chuck Browning.
Dr. Don Rose (who returns

from an extended leave to coincide with the format change) will remain in the morning show, with Tom Parker 3-6pm and Don. St. John handling

In a radical change, longtime 7-11pm, all maintaining a CHR approach. From 11pm-6am, the station will run prerecorded tracks with a live engineer on

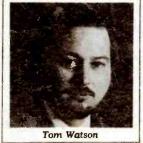
Setting Aside Traditional Thinking

VP/GM Pat Norman, who deised the "Game Zone" with PD Mike Phillips and RKO consultant Walt Sabo, told R&R, "There is a certain sameness to our business, and this move is designed to separate KFRC from everyone else. For an AM station to be successful today it must appeal to a larger total au-

Watson To Direct KJR Operations

with consultancy firm Balon & Associates, veteran PD Tom Watson has been named Director/Operations & Programming at Ackerley Communications' A/C outlet KJR/Seattle, beginning April 15. Former PD Tracy Mitchell had been handling those duties on an interim basis, and will now concentrate on his afternoon drive airshift.

VP/GM Kevin Cooney commented to R&R, "It's been He's a seasoned veteran who Ackerley's belief to hire the best



can offer the fine-tuning and available people, and we really helping hand to continue KJR's think we've got that in Tom. growth." WATSON/See Page 6

Phillips added, "We feel it necessary to set aside traditional thinking about radio programming, and concentrate

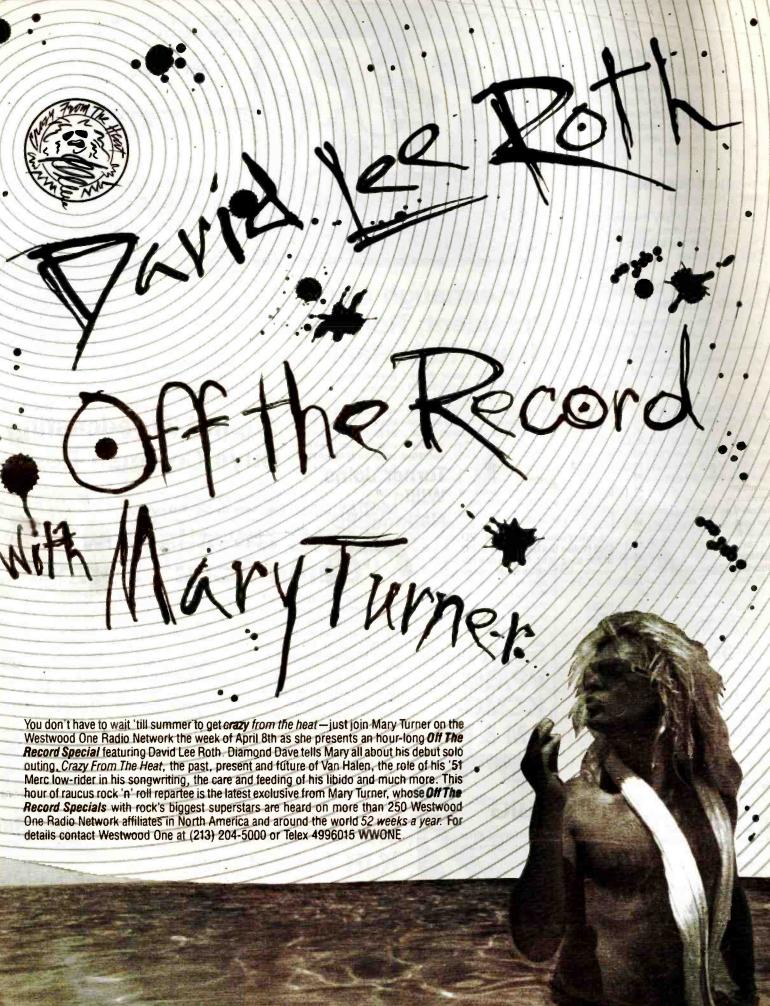
Busby Now MCA Sr. VP/ **Black Music**



Jheryl Bushy has been promoted to Senior VP/Black Music at MCA, moving up from his VP/Black Music position. He is responsible for all black music and jazz A&R, marketing, and promotion efforts.

MCA Records & Music Group President Irving Azoff com-mented, "Jheryl Busby's ag-gressiveness and instincts are the reasons for the success of black music at MCA for the first time in the company's history. Jheryl has achieved in a year and a half what those before could not accomplish in a de-cade." BUSBY/See Page 6

WESTWOOD ONE PRESENTS



FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

PAGE THREE

APRIL 5, 1985

FORMAT 41 AFTER **OLDER** LISTENERS

Sometimes A/C stations seem to stress the "contemporary" over the "adults." Transtar perceived a void in older listeners who wanted something a bit livelier than Easy Listening, and created Format 41 to try to capture them.

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TRANSACTIONS

Jacor **Purchases WGST & WPCH** For \$20 Million

Jacor Communications, Inc. and Meredith Corporation have reached an agreement for a Jacor subsidiary to purchase Meredith's WGST & WPCH/ Atlanta as well as its statewide network, the Georgia Radio News Service, for \$20 million.

Jacor Communications President Terry Jacobs said, "WGST, WPCH, and GRNS will represent significant new additions to Jacor's broadcast group and fit well in our acquisition strategy. In view of the success these stations have enjoyed, no major changes would be anticipated." WGST & WPCH VP/GM John Lauer will assume an executive position with Jacor once the transaction is completed. Added Jacobs, "We are extremely pleased to have John Lauer and his talented Atlanta management staff join the Jacor team."

Other Jacor holdings include WBBQ & WMJI/Cleveland; WQIK-AM & FM/ Jacksonville, FL; WKYG & WXKX/ Parkersburg, WV; WURD/George-town, OH; WTSJ/Cincinnati; WVOI/Toledo; and WTOW/Towson, TRANSACTIONS/See Page 4

TURNER UPPED: THOMPSON JOINS

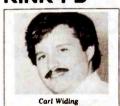
MCA Expands National Promotion Staff

MCA has promoted Atlantabased National Pop Field Director Frank Turner to Director/National Promotion. At the same time, former Island regional promotion rep Sandy Thompson joins MCA as Associate Director/National Singles Promotion.

Sr. VP/Promotion Steve Meyer told R&R, "Frank has shown himself to be one of our most valuable assets in rebuilding our promotion denartment into a cohesive, hardworking, and effective team. In his new, expanded role, he will be traveling more, allowing him to work with radio and our field staff on a more one-to-one basis.

Discussing Thompson's newly-created position, Meyer said, "Having worked with Sandy previously at Capitol, I'm delighted that we were able to secure his services. Sandy will be working the phones and coordinating with our

Widing **Upped To** KINK PD



KINK/Portland Assistant PD Carl Widing has been upped to PD at the King AOR. Widing fills the vacancy left by Rick Scott's transfer to the company's KSFO/San Francisco as PD.

KINK GM Stan Mak told R&R. "KINK's product is one of a kind, and Carl has a good handle of where we've been and where we're going. He's shown poise in dealing with management problems, the staff supports him, and people inside and outside the station like WIDING/See Page 6

McKINNEY SALES MANAGER

MacMillan VP/GM At WBIG

Twelve-year Jefferson-Pilot Communications sales executive Mary MacMillan has been promoted to VP/GM at MOR-formatted WBIG/Greensboro. She succeeds Stan Thomas, who rejoined A/C neighbor WRQK as VP/GM this week (see separate story).

Jefferson-Pilot Executive VP Jim Babb commented, "Mary has a proven track record in every position she's held. She knows radio inside out and has had an opportunity to get plenty of training at different levels."

MacMillan advances to her new position after two years as Sales Manager. Prior to WBIG, she spent nine months in the same post with then-sister station WHSL/Wilm-MACMILLAN/See Page 4

Frank Turner

staff on doing the most effective promotion job at the CHR level



Turner, a former Warner Bros., EMI America, and ABC promotion staffer and once Sr. VP/GM at Bang, commented, "I love working with radio, and in my new situation, I can now travel every week, increase our visibility and reinforce relationships I have while building new ones.

Thompson, who was with Capitol for eight years in San Francisco, began his career on-air at progressive album outlet WBUS/Miami (now WLVE), later promoting for ABC in Miami and Atlanta. He noted, "I look forward to becoming a part of the chemistry that makes MCA a special place to work."

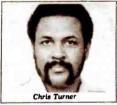
COMPANY FORMS EXECUTIVE OFFICE

Wechsler New UPI President

Raymond Wechsler has been appointed President and Chief Operating Officer at United Press International, replacing Luis Nogales, who is now Chairman and CEO. Wechsler has served as a financial advisor and consultant to UPI for eight months, and was fired and rehired with Nogales during the company's reorganization last

Nogales also announced the creation of an Office of the President. which will include himself. Wechsler, and Executive VP/Editor-In-Chief Maxwell McCrohan. Wechsler will oversee all UPI business operations, including finance, marketing, and communications,

Turner Joins Willis As **National PD**



Chris Turner has been appointed National Program Director for Willis Broadcasting, based at the company's Urban Contemporary flagship outlet WOWI/Norfolk. In his new capacity, Turner will also supervise programming at sister station WPCE, as well as WFTH/ Richmond, WWCA/Gary, WBOK/ New Orleans, WIMG/Trenton, and WSVF/Jacksonville.

Most recently Operations Man-ager for WJAX-AM & FM/Jacksonville, Turner previously worked two and a half years as National PD for Gilliam Communications. overseeing WERD/Jacksonville TURNER/See page 6

Finney Programs WKZL

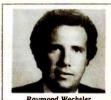
Former KKFM/Colorado Springs PD Chuck Finney has been tapped to program Nationwide's Winston-Salem CHR outlet, WKZL. Finney replaces Steve Christian, who recently became PD at WZXR/

WKZL GM Bill Weller comment-FINNEY/See Page 4

while all editorial divisions will report to McCrohan. Wechsler and McCrohan will both report directly to Nogales.

Nogales said, "Mr. Wechsler's expertise in finance, operations, marketing, and corporate development has been invaluable in making UPI profitable for the first time in many years."

As one of its first functions, the newly-formed Office of the President met with a committee representing UPI's creditors to establish



Raymond Wechsler

a 90-day moratorium on payments toward its debt. WECHSLER/See Page 6

Capitol Broadcasting Buys Coleman Research

quired programming and marketearch firm Coleman Re-

search. Terms were not disclosed. Capitol President Jim Goodmon remarked, "Market research is becoming more and more important to all phases of the broadcast industry. We feel this is a real growth area that we want to be a part of. We've worked with Coleman Research for eight years and we know they are the best in the business."

Founded in 1978, Dallas-based Coleman currently serves some 70 radio and TV stations. President

Goodridae **Returns As** WNYR's PD



Jeff Goodridge has been named PD at WNYR/Rochester, the station he programmed from 1979-84 before leaving to pursue station ownership in Florence/Darlington, SC. He fills the vacancy left when former PD Bobby Hatfield, who replaced Goodridge last year, resigned to become PD of Josephson's new crosstown Country com-

WNYR VP/GM Len Hart told R&R, "Jeff did an outstanding job in the five years he was with us, and it was a real loss when he left. Having him back is a tremendous asset."

GOODRIDGE/See Door 2



Coleman Research President Jon Coleman and Capitol Broadcasting Co. President James Goodmon

Jon Coleman said, "This means that Coleman Research will be able to continue to grow as we have planned. As a part of Capitol Broadcasting, we will be able to expand our radio research services and broaden the company into television and cable research."

Among Capitol's radio holdings are seven stations in Kansas City, San Antonio, Richmond, Raleigh, and Huntington, WV; forthcoming acquisitions in Cocoa Beach and Shelby, NC, are pending FCC ap-

Thomas Rejoins WPET & WRQK As VP/GM

After three years as VP/GM at Jefferson-Pilot's WBIG/Greensboro, Stan Thomas has returned to rosstown WPET & WRQK as VP/GM. Before moving to WBIG, Thomas had spent six of eight years with WRQK as General Sales Manager. He fills the vacancy created at the Gospel and A/Cformatted stations three months ago when former GM Tom Armshaw resigned from Robins Communications.

Thomas, who has spent his entire 14-year radio career in Greens-THOMAS/See Page 6

TRANSACTIONS

Continued from Page 3

MD. Meredith owns no other radio stations and plans to concentrate efforts toward the growth of its television operation.

WGST operates an all-News format with 5 kw days/1 kw nights at 920 kHz; WPCH programs Beautiful Music with 100 kw on 94.9 mHz at 980 ft. above average terrain.

Firstcom Sells WGKX, KSSN To KIX For \$13.5 Million

KIX Broadcasting will buy Country outlets WGKX/Memphis and KSSN/Little Rock from Firstcom Corp. for \$13.5 million. Firstcom retains interest in WRLX & WFFX/Tuscaloosa, while coprincipal Kirby Confer has interest in the 12-station Keymarket Group. KIX principal Albert Kaneb also owns WSLR & WKDD/Akron and WHLI & WKJ/Hempstead, NY.

WGKX has 100 kw on 105.9 mHz at 760 feet; KSSN broadcasts with 100 kw on 95.7 mHz at 1005 feet.

Susquehanna Spends \$3.2 Million For WGH & WNSY

Commcor, Inc. intends to sell WGH & WNSY/Norfolk to Susquehanna Broadcasting for \$3.2 million. Commor holds no other radio Interests. Susquehanna also operates 13 stations, including KFOG/San Francisco, KLIF & KPLX/Dailas, WQBA-AM & FM/Mlaml, WRMM/Atlanta, WRRM/Cincinnatl, WFMS/Indlanapolis, WARM & WMGS/Scranton/Wilkes-Barre, WKIS/Orlando, and WSBA-AM & FM/York.

WGH has Country programming with 5 kw on 1310 kHz; CHR-formatted WNSY broadcasts with 74 kw on 97.3 mHz at 400 feet.

Capital Buys WOHS & WXIK For \$2.25 Million

Capitol Broadcasting Co. has agreed to purchase WOHS & WXIK/ Shelby, NC from Shelby Radio Corp. for \$2,255,124. The sellers have no other radio interests; Capitol also owns WRAL/Raleigh, KISS/San Antonio, KBEO/Kansas City, WRNL & WRXL/Richmond, and WKEE-AM & FM/Huntington, WY; pending FCC approval is its acquisition of WCKS/ Cocoa Beach. WOHS is a 1 kw daytmer on 730 kHz; WXIK has 100 kw on 96.1 mHz at 286 feet.

Albimar Acquires KDAB For \$2.2 Million

Albimar Communications Limited Partnership plans to buy KDABiOgden, UT from KDAB, Inc. for \$2.2 million. The buyer, owned by Bertram Lee and Sktp Finley, also has interests in KYNN & KEZO/Omaha. Finley, who is a corporate management consultant to Inner City Broadcasting, retains interest in WOLI Washington. The seller owns no other radio properties. KDAB has 25 kw on 101.1 mHz at 3740 feet.

Laubach Deals WESA-AM & FM

Laubach Radio Properties, Inc. will sell WESA-AM & FMICharleroi, PA to FARR Communications for \$950,000. The seller Tetains interests in WEZY & WCCK/Erle, PA, WSGF & WIXV/Savannah; WXIL/Parkersburg, WY; and WKRT & WOKW/Cortland, NY. The buyer holds no other radio properties. Purchasing coprincipal Alan Murdoch is a former WBZZ/Pittsburgh Station Manager.

WESA is a 250 watt daytimer on 940 kHz; WESA-FM has 3 kw on 98.3 mHz at 300 feet.

Nishna Valley Sells KJAN-AM & FM To Valley

Valley Broadcasting will purchase KJAN-AM & FMAItantic, IA from Nishna Valley Broadcasting for \$1.3 million, plus 80% of accounts receivable at closing. The purchase price includes a \$200,000 noncompete agreement.

The buyer is equally owned by John Carl, Robert Selden, Brent Slay, and Robert Bebensee, who is Sales Manager for the combo. Carl owns KCOB & KLYN/Newton, IA, and is co-owner with Selden and Slay of KARE/Atchison, KS; and WKLK-AM & FM/Cloquet, MN. The seller has no other radio interest.

KJAN is a 250-watt daytimer; KJAN-FM broadcasts with 100 kw on 103.7 mHz at 400 feet.

Shockley Pays \$1.9 Million For WLNT

Community Service Radio. Inc. intends to sell WLNT (formerly WLYE/Baraboo, WI to Shockley Communications for \$1.9 million. Neither the buyer nor seller have any other radio interests. WLNT operates with 37 kw on 94.9 mHz at 1600 feet.

MacMillan

Continued from Page 3

ington, NC, which followed nine years with flagship WBT/Charlotte. MacMillan told R&R, "I'm delighted that (President) Wally Jorgenson and (Exec. VP) Jim Babb have the confidence in me to entrust me with this responsibility."

MacMillan added that she has advanced two-year Account Executive Judy McKinney to Sales Manager. "Judy has demonstrated her proven sales abilities and also lots of desire and enthusiasm." she said. "You put that together and you have a winner." Before joining WBIG, McKinney worked with the Village Companies in Chapel Hill.

Elliott Appointed VP/GM At KRCX

Fuller-Jeffrey Group VP/Corporate Development Ramsey Elliott has assumed the additional duties of VP/GM at the company's Spanish outlet KRCX/Sacramento. He had been serving as the station's interim GM since former Station Manager Mary Helen Barro resigned four weeks ago to pursue station ownership in Bakersfield.

Ellott spent over 40 years in the broadcast industry before taking an early retirement in 1982; he's been working with Fuller-Jeffrey in a parttime capacity since then. Most of his career was spent with McClatchy Newspapers, where he was Executive VP/Director of Broadcasting for its two TV and eight radio stations.

Fuller-Jeffrey President Bob Fuller told R&R, "When the challenge came with KRCX, Ramsey decided to come out of retirement to meet it. He's a pillar of the

Raymond-O'Grady Associates Formed

Atlanta-based Stan Raymond & Associates and Jim O'Grady of Goshen, NY, have formed broadcast brokerage/consultancy firm Raymond-O'Grady Associates.

A 35-year radio veteran, Raymond has been operating as a broker/consultant for five years, centering on properties in the Southeast. O'Grady brings to the company 40 years of broadcast experience, including executive stints with ABC, RKO, and DuMont Television Network. Both principals are former station owners.

The new firm's offices can be reached in Atlanta at (404) 351-0555; in Goshen, at (914) 294-9515.

Sacramento community, and we feel he'll be very helpful in building KRCX into a top-rate Spanish station."

Elliott added, "My objective is to make KRCX a more vital medium within the greater Sacramento area, and impress upon the advertising community that this is a facility which can reach an untapped 10% of the market. I think we can do it, and it's going to be fun."

It was also announced that Drew Houghton has joined the company as Controller, while Bonnie Brewer was named Executive Assistant.

Finney

Continued from Page 3

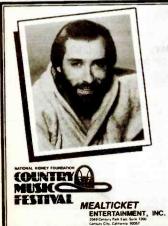


Chuck Finney

ed, "I feel Chuck can continue to develop us and add the needed polish to make WKZL a jewel in the growing Nationwide chain."

Finney told R&R, "Having programmed WCII/Louisville before, the territory and people won't be that foreign to me. In any event I think Nationwide is one of the best broadcast companies in the nation and I look at WKZL as a station with a ton of potential. It would be difficult to discount any of the competition in the market, but I think WKZL has the wherewithal and the staff to take the market."

Finney, who programmed KKFM for two years, earlier programmed WTRX/Flint, and served on-air at WSAI and WKRQ, both Cincinnati. He begins his new assignment on April 15.



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LOCATION	MKT. SIZE	TYPE	PRICE	TERMS	CONTACT	PHONE NO.
CA	Major	FM	\$6400K	SOLD	Elliot Evers	(415) 387-0397
MA	Suburban	AM/FM	\$4500K	Cash	Warren Gregory	(203) 364-5659
MO	Metro	FM	\$4200K	SOLD	Bill Lochman	(816) 941-3733
FL	Major	AM/FM	\$4000K	SOLD	Randy Jeffery	(305) 295-2572
*VA	Metro	AM/FM	\$3200K	SOLD	Charles Giddens	(202) 822-8913
*UT	Metro	FM	\$2800K	SOLD	Ray Stanfield	(818) 366-2554
NB	Medium	AM/FM	\$2600K	\$650K	Bill Lochman	(816) 941-3733
*NV	Metro	AM/FM	\$2500K	SOLD	Greg Merrill	(801) 753-8090
*UT	Metro	FM	\$2200K	SOLD	Greg Merrill	(801) 753-8090
CO	Metro	FM	\$2100K	Cash	David LaFrance	(303) 534-3040
NM	Metro	AM/FM	\$2100K	Terms	Greg Merrill	(801) 753-8090
IN	Metro	AM/FM	\$2000K	Terms	Burt Sherwood	(312) 272-4970
TX	Metro	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
FL	Medium	AM/FM	\$1750K	SOLD	Randy Jeffery	(305) 295-2572
CA	Medium	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
*FL	Metro	FM	\$1600K	SOLD	Bill Cate	(404) 458-9226
KY	Regional	AM/FM	\$1500K	Nego.	Ernie Pearce	(615) 373-8315
•co	Medium	AM/FM	\$1400K	SOLD	Corky Cartwright	(619) 324-5320
*CA	Medium	AM/FM	\$1330K	SOLD	Elliot Evers	(415) 387-0397
*AZ	Medium	AM/FM	\$1283K	SOLD	David LaFrance	(303) 534-3040
GA	Medium	AM/FM	\$1250K	Cash	Brian Cobb	(202) 822-8913
CO	Regional	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
FL	Metro	FM	\$1055K	Nego.	Randy Jeffery	(305) 295-2572
Rky Mtn	Regional	AM/FM	\$1050K	\$250K	David LaFrance	(303) 534-3040
WA	Medium	AM/FM	\$1050K	\$125K	Greg Merrill	(801) 753-8090
NY	Metro	AM	\$1000K	SOLD	Warren Gregory	(203) 364-5659
NE	Small	AM/FM	\$ 950K	Cash	Ron Hickman	(401) 423-1271
*GA	Meduim	FM	\$ 910K	SOLD	Charles Giddens	(202) 822-8913
MI.	Metro	FM	\$ 830	Nego.	Burt Sherwood	(312) 272-4970
WY	Medium	FM	\$ 800K	\$125K	Greg Merrill	(801) 753-8090
ОН	Major	FM	\$ 750K	Terms	Burt Sherwood	(312) 272-4970
CT	Small	AM	\$ 750K	Terms	Warren Gregory	(203) 364-5659
CO	Small	AM/FM CP	\$ 725K	\$150K	David LaFrance	(303) 534-3040
IN	Medium	AM/FM	\$ 710K	Nego.	Burt Sherwood	(312) 272-4970
IL.	Medium	AM	\$ 700K	SOLD	Ernie Pearce	(615) 373-8315
ID	Metro	FM	\$ 695K	\$ 90K	Greg Merrill	(801) 753-8090
FL	Major	AM	\$ 600K	Terms	Randy Jeffery	(305) 295-2572
NB	Small	FM	\$ 595K	\$175K	Bill Lytle	(816) 941-3733
TX	Medium	FM	\$ 550K	\$150K	Bill Whitley	(214) 680-2807
WI	Metro	AM	\$ 490K	\$150K	Peter Stromquist	(319) 332-7339
FL	Small	FM	\$ 485K	\$ 90K	Bill Cate	(404) 458-9226
WI	Small	FM	\$ 400K	Cash	Peter Stromquist	(319) 332-7339
TN	Metro	AM	\$ 375K	Terms	Ernie Pearce	(615) 373-8315
TX	Small	AM/FM	\$ 350K	\$ 75K	Bill Whitley	(214) 680-2807
MO	Small	AM/FM	\$ 325K	\$ 75K	Bill Lochman	(816) 941-3733
TX	Small	AM	\$ 300K	Terms	Bill Whitley	(214) 680-2807
*VA	Medium	AM	\$ 300K	SOLD	Mitt Younts	(202) 822-8913
						(818) 366-2554
WY	Small	FM CP	\$ 80K	\$ 35K	Jim Mergen	

SEE US AT NAB LAS VEGAS HILTON — SUITE 669 KFRC

Continued from Page 1

more on audience entertainment as a whole. Music will still continue to be the main ingredient in KFRC's programming."

He continued, "KFRC has always been the contest leader in this market. I think the KFRC audience expects contests, so this should meet with great approval."

Each hour will feature a different contest, six in all, complete with staging, music, productions, and customized introductions from Gary Owens and Johnny Olsen.

Prizes include cash, trips, dinners, microwave ovens, video equipment, and other lifestyle-oriented desirables.

Phillips stated, "We know from the success of TV that contests of this type will work." Norman added, "Somebody has to do something creative, or everyone will end up with a 1.2 share. It's time for a lot of us to pay attention to what the audience wants. This is not your typical call-in-and-win game. This is total listener involvement."

Scott

Continued from Page 1

Scott emphasized that his decision to leave WGKX had nothing to do with the station's announced sale (see Transactions). "I have nothing but the best feelings about Al Kaneb's future ownership of WGKX; I would have been most pleased to continue here. In fact, he and I had come to an agreement regarding my staying. However, going to KCMO is an opportunity I just couldn't refuse. I look forward to a long association with Summit."

Scott has been VP/GM for Country-formatted WGKX for the past two years. Before that he was VP/GM across town at Plough's WMPS & WHRK, after seven years as Plough's VP/Programming.

Busby

Continued from Page 1

Before joining MCA, Busby was VP/R&B Promotion & Marketing at A&M and VP/R&B at Casablanca.

The KFRC Game Zone

Following is the contest lineup for KFRC's new six-hour daily "Game Zone" format:

- 9am "Dear Duke": Listeners pose problems and solutions to those problems, with prizes awarded to callers with problems and those with the best remedies.
- 10am "KFRC Secret Sounds": Listeners call in to unscramble a secret phrase, and are then asked for the current "Secret Sound." A minimum jackpot of \$61 increases \$1 each minute the prize is unclaimed.
- e 11am "Celebrity Conquest": A special weekly guest host and daily surprise guest are featured. Contestants win points based on questions posed to guests. Winning players emove into a "lighthing round." Similar to "What's My Line."
- Noon "Juke Box Jackpot": Listeners identify current hits from portions played on the air. Winners accumulating the most points move into a playoff round.
- 1pm "Showbiz Showdown": Trivia-based contest with qualified winners moving into another fasterpaced round for prizes.
- 2pm "Expose Yourself": Listeners call in on to perform in a talent-type contest. Audience votes determine five finalists who are brought back for a runoff round. Each daily winner returns on Friday to compete with other daily winners.

(())

Widing

Continued from Page 3

Widing has worked at KINK his entire eight-year career, beginning by overseeing the station's automation systems, moving up to weekends on-air and then music assistant. He became MD in October 1983 and has been Asst. PD since February 1985.

Widing remarked, "When you look at the PDs who have been in this chair – Bill Minckler, Mike Bailey, and Rick Scott – it's nice to be among the people who have done well by and for KINK. We're going to keep KINK in the forefront of our (upper-demo) approach to AOR."

Katz

Continued from Page 1

Romanick commented, "Ken has obviously dictated the direction, and I will just continue that direction with as much force and aggressiveness as I possibly can."

Swetz also announced a minor restructuring at Christal. Paddy Ramsay, former West-ern Regional Manager, has become VP/GSM, overseeing all sales responsibilities. All sales offices will report directly to her, and the former regional manager structure has been replaced with three station divisions covering the East, Central, and Western regions. John Comenos, Dave Winston, and Bob Gad have been appointed VP/Stations in these three regions, respectively, and will deal with client stations which formerly were handled by the regional managers

Fortenbaugh told R&R. "With the restructuring of the company, we think we are poised for explosive growth. We will be able to service our existing clients like we've never been able to before, and we're looking to take our sales way up over budget." In addition, Carol Mayberry has been named VP. Director/Research for Katz Radio Group, overseeing the research programs of the three Group companies and expanding their staffs and services. Also, Mark Brauinstein has been appointed Divisional VP/ New York Sales, and will become National Sales Manager next January.

Fortenbaugh, Romanick, and Republic President Jerry Kelly report directly to Swetz. Swetz will also oversee the company's specialty sales units, including the group network, sports, and farm sales divisions.

Watson

Continued from Page 3

Watson's programming experience includes WNCI/Columbus, KQEO & KZZ/Albuquerque, and WCSH/Portland. He has also worked on-air in Los Angeles, San Francisco, Washington, Toronto, Montreal, with the programming is my first love," Watson said, "and I missed being at a station. Working with Rob Balon gave me a broad management base I never had before, and I don't think I would've gotten this job without it. I love the Northwest, and KJR will again be a dominant force in Seattle."

Gooding Directs Qwest National Promotion

Radio and record industry veteran Bob Gooding has been appointed National Promotion Director for Qwest Records. He reports directly to President Harold Childs, who commented to R&R, "Bob 'Damn Good' Gooding has a wealth of experience in several areas of the industry as DJ, radio PD, and record company promotion/marketing executive, and he brings yet a new dynamic to the Qwest team."

Qwest team."
Gooding, who was unavailable
for comment at presstime, joins
Qwest from PolyGram, where he
was National Marketing Director
for its Urban Music Division. He
previously worked for Warner
Bros. as National Promotion Director/Progressive Music Division, having earlier served at
Arista in a similar capacity. Good-

Thomas

Continued from Page 3

boro, told R&R he had mixed emotions about accepting his new assignment. "Jefferson-Pilot is one of the most professional groups of people I've ever been affiliated with," he said. "But these are A.H. Robins's first properties, and their desires are to expand in the broadcasting business. I hope there will be opportunities for me beyond the present properties."



Bob Gooding

ing's background also includes terms as News Director at WCAU-FM/Philadelphia and VP/Programming at WCOL/Columbus.

Turner

Continued from Page 3

and WLOK/Memphis. He told R&R, "It gives me the opportunity to meet the challenges of various markets. Also, I get to be a 'daddy' again, because we're going to put a new FM (KFTH) on the air in Memphis around July 1. As National PD for one of the two largest black-owned broadcast companies, I want to make sure we maintain our quality and professional programming standards,"

Turner added that he is maintaining his own consultancy firm,
Alikristah Broadcast Consultants.

STAFF

Wechsler

Continued from Page 1

Commenting on the committee's agreement to this proposal, Nogales said, "I am pleased with the confidence that this indicates in our management. We will continue to meet and work with the creditor's committee, as UPI continues to take steps to insure its future. We especially appreciate the moratorium, which will enable UPI to continue to implement its operating plan and to meet its projections."

No proposal was presented to the committee to exchange debt for equity, or for restructuring the company.

Goodridge

Continued from Page 3

Goodridge said he's extremely happy to be returning to the station and the city. "I love everything about Rochester — except the weather." When asked about the new format competition, he remarked, "This is a shot of credibility to WNYR's 20 years of dedication in providing Rochester and Western New York with a consistently successful Country music

A 13-year radio veteran, Goodridge programmed in Richmond prior to joining WNYR in 1979. His career also includes stops in Pittsburgh, Detroit, Miami, and RaFormer INS WISCOV
Photomic DISCOVET CASE
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Alapia 6, Baccard in Substitud every Friday by Radio 8, Records, Inc., 1930. Certury Park Vest, Los Angeles. CA 3000/7231 SSA-1930. Subscentions 3/15 per year or \$60 per quarter International subscentions 3/15 per year or \$60 per quarter International subscentions 1941. The produced international subscentible of the conditional produced in the conditional produced in the conditional produced international subscentible international subscentible international produced for publication and response howing many thresholds the subscentible produced in these can publicate and produced in the Records and Street East on regulatorist and flactor's flactor Angeles, Parkelles, Radios & Records and Street East on regulatorist and flactor's flactor Angeles, Parkelles, Radios & Records and Street East on Regulatorist and flactor's flactor Angeles, Parkelles, Radios & Records and Street East on Regulatorist and Flactor's Angeles, Parkelles, Radios & Records and Street East on Regulatorist and Flactor's Records and Street East on Records and R

23

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WASHINGTON REPORT

CAN THEY SURVIVE?

to 1705 kHz. While the expansion

has drawn little public attention,

considerable debate is underway

within the FCC and in some radio

circles over what types of new sta-

tions should be created, and who

As Docket 80-90 demonstrated, Mark Fowler's "free market"

FCC isn't swayed by the argu-

ment that radio broadcasters should be protected from new competition in their own ranks.

Still, those in the industry may be

justified in wondering how hun-

dreds of new AM stations will sur-

vive at a time when the band is

AM now commands only a third

of all radio listening, many AMs

are struggling to make ends meet,

and there seems to be little buyer

demand for many AM properties

now on the block. New stations in

the 1605-1705 range would face the

additional handicap of being una-

ble to reach older radio sets not

AM Set Conversion

Is Simple, Cheap

some encouraging words on that

score, "It's easy to add" the extra

channels to sets, he says, and "the

cost of doing it is almost nil."

Once a firm date for broadcasting

in the expanded band is known

LeBow predicts set makers will

begin in adding the feature

several years in advance to be

ready for the new stations. And he

notes that many AM sets already

pick up signals as high as 1650

Next year's session in Geneva

will develop technical criteria and

a planning method for how coun-

tries will submit specific pro-

posals for using the new spectrum

when the nations meet again in

1988, when the expansion will like-

is to treat the ten new channels as

an extension of the existing band,

One key decision already made

ly receive formal approval.

Jerry LeBow, who consults several receiver manufacturers, has

equipped to pick them up.

already in deep trouble.

will get the licenses.

1605-1705 kHz AM Extension Could Yield 1800 New Stations

Just over a year from now — from April 14 to May 2, 1986 — the U.S. and dozens of other Western nations will face off over a negotiating table in Geneva. When they walk away, this country will be well on the way to getting ten new AM channels, probably in 1989. If the number of stations now operating on high-end channels like 1490 kHz is an accurate gauge, the new frequencies could hold up

Is an accurate gauge, the new frequencies could not up to 1800 new stations.

At issue in the talks will be the proposed extension of the commercial radio AM band from its current upper limit, 1600 kHz, up

Limited Coverage Area High On AM Band

In response to requests for comments, the Commission has received a wide range of suggestions on how the new stations should be set up. One of the main problems to be reckoned with is the fact that, high up on the AM band, groundwave conductivity is so poor that even a high-powered station would have only a limited



NABOB HONORS RIVERA, LELAND — The National Association of Black Owned Broadcasters (NABOB) last week presented Communications Awards to FCC Commissioner Henry Rivera and Rep. Mickey Leland. Pictured at the awards banquet in Washington are (left to right) Rivera, NABOB Executive Director Jim Winston, Leland, and NAB President Eddie Fritts.

"Significant nighttime protection requirements would allow these new stations to provide greater service to the public."

Minority, Public Radio, Daytimer Needs

The FCC is just beginning to form its ideas for use of the new channels, but it's already clear that new station locations will be chosen according to a revised version of the "requirements list" that was used to located sites for Docket 80-90 FM drop-ins. The updated list will likely consist of communities, suggested by various groups, where there's a need for minority or public radio stations, first radio service, or an upgrading of daytime-only service.

groundwave signal, especially at night.

Most commenters have seemed to favor stations similar to the current Class 3s (maximum 5 kw) or Class 4s (1 kw). However, a 1 kw station at 1655 kHz, given current interference protection, would have primary groundwave signal coverage out to only 24 miles during the day and 4.1 miles at night. At 5 kw, the figures aren't much better — 34.3 miles days, and 4.4 miles nights. Even a boost up to 50 kw, while yielding 58.2 miles during the daylight hours, would have a groundwave reach of a mere 4.8 miles at nights.

With these and other problems in mind, the Commission has sought public comment on several specific questions:

 Should there be a single class of stations for the expanded spectrum?

 If more than one class is used, should they be intermixed on the same channels?

 What power levels and protection standards should be applied, both daytime and nighttime?

 To what degree should the technical standards be tailored to meet the needs developed for the so-called "requirements list?"

Another decision for the FCC to make is what to do about approximately 200 Traveler's Information System (TIS) stations operated by federal, state and local governments, many on 1610 kHz. They'll most likely be moved elsewhere. Cordless phones are also being cleared out. The Commission ordered that none operating between 1600 and 1705 kHz be manufactured after October 1, 1984

Radio's two trade associations, NRBA and NAB, both have strong views on how to put the new spectrum to use. NRBA advocates using it to resolve incompatibilities left over from the 1981 international radio meetings in Rio. Under NRBA's plan, first priority would go to stations suffering interference or unable to upgrade because of foreign stations.

NAB agrees with that priority, and also recommends giving first opportunities for new stations to daytimers, minorities, and public broadcasters. NAB says that Class 1 clear channel stations are impractical because so few could be fit in, while Class 4s would suffer from "severely restricted service areas." So it suggests Class 3 fulltime staations with minimum power of 5 kw days and 1 kw nights. "Significant nighttime protection requirements would allow these new stations to provide greater service to the public," NAB suggests.

NEWS BRIEFS

Tauke, Tauzin Reintroducing Radio Dereg Bill

Reps. Tom Tauke (R-IA) and Billy Tauzin (D-IA) plan to introduce a broadcast deregulation bill, possibly later this week. The measure will be identical to one they pushed last year, which would have abolished comparative renewals and codified the FCC's deregulation of radio and television.

The Congressmen are currently circulating a "dear colleague" letter asking other members of Congress to join them as co-sponsors of the bill.

Offering the proposal four months after Congress convened in January marks the latest debut of broadcast deregulation legislation in this decade. In the Senate, which usually passes a bill swiftly and silently, no one has yet offered a measure.

The broadcast industry has been preoccupied with the proposed beer and wine ad ban, and there's a feeling in Washington that broadcast deregulation may be unachievable white John Dingell (D-MI) and Tim Wirth (D-CO)

govern the Commerce Committee and its Telecommunications Subcommittee.

Fowler Opposes Cap Cities/ABC Combo Waivers

FCC Chairman Mark Fowler last week told a Congressional committee he doesn't personally favor granting any waivers to let ABC and Cap Citties maintain grandfathered radio/TV/newspaper combos after their proposed merger.

However, Fowler stressed in testimony before the Senate Commerce Appropriations Subcommittee that he was not rendering an official agency judgment. "I do not see any reason why they should have the rules waved." said Fowler.

If Cap Cities/ABC loses grandfathered waivers, as now seems increasingly likely after Fower's statement, it will be forced to spin off furmerous radio properties in New York, Los Angeles, San Francisco, Chicago, Dallas, Houston, and Detroit.

NAB Ratings Task Force Set

NAB has announced the members of its Radio Audience Measurement Task Force, formed in January to weigh creating a nonprofit radio ratings operation. Chairman will be Kenneth Mac-Donald. Chairman of MacDonald Broadcasting. Other members: Bonneville Research Director John Scott Davenport, KABC/Los Angeles VP. GM George Green, Dutty President Marty Greenberg, Litchfield Broadcasting President Herb Gross, Group W Radio President Dick Harris, WOL/ Washington GM Catherine Hughes, WYLD-AM & FM/New Orleans Exec. VP/GM James Hutchinson, Cosmos Broadcasting VP/GM Charles Jones, RKO Radio President Jerry Lyman, and KVET/Austin GM C. Ronald

'85 May Be NAB's Last Convention In Las Vegas

It's becoming increasingly unlikely that NAB will hold another annual convention in Las Vegas in the foreseeable tuture. Association officials are furious at the scheduling of the Hearns-Hagler heavyweight bout in the middle of this year's meeting (4/15), reducing rooms and other services available to broadcasters. This glitch follows last year's hotel strike and the 1981 hotel fire.

The 1986 and 1987 conventions are set for Dallas, but the 1998 meeting tentatively scheduled for Las Vegas isn't locked in. The only other city capable of handling the giant convention is Chicago, which NAB has avoided in recent years because of past union problems. Talks are now underway to clear away those difficulties and bring NAB back to Chicago in 1998.

Meanwhile, NAB has announced speakers for this year's radio and TV luncheons: WOR/New York morning man John A. Gambling and New York Governor Marlo Cuomo, respectively.

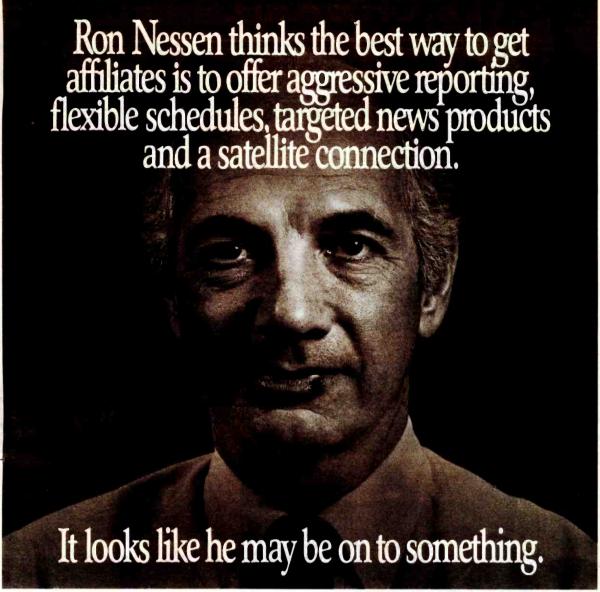
Other Key Developments:

 Rep. Mickey Leland (D-TX) has urged minorities to buy stations to be spun off in the Cap Citiee/ABC merger, which he says "presents a unique opportunity for minorities to purchase major market television and radio properties." Setting to minorities would also give Cap Cities/ABC a big tax break, Leland noted.

rather than as a separate service requiring different kinds of AM receivers. "We propose that the protection ratios, class of emission, and bandwidth of emissions should remain the same," the Commission said in January. "We

should remain the same," the Commission said in January. "We believe that this would enhance the availability of receivers mak-

8/R&R FRIDAY, APRIL 5, 1985



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you no scheduling options.
We also offer "Lifestyle" news and features—targeted to younger listeners—for up to

listeners—for up to 3½ minutes at the :55 mark, plus the news magazine "America 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.

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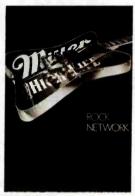
Mutuals on a Roll.

SPONSORS 16 BANDS NATIONWIDE

Miller Announces 1985 "Rock Network" Lineup

Now in its fourth year, the "Miller Rock Network" is an unusual promotional effort sponsored by the Miller Brewing Company which basically involves 16 bands with strong local followings. The new 1985 lineup consists of such semi-famous names as the Del Fuegos, Son Seals, Joe "King" Cerrasco, the Producers, the BetAirs, Caruso, Chameleon, DC Star, Caruso, Chameleon, DC Star, Peluzury, the Entertainers, Fayrewether, Magnum, Paris One, Sugar Creek, Telkuride, and Steve Smith at the Nekeds.—

Each act plays 150 club dates a year. Miller ties into the shows with advertising, posters, banners, media coverage, and such radio station promotions as tour jacket giveaways, etc. In addition, all bands



perform in front of a large Miller backdrop.

Miller also sponsors a "Hispanic Band Music" program, and a "Dance Music Promotion" almed at black consumers and featuring major market DJs in clubs. There's also the "Miller High Life Rock Series." with 500 concerts a year on college campuses.

Shure, Fostex, and Hemer provide the bands chosen to participate in the "Miller Rock Network" with microphones, multitrack cassette recorders, and a custom guitar, respectively. Rather than focusing on underwriting superstar tours, Miller views these musical promotions as beneficial to the future of live entertainment, not to mention the shot it gets at the band's young, loyal audiences.



KGBI-FM Omaha, Nebraska, chose an ESA-10 Broadcast Console

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"I am impressed with the easy access to internal circuit boards and the functional layout"

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Harry W. Scott Chief Engineer

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Airlines Straighten Up And Fry Light

Responding to the tastes of today's dilet-conscious travelers, adrines are phasing out their starchy, saucy meals in favor of lower-calorie fare. According to a recent *USA Today* item, adrine caterers are currently offering flyers a choice of frozen tofu desserts, brown rice, and foods prepared in hot-air cookers instead of theen flyers.

For example. TWA plans to serve more fish and chicken meals and fruit and cheese snacks in the future, while **Eastern** counters with pasts salads, lighter cold soups, and meatless entrees ranging from stuffed shells to

vegetable lasagna. Not to be outdone, Detta will alternate weekly between beef and chicken, having already added whole-wheat rolls and such lighter desserts as yogurt parfaits to its menu.

Other high-flying competitors in the lean 'n' mean cuisine sweepstakes include American, which plans to offer more cold seafood plates and lean, broiled hamburgers on long flights. Also, Air Atlanta, a year-old aritine for business travelers, has planned the availability of veal, fish, and chicken on its flights by summer.

Convert Personal Computers To Digital Oscilloscopes

Bellevue, WA-based Rapid Systems recently introduced a "Digital Oscilloscope Peripheral" designed for use with IBM, Apple, and Commodore personal computers. Simply plug in the peripheral unit, slip in the supplied disc and prestot your personal computer is now a high-performance, low-cost digital oscilloscope.

Basically, the Rapid Systems at 2 mHz sampling rate, a 500 kHz analog band width, and dlode protection on all inputs. Graphics display is color-enhanced and the operator has keyboard control of gain parameters, time base values, number of channels, and trigger mode. All the postprocessing capabilities of a personal computer (storage and retrieval, analysis of information, word processing) are. of course, available as well.

The manufacturer notes that pri-



or to this system's introduction, computer users who wished to attach a digital oscilloscope peripheral were forced to create their own software. For further information, contact Rapid Systems at (206) 641-2141.

Computer Companies Mount Million-Dollar Radio Campaigns

During the first nine months of 1944, four major computer firms spent more than a million dollars each on radio advertising. Apple led the pack with \$5,308,000 in radio ads, followed by IBM at \$3,378,000, newcomer Fujitso at \$1,584,000, and Automatic Data Processing at \$1,275,000. Rounding out the top ten were Coleco at \$979,000, Franklin at \$814,000, ITT at \$680,000, Computer Showcase at \$613,000, Businessiand at \$542,000 and Digital Equipment at \$461,000.

According to Radio Expenditure Reports, which compiled the above information, these 10 computer companies were joined by first-time radio advertisers Compushop, which spent \$241,000 on radio, the Genra Group (\$209,000), Hesware (\$239,000), and Moore (\$203,000). All four are computer-based firms.

Whether it's Fujitso hawking hardware, Apple upping its radio ad spending almost 7000% to introduce its "MacIntosh" model, or Businessland promoting its string of franchises, there's gotta be a spot for computers in your station's log book.

"Music Wire" Info Service

The new kid on the news services block is "Music Wire." This weekly publication features articles on the music industry and its artists (including periodic in-depth interviews) as well as news of upcoming albums, concerts, artists' birthdays, and other music-related trivia.

Described as "affordably priced" and designed specifically for radio. "Music Wire" is currently offering a free, two-week frial subscription to interested stations. Contact Jim Slusarek or Milke Timble at (217) 398-2033.



PRO:MOTIONS

Folks And Patrick Join F/A

Scott Folks has been named Director of A&R/Black Music Division at Elektra/Asylum. Prior to his appointment, Folks served as Associate Director of East Coast Product Management for Epic Records. Another addition to E/A's staff Is Kevin Patrick, who was appointed A&R Representative. Patrick comes to E/A from MCA, where he served as field promotion manager for the New York state area.





Orleans New Morada President

Arnie Orleans has been named President of Morada Records, which specializes in Christian music. Orleans is a 27-year record industry veteran whose prior executive posts include VP/Sales & Distribution at ABC Records, Sr. VP/ Marketing, 20th Century Fox Records, and Division VP/Sales & Distribution for RCA, A&M, and associated tabels. Refore accepting this post, he was consulting on an independent basis.



Dorine Gruen

Gruen Manages PolyGram A/C

Dorine Gruen has been upped to National A/C Promotion Manager at PolyGram Records, During the past eight years she worked as an administrative assistant in the label's promotion department. Gruen now reports directly to Kerry Wood; Director/National Secondary-A/C Promotion.

Arista Names Three

Arista has made three appointments in its Publicity Department: Susan Clary, Director/West Coast Publicity: Fred Cuva, Associate Director/Media Services: and Lynne Volkman, Manager/National Tour Publicity. Clary was most recently an independent publicist and formerly served as Director of Publicity at Slash Records. Cuva had worked as an Arista publicist since 1982 Volkman assisted in the publicity department at Kragen & Company and formerly served as assistant tour manager for the Rolling Stones and the Who.



Susan Clary

Kevin Patrick



Lynne Volkman



Fred Cuva

Arista Appoints Four Regional Directors

As part of its sales department restructuring, Arista Records has appointed four Associate Regional Directors: Jon Klein, West Coast; Lauren Moran, Mid-Central; Jeff Jennings, Northeast; and Jim Hall, Southeast. All four appointees formerly served as Local Marketing Managers. In addition, both Klein and Hall are establishing new Arista offices as a result of the sales reorganization: Klein, formerly based in Los Angeles, will open the label's San Francisco office and Hall will relocate from Atlanta to set up a Washington, DC office.

General Broadcasting Ups Rodriquez

Manuel Rodriguez was made VP/GM of General Broadcasting of Connecticut. Rodriguez was formerly Station Manager at WPLR/New Haven.

PROS ON THE LOOSE

Afternoons Mike Avery CKLW/Detroit (305) 455-3650 Doug Gondek - MD KDKB/ Phoenix (602) 820-1086

Eric Margolis — Promotion Dir. WAPP/New York (718) 434-9809 Mike McKey - Nights KRSP (AM)/Salt Lake City (801) 278-0527

Barry Moll - MD KRSP-AM & FM/Salt Lake City (801) 278-0527

Joe Thomas - PD WIOT/Toledo (419) 841-4719 Doc Washburn -- Nights

WIGL/Columbia, SC (704) 545-Steve Young -- PD CITI-FM/ Winnipeg (204) 783-6989

Ora International Formed

KNAC/Long Beach, CA's reggae program host Roberto has formed a new label, Ora International, Inc. The label's address is P.O. Box 3025, La Habra, CA 90632-3025: (213) 691-9585.

Denton Named Christal Sales Manager

Bill Denton has been named Sales Manager of Christal Radio's Los Angeles office. Denton rejoins the company after working as an Account Executive at Mc-Gavren-Guild. During his first stint at Christal, he also served as

Oken Heads A&M's **Artist Development**



Alan Oken

Alan Oken has been upped from Director to head of A&M's Artist Development department. Oken moves up into this oposition following the departure of VP Martin Kirkup, who left to establish his own artist management firm. Oken joined the department in 1979 after serving as an entertainment

Marock, Inc. Debuts



(I-r) Mark Margolis, Leo Bullock, Mike Vail

Marock, Inc. is a new gospel record and distribution company that handles the Marock and Arroyo labels. The Minneapolisbased operation is headed by Directors Mark Margolis and Leo Bullock, Director/Marketing Sharrell Benson, and National Sales Manager Mike Vail. Both Margolis and Bullock were formerly associated with K-tel; Vail moved over from Pickwick International.

Island Ups Kenyon



Kathy Kenyon

Kathy Kenyon has been promoted to Director of Artist Relations at Island Records, Kenvon was Island's National Promotion Director since 1983 and has worked for Island since 1976. Before joining the company, she handled secondaries and college promotion at Chrysalis. Previous to that, she was Assistant Music Director for KMET/Los Angeles.

Miller Made Partner At JLM

JLM Public Relations announced the appointment of Burt Miller as a partner in the firm. Miller, who has a marketing/sales background, was most recently National Artist Development Coordinator for A&M Records.

RCA Raises Wallace

Joe Wallace has been elevated to Director, National Accounts/ Commercial Sales-North Central Region for RCA Records. He had been directing commercial sales for the North Central region for the past year. Prior to that he spent four years as the label's Branch Manager in New York, Boston, and Detroit. Wallace first joined RCA in

CBS Songs Appoints Minnick Creative Director



Doug Minnick

Doug Minnick joins CBS Songs as the West Coast Creative Director, seeking and developing new talent. Minnick will also be working closely with staff writers on upcoming projects and collaborations. Prior to his appointment, Minnick was Professional Manager for Almo-Irving Music.

CHANGES

Steve Chambers named Account Executive for KRLD/Dallas.

Bobby Simon promoted to Sales Manager at KENI/Anchorage.

Ramona Mitchell announced as Account Executive for WPLJ/ New York.

Karen Wesley joins WLS/Chicago as Account Executive

Mark Thomas returns to WRIF/Detroit as Account Execu-

Mark King named Account Executive at WEZW/Milwaukee.

Joseph Doubek announced as Account Executive for WBBM/ Chicago.

RECORDS

Elise Kolesky has moved to New York as Local Marketing Coordinator for A&M.

David Dimariano promoted to Librarian/Technician for EMI-America/Los Angeles

Leonard Cummins assumes position of Recording Production Manager for EMI-America/Los An-

Bob Barone promoted to Director of Management Information Services at Capitol/Los Angeles.

Barbara Schonfeld named Director of Management Information Services Development for Capitol/Los Angeles.

INDUSTRY

Lorenzo Acevedo joins Katz Media Data/New York as Data Communications Technician

Judith Clemente announced as Computer Programmer for Katz Media Data/New York.

MEDIA GENERAL BROADCAST SERVICES BREAKS BIG NEWS AT NAB.

FINAL!

FINAL

FINAL!

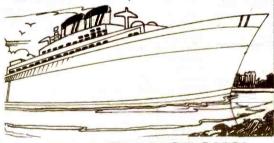


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RATINGS AND RESEARCH

JHAN HIBER

Research Questions Answered

In the last few months a groundswell of letters with various research questions has come across my desk. Certain topics and points have been raised frequently, so I thought I'd do my Carnac impression and try to come up with some replies.

Below you'll find the first four of the top ten items from the recent load of mail; next week I'll cover the other six. If I've missed an item of concern or interest to you, let me know and we'll cover it in an upcoming Q&A hit parade.

Focus Follies

The focus group is one of the most controversial and potentially misunderstood research techniques around. Several of the ten research Q&A items reflect concern and interest in this type of discussion research.

1) Should stations do their own focus groups? In other words, should station personnel moderate the discussions? After all, that might save money.

Yes, it will save money in one sense. Experienced and competent focus group moderators are rare birds, and as such expect to be paid for their expertise. As I've said, "Good focus group moderators are a combination of the discipline of a drill sergeant, the folksiness of Andy Griffith, the interviewing abilities of Perry Mason, and the finesse of a tightrope walker."

I think the savings would be a false one, however. As the lawyers' proverb has it, someone who attempts to negotiate the legal labyrinth by himself has a fool for a client. The same philosophy holds true when it comes to organizing and conducting focus groups.

An objective moderator, someone not involved on a daily basis with the station, is crucial to the success of any focus group project. I've heard too many horror stories about PDs who moderated their own group discussions and got emotionally involved with a respondent who said something irritating about the PD's station.

"An objective moderator, someone not involved on a daily basis with the station, is crucial to the success of any focus group project."

If you can't afford any of the several firms with good perceptual research reputations, then try to find a local educator or researcher to organize and conduct your groups. Be sure to check references. proximately \$300-\$400 for the facilities.

3) Who do we want to talk to in the focus group discussions?

This is often the key question the station management team has to agree

2) What do you do for a focus facility in smaller markets where there's not a formal focus group room setup?

In a word, improvise. Once I used a classroom at a local college. It was equipped with an observation area so instructors could view student teachers. This was adapted for our focus group use (so the client could sit in and watch the sessions) Another time a motel conference room was rigged with audio and videotaping equipment. The clients couldn't have direct viewing ability but they were able to review the tapes.

Look around your town. Get creative, and you'll find a locale for these group discussions. In such a situation, costs per discussion session should come to apThe Four Most-Asked Questions About Focus Groups

- 1. Should stations conduct their own focus groups?
- 2. What do you use when you can't find a formal focus group setup?
- 3. Who should you talk to in focus group discussions?
- 4. How do you interpret focus group results?

upon before commissioning such research. There are two schools of thought on the best way to approach the focus group sample.

One way to go is to just call folks randomly and recruit at large from your target demos. While this will perhaps give you a good cross-section of people, you may not end up with anyone who knows anything about your station. That happened when a well-known researcher was conducting groups several years ago in the L.A. market. Of the 40 participants in the group discussions only five had even tried the client station.

The preferred approach is to screen potential respondents who circulate significantly among your station and the competition. If you have two format competitors you may decide to have half of the people in a group prefer your station while the other half prefers one of the competitors. This way you can get worthwhile feedback on your efforts while also getting opinions from partisans of Brands X and Y.

The caveat with this type of screening criterion is to evaluate the results accordingly. If half the group sample states that they prefer your station, and later half say your station has the best variety in the market, take it in the proper perspective. That's just the proportional return that would be expected. In this example, if only a fourth cited your station as being attached to a key attribute, then you might have cause for concern.

One group you generally don't want to have make up

your entire focus group sample is station contest winners. These groupies are not representative of your total audience. You might want to include a few such folk, but be sure to balance that with listeners who represent the bulk of your non-contest oriented cume.

"I wouldn't bet the farm or change format based solely on focus group research."

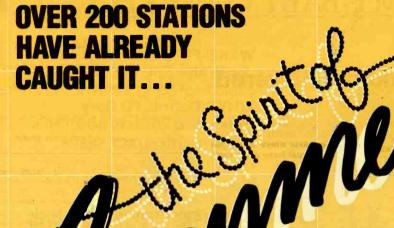
4) What do you do with focus group results?

There are several options. If the outcome of the groups is consistently positive, then maybe that's enough for now. However, if you're just getting started in research or if the tip of the iceberg looks a little cracked, then conduct a broadly-based follow-up project. Usually this involves a telephone survey that obtains several hundred responses. However, there are other approaches (in-person interviews, mailed questionnaires) that may be appropriate.

The key factor to keep in mind regarding focus groups is that due to the small sample size, they should be looked at as a technique for deriving tipof-the-iceberg perceptions. I wouldn't bet the farm or change format based solely on such research.

Next week: Questions Five through Ten, covering telephone callout and perceptual studies, interviews and topic selection, Arbitron diary reviews, and local ad community research.





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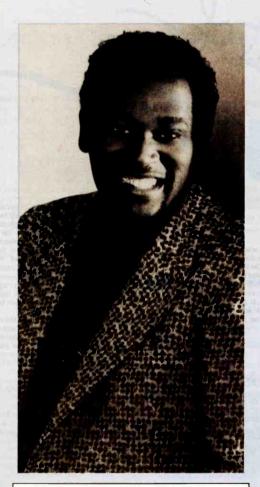
Get all the facts on 1985's hottest new sales and audience attraction. Call David West in New York (212) 975-2097 or Steve Epstein in Los Angeles (213) 460-3547.

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LUTHER VANDROSS TIL MY BABY COMES HOME



CHR NEW & ACTIVE

Now On Over 70 CHR

K106 deb 35 WXKS-FM on WCAU-FM add Stations! WHTX add 29 94Q add 29 Y100 34-32 WGCL 30-28 WCZY 24-19

WHYT 30-27 KIIS-FM add KKRZ 35-31 **KMJK 33-28** FM102 24-21 KMEL 33-29 **KPLUS 31-23**

DISTRIBUTED BY CBS RECORDS



WXKS-FM/Boston PD, Sunny Joe White: Strong phones, sales exploding, going Top 10 for sure!

WHYT/Detroit, PD Gary

Berkowitz: Solid crossover smash!

KMJK/Portland MD. Steve Naganuma: Kicking booty with upper-demo phones, big in Portland.

KMEL/San Francisco PD, Nick Bazoo: Top 10 adult phones and Top 15 LP sales after only one week. Epic shouldn't rest 'til this baby comes home.

WGCL/Cleveland MD, Shadow Stevens: Across the board smash! You can't lose with Luther, Big female phones.

WCZY/Detroit Asst. PD, Steve Kelly: " 'Til My Baby Comes Home" has arrived in the Motor City. Strong sales, strong phones, an all-around winner.

KKRZ/Portland PD, Gary Bryan: Instand female phones, a city destroyer!

KPLUS/Seattle PD. Jeff King: Luther has "Come home for us." It is the perfect record to attract 26-yearold female listeners.

94Q/Atlanta MD. Jeff McCartney: Best crossover record to come out this year! 50% of the stores report pop sales. LP debuts Top 5. I added it in hot, around-the-clock rotation.

K106/Baltimore PD, Ralph Wimmer: Luther makes my spring ARB sound even better.



NETWORKS/PROGRAM SUPPLIERS

REED BUNZEL

LET THE GAMES BEGIN

"Game Of The Week" Returns On CBS

Baseball is back. Not only in 26 major league stadiums and countless minor league and semi-pro parks across the country, but also on network radio. Missing from the airwaves for over 20 years, the Saturday "Game Of The Week" has returned to the CBS Radio Network this season. That undulating swell and pulsing roar rolling across the country is a gigantic wave of baseball fanatics – fans, broadcasters, and advertisers – welcoming one of America's favorite pastimes back to national radio

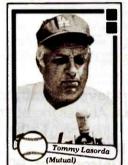
Of course, CBS has carried both the National League and American League playoffs as well as the World Series for the last nine seasons. But weekly network baseball broadcasts were last heard over the Mutual Radio Network in 1963. Beginning May 25, however, CBS Radio will begin a 20-week schedule of Saturday broadcasts lasting until October 5 — the season's final weekend.

A Double Schedule

The arrangement reached with Major League Baseball representatives calls for CBS to provide affiliates with coverage of two games each weekend. Every Saturday one day game and one night game will be broadcast, and each station can select the one most attractive to its listeners – and in accordance with broadcast restrictions. Additional games may also be scheduled on weekdays as the pennant races begin to heat up during the season's final weeks.

One formidable challenge involved in bringing back the "Game Of The Week" was the problem of conflicting broadcast interests. Since each major league team has its own regional network, exclusivity becomes a problem. "We decided we had to deal with several key issues centered around the local radio stations," says CBS Radio Sr. Vice President Dick Brescia. "We had to do something that allowed the station to be consistent year-round.







The only way to do this was to do a double production. By doing two games — one during the day and one at night — we always provide a game to every station. If there is a local blackout, they can carry the alternative game. If they already carry a team's schedule, they can also carry the nonconflicting game."

The addition of a "Game Of The Week" actually helps the image of those stations already broadcasting the local or regional team's full slate of games. "There are a number of stations which are already regional affiliates and broadcast the local team's games," says Steve Yulios, Director/Sales. "The 'Game Of The



Week' augments those stations. It also helps the stations in regions where there is no baseball, allowing them to become competitive in sports."

The Summer Games

The move to bring the "Game Of The Week" back to radio got its start over a year ago when CBS met with the KEG (Kuhn-Einhorn-Giles) committee to negotiate an extension of the network's contract for playoff and World Series games. Because the "open bidding" would likely up the ante for the rights, CBS decided to venture back into weekly baseball.

"We knew the high cost of bidding would tighten the financial strain of our commercial inventory if we didn't alter the amount of inventory we had. We kicked around the idea of weekly broadcasts, and the 'Game Of The Week' evolved from major league baseball's desire to make an attractive package for both them and us."

Affiliate stations are offered all games, and advertisers can sponsor either the summer or fall series. The summer package includes all weekly games and the annual All-Star Game (broadcast live from Minneapolis), while the fall games include both league playoffs and the World Series.

Will weekly baseball survive after a 20-year absence from network radio? Brescia has only the highest hopes for this summer series. "We have been pleasantly surprised by the response we've received. The key element is not the sales, because we have a hell of a sales force. The challenge was getting the stations. We knew we were bringing something back that had been off the air, and we thought it might take a year or two to establish a major presence. But today, almost two months away from the first broadcast, we are in outstanding shape."

1985 Network Baseball Lineup

While CBS Radio has the lock on baseball play-by-play, virtually every radio network gets into the game with its own schedule of reports and features. In addition to giving the latest updates during regular sportscasts, other programs take a look at various aspects of spring training and the season as it shapes up during the summer. Following is a brief look at some of these features:

 ABC Radio Networks: Once again this year ABC will be broadcasting the "Crackerjack Oldtimers" Game" from Washington, DC. The final broadcast schedule has not yet been set.

AP Radio: The AP Radio Network last weekend broadcast a 26-part preview series, highlighting the prospects of each of Major League Basebail's 26 teams. Program host Mike Gracia, who spent the past few weeks at spring training, will also be anchoring analytical reports during the regular season on AP's "Sports Reports."

CBS Radio Networks: In addition to the "Game Of The Week," and All-Star, playoff and World Series play-by-play, CBS is scheduling several other features focusing on the world of baseball. "Baseball Hall Of Fame Reports" is a series of eight live, 3-minute reports from the induction ceremonies at the Baseball Hall Of

Fame in Cooperstown, NY on July 28. "The Wonderful World Of Baseball" is a special half-hour feature, broadcast October 7 and featuring Win Elliot paying tribute to baseball and the finished season. The network also scheduled a baseball spring-training preview with Curt Gowdy this week (4/1-5).



• Mutual Broadcasting System: Los Angeles Dodger manager Tommy Lasorda hosts a dairy 3-minute program for Mutual. "Lasorda At Large" takes a brief look at the intricacies of the game, with stones about players and coaches, team strategies, the unfolding playeff picture, complete with interviews and actualities.

 NBC Radio Networks: NBC last month featured "Wind-Up With Stan Martyn, a 10-part series hosted by Martyn looking at spring training, new players, coaches, and owners. The network will also broadcast daily updates during the regular season.

e RKO Radio Networks: RKO is this week (4/1-5) broadcasting: Spring Training," the second in a series of at least five "Sport-Specials" prepared by the network each year. The 10-part series sets the stage for Opening Day this Monday (4/8), featuring the game's players, coaches, managers, and unusual personalities. Charley Stelner is anchoring the reports on RKO One, and Tony Bruno hosts the RKO Two version.

 UPI Radio: UPI will highlight scores and standings periodically throughout the broadcast day.



MUSIC CALENDAR

NEWS & INFORMATION FEATURES

APRIL 8-12

The Weekend

APRIL 13-14	
The Countdown	(WO)
Jeff Lorber Whitney Houston	
Countdown America W	ith
John Leader	(RKO)
Hall & Oates	(0.00)
Country Closeup	(NP)
Emmylou Harris Part 2	(DDE)
Country Magic	(BRE)
Waylon Jennings	
Country Report	(WRN)
Countdown Ronnie McDowell/Leon Everette	
Dick Clark's Rock, Roll	
& Remember	(US)
Doors	(00)
Don & Deanna On	
Bleecker Street	(CB)
Southside Johnny	(00)
Future Hits	(WO)
Julian Lennon/Mick Jagger/Dave	Edmunds
The Great Sounds	(US)
Les Baxter	(03)
Hot Country Gold	(BRE)
Alabama	(5114)
Hot Ones	(RKO)
Billy Ocean	(1.11.0)
Lee Arnold On A	
Country Road	(MBS)
Gene Watson/John Conlee/Don	
Crystal Gayle/Ed Bruce	***************************************
Memory Makers	(BRE)
Rod Stewart	(5.1.0)
Metalshop	(MJI)
Jimmy Page special	,,
Musical!	(WO)
60s Broadway musical countdo	
Music Makers	(NP)
McGuire Sisters	
On The Radio	(NSBA)
Cyndi Lauper	(
Power Cuts	(GSN)
Carlos Santana (4/14)	(==,
Radioscope	(LBP)
USA For Africa	(==,
Rare & Scratchy Rock &	Roll (PIA)
Smokey Robinson & The Mirack	es
Rick Dees' Weekly Top	
Frankie Goes To Hollywood	(00)
Rock Album Countdown	n (WO)
Foreigner/Phil Collins	,,
Rock Chronicles	(WO)
"Breakfast Club"/"Porky's Reve	
Little Feat	
Rock Over London	(RI)
Roger Waters Part 2	,,
Scott Shannon's Rocki	n'
America Top 30	(WO)
Madonna Kenny Loggins Don H	
Foreigner	
Silver Eagle	(ABCE)
Exile New Grass Band	
Super Gold	(TRAN)
Elvis Presley (4/13)	
Superstar Portrait	(BRE)
Dana Ross	
Superstars Of Rock	(BRE)
	(BRE)
Superstars Of Rock	meta
Superstars Of Rock Chicago	meta

The Week Of

APRIL 15-19	
Earth News	(WO)
"Space" /Michael O'Keefe/Jim Ker	r
Live From Gilley's	(WO)
Leon Everette	
Off The Record	(WO)
Bryan Adams/Alan Parsons Project	/Fiona
Off The Record Special	(WO)
Firm	
Shootin' The Breeze	(WO)
Run DMC Manhattans Jenny Burto	n
Special Edition	(WO)
Jackson Sisters	
Star Trak	(WO)
Foreigner Billy Ocean/Tears For Fe	ears
Star Trak Profile	(W.O)
Kenny Loggins Part 2	

MONDAY

APRIL 15	
Behind The Music	(RKO2)
Checkin' In Conway Twitty	(RKO2)
Country Report Ray Price/Bobby Bare	(WRN)
Private Session Howard Jones	(RKO1)
Solid Gold Country Money matters	(US)

TUESDAY

APRIL 16	
Behind The Music Temptations	(RKO2)
Checkin' In	(RKO2)
Country Report Michael Murphey/Lacy J. Dalton	(WRN)
Private Session REO Speedwagon	(RKO1)
Solid Gold Country Waylon Jennings	(US)

WEDNESDAY

APRIL 17	
Behind The Music	(RKO2)
Checkin' in	(RKO2)
Bellamy Bros. Country Report	(WRN)
Con Hunley Private Session	(RKO1)
Dan Hartman Solid Gold Country	(US)
Feature Year 1956 .	(00)

537

PROGRAM SUPPLIERS KEY

ABCD = ABC Direction N ABCE = ABC Entertainment ABCR = ABC Rock Net ABCY = ABC Youth Nets AMS = American Media S ASR m All Star Radio CBS = CBS Radio CBSR m CBS RadioRadi DCA m DC Audio GSN = Global Satellite Ne LBP = Lee Bailey Prod. LW = London Wavelength MBS = Mutual Broadcasting NBC = NBC Radio NBCE = NBC Radio Entertain PFM = PFM Inc.

RKO m RKO Radio Net

SBS = Strand Broadcas

OU = NBC The Source

WO = Westwood One

YRN = York Radio Network

SP = "The Spirit" Productions

US = The United Stations
WRN = Weedeck Radio Network

RKO1 = RKO One RKO2 = RKO Two

TRAN = Transtar

CBS To Kick Off Two Football Features

THURSDAY

APRIL 18	
Behind The Music	(RKO2)
Checkin' In Ed Bruce	(RKO2)
Country Report Bobby Bare Michael Murphey	(WRN)
Private Session Kool & The Gang	(RKO1)
Solid Gold Country Family duets	(US)

FRIDAY

APRIL 19	
Behind The Music Phit Collins	(RKO2)
Checkin' In Tammy Wynette	(RKO2)
Country Report Lacy J. Dalton Con Hunley	(WRN)
Private Session Tears For Fears	(RKO1)
Solid Gold Country Stars in the news	(US)

GENERAL INFORMATION

Computer Program	(PRN)
Inputs/outputs/printers/modems	networks
Ed Busch Talk Show	(AP)
Gardening/colonizing Mars (4/6)	
Soviet weapons/nuclear war/prin (4/7)	ncely secrets
Health Care	(PIA)
Back ache (4/7)	
News Blimp	(PRN)
SAT preps/deadly art/paper airp	planes/
U.SViet victory/cosmetics	
Public Affairs	(PIA)

Sound Advice

Sporting News Report (CW)

COMEDY

Daily Feed	(DCA)	
Phone company scandal/MX demo	nstration/	
GE lightbulb overcharge Bush	overcharge Bush campaign	
irregularities Casey buys CIA		
Hiney Wine	(DM)	
Hiney jelly-chew/Hiney Pursuit/exe	rcise	
tape/cheese		

(PRN) Laugh Machine liagher/David Steinberg/F Bill Cosby/Joan Rivers Rodney Dangerfield

LIFESTYLE

American Focus	(FOY)
Angela Lansbury (4/7)	
Beat The System	(RKO1)
Free software (4/9)	
Employment tips (4/10)	
Mindgames	(RKO1)
Lying (4/8)	
Yellow (4/9)	
Fighting to feel good (4/10)	
Daydreams (4/11)	
Imaginary friends (4/12)	
Smart Money	(RKO1)
Inside information (4/8)	
Takeovers (4/10)	
Who should buy life insurance	e (4/12)
Something You	
Should Know	(SBS)
Taste (4/8)	(,

ENTERTAINMENT

(WO)

Living together (4/9)
Using your credit (4/10-11)

Waldenbooks Review

"The Smoke Ring"

		_
I	Jim Bohannon Show	(MBS)
l	James North (4/13)	
ı	Larry King Show	(MBS
1	Daniel Schorr (4/8)	
1	Rona Barrett (4/9)	
1	Ed McMahon Michael Korda (4/10)	
1	Tommy Tune (4/11)	
ł	Clem Florio/Mark Fowler (4/12)	

NETWORK SPOTS

Silver Anniversary Memorial

With Memorial Day drawing closer, United Stations has announced the talent for its first "Country Six-Pack" of the year. The first special, airing over the Memorial Day Weekend, celebrates Loretta Lynn's 25th anniversary in the recording business. In 1960 Lynn recorded "Honky Tonk Girl," which became her first top 10 Country



Loretta Lynn

The Memorial Day "Country Six-Pack" features interviews with Lynn who discusses her numerous hits over the past 25 years as well as her biographical movie "Coal Miner's Daughter." The show, which runs three hours, is hosted by United Stations's Mike Fitzgerald.

Call Joni Silverman at (212) 869-7444 for more information.

CBS Radio Sports is planning on broadcasting a pair of weekly NFL programs set to run the full football season, beginning the week of September 8. Brent Musburger and Jimmy "The Greek" Snyder will host a 20-minute weekend preview, fed every Friday night during the season, and Jack Buck and Hank Stram will anchor "NFL Tonight," a two-hour Sunday wrap-up talk show.

The Musburger-Snyder show, as yet untitled, will take a look at the weekend's upcoming games, including views on competing teams, players, coaches, and predictions of each game's outcome. "NFL Tonight" will highlight Buck and Stram's acumen for the game, calling on half-hourly guests to balance their own reviews and commentary

For further details call (212) 975-

International Monitor

The Christian Science Monitor has launched a new program aimed at English-speaking audiences in Western Furone over Radio Luxembourg, "The Christian Science Monitor Weekend Edition" is aired each Sunday at 6:15 pm (Greenwhich Time), and draws on the Monitor's worldwide correspondent staff to report on significant developments in international relations, economics, politics, the arts, and the family.

Call 800-225-7090 for more information

Firm Commitment

Coming up next Thursday (4/11) on ABC, the Rock Radio Network will broadcast the Firm live in concert. The concert was recorded recently at the Hammersmith Odeon in London, and was produced by DIR Broadcasting.

The Firm, formed last July and featuring Jimmy Page, Paul Rodgers, Chris Siade, and Tony Franklin, participated in a live press conference broadcast by ABC from London in February. ABC also broadcast the group's debut album over the network's digital delivery service.

Call (212) 887-5962 for further de-

Barnett-Robbins **Readies Portraits**

Barnett-Robbins Enterprises is planning to debut two new monthly programs - one for A/C stations and one for Country stations - this May.

"Superstar Portraits," targeted to an 18-49 contemporary demographic, will profile various pop artists in one 2-hour special each month. Artists scheduled include Barry Manilow, Linda Ronstadt, Billy Joel, Diana Ross, and Phili Collins.

"Country Gold," also a monthly 2-hour music profile program, will feature country stars such as Wavion Jennings, Alabama, Oak Ridge Boys, and Crystal Gayle. In addition, a special tribute to Barbara Mandrell is scheduled for the Memorial Day week-

For further details please call (818) 788-2331

Gaye Memories

Marking the one-year anniversary of Marvin Gaye's death, American Media, Inc. is presenting "Marvin Gaye: The Legend Is Forever," a 2-hour retrospective. The program features comments by Gaye on his perceptions of the music business, his early years at Motown, and how he would like to be remembered by his

Also included in the tribute are over 20 of his top-selling songs, such as "Stubborn Kind Of Fellow," "I Heard It Through The Grapevine," and "Sexual

Call American Media at (404) 349-2200 for more information



LOOK WHAT DR. RUTH DID FOR THESE STATIONS IN JUST SIX MONTHS

WOMEN 18-34			MEN 18-34				
WCCC	HARTFORD, CT	+	17%	KNBR	SAN FRANCISCO, CA	+	180%
WFYV	JACKSONVILLE, FL	+	69%	WCCC	HARTFORD, CT	+	65%
WMGF	MILWAUKEE, WI	+	567%	WFYV	JACKSONVILLE, FL	+	14%
WSHE	MIAMI, FL	+	278%	WIOT	TOLEDO, OH	+	83%
WYNY	NEW YORK, NY	+	12%	WROR	BOSTON, MA	+	1267%

Looking for some audience therapy? Look no further. Get your listeners in tune with Dr. Ruth Westheimer's "Sexually Speaking" every Sunday night from 10-12(Eastern). It's a live-and lively-two hours where listeners call in toll-free and seek advice from America's favorite psychosexual therapist.

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MANAGEMENT

MAPPING SUCCESS IN RADIOLAND, PART II

Developing Organizational Savvy

by Dr. Adele Scheele

This is the second of a three-part series on the careers of top radio executives. Part I revealed their early interests, college studies, activities, how they got started in radio, and career risks.

It's difficult to pinpoint an unconscious effort. Yet that is precisely how interpersonal skills are performed; they're so much a part of us that they become second nature. Nonetheless, these skills — relating to an organization and a profession — are the ones that launch talented people's careers.

Two such skills, Showing Belonging and Exhibiting Specializing, are counterparts and complement each other. They fit precisely into the categories of selfpresentation and positioning, which all achievers demonstrate increasingly in their careers. Top radio executives' daily worklives emphasize active participation, cooperation, and a spirit of solidarity with their coworkers. It's worlds away from simply doing their jobs well, coming in on time, or expecting their paychecks to reflect acknowledgement.

Showing Belonging

When asked "What did you do today?" these top executives respond only with a list of activities, which omits the minute-by-minute steps these accomplished people take to do things. They demonstrate Showing Belonging by the way they take a call, talk with a staff member, chair a meeting, discuss a problem, congratulate a colleague.

They learn these skills from different situations. R&R Publisher Dwight Case and RKO Radio Networks President Bill Hogan, among others, had early negative models and learned what not to do in human interactions — firing people without warning; taking away people's identities. CBS Radio Networks Sr. VP Dick Brescia holds strategy meetings with his managers to support their fallings as well as their flowerings.

"If something doesn't work, though they want it to. I try to have them find out why," says Brescia. "Our talking about the problem helps bring it into focus. But I try to let them go through the bumps themselves. That's the hardest part of managing at the senior level. I learned how to do that when I was Eastern Sales Manager. (Back then) I was going on calls with them, managing by example. What I was doing, of course, was falling into the classic problem of not only doing their work for them, but also intimidating and alienating them."

Hogan's early experience at a radio rep company taught him the value of building a team. His staff was quizzed on vital statistics



Dr. Adele Scheele

Dr. Adele Scheele is a career strategist and work expert for both the radio and television industries. Her popular book, "Skills for Success: A Guide to the Top for Men and Women," is now in its seventh paperback printing; she's also the author of "Making College Pay Off." in addition to presenting semi-inars, making speeches, and coaching individuals on their careers, Scheele pens the twice-a-week, nationally syndicated column "At Work."

of the firm's 100 stations - frequency, power, etc. "It was constant pressure to prepare," Hogan recalls. "We worked together as a team, researching and grilling each other. In short, we learned everything about the radio stations as well as each other."

Radio Junkies

Showing Belonging is easy for NBC Radio Networks Sr. VP Dick Penn. "I'm a radio junkie. When I look for people to hire, there are only two ingredients that spell success. They also have to be radio junkies; collecting tapes, memorizing call letters and dial positions from long-forgotten radio stations, saving presentation folders, and recalling old DJs. And they have to love what they're doing, taking pleasure in the little nuances of promotions, sales, or talent. That's what makes you feel good, nourishes you, and moves you along.

"After all, radio is not a terribly secure business. There's no prescribed way to get in or move up. So the way people conduct and present themselves matters. It stops short between arrogance and complacency, which is comfort and self-confidence. It's a way of saying, 'I'm good; may I work for you?' I try to support people and learn more about them, but I want them to ask if they can have the job. You can't help but establish rapport and want people to succeed if there is both motivation and talent."

VP/CBS FM Group Bob Hyland calls his CBS FM crew family. "We all enjoy what we do, feel satisfied with our work, bring money into the corporation, and share our goals. Once anybody is in the family, we are going to help them grow, criticize them if necessary, review their progress, help out with any personal problems, and build an environment that's more than just coming into work and getting a weekly paycheck.

"The CBS School of Management pulls people together in teams for breakfast, lunch, and dinner; totally involved in a case study. Not only do you get to know people socially but how they think. So when a business situation comes up, you recall who they are and get their counsel. More than that, you find your 'comfort zone' so you can select which people to be with you. I was selected at different times because people knew me, my reputation, and knew I would not embarrass them politically. Each time the key advan-

tage to moving up is the friends with whom you have established peer trust."

Exhibiting Specializing

This skill means developing and making your unique talents accessible to others. While in Showing Belonging you serve the organization's needs by working for the total good, in Exhibiting Specializing you serve these same needs and fulfill your own by demonstrating your special abilities.

Dick Brescia developed a variety of roles dependent on the situation at hand, which in itself became his special talent. Developing a way of managing by objectives and changing the budgeting process from a closed to an open book are early examples of how he demonstrated his abilities over and above his job description.

and above his job description.

Becoming a "second ear" for owner Gene Autry has been Golden West Radio President Bill Ward's special role. He likes working in tandem with Autry. They share a work ethic and perform double functions. "Gene can call me at one in the morning to ask what I think about a certain format. I make suggestions, he is happy, and I have the responsibility to do it."

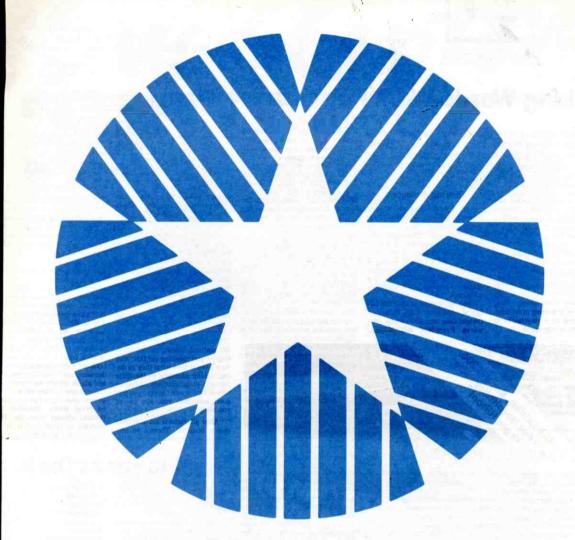
ABC Radio President Ben Hoberman's 35 years with the company means he knows everybody. "ABC." he maintains, "is most unusual from the standpoint of longevity and team management. My style is to allow a long tether to those whom I supervise. I can always pull back if something happens, but I like to give responsibility first."

Unlike these talented radio managers, most people hold back from revealing their insights and demonstrating their talents. Why? Partly because we are afraid of appearing too ambitious, partly because we're afraid of finding out we're not as smart as we hope we are. So we sell ourselves short and withhold information that will not only promote ourselves but benefit others. Although some of us shrink from the idea of "packaging" and "selling" ourselves, we must remember that we can only appreciate what is made known to us - whether it be a product or a person. Therefore, part of careering is revealing our strengths and purpose, creativity, and enthusiasm to those who can appreciate them.

Later This Month: How managers advance their professionalism.



20/ R&R FRIDAY, APRIL 5, 1985



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IMAGE & MARKETING



HARVEY MEDNICK

Making Words Work For You

To paraphrase Chevy Chase's old "Saturday Night Live" line, "We write for a living and you don't." Well, that's only partially true. I'm sure you prepare a variety of press releases and an occasional feature story.

While you may not classify these releases as professional writing, they are considered as such and often appear in trade journals and local newspapers in the exact form and language they were submitted. Since that's the case, here are a few rules of thumb you can apply to make your writing work more effectively for you and your station.

KNOW YOUR LIMITATIONS

You are writing mainly to supply information about a station event or occurrence. This doesn't exactly fall into the "deathless prose" category of wordsmithing and should be treated that way. It's wise to establish your boundaries of skill as opposed to constructing complex, highly stylized works to display an ability you may not possess. There's an old advertising adage that states, "The perfect ad results when there is nothing left to take away." Think about that in relation to sentences.

BE CLEAR

Comparing Hemingway to Faulkner, a critic once said that Hemingway wrote with small words and short sentences, and Faulkner didn't. Herein lies an important rule: When you have something to say, say it simply. Polysyllabic phraseology compounded by pedantic overtones contains an unintended message: You have nothing to say. As you critique your writing, make clarity your first test.

BE CONCISE

The shorter the sentence, the stronger the point. And add this helpful hint: concentrate on a single thought at a time. Much of what you write is in press release form, and the competition for the trade or newspaper editor's attention is quite intense. So think about a crisp headline, a single thought, and one page of copy.

Now the editor gets the gist of

the story from the headline, doesn't have to turn a page to reach the point, and has enough information to make a yes or no print decision in less than a minute. Your manager may want a great deal of depth and ask, "Why didn't we tell them about etc., etc.," This only adds weight and makes the piece too heady for the editor to handle. Remember "less is more."

BE CORRECT

There are few things that turn off an editor more than bad grammar. First, it suggests you might be a careless writer. Second, if it doesn't read correctly, it won't be used because of rewrite demands which can't be met.

STAY ON TRACK

If the shortest distance between two points is a straight line, then the shortest distance to pursue in writing is a straight line. Adding words, introducing modifying phrases, and tagging on extra ideas have a tendency to confuse the reader. We must never lose sight of writing's mission: transmit information. If you accomplish this in a breezy, readable manner, more of your material will be used in the future.

WRITE WITH YOUR EAR

We've all heard the one-liners about doing 60 words a minute with your fingers and only ten with your ears. But think about this. As you read you hear the sentences in your head, Although a line may look correct, its rhythm may be off-track. Sometimes we get trapped in cliches or familiar phrases which have the nasty habit of making a good idea limp across the page. It's also a good idea to avoid an abundance of alliteration or a surfeit of simile. One beneficial shortcut is to read your copy aloud and have your audience criticize the content from a listener's perspective.

BE HONEST

Writing is a self-conscious act, so make your words mirror your personality. The ultimate compliment is having a reader praise you for writing that accurately reflects your everyday conversation. Bear in mind that in many cases your reader may only have met you via the telephone, and uses that interpretation as his or her guide. Try not to actively seek a style, and you'll evolve one quite naturally. Look up words you're uncertain of, and consider that the word you cannot use incorrectly.

REREAD, REVISE, RETHINK, REWRITE

I genuinely believe that your first instincts are closest to being correct. In that same vein the first words you set on paper are the



closest you get to the finished product. But there are steps in the middle. Rereading catches grammatical errors and gives you the opportunity to make thoughts flow more smoothly. Revising helps you organize thoughts so that sequences of events occur in proper order. Rethinking allows you to eliminate unnecessary phrases which may have colored opinion or clouded issues. Rewriting is the price you pay for the perfection you seek as a writer.

A couple of tricks: Put the original story in a drawer (if you have deadline time), and don't look at it for a day or two. Like milk in the hot sun, it's amazing how quickly a story spoils in repose. Know when the piece is finished; you can edit and edit and edit till your deadline date has passed. If you keep your sights on the story's mission, you'll know when what's before you has fulfilled that quest.

There's a great deal of satisfaction in writing. It's a real thrill to see your words in print and an even greater one to accept your peers' compliments in an industry where the spoken word brings home the bacon

In checking with record companies in regard to the Coalition for Missing Children charity promotion, we learned that RCA although it applauds the goal of the CMC project, has made no commitment to the project, nor has it held any conversations-with its artists relative to it. The company believes that to be successful, it would require industry-wide participation; therefore, when Total Experience's Renny Roker initially contacted RCA, the label asked him to bring it to the attention of the RIAA for industry consideration.

ONE YEAR AGO TODAY

- CAP CITIES UPS SEVEN GMS TO VP: AARON DANIELS, VERN ORE, RON PANCRATZ, WARREN POTASH, NORM SCHRUTT, FRED WEINHAUS, FRANK WOODBECK
- BILL HOGAN BECOMES RKO RADIO NETWORKS PRESIDENT
- IM FOGLESONG NEW CAPITOLIEMI COUNTRY PRESIDENT
- NICK HUNTER, VIC FARACI SR. VPS AT WB/NASHVILLE
 R&R PROMOTES FOUR: KEN BARNES TO VP/EDITOR, JEFF GREEN
- RER PROMOTES FOUR: REN BARNES TO VIZEUTOR, JEFF GREEN
 MANAGING EDITOR, GAIL MITCHELL EXEC. EDITOR, RON RODRIGUES
 AIC EDITOR
- •#1 CHR: "Footloose" Kenny Loggins (Columbia) (3rd week)
- •#1 A/C: "Hello" Lionel Richie (Motown) (3rd week)
- #1 Black: "She's Strange" Cameo (Atlanta Artists/PolyGram) (3rd week)
 #1 Country: "I Guess It Never Hurts To Hurt Sometimes" Oak Ridge Boys (MCA)
- •#1 AOR Track: "You Might Think" Cars (Elektra) (4th week)
 •#1 LP: "Heartbeat City" Cars (Elektra) (3rd week)

FIVE YEARS AGO TODAY

- KARL ELLER AND CHARTER FORM CHARTER MEDIA FIRM
- AL GREENFIELD PRESIDENT, BILL FIGENSHU NATIONAL PD AT VIACOM RADIO
- PETER MOORE NAMED PRESIDENT OF TORBET RADIO
- ALLEN SHAW FORMS CONSULTANCY
- SANDY BEACH NAMED PD AT KYUU/SAN FRANCISCO
- JEFF KING BECOMES PD AT KPLZ/SEATTLE
 #1 CHR: "Call Me" Blondie (Chrysalis) (2nd week)
- •#1 A/C: "Lost in Love" Air Supply (Arista)
- •#1 A/C: "Lost in Love" Air Supply (Arista)
- •#1 Black: "Stomp!" Brothers Johnson (A&M) (5th week)
- #1 Country: "It's Like We Never Said Goodbye" Crystal Gayle (Columbia)
 #1 LP: "Against The Wind" Bob Seger (Capitol) (3rd week)

TEN YEARS AGO TODAY

- ●#1 CHR: "Philadelphia Freedom" Elton John (MCA)
- ●#1 A/C: "The Last Farewell" Roger Whittaker (RCA) (2nd week) ●#1 Country: "Always Wanting You" — Merle Haggard (Capitol)
- #1 LP: "Bluejays" Hayward & Lodge (Threshold)

What To See At The NAB

If you're planning to attend the NAB convention, here are some marketing and promotion-oriented booths you may want to visit:

American Image Productions 653
Arbitron Rating Company 802
Associated Production Music 150
Capitol Production Music 165
Centure 21

Capitol Production Music 165
Century 21 204
Communication Graphics 214
Concept Productions 423

 Eagle Syndications
 2263

 Film House
 231

 Lucasfilm Ltd.
 1772

 Lyon-Lamb Video
 Animation
 1632-A

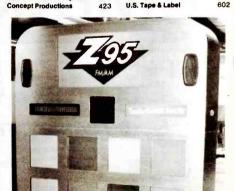
 Musicworks
 209

 Otis Conner Companies
 414

 Prismagraphics
 110-A

 ProCommotion
 434

 Radio Arts
 418



REVVING UP THE NAB — ProCommotion's "High Rev" is a traveling computerized game show set for debut at the NAB. This new machine has great merchandising, promotion, and marketing potential. See it in action at Booth 434.

Enil apton



No guitarist has contributed more to Rock than Eric Clapton. On Tuesday, April 16th, join the celebration as NBC Radio Entertainment presents the Eric Clapton Album Party. Exclusively. Featuring "Forever Man," "See What Love Can Do," "She's Waiting" and other top tracks from his new LP "Behind The Sun" on Duck/Warner Bros.

Records. Eric Clapton — a true original. Don't miss it.

Produced exclusively for NBC Radio Entertainment by Torus Communications.

Tuesday, April 16. 10PM Eastern 9PM Central 8PM Mountain 7PM Pacific





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Win \$2000 Donation To Your High School, Plus CD Player and CD's

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Tell Us Your Most Memorable "HIGH SCHOOL NIGHT"

ENTER NOW!
Deadline
This Friday, April 5th!



Enter in either of two categories:
1) "G" (General Audiences)
2) "R" (Risque But Not Rude!)

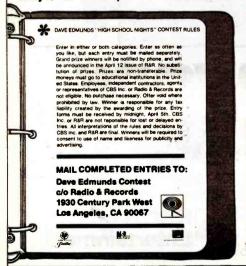
Judges will pick the most memorable entry in each category to win

In each category, grand prize is a \$2000 donation by Columbia Records in your name to your alma mater.

In addition, winner in each category receives a Sony CD-5 CD player and a dozen Columbia CD's

Listen to "High School Nights" for appropriate musical inspiration!

Entry form in R&R 3/15 and 3/22 issues, or create your own (Be sure to include your Name, Company Affiliation, Address, Business Phone Number, and whether your entry is "G" or "R"!)



STREET TALK

Was WNBC/NEW YORK's announcement that SOUPY SALES would take over 10-3 middays beginning April 22 an April Fool's joke? If so, they sure fooled a lot of people.

Rumors are flying in Detroit about one of the top-rated FM stations there switching to a satellite-delivered A/C format, but no one — not even the program supplier — could confirm or deny them. Stay tuned for details, unless this, too, was an A.F.J.

Plenty of on-air radio gags this past Monday, as WNIC/DETROIT respectfully demanded that listeners who'd won prizes from the station return them (or their cash equivalent) . . . WWWZ/CHARLESTON PD MARC LITTLE called WANM/TALLAHASSEE PD JOE BULLARD and had Joe hire him on the air. That one even fooled Marc's boss . . . ROBERT W. MORGAN provided laughs for KMGG/LOS ANGELES listeners when callers couldn't figure out why he was backannouncing artists out of order . . . And WMMR/PHILADELPHIA staged its first annual Morning Zoo April's Fool "Louie Louie" Parade. All the bands played the Kingsmen classic, and nothing else.

Thankfully, there were no injuries on April Fool's Day at A/C-gold outlet WIBM/LANSING. A ventilator motor caught on fire, sending smoke throughout the studios. PD MIKE BENSON told us they put the USA For Africa LP on, and by the time the record ended, the fire department had everything under control. When listeners were informed of what had happened, many thought it was a prank.

KONO & KITY/SAN ANTONIO GM CHARLIE SLAVIK has been lured to the VP/ GM post at PRICE's A/C giant WOWO & WIOE/FT. WAYNE.

Meanwhile, when WHRK/MEMPHIS owner ADAMS COMMUNICATIONS takes over crosstown Black station WDIA from BENI in the near future, look for WDIA GM ERNIE JACKSON to add on WHRK management duties.



In other management news, WKQB & WQIZ/
CHARLESTON GM STEVE
JUDY was upped to VP of parent TRIDENT
COMMUNICATIONS
DAVID C. GOTCHER is the new GM at KEAN/
ABILENE, coming from his
Sales Manager post at
KYKX/LONGVIEW, TX

Steve Judy WQEN/GADSDEN, AL
Station Manager RISH WOOD is elevated to
GM of WQEN and sister WAAX . . . PAUL
GLEISER has been let go as GM at KATT/
OKLAHOMA CITY. Serving as acting GM is
SURREY COO DICK PAYE.

Hold on to your hats in Chi-town. No, the gusts in the Windy City haven't picked up, but GARY D has signed to do mornings at Country outlet WUSN/CHICAGO. The outrageous Mr. D, who led the Cleveland market at WHK for ten years before a tumultuous few months at WPKX/WASHINGTON, DC, starts April 8. VP/GM DREW HOROWITZ said, "In the past, he's been a misguided missile; we're going to guide the missile a little more accurately." Former morning man DON WADE was offered another airshift but hasn't made a decision yet.

Many programming changes during the first week of the ratings sweep: Nine-year station vet ALLEN POWER has been promoted from Production Director to PD at WESC-AM & FM/GREENVILLE, SC ... STEVE ANTHONY is the new PD at WRAL/RALEIGH ... Personality PHIL HUNT has been promoted to OM/PD at KSSN/LITTLE ROCK ... New MD/afternoon driver at AOR KDKB/PHOENIX is NICK SOMMERS, who climbs aboard from crosstown CHR KZZP-FM.

At Country outlet K102/ST. PAUL, evening personality WAYNE ELLIOT has been upped to MD and DAVID ISRAEL joins WKIX/
RALEIGH as PD from a similar post at WCOG/
GREENSBORO ... FRANK JAXON is now officially PD at KRKE & KWXL/
ALBUQUERQUE ... LINDA LANCI upped to Asst. PD at WWCK/FLINT ... BARRY MOLL exits as MD at KRSP/SALT LAKE CITY ...

Not to be overlooked are three AOR PD departures this week: At CITI/WINNIPEG, STEVE YOUNG will pursue band management

... KAZY/DENVER'S SCOTT JAMESON'S departure gives OM CHUCK BROWNING extra duties ... No replacement's been named at WIOT/TOLEDO, where JOE THOMAS resigned.

There's talk that ARISTA has hired former Enigma Records album rep JAY ZISKROUT in a national AOR post, replacing the recent departure of PAUL YESKEL.

Continued on Page 26

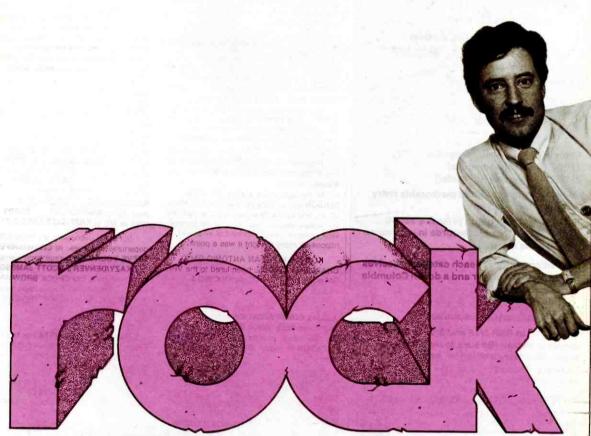


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'til tuesday

featuring "voices carry" video on mty

'til tuesday

on tour with hall & oates



STREET TALK

Continued from Page 24

On Monday (4-8), check out "Good Morning America." Word is that the Z100/NEW YORK morning zoo and radio sex-talk star DR. RUTH WESTHEIMER will appear and simulcast live sometime between 8-8:30.

CHR WRXT/BUFFALO is switching calls to WKSE (KISS98½ FM). No format change is planned . . . However, KAIR/TUCSON has dropped A/C for Oldies, and is now being consulted by JEFF POLLACK.

All of us at R&R send wishes for a speedy recovery to KYNN/OMAHA PD JIM ABENS, who was seriously injured recently in a motorcycle accident.

A pack of prominent personalities are on the prowl: WZAK/CLEVELAND PD LYNN TOLLIVER segues from afternoons to mornings, forming a team with AM driver KEN ALLEN. The change advances FREDDIE JONES from parttime to afternoons... GREG SOUTH, former MD at WNVZ/Norfolk, has landed the all-night show at KBEQ/KANSAS CITY... JIM PAYNE has resigned his Assistant PD/MD slot at K106(WMKR)/BALTIMORE to join WRVQ/RICHMOND as a midday personality... Longtime KROQ/LOS ANGELES personality JED THE FISH has resurfaced on KQAK/SAN FRANCISCO nights.

Some goin's-on in Louisville, as WCII morning personality BILL BAILEY crosses town for mornings at WAKY. WHAS afternoon talent BILL CODY will head to the 'CII morning

show after he sits out a 90-day no-compete clause . . . The controversial RANDY MILLER has exited KKCI/KANSAS CITY mornings for wakeup service at crosstown KZZC (ZZ99).

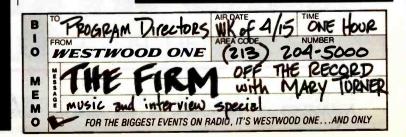
Longtime radio programmer KEVIN METHENY has been promoted to VP at the MTV NETWORKS, responsible for music programming/research for VH-1 and MTV, as well as production of VH-1 VJ segments and on-air promotions.

Nuptial Notes: KKCI/KANSAS CITY
Promotions Director KENDALL ADKINS will be tying the knot with his sweetie Jeannie on April 26th ... KKFM/COLORADO SPRINGS talent SCOTT THROWER has married listener Rhonda Kelly, and they're off to St. Louis, where Scott will anchor mornings at KWK ... Belated congrats to A&M VP/Marketing Services BOB REITMAN and WEA National Director/Advertising BARBARA BURNS.

Stork Stops: SID WOOD of WFNB/
SPRINGFIELD, IL and wife Rosemary are the proud parents of twins Katelyn and Andrea (3-30) ... To KOZA/ODESSA-MIDLAND PD WOODY STEVENS and wife Joy, Lindsay Elaine (3-10) ... To KMGX/FRESNO PD JOHN BERRY and spouse Patty, Jameson Christopher (3-2) ... To KTAW/BRYAN, TX midday man ERIC SUNDSTROM and his wife Kim, Alison Nicole (3-20) ... KZOK/SEATTLE Production Director/air ace JEFF McINTOSH and wife Diane produced Alison Marie ... and belated best to McGAVREN-GUILD L.A. Regional Manager JEFF DASHEV and wife Ronnie, daughter Elian (2-24).



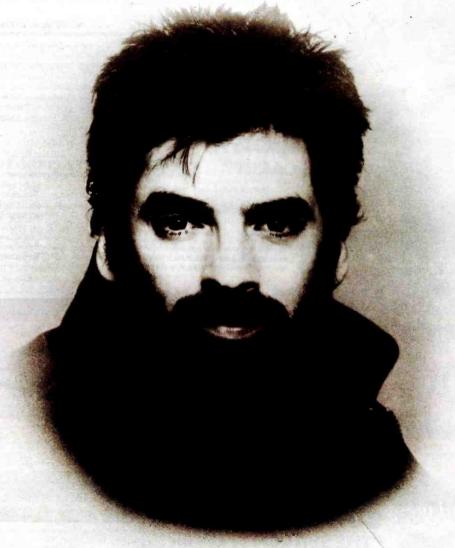
A SPECIAL EVENING FOR JOHN R. — WLAC/Nashville DJ Hoss Allen shakes hands with John R. (Richbourg) at a special banquet held in John's honor called "Blues and Baby Chicks in the Night." Concluding with a star-studded concert the following night, the two-day fundraiser raised money to help the 73-year-old DJ who introduced R&B music to radio pay his bills while he battles with cancer.



ON THE WESTWOOD ONE RADIO NETWORK

STAR TRAK PROFILES

KENNY LOGGINS



The Westwood One Radio Network proudly presents an exclusive two-part Star Trak Profile featuring Grammy-winning pop vocalist and composer Kenny Loggins, airing the weeks of Monday, April 8 and April 15 on more than 250 Westwood One affiliates across the country. Join Kenny as he talks about life, love and marriage and traces his career from his first songs and gigs in high school to Loggins & Messina, from their breakup to his near-decade of success as a solo artist. Kenny gives special emphasis to Vox Humana, his sixth and latest solo album—his concept for the LP, producing himself alone for the first time, the guest appearances by Philip Bailey, The Pointer Sisters and more, and why it's his most personal LP ever. Star Trak Profiles Kenny Loggins—two hours of hit music and bright conversation you won't want to miss! It's the latest exclusive from the series that brings you the biggest artists in contemporary pop music all year long! If you're not already part of the action, contact your Westwood One representative at (213) 204-5000.





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183/48 72%!!



1 A/C NEW & ACTIVE

63 A/C STATIONS! AOR TRACKS: 28



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"VOICES CARRY"

KX104 deb 40 WHTT 30-20 WXKS-FM 35-30 KZIO deb 34 OK95 deb 34 93FM add 30 PRO-FM **KPLUS 40-30** WLAN-FM deb 38

195 WOKI **CHR SIGNIFICANT ACTION**

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"THE SEARCH IS OVER"

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ON THE RECORDS

KEN BARNES

Is Radio Breaking New Artists?

There's a lot of talk in both the record and radio sectors of the industry about the importance of breaking new artists. The recent Country Radio Seminar radio survey provided an interesting illustration — 74% of the respondents said they felt a responsibility to help labels break new artists via airplay, yet record people at the CRS itself contended that only two new acts had been successfully established in 1984.

So is radio breaking new artists? Make no mistake, the focus is still directly on radio, despite all the talk about alternative means of breaking acts. Now that there's no shortage of video product, MTV has for all intents and purposes ceased to be a force in breaking new artists. As MTV evolves into a support vehicle rather than a music leader, radio is positioned to be the medium that infuses excitement and fresh blood into the music scene. How's it doing?

Judging from the first quarter of 1985, not spectacularly. The first quarter is traditionally a time for labels to bow new artists, so it seemed like a good representative period to see how many new artists achieved Breaker status by format.

In AOR, 11 acts scored their first Breakers, One was USA For

Africa, simultaneously with A/C and CHR; another was Power Station, post-CHR. Mick Jagger, David Lee Roth, and Elliot Easton are "new" only by virtue of their temporary solo status, and the Firm contains a pair of rather well-known names. New to (and first broken by) AOR were Fiona, Gary O', Katrina & the Waves, Roman Holliday, and Simple Minds.

CHR broke David Lee Roth the same week as AOR, and accepted six new artists AOR broke earlier: Autograph, Frankie Goes To Hollywood, John Parr, Tears For Fears, plus the Firm and Simple Minds. Teena Marie scored her first CHR Breaker this year after numerous Black/Urban successes, while Sade became a CHR Breaker after earlier B/U and A/C hit status.

CHR's format-exclusive new artist Breakers were Animotion,

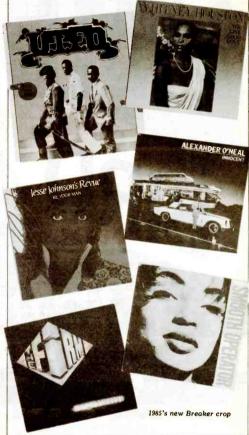
John Hunter, the Power Station, and (since 15 years is long enough ago to relabel him as a new artist)
Murray Head.

Black/Urban was the most active format for breaking new artists first. Nine acts did the trick: Sam Bostic, Whitney Houston, Jesse Johnson's Revue (ex-Prince), Jeff Lorber, Alexander O'Neal (ex-Time), Ready For The World, Rock Master Scott, Nolan Thomas, and UTFO. In addition, Wham! enjoyed their first Black/ Urban hit after considerable CHR success.

A/C is not a format labels look to for breaking new artists, but in addition to USA For Africa, the format did break Sade a week before CHR (though long after B/U) and gave Janey Street her breakthrough.

And Country . . . well, so far this year Restless Heart is the sole new Breaker, although relatively new acts Sawyer Brown and Keith Stegall consolidated 1984 successes.

When you consider that scoring a Breaker isn't quite equivalent to bringing an act all the way home (top 15 or top 5 record, say), new acts don't seem to be receiving an



The Tom Petty Pedigree

Tom Petty & The Heartbreakers' new "Southern Accents" album marks Petty's tenth anniversary as a recording artist. In 1975 his Gainesville, FL band Mudcrutch was signed to a contract with Shelter Records, distributed by MCA at the time. They put out one single, "Depot Street"/"Wild Eyes," both written by Petty.

In 1976 he formed the Heartbreakers and they released their first album, receiving no response at first except a vague industry opinion that they were allied with the punk-rock movement because Petty wore a leather jacket on the LP cover. Some months later in 1977 "Breakdown" won some AOR attention, 1978's "I Need To Know" and "Listen To Her Heart" solidified Petty's AOR base, and in, 1979 he had his first CHR hit. "Don't Do Me Like That," And the rest you know.

Radio stations planning Tom Petty specials, by the way, have a wealth of obscure and unavailable recorded material to choose from. Chronologically, here's the roster: 1975: "Depot Street"/"Wild Eyes" (Mudcrutch single)

1977: "Official Live Leg" (a four-track promotional EP featuring live versions of "Luna" and "Fooled Again" from the first LP; the leng-thy, otherwise-unreleased "Dog On The Run"; plus Chuck Berry's "Jaguar & The Thunderbird."



"Luna" live Is also on the flip of the British "American Girl" single) 1977: "Breakdown" live (a tapeonty performance sent to AOR stations by ABC)

1978: "I Don't Know What To Say To You" (flip of "Listen To Her Heart" single) 1978: "I Fought The Law"/"Route 66" (five versions on the flip of the British "Listen To Her Heart" promotional 12-inch)

1978: "Don't Bring Me Down" (live version of **Anima**ts classic, flip side of "Here Comes My Girl" British single)

1979: "Casa Dega" (flip of "Don't Do Me Like That" single)

1980: "Stories We Could Tell", "Somethin' Else" (live versions of a 1972 Everly Bros. song written by John Sebastian and the Eddie Cochran rockabilly standard, speclal single enclosed with early copies of "Don't Do Me Like That" British single!

1980: "It's Raining Again" (flip of "Refugee" single)

1981: "Gator On The Lawn" (flip of "A Woman In Love" single)

1983: "Heartbreakers Beach Party" (flip of "Change Of Heart" single)

1983: "Change Of Heart" (live version on flip of "Change Of Heart" promotional 12-inch)
1985: "Trailer" (flip of "Don't Come

Around Here No More").

Like Bruce Springsteen, Petty Is obviously a true bellever in glving fans and radio a little extra tucked away on tlip sides. That trait may drive collectors crazy, but it's nice to see.

overwhelmingly warm welcome from radio so far in 1985. I'll continue to monitor future developments.

Madonna's Top 5 Double

Madonna's March 22 feat of placing two bulleted records in the CHR Top 5 is a rare accomplishment. Only two other artists managed to pull it off previously on R&R's CHR charts. Linda Ron-stadt was first, when "Blue Bayou" jumped to No. 2 and "It's Not Easy" to No. 5 on December 2, 1977. And the Bee Gees replicated that achievement less than three months later, with "Stayin Alive" hitting No. 1 and "Night Fever" No. 5 February 24. 1978. That same week, two Bee Geeswritten and produced songs, Andy Gibb's "(Love Is) Thicker Than Water" and Samantha Sang's "Emotion," were bulleted at No. 3 and 4 respectively, and the Bee Gees themselves kept two records in the Top 5 for a month thereaf-

Much Adu About Something: Sade's full name is Helen Folasade Adu. Approved pronunciation for Sade seems to be "Shar-DAY" by a margin of about 3-1, with some advocates of "Shah-DAY."

Three additions to various list columns: Another tribute to Janis Joplin has been unearthed, as WLUP/Chicago Production Director Bob Stroud recalled "Pearl" by the Mamas & Papas off their 1971 reunion LP "People Like Us." Atco's Marc Nathan brought up the Sir Douglas Quintet's "Mendocino" as a perfect example of self-namedropping ("the Sir Douglas Quintet is back"). And R&R Production Director Richard Agata adds Little Feat's "Long Distance Love" to the litany of phone songs.

"We Are The World" Moving On Up

Continuing the USA For Africa chart progress examination, this one-of-a-kind record made substantial three-format progress in its quest for a four-format No. 1 sweep. In Black/Urban, it leaped 36-12 March 29, moving from 60% of reporting stations to 97% in the process. In CHR it went 30-8-3 and in A/C, 17-6-3; but in AOR, 25-17-24, And It picked up seven reporters in Country March 22, going to 16/9 March 29.



Julian's Vallotted Time With "Too Late For Goodbyes," Julian Lennon will have two top ten international hits when he turns 22 on Monday. Although that gives him a six-month lead on his father, Lennon's breakthrough wasn't sudden. Five years ago, at the same time John Lennon was shopping around "Double Fantasy," news reports had Julian trying to place more than 20 songs he'd written (and being passed on by almost as many companies as rejected the Beatles). Subsequent plans had him leading a group called the Lennon Drops. Until "Valotte," the younger Lennon led a relatively frugal life (he won't inherit any Beatles royalties for another three years), and was apparently

Smooth Soul & Getting Kinky

scheduled to have a cut on the soundtrack of "Body Rock." At this writing, Lennon is visiting the U.S. under heavy security, not only is his linerary carefully guarded, but even his manager's number is a secret. Lennon thinks that John knew about his son's plans to enter the family trade. Dad's advice? "Do it but don't blame me."

When Al Green scored with "Let's Stay Together" 13 years ago, he helped create the A/C soul ballad. Green howled as well and as fervently as anybody before him. But the music beneath him stayed mellow and in the process the words "slow jam" were defined for more than a decade. Green turns 39 on Saturday. Celebrating his 35th birthday that same day is Peabo Bryson, who was first heard as the vocalist on "Do It With Feeling" by the Michael Zager Moon Band. After those funky beginnings, Bryson spent seven years pumping out slow jams of his own before "Tonight I Celebrate My Love" brought him to the attention of the general market. With his brother George, Louis Johnson also put forth a few lush ballads, but the songs the Brothers Johnson are known for were primarily uptempo funkers and so is Johnson's new single, "Kinky." Johnson will be 30 on Saturday.

Country Guys

Almost everybody (and everything) associated with "The Dukes Of Hazzard" has ended up on record. John Schnelder started it in 1981 by remaking "It's Now Or Never." Tom Wopat has been a recording artist, and at least one tribute to the General Lee has been waxed After remaking Presley. Schneider tried more remakes ("Dreamin" and even the Commodores' "Still"), country, noveties ("Katy's Christmas Card"). He even ended up on an Academy Awards show singing one of Randy Newman's themes from "Ragtime." Schneider, who'll be 31 on Monday, finally came into his own recently with a pair of straight country hits, "Country Girls" and "I've Been Around Fnough To Know.

MONDAY, APRIL 8.

1977/The Damned play at CBGB's in New York. In doing so, they become one of the first major British punk bands to perform in America

Birthdays: Adam Woods (Fixx) 1953, Steve Howe (Asia) 1947

TUESDAY, APRIL 9

1969/The Robert Fripp, Ian McDonald, and Greg Lake version of King Crimson does its first five show in London

1975/Country Joe MacDonald performs free in Berkeley to support his mother's campaign for city auditor. 1975/Motown's short lived Galee label releases Its first and only single, the gay themed "I Was Born This Way" by Valentino. Three years later the song is issued on the regular Motown label by Carl Bean.



WEDNESDAY, APRIL 10

1956/Leo Fender patents the Stratocaster

1958/Early soul artist Chuck Willis dies

1970/After the Miami furor, Jim Morrison offers to exhibit himself to his Boston audience. Ray Manzarek ends up dragging him offstage.

1981/James Honeyman-Scott of the Pretenders gets married.

THURSDAY, APRIL 11

1961/Bob Dylan makes his debut at New York's Folk City which, unlike many of the stars' first clubs, still actually features tolk music.

1970/Peter Green announces his departure from Fleetwood Mac.

1981/Eddie Van Halen and Valerie Bertinelli are married.

Birthday: Stuart Adamson of Big Country 1958.

FRIDAY, APRIL 12

1954/Bill Haley records "Rock Around The Clock" but has to wait a year before it becomes a hit.

1966/"Dead Man's Curve" comes true as Jan Berry is seriously injured in a car accident.

1975/Tina Turner becomes known as the acid queen — at least for the next eight years — as Ken Russell's film version of "Tommy" premieres

Birthdays: Herbie Hancock 1940, Pat Travers 1954, Steppenwolf's John Kay 1944, David Cassidy (who currently has a UK comeback single with producer Alan Tarney) 1950.

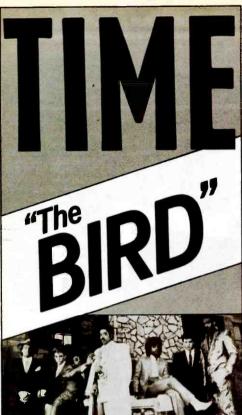
SATURDAY, APRIL 13

1973/The J. Gells Band sings "First I Look At The Purse" on ABC's "in Concert" because censors won't let them sing "Give It To Me." Curtis Mayfield Is instructed to somehow do "Pusherman" without any references to drugs

1980/"Grease" closes after becoming Broadway's longest-running musical.

SUNDAY, APRIL 14

1980/"Born To Run" is proposed as the state song of New Jersey. While it may seem like an undignified choice, Springsteen's song is probably more stately than "Louie, Louie," recently proposed as the new state song of Washington





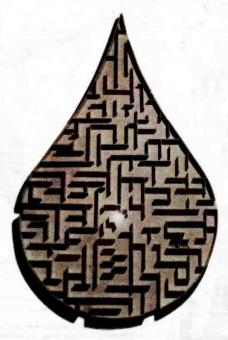
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Just a decade ago, The T.J. Martell Foundation for Leukemia and Cancer Research set up its first laboratory at Mt. Sinai Medical Center in New York City. Today, The Foundation's pioneering work in cancer research spans two continents; and also includes the Neil Bogart Memorial Laboratories at Children's Hospital in Los Angeles, the Boston-based Cancer and Leukemia Group B, and The European Organization for Research and Treatment in Cancer. The Foundation's growth can be measured in terms of human lives: lives that are no longer being automatically claimed by sonfe forms of cancer. But the battle has been hard-fought, and total victory is far from assured.

The progress being made at these research centers depends entirely on the support of the entertainment industry. Ten years ago The T.J. Martell Foundation for Leukemia and Cancer Research was founded by a small group of record executives. Today it is supported by thousands. This year you are invited to participate in the 10th Anniversary Humanitarian Award Dinner in honor of The T.J. Martell Foundation's Founder and President, Tony Martell, on Saturday, May 18, at The New York Hilton.

A contribution of \$25,000 makes you a Foundation Benefactor and allows lifesaving research to continue and expand. A contribution of \$10,000 makes you a Foundation Patron. And a contribution of \$5,000 makes you a Tony Martell Research Fellowship Sponsor. Since less than 3% of all monies raised is a direct fund-raising expense, any contribution you make brings closer the day of an effective cure for leukemia and cancer. For further details contact Muriel Max, Director of Development, 730 Fifth Avenue, New York, NY 10019, (212) 245-1818.

THE TJ. MARTELL FOUNDATION FOR LEUKEMIA & CANCER RESEARCH 1985 10th ANNIVERSARY HUMANITARIAN AWARD DINNER IN HONOR OF OUR FOUNDER AND PRESIDENT TONY MARTELL





JOEL DENVER

CHR WARS PART TWO

Ready, Aim, Fire At Will!

There's no business like show business, and look at all the business CHR is generating this book: TV spot production and time buys, print, transportation, T-shirts, concert tickets, cars, houses, furniture, and any other desirables imaginable. Ah, to be a supplier to one of these promotion-minded stations. Ah, to be an eligible winner again!

Here's part two of our look at some of the hottest CHR races in the country, complete with a fourbook trend where applicable. This could well be the book that separates the men from the boys in a lot of markets. Good luck to all!

New York

WHTZ	5.5	7.2	6.6	5.9
WPLJ	4.1	4.4	5.3	4.3
WKTU	4.0	3.3	3.1	2.8
WAPP	3.3	2.9	2.4	1.8

New York is a no-holds-barred situation as these four pros go at it, trying to win all the marbles.

Z100 PD Scott Shannon: I'm not seeing the fragmentation everyone predicted when the other CHRs came in, so I'll still be on top when the spring book is over. Our realness, street feel, and way our reamess, street feel, and way of staying in touch with "Joe-Average New Yorker" keep us ahead. With slightly expanded traffic/weather/news information, we've improved our product without being concerned about what everyone else is up to. We've got trips to Disneyworld to give away, and that's being featured in our TV campaign. In addition, we're even fresher-sounding with our new "Warp Factor" jingle package. Positioning statements: "Hot Rockin' Z100"; "The Amaz-

• WPLJ PD Larry Berger: No special plans beyond our normal promotion pattern of year-round maintenance. At present our final details are being firmed up. A lot of our efforts are directed toward on-air promotion, as our cume is quite healthy. Nicer weather means increased visibility with our second Mini Van on the streets. According to the trends, I don't see either WKTU or WAPP going anywhere. I stick to what I said a few months back: neither station serves a function in the marketplace. Positioning statement: "Hit Radio 95"

• WKTU PD Neil MeIntyre: The payoff on our ongoing "Music Monitor" contest will happen this book; we're handing out up to \$10,000, all backed up by TV spots. Our "Artist Of The Day" promotion combines albums, tickets, and \$92 each time it runs, but we

have a new twist on it beginning in April. Our subway/bus cards will continue, as will our "I Do 92-KTU" buttons and bumpersticker contests. We're already seeing increases in Birch, so I think the Arbitron should fall in line for the spring book. Positioning statement: "I Do 92-KTU"

· WAPP PD Gerry Cagle: "WAPP is the best-sounding station I've ever programmed, and my objective this book is to get the public to find us. Using a huge TV campaign, we'll be on the streets shakin' a lot of hands. My first objective was to get the product right, and now we're promoting it. We will continue to give away cash, and have already handed out over \$100,000 so far, with more on the way. Our current promo-tion is "Money Music," which is pieces of songs chopped up to spell out "I Won Big Money On The New WAPP." Listeners who tell us all the titles win big bucks. I would venture a guess that we'll have some increases in the spring. but by summer we'll really kick Positioning statement: "WAPP Plays More Music, And Gives Away The Cash"

Buffalo

CONTEMPORARY HIT RADIO

WNYS	4.0	3.4	6.4	6.6
WPHD	5.7	5.5	6.1	4.9
WBEN-FM	6.1	5.4	4.2	4.1
WKSE	2.5	3.2	2.4	1.8

Lots of flux in Buffalo, as WPHD repositions for CHR, WKSE tries to get a foothold, and WBEN-FM gets more conservative. Meanwhile, WNYS says, "Catch me if you can."

WNYS PD Bill Tod: Cash Call is running 16 times a day and on weekends; we're upping the cash amounts considerably. Our "Song Of The Day" is running as well, with increased cash prizes. A little bit of TV will be used to maintain our cume, but our concentration will on quarter-hours and TSL. plus recirculating cume from mornings to afternoons. Morning man Nick Caplan is the focus on a lot of our promotion. Music is a big priority, with emphasis on current music. Positioning statement: "Hot Rockin' Hits"

• WPHD PD John Piccillo: By expanding on what we're doing, WPHD is bringing things back to the mainstream again. We are an adult CHR. There is no AOR in the market, and while we leaned that way for a while, we've refocused ourselves to play the hits. We want to be Buffalo's radio station for music. Look for us to use TV, buscards, and our ongoing bumpersticker campaign to hand out cash. Positioning statement: "WPHD Is Buffalo's Radio Station"

• WBEN-FM PD Roger Christian: We're positioning ourselves right between everyone else. Our approach is a bit more laid back than the others — more adult but still CHR. There are some contests in the works, backed up by TV and billboards. Most notably, we've tightened up the music, running leaner and meaner than ever before. We're letting others take the risks. WRXT is on the come, but with our more listenable approach, we will improve our standing in the market. Positioning statement: "All The Hits Without The Hype"

*WKSE PD Scott Robbins: At 98.5, we've got to get the cume away from 102, 103 & 104, so we're going to be in front of the public. It'll take more than music, and this book we'll do the "Dollar Bill Game," with winners having 9, 8, and 5 in the serial number in the specified order. Musically, WRXT is going to be real hot-sounding. TV spots are planned, plus new billboards, the van, and station jackets. You'll also find our hit list in every store. Positioning statements: "98 & 1/2 "RXT": "Hit Radio, The Rhythm Of The City"

Baltimore

WBSB 6.8 6.3 7.5 4.4 WMKR-FM 2.8 3.1 3.4 4.2

This is a no-love-lost battle, as B104 plans a decisive victory. However, the former WMAR has new ownership and calls (WMKR), with K106 as its on-air identity. Will this make a difference?

• B104 PD Steve Kingston:
We're going to be miles ahead of
everyone else in the areas of TV,
bus sides, and billboards. B104
will be where the people are, with
a lot of major on-air promotions.
We're just coming off 104 trips to
Disneyland, plus cash of either
\$104 or \$1004; those winners
qualify to win a Toyota truck.
There is a lot of great music
available and we're going to concentrate on exposing it. Positioning statement: "Baltimore's Best
FIMM"

* WMKR MD Jim Payne: We're tightening the list a bit just to make sure the marginal stuff is left out, but we're going to pay particular attention to the black crossover material. We kicked off our call-letter and identity change to K106 by giving away \$1006 to the first listener calling after hearing the new jingle. Now we're into a "K" contest looking for the biggest and best-looking letter "K." worth \$1006 in each category. We will reestablish ourselves with many billboards. Positioning statement: "The New K106"

Washington, DC

WRQX	6.3	5.7	5.6	5.3
WAVA	4.3	5.6	4.1	4.4
WBMW	1.2	1.5	1.8	1.6

Look out, DC — it's time to mix it up again, as EZ's WBMW completes its transition to CHR. adding more pressure to the slugfest between Q107 and WAVA. • Q107 PD Alan Burns: I wasn't

 Q107 PD Alan Burns: I wasn't all that surprised by WBMW's move. However, our morning show with Elliot & Woodside is hotter than ever, and so is the staff morale. We'll be doing cash giveaways and topical promotions. Consistency works in our favor, and

Continued on Page 35

Is This Live, Or Am I Memorex?



After a successful kidney transplant operation, KIIS-AM & FM/Los Angeles sports maven "Coach" Charleye Wright was ready to get back on the air immediately. So while the Coach was still in his hospital room, KIIS arranged for a live mike and portable mixer to be installed, allowing him to resume his morning sports reports on the Rick Dees show After leaving the hospital, Charleye continued in the same manner from his at-home bedside studio. Shown is a KCBS-TV camera crew recording his broadcast for the evening news. It's tough to keep a good broadcaster down for long.



APRIL 11

GROUCED by DIR Broadcasting

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Make your station Radioactive with The Firm!
Recorded during their appearance at London's renowned Hammersmith Odeon, this "Supergroups" concert features unreleased live tracks not available on record anywhere. Call Beverly at (212) 887-5218 for information. Is this a firm deal? You bet!

abc rock radio network



CONTEMPORARY HIT RADIO



The Hawaiian Chief In the Magic Islands

Radio always has been and always will be the consummate form of "theater of the mind." Without the aid of pictures, creative production paints a graphic visual in the listener's mind. With this at the forefront of his thinking, Ron Jacobs has come forth with "The Hawaiian Chief In The Magic Islands." A ra-dio entrepreneur and former owner of KDEO/Honolulu, Jacobs was the cocreator of American Top 40 and onetime PD at KGB/San Diego and KHJ/ Los Angeles.

This theater-of-the-mind promotion revolves around a magical sitver chalice which the Hawaiian Chief must recover but somehow keeps eluding him. Preproduced, customized promos and clues take listeners on a circuitous yet easyto-follow adventure in seek of the chalice.

Two Phase Contest

Prizes include vacations in Hawaii. with coparticipation by Sheraton Hotels and American Airlines at no cost to the station! You're right — this is a barter contest. But it also allows for local sponsor participation, which means a station can actually make money while running it.

Divided into two phases, the preliminary teases last a week, followed by a three-week run of actual contest play. A cleverlydrawn map (above) is provided, and becomes an excellent marketing tool for use with print advertisement. Included with the custom promos are all the beds and effects used by Ron and his staff to allow local stations to embellish their own production.

Currently running on over 35 stations, the contest is finding a

home at a variety of CHRs, AORs, and A/C's — even two News/Talk stations. For more information, contact Ron Jacobs at the Magic Island Network: (808) 526-1134.

Ready, Aim, Fire At Will!

Continued from Page 32

our recent "Winner's Choice" catalog promotion has helped our cume considerably. No big TV campaigns, just letting the product speak for itself. Positioning statement: "Washington's One For For Music and Fun"

• WAVA PD Smokey Rivers: We're now positioned as a mature CHR with strength in music, promotions, marketing, and personalities. Our competition is either unidimensional or bidimensional, whereas we are multidimensional, providing news in mornings and traffic in both drives. There are some great contests and TV spots planned. Q107 has shown its strength, but we can beat them for air talent. B106.7 is the upstart —very music intensive. Positioning statement: "All Hit Radio"

• WBMW PD Jeff Ballentine:
Just a few short weeks ago we flipped the format to CHR. We're going to be very aggressive on music, and DC is ready for it. There are some hits this market is missing. TV, buscards, and billboards are a part of our plan. We're out to capture the active listeners with the image of our product. While we may have a few signal holes is some areas, so do Q107 and

WAVA. Reaction has been quick because we sound fresh and alive. Positioning statement: "B106.7, Four Songs In A Row, No Talk"

Atlanta

WZGC 9.7 10.0 9.2 10.5 WQXI-FM 9.4 8.1 9.1 9.9

Almost like the Hatfields & Mc-Coys, this contest always provides excitement. Z93 is playing the hits and keeping it tight, while 94Q is experimenting with jazz.

experimenting with Jazz.

Z93 PD John Young: 293 still does the "Dollar Bill Game" and I plan no particular changes. Our music is perfect, so why fix something that's not broken? TV is a big question mark as the HUT (homes using TV) levels keep falling. Our morning show with Steve McCoy, Mary Glen Lassiter, and myself has never been stronger. Positioning statement: "Hit Radio 2001"

• 94Q PD Jim Morrison: "Jazz Flavours" is now heard nightly from 8pm-1am. We're doing the "Daily Cash Payoff," but we're tipping listeners to a specific hour when the song will be played and extending the contest to weekends. With everyone playing the same music, things are getting too homogenized, so "Jazz Flavours" helps separate us from the rest. We'll back up the morning show with some billboards as we make a run for it all. Positioning statement: "940"

Rochester

WPXY 6.9 8.0 7.7 8.4 Q92 6.1 6.5 8.1 8.2 You can't get tighter than this battle!

· WPXY GM Bill Cusack: On behalf of PD Tom Mitchell, we're looking forward to a fabulous book, utilizing our ongoing "Cash Call" and "Song Of The Day" promotions. We have weekly promotions: Comedy Night at a local club, a teen dance, and a "Pizza-Gram" delivered to an office. Tom does a great job with our music, which will support our billboards, buses, and bumperstickers. Q92 is a good competitor, but we have a better airstaff and are infinitely more aggressive. Positioning statement: "Hot Rockin' Hits"

 Q92 PD Jay Stevens: This book will see a heavy TV campaign offering \$1000 a day in a "Q-Songs" contest. Listeners keep track of the Q-Songs and tell us the titles at the end of the day. We've even had a four-minute Q92 theme Continued on Page 36

MOTION

Clare St. James, who left FOXY-101/SagInaw, is now rockin at HIT-101(KRQI)/Cedar Rapids-lowa City as Clare Carver ... Red Noise exits KIKX/Colorado Springs' night show: Tim Cook from crosstown KVUU replaces him ... David Evjen leaves KLOK/San Jose for middays at KHTX/Reno ... J.R. Russ exits Z106/Philadeliphia for nights at B106.7/Washington as "Crazy J.R." ... Joe MacMurphy, former PD at

KKQV/Wichita Falls, is now handling 10pm-2am at WJZR/Charlotte KWTO-FM/Springfleld grabs Don Carpenter for mornings from KFSB/Joplin. He succeeds Woody T. Snow, who moved on to WVBF/Boston.

KITS/San Francisco weekender Filp Fryer filps into the 7pm-midnight



Crazy J.R.

slot ... WFMI/LexIngton welcomes new midday personality Mark Anthony from WCBR/Richmond, KY ... KEYN-FMI/Wichita's new afternoon driver is Tony Scott from middays at 92X/Columbus

R&R FRIDAY, APRIL 5, 1985/35

CONTEMPORARY HIT RADIO

Ready, Aim, Fire At Will!

Continued from Page 35

song cut which will be put in regular rotation and sold for charity. We're very tight and conservative compared to WPXY, but our personality approach should swell our 18-34 numbers, allowing growth on all sides. Positioning statement: "Hit Radio Q92"

Wilkes-Barre

WKRZ-FM 11.2 11.7 10.3 8.5 WTLQ - 0.6 4.7 5.8

A real head-to-head battle shapes up, as WKRZ-FM looks to widen the lead again while WTLQ seeks further gains.

• WKRZ-FM PD Don Hallett: Each day will have a different theme: "Free Movie Monday; Free Ticket Tuesday; Win An Album Wednesday; Instant Cash Thursday; and Triple Free Album Weekends. We've cut back on the gold with help of consultants Jeff Pollack and Dave Brewer. We'll run TV spots, continue with our bumperstickers, and also stay involved with events to help USA For Africa. Positioning statements: "All Hit Radio"; "More Continuous Hits"

• WTLQ PD Joe Montione: We'll be more aggressive in the areas of promotion. Despite being outspent 4: I last time, our product has been our calling card, as we will stay active with night club appearances and the high schools. A van is on the way, and we'll hand out some cash this book to grab some new ears. Positioning statement: "Q102, FM's Hottest Muster."

Huntington

WKEE 22.2 25.2 19.2 15.7 WAMX 9.6 10.5 10.8 19.3

WAMX moves toward more live personalities, and Gary Miller gets a crack at programming WKEE this book.

• WAMX PD Thom Robinson:
Despite being automated
7pm-5:30am, we've hired another
live air talent in middays. We're
untouchable with our nonstop music at night. WAMX has actually
helped WKEE get better because
of our competition. We're restating our position with billboards
and TV spots with a four-in-a-row
concept. Positioning statement:
"Four In A Row Forever"

WKEE MD Gary Miller:
WAMX is an automated station
with few comericals, so they have

a music advantage. So we've countered with a seven-in-a-row guarantee. We're going to get very aggressive this book — lots of money. We're going to shake up the whole market with our "Check's In The Mail" promotion. Positioning statement: "Hit-100, KEE-FM"

McAllen-Brownsville

KRGV 10.1 10.4 13.6 9.5 KBFM 9.8 9.7 14.4 7.9

An AM beating an FM? Yes, Virginia, amplitude modulation still exists. Let's see what's planned to alter the course of history in this Mexican border town.

• KRGV PD Bob Perry: I'm proud of being able to stay on top, being on AM. More money will be given away than ever before in our "Bonus Record" contest. We play "The Gambler" three or four times a day, and the 12th caller wins \$100. Our personalities do a lot of entertaining things with phone bits, so KRGV provides a lot of on-air excitement. Our gameplan doesn't vary, as consistency is the name of the game for us. Positioning statement: "KRGV Plays The Valley's Best Museic"

· KBFM PD Dave Delgado: Our new "Key To The Casa" promotion will give away a \$80,000 three-bedroom home. Entry forms are at sponsor locations. and we call out names each hour, with a time limit of 10 minutes and four seconds to call back to win a key which will, it's hoped, open the house. Other prizes are rooms full of furniture, appliances, and recreational vehicles. This is the biggest promotion ever in the market, backed up with TV and billboards. Musically, we continue to be the leader. Positiong Statement: "KBFM 104, All Hit Music And More

Orlando

WHLY 4.6 4.6 10.5 8.8 BJ105 12.8 10.3 10.7 8.0

• Y106 PD Rick Stacy: This book we're playing "Cash Games," an hourly password game modeled after "War Games." A listener uses the password to enter the Cash Games computer, which starts spitting out \$100 and must be stopped before it blows up. Everyone who plays gets a key that might fit a furnished house worth over \$100,000. TV spots will run built around the morning show, Jeff Cohen & Bill Cross, who just inked a \$500,000 two-year deal. Being aggressive with our music is a true asset. We'll be back in double digits this book. Positioning statements: "Orlando's Hottest Hits FM. Y160": "Hot Rockin' Y160"

. BJ105 PD Kevin Casey: This book we're going to take back - the lead in the marwhat's ours ket and all that goes with it. This station will be drawing a lot of attention to itself in a most unusual manner which I can't discuss at present. While not as aggressive in our music compared to Y106, we tend to play the safer bets, which we think will help us win. When it's all over, we'll be better. fresher and more in-tune with the city. Positioning statement: "Hit Radio RI105"

Oklahoma City

KJ103 9.0 8.0 8.2 7.9 KOFM 5.6 3.7 5.5 6.9

Both stations have an "in your face" attitude toward each other, so a lot of slugs will be exchanged before this contest winds down.

• KJ103 PD Bill Cahill: The "Dollar Bill Game" will be one of our cash contests, paying up to \$1000. In addition to ticket and album giveaways, we have TV planned and some billboards, although the latter is limited because the available locations aren't good Musically we're pretty close, limited oldies, with a focus on the active audience. Positioning statements: "KJ103 The Hot FM"; "KJ103 Hit Radio"; "Beware of Duplicators, Stay With The Originator"

• KOFM PD Mike Miller: I think we have as good a shot this book as last time, according to the trends. KJ103 is strong, but we're gaining because of our strength and market fragmentation. Our on-air presentaion utilizes jingles and personalities with an ear toward giving the community what it needs. We'll do billboards, but no TV for the present. With the recent music trends, we have become the concert leader. Positioning statements: "KOFM. The Rockin' Hits": "Always Hot. KOFM."

Savannah

WZAT 9.7 9.8 9.5 8.9 W1XV 8.2 6.8 8.9 10.8

· WIXV Ops Manager Bill Weston: We've got over \$95,000 in cash and prizes to give away this book, with one winner getting \$25,000. We kick it off with the "Winning Word" (guessing letters in the word), providing \$500 for the right answer. Knowing the bonus word of the day wins another \$500. All winners go for the \$25,000. Being close to the beach, we'll have our 195 Reach Patrol And we're doing many family-oriented promotions, such as one for the March of Dimes. We are concerned with Z102, but we're going for the market this time. Positioning state-ments: "195, The Leader In Savannah Radio"; "Where You Hear The Hits First"

• Z102 PD Brady McGraw: This will be an all-out book. The homework is done and Z102 is ready for action. We're doing the "\$25,000 Winning Ticket." a direct-mail piece offering albums, tickets, video recorders, vacations, and cash. Each winner is eligible to win \$25,000 cash. We'll have TV, billboards, newspaper, plus tons of appearances in the community. There is more to come that I'm not at liberty to speak about yet, but I'm here to win. Positioning statements: "Z102 Less Talk, More Music"; "Z102 Wants To Be Your Radio Station"

Wichita Falls

KNIN 7.1 15.7 17.7 15.9 KKQV 19.8 25.3 25.3 15.4

• KNIN PD Barry Michaels: We're going to outspend everyone: we have to spend it to make it. Our three-phase campaign will focus on "Crack The Bank," an on-air cash giveaway combination of hi/low and two secret tumblers. Part of our campaign includes KNIN superstickers and special weekend features. We'll have TV commercials and a massive billboard campaign. Having light A/C-Oldies. KTLT in the market might mix it up a bit. In a smaller market like this we can be broader and still hit the mark. MTV is not much of a factor. Musically conservative by nature, we'll research to the public instead of trying to outguess it. Positioning statement: "KNIN, The Adult Alternative'

• KKQV PD K.J. Stone: We've been leaning toward current music and we're looking to expand our music boundaries, picking up our emphasis on gold. We can do this, as there are only seven stations in this market. We're going to give away three different cars: a Subaru, where the audience will try to open a digital combo lock; a restored 1969 Firebird Formula 400 worth \$12,000; and another vehicle which we've yet to decide on. Positioning statement: "QV-103. The Incredible FM"

Bismarck

KFYR 29.2 33.3 30.5 29.4 KYYY 15.9 17.1 23.7 21.4 What's it like when your competition is in the same building? Read on!

• KFYR PD Dan Brannan: KFYR will link "Cash & Songs" together; e.g., "Sweet Dreams" wins a water bed, etc. We just gave away ten ski trips and \$550 in random cash prizes. so we've got some momentum rolling. TV time has already started with the theme "Feel Great When You Get Up With The Reb" plugging our morning show. Even though KYYY is our sister. they are our CHR competitor and we want to stay on top. Positioning statement: "K-FIRE"

• KYYY PD Bob Beck: KFYR has been there for so long and their airstaff is so well-known; some of them have stayed over 15 vears. Considering we've been at it for three years, we've still ended up behind them even though we outcume them 18-34. We're more aggressive musically than they are, and I have to wonder how long they can hold out. It's image that sustains them to a great degree. We're going to win this book with heavy promotion and a direct-mail piece offering lifestyle prizes, such as laser discs, freezers, stereos, etc. We will have TV time and newspaper ads, but no billboards. There'll also be our "Cash Call" promotion. Positioning statement: "Y93 Makes Winning Easy"

Button On A Bit O' Green

 Just Another Excuse To Party — WRO'K & WZO'K/Rockford went althe-way-green for St. Patty's Day weekend. The airstaff dressed up in green tuxedos and passed out green flowers, albums, and the most popular green item around today — money!



When nighttime arrived, the 'ZOK van hit all the great parties in town. The next day, the stations played host to their own party, at which everyorie wore "Today I'm Irish" buttons, played "lirish Trivia," and looked for the "Most Unusual Green Thing" among their fellow northers.

• Find The Children — KKAZ/ Cheyenne is doing its part for children by joining with Pepsi-Cola to fingerprint and photograph 3000 children. A worthwhile promotion that bears serious consideration in any market.

• Sacramento For Africa — FM-102/Sacramento's morning zoo crew stayed on the air for 28 hours, in between regular airshifts, and urged listeners to buy the USA For Africa single. They gave away a copy of the single every hour and, after the marathon was over, took their overtime pay into a local record store to buy more copies of "We Are The World" to give away! Estimated expenditures in town added up to \$50,000 worth of records, and local retailers reported that every single 45 had been sold.

• Welcome The No-Stars — KFC(San Francisco has formed its own basketball team. Christened the "No-Stars," the team has played three games with assorted faculty members from Bay Area high schools, and is now behind a record of 0-3! The No-Stars claim to be better than their record, however, and regardless of score, proceeds go to charities of the competitor's choice.

 Brunch in The USA — SLY96/ San Luis Obispo is awarding sweets and treats. The station is giving away Bruce Springsteen's "Born in The USA" LP every hour and treating those tucky listeners to breakfast at a local restaurant.



THERE'S ONE IN EVERY CROWD — WZZU/Raleigh: Durham sponsored a teen fashion show in conjunction with Hudson Belk Department Stores. 942 air personality Paul Frankfin was there to host the event, while the 942 Chicken modeled the latest in feathered fashions. Here's the chicken and compdels in their finale appearance.

TEARS FOR FEARS RULE THE WORLD

"EVERYBODY WANTS TO RULE THE WORLD," the smash single that's bringing the whole world to TEARS...TEARS FOR FEARS.

BREAKER CHR: 4 / AOR: 4 BB: 43* SINGLE BB: 60* LP CB: 45* SINGLE CB: 61* ALBUM VIDEO NOW ON MTV. RETAILERS REPORTING IMMEDIATE SALES TOP 5 MOST REQUESTED LP ON AOR.



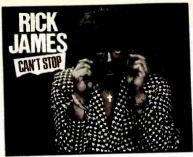
"EVERYBODY WANTS TO RULE THE WORLD," the first in a series of brilliant songs from TEARS FOR FEARS' new album, "SONGS FROM THE BIG CHAIR." Watch for their upcoming tour coming soon.





LP #824 300-1 SINGLE #880 659-7 Produced by: Chris Hughes and Ross Cullum

PolyGram Records



RICK JAMES "Can't Stop"

CHR NEW & ACTIVE

WHTT	93FM	KMEL	WZYQ
WXKS-FM	WNVZ	WJZR	WBWB
WNYS	92X	WNOK-FM	Y94
CKOI	WCZY	WJXQ	KWTO-FN
WCAU-FM	WHYT	кака	WDBR
PRO-FM	KIMN	KBOS	KGOT
Z93	KOPA	K093	KTRS
KAFM	FM102	103CIR	KBIM

107 /20 42 %1



BLACK/URBAN BREAKER 32

PRODUCED, WRITTEN, AND ARRANGED BY RICK JAMES



MARY JANE GIRLS "In My House"

CHR NEW & ACTIVE

ON OVER 70 CHR STATIONS!	21 ADDS THIS WEEK!
--------------------------	--------------------

B104 add	FM102 add	KKFM 32-23	KBFM
WXKS-FM deb 35	KS103 add 25	T94 30-19	KQMQ
WNYS add	KITS add	Z102 27-22	KHOP
CKOI add	KMEL 24-14	92KTU	KISN
PRO-FM add	KITE 21-15	98PXY	WOAY
940 add	Y106 39-28	WPST	WKSF
195 31-25	KOFM 34-27	WBBQ	WCGQ
WHYT deb 34	KOI W 54-E1		Q104
	KIIS-FM 28-11	KKHR 22-14	WPFM
50	KRTH 13-7	KIQQ 18-10	
1	MITTIN 10-7	14166 10 10	



BLACK/URBAN CHART: 5



PRODUCED WRITTEN AND ARRANGED BY RICK JAMES



MOTOWN DELIVERS, ALWAYS HAS . . . ALWAYS WILL

CALENDAR



BRAD MESSER

Sure Sound Boring!"

At times, we can be pretty rough on ourselves.

Those of us who earn livings as air talents will accept self-criticism so severe that, if anyone else were so demanding, we might want to punch 'em out . . . or at least do some pouting.

That's why some of us can't stand listening to our own air-checks. We tend to go overboard, hearing all the bad while gloomily ignoring the good. But painful as it sometimes is, it's undeniable that a do-it-yourself critique session has the potential of producing instant improvement.

Based on a lucky happening the other day, I now believe that bosses whose responsibilities include regular critiques of staff members' airchecks could accomplish some good by simply

kicking back, rolling the tape for the victim, and letting the air staffer do the work of deciding whether the tape lives up to the appropriate standards...without the boss ever muttering a word.

In fact, I discovered quite by accident, the manager doesn't necessarily even have to be in the same room to get pretty good results from a tape session.

I walked into my newsroom the other morning and brilliant conversationalist that I am, mentioned that I still hadn't got rid of any of my puppies, and that I had been airchecking. Lively stuff, eh!

An anchor, deftly ignoring my puppy problem, wanted to hear herself. She took the tape and went away

Fifteen minutes later she came back with a somewhat penitent and sober look on her face and said "Gee! I sure sound boring!"

Aw, she only had a little pacing problem. She was being way too hard on herself.

But tomorrow her harshest critic - that little voice inside her own head - will constantly (and mercilessly) be reminding her not

to sound boring.

Good enough, A reminder like that can't hurt any of us, right?

\$5,000,000.000 For Jobs

MONDAY, APRIL 8 — Fifty years ago today (during the Great Depression, with unemployment approaching 14 percent) Congress approved the biggest jobs program in history, \$5 billion for the Works Progress Administration (1935).

1974 - Hank Aaron beat Babe Ruth's home run record. 1958 - Ike proposed atomic test ban with mutual inspection. 1947 — largest sunspot, 7 billion square miles. 1933 — Budweiser got its first Clydesdale horse team. 1923 — Henry Ford declined to run for President after Mrs. Ford said publicly, "If Henry goes to the White House, he will have to without me!" 1513 - Florida discovered by Ponce de Leon.

Ex-Cettic forward/guard John Harticek 45. Actor/diplomat John Gavin 50. Former First Lady Elizabeth Bloomer "Betty" Ford 67.

Astrodome Turns Twenty

TUESDAY, APRIL 9 - 20th anniversary of the opening of the Houston Astrodome, the world's first domed stadium (1965).

American and Filipino defenders of the Philippine island Bataan, outnumbered ten to one, were defeated by the Japanese after the three-month battle in 1942 (World War II).

1959 — NASA announced original seven US astronauts. 1941 — Golf Hall of Fame formed by PGA. 1940 — German blitzkrieg invasion of Norway & Denmark (World War II). 1872 — Powdered milk patented.

120th anniversary of Lee's surrender to Grant at Appomattox, VA, the end of the Civil war (1865).

Actress Michael Learned 46. Actor Jean-Paul Belmondo 52. Carl Perkins ("Blue Suede Shoes") 53. Hugh Hefner 59. Gregory Pincus born 1903, invented birth control pill 1955.

Sailing Of The Unsinkable Titanic

WEDNESDAY, APRIL 10 - The grandfather of the love boats, the luxury cruise ship "Titanic," left England on its maiden voyage in 1912, bound for New York City with 2223 aboard. On the night of April 14-15, it would strike an iceberg and sink, with the loss of 1517 lives.

1984 — First "frozen embryo" beby born. 1979 — Tomado killed 60 at Wichita Falls, TX. 1979 — President idii Amin fied Uganda. 1963 — Nuclear submarine "Thresher" sank with 129 aboard. 1945 — Buchenwald death camp liberated (World War II). 1877 — Catamaran design patented. 1872 — Nebraska designated Arbor Day for tree planting. 1866 erican Society for the Prevention of Cruelty to Animals founded. 1849 - Safety pin patented by Walter Hunt.

Ex-Cowboys quarterback Don Meredith 47. Egyptian-born actor Omer Sharif 53. Actor Chuck Conners 64. Actor Harry Morgan 70.

Lincoln's Last Public Speech

THURSDAY, APRIL 11 — Two days after the end of the Civil War, President Abraham Lincoln made a speech in front of the White House, telling a gathering of citizens that the South must be rebuilt so the nation could move forward (1865). It was Honest Abe's last public speech . . . two days later the President was assassinated.

1979 - Oil price decontrol announced by President Carter. 1961 - Bob Dylan's first professional singing job, at Gerde's Folk City, NYC. 1947 - Major league baseball race barrier broken by Jackie Robinson in first game for Brooklyn **Dodgers**

Actor/dancer Joel Grey (Joe Katz) 53. Ethel Kennedy 58. Designer Oleg Cassini 72.

First Man Into Space

FRIDAY, APRIL 12 - Soviet cosmonaut Yuri Gegerin took a one-orbit, 89-minute ride to become the first man in space 24 years ago (1961). When he landed in his parachute, Gagarin was met by a terrified farm woman who threatened to attack him with a pitchfork.

1981 - Shuttle "Columbia" first flight of winged reusable spaceship. 1954 - Bill Haley recorded first smash rock hit "Shake Rattle & Roti". 1945 — Roosevett died, Trumen became 33rd President. 1877 — Baseball catcher's mask first used. 1861 - Civil War began at Fort Sumter, SC.

David Cassidy 34. Herbie Hancock 45. Jane Withers 59. Ann Miller 62.

Saturday (4-13) State holiday Alabama and Oklahoma, Thomas Jefferson's birthday (1743). Al Green 39. Fidel Castro

Sunday (4-14) 1921 — Greatest snowfall in 24 hours, 76 inches at Silver Lake, CO. 1912 — "Titanic" sank night of 14th-15th. 1865 — President Abe Lincoln shot, died 15th. Pete Rose 44. Julie Christie 44. Frank Serpico 49. Loretta Lynn 50. Rod Stelger 60.

ADULT/CONTEMPORARY



RON RODRIGUES

TRANSTAR'S FORMAT 41

Capturing The Older A/C Listener

A/C radio's format divisions are spreading like the arms of an octopus. One station's initial success worth noting is WJQY/Ft. Lauderdale. The outlet more than doubled its adult numbers from the previous book and now sits at a near-seven, second in the Miami market.

Since the station is a Transtar "Format 41" affiliate, I took my R&R notepad to the Transtar Hollywood offices to talk with CEO C.T. Robinson and Executive VP Mike Harvey.

Conception & Inception

"Format 41" was developed by Transtar partner (and Research Group) President Bill Moyes, It first appeared in local form on Viacom outlets WLTW/New York and WLAK/Chicago (and is still successful in both those markets). The syndicated version went on the satellite last summer and now feeds some 50 affiliates.

As with many satellite formats, most stations pay \$1000 a month and one minute of inventory per hour to receive the service. Although predictably slow at first, affiliate growth has picked up notably since the results of the Miami effort were made known. Said Robinson, "Since it was a new format, a lot of people had a 'wait and see' attitude. But with the degree of successes we've had, we're getting considerable major market reaction now.

Mike Harvey explained the origins of the concept. "We knew there was a distinct gap this programming could fill. Younger-oriented CHRs reach audiences with a median age of 21. More mainstream CHRs produce audiences with a median age of 27. With A/C it's 31, and the next format is



Mibe Harvey

Beautiful Music, whose median age is 53. Look at that gap between 31 and 53, which no music format currently serves."

"I think it will become a more acceptable device to access the demos that were once reached by the Beautiful Music format."

-Mike Harvey



LISTENERS GET EVEN WITH IMUS & STERN - "Think graffiti" was the only inspiration needed to put listeners to work on the three-dimensional min billboard for WNBC/New York's infamous morning duo of Don Imus and Howard Stern. Using propeller beanies, a dress for Stern, pants for Imus, and little arms and legs for both, the winner took home \$6600 for her chance at getting even. Pictured (I-r): WNBC's Lori Guidice, Gianttino & Meredith VP George Cowan, WNBC's Tony Murray, Janice Penino, and VP/GM John Hayes



PICTORIAL LINEUP — Shown is a KCNR/Portland programming department rendezvous to discuss the spring book strategy. Standing are morning man Jim Donovan, MD Todd Dennis, Research Director John Windus, Production Director Bryan O'Neal, afternoon personality Glynn Shannon, night jock J.J. Jeffries, midday man Bill Jackson, and ND Tim Gordon. Kneeling are PD Scott McCleod and Public Service Director Bill Brooks.

Common Threads

"We were looking to reach an audience with a range between 32-49 with a median age of 41, thus the name 'Format 41.' Our objective was to make it become a 'partisan favorite' among that age group. Our research sought to find common-thread elements the target could identify with."

TRANSTXR

RADIO NETWORKS

Added Robinson, "Because of the bulge in that target, this is a format that can work in large or small markets. It's also quite attractive because of this audience segment's spending power."

Although Format 41 is music-intensive, do listeners in that demo crave music as younger listeners do? "We certainly feel that way." Harvey replied "Many people don't believe it because listeners in that demo don't use the current formats that much. But our internal research and Arbitron tell us these listeners are just as music-intensive as any other. It's just that until now they hadn't been given anything so closely directed towards them."

Mike said Transtar uses a tough testing procedure to find records acceptable to his target. Testing interviews are done live, and re sponses must come out positive in all of the demo cells examined. 'No matter how good we think a song is," he stressed, "if it doesn't test well, it doesn't get played. We're finding that chart action in the trades isn't necessarily an accurate indicator of a record's appeal over the long run. The only way we're going to find out is by asking the people who listen to the



C.T. Robinson

No Pressure

Both Robinson and Harvey stressed that local management must be as committed to the format as it was produced in-house. Added Mike, "Promotional in-volvement is also vital, particu-larly in the early stages of the format. We try to do warm, friendly promotions, such as remembering mother on Valentine's day. We recommend that our stations avoid high-pressure giveaways."

"Look at that gap between 31 and 53. which no music format currently serves."

- Mike Harvey

Announcers on Format 41 cannot be accused of being highprofile personalities, but they are given the opportunity to briefly discuss topical and relatable events, such as the Academy Awards Affiliates are encouraged to use their own morning shows, and it's suggested that they run three minutes of news during AM drive hours.

Music format? Mike replied, "I don't want to imply that this is a Beautiful Music format because it's not. But I do think it will become a more acceptable device to access the demos that were once reached by the Beautiful Music format."

Is this the "next" Beautiful

Both managers forecast a bullish '85 for Format 41. "This is a real breakout year for us," said Robinson, "particularly since we're making inroads in the largest markets as well the smaller ones." And although both kept their cards close to their chests, they indicated that Transtar will introduce a new format soon.

Format 41 Music **Monitor**

Here's a sample midday hour from Transtar:

"The Way We Were" - Barbra

"Moon River" - Andy Williams "Truly" - Lionel Richie "If Ever You're In My Arms Again"

- Peabo Bryson "I'll Never Fall Fall In Love Again" -

Dionne Warwick "Think Of Laura" - Christopher

Cross

'There's A Kind Of Hush" -Carpenters

'For Your Eyes Only" - Sheena Easton "Honey" - Bobby Goldsboro

"Theme From St. Elsewhere" -Dave Grusin

"I Can See Clearly Now" - Johnny Nash

"Break It To Me Gently" - Juice

"Crying" - Don McLean "I've Got A Name" - Jim Croce "Have You Never Been Mellow" -





STEVE FEINSTEIN

MIDWEST MASTER WMMS: HYBRID & HAPPY

Buzzard's Latest Flight Pattern

"We've never taken ourselves for granted. We've never stayed in one place for any length of time," is how OM John Gorman explains WMMS/Cleveland's extraordinary success.

That willingness to change has always made for a unique music mix, particularly over the last 18 months. 'MMS has evolved into a hyper-hybrid, playing about 80% currents, including flat-out CHR tracks by Sheena Easton, the Commoderes, and Isley, Jasper & Isley.

But as Gorman sees it, "We really haven't changed that much. We were a much broader station (than most AORs) to begin with. Ten years ago, we played a lot of black music and pop and were seen as an oddity then."

Headbangers Not Welcome

These days, Gorman feels at odds with most other AOR stations. "We have a hard time identifying with what is called 'AOR.' It's not that we have abandoned the format; it's more that the format has abandoned us. It took a wrong turn by becoming modal and narrowcast.

"We've moved away from playing hard rock and heavy metal music because it basically appeals to a large cult that's not satisfied with any radio station. It sells mostly to 12-20 males, and that's hardly a salable demo."

Older Than CHR

Like other AORs that have become more contemporary, 'MMS, according to Gorman, "serves the same purpose as a CHR station, except it's to a slightly older demographic. We're not teenoriented. Our style, delivery, and promotions are geared toward an older audience than CHR."

WMMS passes on softer CHR hits like the current Debarge and Diana Ross, though Gorman claims, "There's more songs on the AOR charts that we don't play than on the CHR chart." At the same time, unlike CHR, 'MMS goes three cuts deep on albums by Mick Jagger and Eric Clapton, and plays album cuts by George Thorogood, Foreigner, and Loudness.

Oldsters Don't Want Oldies

Just over a year ago, 'MMS was playing an extensive range of classics, whereas now the mix is overwhelmingly current. Gorman feels the oldies brought 25+ listeners back into the fold, but contemporary music is what keeps them over the long haul.

Citing an RIAA study that found half of all record buyers to be 20-34 years old, he says, "We are doing

no more than reflecting the fashion of the times. Current music has improved a great deal, and 25-49 year-olds don't want to just sit in the past and listen to the same old classic rock over and over. You won't hear aerobics classes exercising to Jimi Hendrix. The best stations are like a melting pot and play the best rock, pop, and R&B instead of dwelling in the past. I'll take a current over a classic anyday."

WMMS

WI '84 So '84 Su '84 Fa '84

12+ 10.0 10.4 10.4 10.9 #1 in: Cume Men 18+; Men 25-54 Women 18-49 Adults 18+; Adults 25-49 (tie)

Promotional Profile

As we deliberate its music mix, let's not forget the other elements that make 'MMS a Cleveland institution. No station in any format can top the efforts of Director/Promotion & Marketing Jim Marchyshyn and his staff. Along with ongoing extensive jock appearances, recent events have included a benefit soccer game for

the T.J. Martell Foundation with Deep Purple and a 38 Special barbecue for 38 special listeners. Client tie-ins include distributing 100,000 'MMS coffee cups through Arby's and setting up in a city plaza during the Christmas season to hand out free Panasonic batteries for toys that came with 'batteries not included."

Information

Morning newsman Ed "Flash" Ferenc and street reporter/afternoon anchor Jim Buller trace a
story's background and follow its
development, such as the recent
closing of savings and loan institutions by Ohio's Governor. Local
TV sportscaster Casey Coleman
does sports in the morning, and
MD Kid Leo handles sports on his
afternoon drive show. 'MMS also
has to own traffic helicopter.

Each morning, top-rated jock Jeff Kinzbach pauses from his morning hijinx to read a community calendar listing of PSAs and charities. The station plans to assemble local musicians, possibly including the Cleveland Orchestra, for a recording session similar to USA For Africa.

Fish Or Fowl

WMMS has always lived by its own formatic rules — transcending format categorization and, in effect, creating its own. It's always been a leader, arguably one step ahead of most other sta-

Continued on Page 43



HONORED BY HIZZONER — WMMS was Cleveland's only radio station to be honored by Mayor George Voinovich in conjunction with the town receiving an "All American City" award. From left: MD Kid Leo, OM John Gorman, VPIGM Bill Smith, the Mayor.

MIDWEST MASTER SCORES DOUBLE DIGITS

KSHE Brings Home The Bacon

"We bought a radio station that was either a sick WMMS or a potential WMMS," is how GM John Beck recalls Emmis's takeover of KSHE/St. Louis in February '84. "That potential would've been gone within a few

To move the station from a 5.6 to a 12.0 in four books, Beck says, "We took a rock music position, spread it out through personality, and marketed it in a mass appeal

PD Rick Balls, who rejoined KSHE during the takeover after a year's absence, outlines his "Steps To Success":

1) "Become extremely aggressive promotionally, and do everything you can to be more than just a jukebox. Get the audience involved; make them feel if they're not listening, they're going to miss something."



Rick Balis

2) "Have the biggest arsenal in town: television, billboards, best jocks, biggest promotional budget, most visibility and community involvement, and national resources like Emmis VP/Programming Rick Cummings and consultant Jeff Pollack."

3) "Make the music more palatable and familiar, and daypart it correctly."

4) "Capitalize on a legacy like ours (17 years) that no one else in the market can touch."

Music Mix

Though it's the market's lone AOR, KSHE sticks to a mainstream AOR music approach with few pop crossovers — it's played neither Prince or Cyndi Lauper. "There are certain bands that would put our image on the

KSHE

Wi '84 Sp '84 Su '84 Fe '84 12+ 5.6 7.2 8.8 12.0

Men 18-49; Men 25-34 Women 18-34 Adults 18-49

block," Balis feels. "We can accomplish what we need to without those artists."

With a mix of 40% currents and 60% recurrents and gold, "we still incorporate the rock 'n' roll classics," explains Balis. "They're part of our heritage, and I'm a firm believer that 25+ listeners who grew up with this music want a regular fix. It's part of what

Continued on Page 43

40/R&R FRIDAY, APRIL 5, 1985

TALK TO ME! 1-212-484-6464



ddot id bittill, friunt: Fan W

REPLACE OUR CONSOLE **BFFORE** UNE 30TH ND THE MONITORS RF FRFF

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*Offer valid for orders placed January 30 thru June 30, 1985.

KSHE Brings Home The Bacon

makes our format different from CHR."

Local faves such as Aliotta, Haynes, & Jeremiah's "Lake-shore Drive" and Jonathan Edwards's "Shanty" are referred to as "KSHE Classics." They're featured on a Sunday morning oldies show of the same name, and dropped into regular programming as Well

For its 17th anniversary in November, KSHE highlighted a different year every day for 17 days. Once an hour, the jock recapped

Buzzard

tions that share its format desig nation. An on-air slogan of "One of America's most imitated but never duplicated radio stations" is as much truth as it is braggadoccio.

WMMS's current hybrid approach is yet another example of nnovation and farsightendess. Whether you choose to label its stance a broad, adventurous AOR or a liberal, progressive CHR, the more accurate classification is that 'MMS is, as always, in a class

More important is that through all of its changes, 'MMS's listeners have grown with it. They're accustomed to a station that educates them and takes chances. Along with its keen programming instincts, WMMS's identity as part of Cleveland's fabric plays a critical role in its success. That solid image, which engenders audience trust and loyalty, makes it all the more possible for 'MMS to take its listeners along for a musical ride.

news events from the year being featured, and then followed with vintage music. On the 18th day, an all-day "Rock Greats Celebration" aired classic tracks all day.

J.C. Superstar

The station's increased em-phasis on personality started with J.C. Corcoran's Morning Zoo. J.C.'s irreverent, "angry young man" hu-mor is joined by Public Affairs Director Don Johnson's impersonations along with news and bits from the tireless John Ulett, who also does middays and afternoon sports. "Nobody is spared and no-thing is sacred" to J.C., says Balis. Corcoran's brand of outrage has received reams of local press, and he has the highest share of any morning show on a music station

Balanced Appeal

KSHE pulls the neat trick of being #1 in teens while also being #2 in Men 25-49. "We appeal to the younger spectrum off the air

through visibility and accessibilisays Balis. For example, iocks made 30-40 appearances at high schools with a Pepsi-sponsored presentation on communica-tions skills called "Can We Talk?"

Promotions

Marketing & Advertising Director Tracey Balbirer-Layne gives most of KSHE's World Tour trips a nice angle: Bruce Springsteen in New Jersey, Deep Purple in Tokyo, and Rush in Canada. When KSHE gave away tickets to see Sammy Hagar in Chicago, the winner also got a red Trans Am to drive to the concert.

KSHE boosted its community service profile with a "Give The Sign Of Life" blood drive tied in with Billy Squier's album, Toys For Tots drives, and participation in an "Operation Brightside" neighborhood cleanup campaign. An anti-drunk driving campaign included billboards, recorded messages from the jocks, and an editorial from GM Beck.



REAL ROCK REGIMENT — KSHE's "Real Rock Army" prepares for concert duty. The ad-hoc outfit has staffers don red T-shirts and camouflage pants for increased penetration and presence at station events. General Sweetmeat, the station's mascot, needs no identification. He's flanked by Assistant PD AI Holer (in shades) and morning star J.C. Corcoran (holding bullhorn).

OLD ROCKERS NEVER DIE, THEY BECOME PROFESSIONALS - First, eners to send in two photos of the current and one from their misspent youth — for an "I Grew Up With KSHE" contest. Those drawn at random were eligible for prizes. Then some of the before and after sets were included in a sales brochure called "The Class Of Rock 'n' Roll." which showed that the station's audience has grown up, both in age and income. Statistics on the back of the folder position KSHE listeners as "super consumers.

Never Too Affluent To Rock 'N' Roll



This billboard reinforced KSHE's use of the "You're Never Too Old To Rock 'N' Roll" TV spot, which underscores the station's legacy

and appeal to upper demos. The spot opens with a young girl running into the kitchen to tell her mother, "Mommy, Mommy, he's doing it again." The mother and girl go into the den to find the father, a straight-looking businessman home from work and wearing a shirt and tie, playing air guitar to the Stones' Satisfaction

To the mother's "Oh. no. not again" look he gives an apologetic nod and turns down the music. The mother gives him a forgiving, "Oh, well, what can you do?" look and walks away. The father then cranks up the volume and starts playing air quitar again, ripping off his shirt to reveal a KSHE T-shirt. A voiceover says, "KSHE 95 . . . You're never too old to rock and roll."

The TV commercial was targeted to advertisers as well as listeners, says GM John Beck. "The most often heard comment from advertisers is 'Hey, that's me on that commercial. I'm a closet rocker and now I can come out of the closet!"

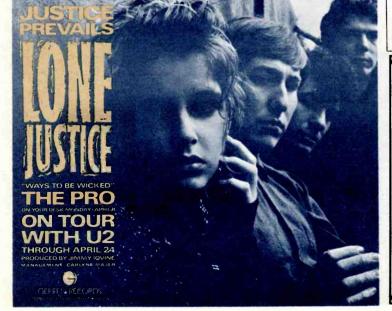


Robert Case Born: 1950 Profession: Public Relations Director, St. Louis Convention Rureau

KSHE Listener Since: 1968



W Grant Stevens Born: 1954 Profession: Plastic Surgeon KSHE Listener Since: 1976



Still #1 **After All These Years** #1 18-34 adults for the last 30 books

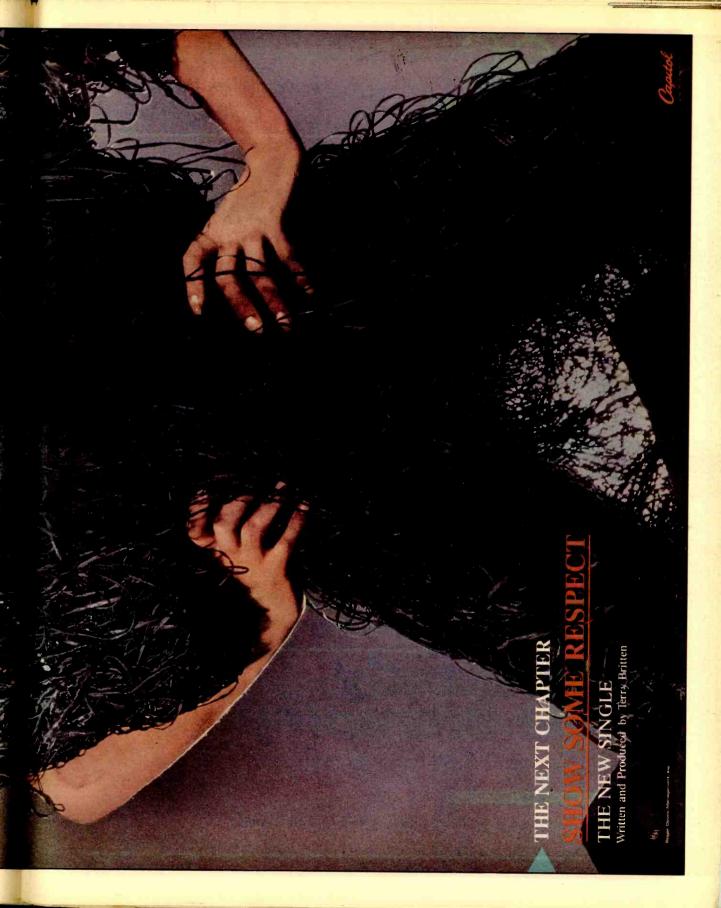
#1 in the market with double-digits 12-plus since fall '83

Congratulations to Rolling Stone's Station of the Year for your sixth consecutive year . . . And for the last 17 years! Best wishes on the next 17 years which could be wild!

Bruce, Doug, and Jim Sotet









You don't have to hunt for the hits we've got 'em this week on Columbia Records! (TD)

Mark Gray and Tammy Wynette

"Sometimes When We Touch" 38-04782

R&R 20 BB 21 CB 29

Great jumps this week.

Produced by Steve Buckingham

David Allan Coe

"Don't Cry Darlin' 38-04846

SIGNIFICANT ACTION 27% 45/15 BB high debut 66

Coe-lossal out of the box.

Produced by Billy Sherrill

Willie Nelson

"Forgiving You Was Easy" 38.04847

R&R **NEW & ACTIVE** 38% 62/44 BB 70 CB 67

One of the Most Added R&R records this week

Produced by Willie Nelson

Moe Bandy and Joe Stampley

"Still On A Roll" 38-04843

SIGNIFICANT ACTION 16% 27/6

A serious new Moe and Joe hit that must be heard . . . no foolin'!

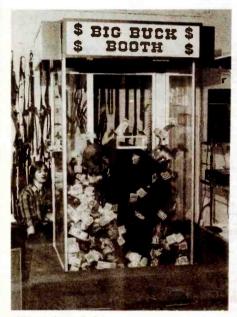


Produced by Blake Mevis





LON HELTON



KIDNIPueblo: Grabbing For Dollars



WILQ/Williamsport: A Lip-Smacking Promotion



Academy of Country Music: Hats Off To Elvis

Bucks, Lips, and Elvis

While it's not quite sex, drugs, and rock 'n' roll, it did arouse enough interest for you to get this far. This week we'll take a look at a few of the things your colleagues are doing to attract attention to themselves.

Flying Dead-President Grab

KIDN/Pueblo was a bit more tactful in naming its money grab the "Big Buck Booth," but the object was the same. The station takes the booth to remotes, grand openings, and other special events around Pueblo. Listeners register for the opportunity to spend 30 seconds in the booth plucking money out of thin air. Watching a contestant gather cash is KIDN's Randy Hall.

She's Got Li-ips

WILQ/Williamsport had a "Luscious Lips" contest for Valentine's Day with contestants sending in their most luscious lip print. Listeners could also visit one of WILQ's official Lip Print centers and plant one on a special entry blank.

Wanting a little sizzle with the show, morning man Steve Jensen invited people to call in and "practice" for the contest. Acting as judges were three local store owners, who selected the most luscious lips and sent the winner on an all-expenses-paid weekend at the local Sheraton Hotel. Other goodies were thrown in too. Thrown out, however, were the lip prints WILQ received from horses and goats.

The problem after the contest was, of course, what to do with all the entries. Shown solving the problem is PD Barbara Evans, who used them as wallpaper, thus inspiring the top right photo. Looks like a fun place to work. (PDs sure have changed since I was in

Tipping the Golden Hat

During last year's Academy of Country Music awards show, the ACM announced its first-ever "Golden Hat" award would honor the late Elvis Presley for his contributions to country music.

In the bottom right photo, ACM Executive Director Bill Boyd and Alabama's Randy Owen display the "Golden Hat" prior to its enshrinement at Elvis's Graceland mansion. As the Academy's Entertainers of the Year, Alabama joined Boyd for the presentation. Pictured from left are RCA's Dave Wheeler and Jack Weston, Owen and bandmember Jeff Cook, Boyd, RCA's Joe Galante, and Alabama's Mark Herndon and Teddy Gentry.

BEHIND THE NEWS

Peachy Deal For Cap Cities

Just when you thought Cap Cities couldn't dig any deeper, it reaches into its pockets and pulls out another great deal to solidify an already strong position.

In the "Transactions" section of last week's R&R you may have noticed that Cap Cities, owner of WKHX-FM/Atlanta, has agreed to purchase Atlanta Country legend WPLO. This purchase is the latest chapter in the tremendous success story of "KHX under VP/GM Norm Schrutt. It also brings Atlanta "in line" with the other

Cap Cities AM/FM combos, a tremendous advantage in any competitive market. WKHX, which placed first 12+ in the spring '84 Arbitron, saw FM Country competition arrive in the form of WYAY last summer. Having the combo is at once an offensive and a defensive position. Out on the



Norm Schrutt

street where the war is really waged, the extra few shares garnered by your AM can help you beat the hell out of a stand-alone FM competitor.

The Plans

As you know, the new buyers of any property aren't allowed to say much until the actual takeover, but Norm did tell me, "It'ill be great to have the AM/FM combination. Obviously, we won't have Continued on Page 48

R&R.FRIDAY, APRIL 5, 1985/47

WE GET LETTERS

What's A Jock To Do?

Dear R&R.

Regarding your column of February 22, I was, to say the least, intrigued by the Information concerning the preparation of tapes and resumes for future employers.

There is one problem, however, that you didn't touch on and it's the one that I believe could relate to many broadcasters across the country. I'm currently working on the air in a city of around 50,000. Our biggest problem (meaning the on-air staff) is we never get an ounce of feedback in any form from our PD, who is also a jock on our sister station. And I do mean never! He never listens to our shows, never tells us if we're doing well or not doing well; he just flat out never tells us a thing! He's been at the station a long time, so it's not as it he's unfamiliar with his position or anything like that.

My question is this: How are we supposed to put out that (to use most PDs' language) "dynamite" tape that reflects our true air personality when we don't know what areas of our style and/or delivery to work on and improve? Granted, we all know we need to improve or else we'd all be in Los Angeles, New York, or Chicago already. My point is that we need that important "second ear" of someone who's been in the business for a while and can show us our good and bad points. If not, it seems we'll continue to repeat the same mistakes over and over. Are there trustworthy services that can provide help for people like ourselves? We're certainly not going to get help while we're here, so I'm open to any suggestions and/or comments you might offer.

Signed.

Name Withheld to Protect the Job of An Innocent

Dear NWTPTJOAL

You have singled out what may well be one of the biggest hurdles facing small and medium market personalities. Finding someone who can offer constructive criticism is extremely tough. If you can't get it from your PD, the only solutions are to either find another station where the PD does his job or to get help from outside sources. Perhaps someone you met at a convention or other radio gathering could be of assistance. Whenever you go to a concert or any gathering where other radio folks are present, take the time to build relationships that will help along the way.

You may even want to call a major market PD in your area and ask if he'd be willing to spend a few minutes listening to your tape and a few more going over it with you on the phone. That, by the way, is not only a way to improve your show, because if you have the goods it could also be the foot in the door for a job in a larger market.

When asking others for a hand, remember you're requesting that they spend time with you that they could be spending with their own staff or station. Be appreciative and treat them and their time with respect.

I applaud your desire to improve your skills. Follow through with the same desire and you're sure to find someone who will be glad to help. Best of luck.



GOOD ANSWER - WUBE/Cincinnati MD Bill Whyte did more "trip the light" on "Fandango," a Nashville Network game show. Bill mowed down the com petition over the four days of tap ing. DJs from all over the nation were invited to match wits for a week of Country music trivia. The shows featuring jocks are set to air on TNN April 24 and 25.

Cap Cities

Continued from Page 47

the same format as our FM, but it will be Country. We've always had the utmost respect for 'PLO and its history with Country in Atlanta. We think its style of personality Country will complement what we do on 'KHX."

Always the showman. Norm announced the purchase at an agency party for about 350 people. While this is a real coup for 'KHX, you can bet that it isn't the last shot in what promises to be a great all-out battle with (WYAY owner) Katz for the Atlanta Country shares.

HAVE YOU HEARD?







Jack Morton

KRPM/Tacoma is really getting serious about the battle for the Seal Country listener. New PD John Marks says KRPM will be "bringing some fun and 'aliveness' to Country radio." Toward that end, the station imported a couple of heavyweight talents to beefup its airstaff. Joining the station for mornings is Ken Speck from WIRE/Indianapolis, Handling the news will be Karen Key. Coming aboard for afternoons is Jack Morton, who has been on the Puget Sound airwaves for more than 20 years, most of them with KVII Seattle. Rounding out the staff are Ray Brown, midnight-6am; Mike Silver, middays; and MD Johnny Clark, 7-Other recent talent midnight changes by shift include:

New midday jocks: Mike Terry, WLVK/ Charlotte from WCMS/Norfolk and Rich Williams, KRKT/Albany Afternoons: Chip Hobart, WBOS/Boston from WAPP/New York and Jesse Younger, WUSQ/Winchester Evenings: Todd Steward, WILQ/Wilsport . . . Overnights: Frank Gorelle, WOKQ/Dover; Kathy Summers,

KSO/Des Moines; and Paul Baca,

New addresses for the ol' Rolodex show WYAY/Atlanta now receives its mail at 200 Galleria Pky., Suite 900, Atlanta, 30339; the phone number is (404) 955-0106 . . . WORC/Worcester has moved to new studios located at 167 Pleasant St., Worcester, MA 01609. Its phone remains the same: (617) 799-0581 . . . And Wayne and Johanna Edwards have moved Big Country Promotions to a huge spread about an hour and forty minutes out of Dallas The address is Route 6, Box 642, Clarksville, TX 75426. This ranch will be the future site of their famous showcases: It seems things finally got too rowdy and the Edwardses were run out of Big D. The last straw fell when Wayne wanted to hold a meeting with all his "Ugly Contest" winners There's just some things people won't stand for, even in Dallas.

Thanks for lettin' me know all you have heard! Keep it comin'!



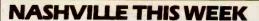
YOU'VE HEARD OF SNIPE HUNTS ... - WBVR/Russellville, KY held its first Beaver Talent Hunt in conjunction with the local Desperado's Saloon. Pictured from left are: WBVR's Sleve Casey, the second place winner, Trent Ford of WBVR, third place winner, first place winner, and promotion coordinator Buddy Matthews. I imagine you're as confused as I am about a guy win ning the contest. Maybe his name is Wally.



ST. LOUIS GREEN-WOOD - Before Lee Greenwood's concert, KUSA/St. Louis hosted a barbecue for concert ticket winners. Wielding a mean spatula, Lee donned an apron and joined in the cooking. Pictured (I-r) are Robert 'The Country" Fox, Miss KUSA, Greenwood, Lee Sherwood, PD Bill Coffey, Frank O. Pinion, and Paul Warner.



Four men and two women in a tub. It wasn't all work at the recent Country Radio Seminar. After all, when you spend all evening smiling and shaking hands at the United Stations Radio Network sulle, you must get some relax-tion. Taking a break in the President's Suite jacuzzi are (I-r) WPKX-AM & FM/Washington VP/GM Bill Sherard. USRN's Joni Silverman, MCA's John Schneider, USRN's Ed Salamon, MCA's Nicolette Larson, and songwriter





SHARON ALLEN

Opryland Purchases Acuff-Rose

In case you've heard the rumors and speculation concerning the future of the legendary Acuff-Rose Publishing Co., you'll be interested to know they (the rumors, not the company) were laid to rest last week when cowner Wesley Rose announced that Opryland USA, Inc. is purchasing the company. The publishing enterprise was established in 1942 by Roy Acuff and his partner, Fred Rose.

Fred's son Wesley will continue to operate the company under the new ownership. Acuff-Rose is currently involved in a lawsuit filed by Roy Orbison in 1982. The new owners will presumably be responsible for this and other proceedings.

Acuff-Rose includes several publishing companies, a recording studio, a music printing shop, and the catalog of the dormant Hickory Records label. Songs in the publishing company include hits by Hank Williams, the Everly Brothers, Lefty Frizzell, Marty Robbins, and many others. More than 30 Acuff-Rose songs have been performed over a million times. "Tennessee Waltz." "Your Cheatin' Heart," "Elvira," and "Sweet Dreams" are standards in the catalog I'm sure you're familiar with.

that also includes Tina Turner, David Bowie, and Corey Hart. In the Mars candy promotion, the group's album, "Sawyer Brown," will be depicted on Mars candy bar wrappers. When a consumer collects the designated number of wrappers he/she may cash them in for a copy of the album.

And since we're mentioning Sawyer Brown, you may want to know that their latest single, "Step That Step." is being remixed for a late winter European release. Bob Andrews and Colin Fairley, who have worked with Elvis Costello and Graham Parker, are remixing the song to be released in a 10-inch disc format.

Let's Hear It For The Working Man

John Conlee has been touring the country in support of his latest



How Sweet It Is!

Sawyer Brown seems to be popping up all over the place these days, but you may be a bit surprised when you see them on a candy bar wrapper. Mars, to be explicit. The Capitol recording group was chosen to be a part of a promotion single, "Working Man." And when he hits your town you can expect a flurry of promotional activity to help John salute the working man and woman. In conjunction with local promoters and radio stations, Conlee will be meeting with "The Employee of the Month (Week)" at selected businesses

in the area of his concert dates. Radio stations are running contests in which their listeners' favorite working people can win concert tickets, a night on the town, and the opportunity to meet Conlee. John kicked off the tour in Akron, where he visited the National Machine Company, WSLR/Akron, and WGAR/Cleveland.

Alabama Is Ready to Jam

If you're an Alabama fan, circle June 15th on your calendar. It's the date set for their fourth annual June Jam. Joining the boys in Fort Payne will be the Charlie Daniels Band, Bill Medley, the Judds, Glen Campbell, Eddy Nashville In Motion

Congratulations and best wishes to Allen Trippe as he leaves his post as

Supervisor/Retail Relations at CBS/Nashville to pursue a career in real estate development in Lubbook, TX... Gary Morris signed with Triad Artists, Inc. for exclusive worldwide representation in all areas... Nicolette Larson and Dickey Betts signed with International Creative Management (ICM)/Nashville for bookings... Meanwhile, Joe Stampley signed with Encore Talent in San Antonio to handle his booking chores... Buddy Lee Attractions announced the signing of Vern Gosdin to the agency for representation... And if you're interested in booking Lacy J. Dalton, the place to call is Entertainment Artists Inc., headed up by Dan Wojcik.

judgment against them that held Alabama breached its exclusive agency contract with International House of Talent when it changed to a new agency, Dale Morris & Associates, Inc., in June 1981. The Court of Appeals of Tennessee ruled that the previous judgment be reversed and the suit against Alabama be dismissed.

Bits & Pieces:...Be on the lookout for a Dan Seals/Marie Osmond duet called "Meet Me In Montana." They are currently filming the song for "Solid Gold." It's tentatively scheduled for a



REBA VISITS — Reba McEntire chats with a few Nashville visitors following an appearance in Paduch, KY. Pictured left to right are songwiter Harlan Howard, co-writer of her current release, "Somebody Should Leve", "SCAP's Bob Doyle; McEntire; ASCAP's Merin Littlelied; and MCA VP Tony Brown.



ONE FOR ALL — The winning combination of producer Buddy Killen and Exile celebrates the recent No. 1 hit "Crazy For Your Love."

Raven, and the Bellamy Brothers.

The Jam is Alabama's way of raising money for several charitable organizations in their home country and state. Tickets are available by mail from the Alabama Fan Club, Dept, JJ, Box 529, Ft. Payne, AL 35967, and also at at Centra Tic locations all over the south

Alabama is rejoicing on another account. The courts reversed a

May release . . . Look for the Oak Ridge Boys to appear on ABC-TV's "Walt Disney World Happy Easter Parade" on April 7... Lee Greenwood is slated to perform on the Miss USA pageant when the CBS telecast airs live May 15 from Lake-land, FL . . . If you've wondered what Stephanie Winslow has been up to, well she's been very busy indeed. She's currently on Curb/Records and has been doing some songwriting while scouting for a new producer. She can also be seen in a forthcoming TV movie, "The Other Lover," starring Lindsay Wagner and Jack Scalia. (Stephanie plays his blind date.) You can expect her to have a different look. The part called for her to cut her hair. Just thought you'd like to

know!

Who's New



Judy Rodman

Though MTM's debut arrist Judy Rodman has just released her first single, chances are you've heard her volce many times. She's recorded jingles for a variety of clients. Most recently you may have heard her on a McDonald's spot, Prior to initiating her own career she sang background for Tom Jones, O.B. McClinton, Dolly Parton, Merle Haggard, George Jones, and even her old roommate Janle Fricks.

As the daughter of an air traffic controller Judy, grew up living everywhere from Alaska to Florida, where she studied music at Jacksonville University. It was also in Florida that she recorded her first jingle, for Jeno's pizza, when she was 17.

She then moved to Memphis with her family and almost immediately began work as a jingle singer for the Tanner Agency.

She also began performing at local nightclubs with a band called Phase II. By the mid-70s she had begun singing background. So the next logical step in her career was to move to Nashville, where there was more session work

Another Memphis-friend-turnedcountry-singer. Karen Taytor-Good, introduced her to producer Tommy West. And when West became Sr. VP for MTM, Rodman was the first artist he signed.



Country News
Next Week's Guests:
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RICKY SKAGGS

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WHEN IT RAINED IT POURED

PRINCE AND THE REVOLUTION PURPLE RAIN



THANKS TO ALL OUR FRIENDS AT BLACK RADIO FOR HELPING TO MAKE THESE HONORS POSSIBLE.

©1985, Warner Bres. Records In

Making It Work In North Carolina

Continued from Page 50

the music we now air. We had some juggling of personnel and that led to better results. During those changes, GM/PD Reese Peag gave me the opportunity to take over the MD position, and it's really been a challenge to find the correct music for our mix.

Doc hails from Georgia, but he attended Johnson C. Smith College in Charlotte, one of the many small black colleges in the Carolinas. Referring to his area's 18.9% black population base, Doc said, "There's enough of a good, core audience to keep us in contention at all times. This is one of the nicest areas of the country and state to live in, so naturally our population has begun to increase in several different ethnic groups.

Doc pointed out that while WQMG has been Urban since 1979, "Most people in the industry just haven't paid any attention to us. I guess it's the small market syndrome. As time goes on we're getting into the big-market brack-

New Music Helps Popularity

One reason is that North Carolina as a whole is becoming increasingly regarded by record executives as a prime breakout area for new releases. Doc supported that viewpoint. "One thing that's very important about our status here." he said. "is that those in the music industry know we will play new music in the Carolinas before other parts of the country. Since we don't have large budgets for huge promotions, we must do other things to get attention from the local listening audience. Our music mix does for us what promotions do for some stations' popularity."

Does the large number of col-

				m Ratin	_	
	(Arbiti	ron 12+ re	esuits, Mc	m-Sun, 6a	m-mid., MS	A)
	Fall 82	Sprg 83	Fall 83	Sprg 84	Fall 84	
/QMG	8.8	9.2	8.5	.8.1	10.6	B/U
EAL	2.6	3.3	3.5	2.6	1.0	B/U
TQR	14.9	16.1	16.6	16.9	13.7	Country
KZL	6.1	3.4	6.5	6.8	8.0	CHR
DCG	3.3	3.2	3.6	3.8	4.1	CHR
AIR	3.2	3.1	2.2	3.3	3.0	B/U
AAA	3.7	3.5	3.3	2.6	1.7	B/U

have an impact on how WQMG is programmed? Doc said, "I woudn't say that specifically had anything to do with how we format ourselves, but it does make a difference in how we approach our on-air presentation. We know that anyone on the air must be intelligent. These people here are so educated that they're not going to accept anything or anyone subpar.'

Of the music, Doc said, "We have a large playlist - about 60-65 records - because we believe in a variety of music. We play some long versions, depending on who the artist is and the song. When we're sold out we only use the 7"

For those interested in the dynamic North Carolina radio community, it's hoped this article will illuminate more about this exciting area for Black and Urban format broadcasters. Who knows - your next gig may be in one of these mar-

ACTION

spond to the hunger crisis in Africa and at home. The Black American Rense to the African Crisis (BARAC) has launched the "Love Returns Affair" to solicit and distribute monies for African relief. More information is available from BARAC's Sharon Wood, 921 E. 46th, Brooklyn, NY 11203. or from BARAC offices in Washington, Los Angeles, San Jose, or Detroit. Tax deductible contributions may be sent to BARAC at 919 W. Huntington Dr., Monrovia, CA 91016.

In other developments, WXOK/Baton Rouge PD Al Wallace is lining up a rap record featuring local media people. Fifty percent of the profits will go to USA For Africa: the other half will go to the local United Way. Rita Marley is chairing Music Is Life, a coalition of reggae stars whose new Jamaican single, "Land Of Africa," is serving as that country's counterpart to the Band Aid project.

WMYK (K94)Norfolk has teamed up with McDonalds to produce "McRhythm!" The collection of homegrown material is set to go on sale around Labor Day, sell for \$5, and benefit the United Negro College Fund. By the time you read this, the twoday Ethnic Cultural Music Fest will have taken place at the Jackson, MS Coliseum. Some of the proceeds will go to Jackson's Baptist Ministers Alliance to help the local needy. Performers include the Staple Singers, Solomon Burke, Otis Clay, Johnny "Guitar" Watson, and the Impres-

The Young Black Programmers Coalition stages its third annual "Award of Excellence" banquet in Dallas May 11. Honorees are MCA VP/Black Music Jheryl Busby and KKDA-FM/Dallas Asst. PD/MD Terri Avery. Information is available from Lynne Haze at (214) 647-1831. The World Institute of Riack Communications is holding its 1985 CEBA Awards program Lockhart & Pettus President Keith Lockhart and NW Ayer Chairman/CEO Louis Hagoplan will be this year's cochairmen. Get more details at (212)

KMJM (Malic 108)/St. Louis and the New Edition are conducting a promotion with the local schools. KMJM and the group will award a computer to the school whose highest percentage of students promises to complete high school. The group will also visit the winning school.



CARIBBEAN KING — Elmo James, morning air personality at WVIS (FM 106.1)/St. Croix, U.S. Virgin Islands, is pictured doing his air shift. He's attired for his afternoon scuba diving venture, which he says clears his head for the next day's air shift. Is anyone wondering if there are any job openings down

HIBERNETICS

A Guide To **Radio Ratings And Research**

by Jhan Hiber

Here's what you get in simple, easy to read and useable form:

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Chapter 2

Focus On Focus Groups - Definition, use, do-it-yourself

Chapter 3

Telephone Studies - strengths/weaknesses, do's and don'ts

Chapter 4

Other Market Research Techniques Mail, in-person, when/how to

A Look Inside Arbitron

- Intro and production

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

Chapter 9

Birch Radio

- background, methodology, comparison with ARB

Sales Research

Chapter 11

Sales Breakouts

- computer options, types of breakouts

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BLACK/URBAN





WALTLOVE

Making It Work In North Carolina

SO WELL TOT Them. provided insight as to what makes Black/Urban radio work Stowe, and WQMG MD/Production Director Doc Foster ence. WPEG PD/MD Mike Rossi, WFXC OM Alvin can be directly correlated to a significant crossover audithree have a core black following, their continued growth WFXC/Durham, and WQMG/Greensboro. While all successful stations in that state: WPEG/Charlotte, North Carolina, and this week's column focuses on three The Black/Urban format is well represented in

WPEG Comes Of Age

WPEC for the last 18 months. A nine-year broadcaster, Mike Rossi has been the PD/MD at

noticed the growing migration A native New Yorker, Mike's are quite good. We're hoping to do even better as time goes on." very stable, and our cume figures listening periods appear to be prise. Our turn-on and turn-off crossover audience is growing each book. That's a pleasant surnot be happening in any other area our of the mid-South, but here our the country," he said. "This may "It's become of age in this part of ture in the area over the years. WOKN/Coldsboro, NC, Rossi has seen the Black/Urban format maand WKDJ, WDUR/Durbam, and stations as Memphis outlets WDIA With experience at such regional

could only be a winner there with metro population, it'd be fair to say that a Black/Urban format representing about 20% of the Charlotte-Gastonia-Rock Hill 12+ vania, and Maryland. With blacks as from New Jersey, Pennsyltrend from his home state as well

Charlotte market, Mike replied, "It's unbelievable how well known all of our people are. We stay very WPEG is so successful in the crossover listening.
When asked why he thinks

WPEG recently expanded its live rated daypart (#1 12+; the station overall ranks third). Rossi also mentioned that Job at nights, which is our highestunknown assailant) did a great man (who was murdered by an visible in the community. Les Nor-

a female to our airstaff we're wellsi remarked, "With the addition of rival of personality Tina Carson from WAAA/Winston-Salem, Rosdays; the station is now live 18 hours of the day. Noting the arprogramming to include mid-

Carolina's Hottest FM

Carolinas. It's a great area to position seriously think of the ested in getting their first on-air ommend that young people inter-Mike concluded, "I strongly rec-

Off To A Fine Start

among 18 stations in the market. tron last fall placed fifth 12+ ing up with that rapid pace is WFXC, which in its debut Arbithanks to influx from several research, electronics, and high-tech production companies. Keepest-growing metros in the country WDUR & WFXC, is one of the fast-Raleigh-Durham, home

seem to do well in the spring books reason the stations in Durham happen in the future. For some hoping for more good things to icensed to Durham), but we're placement (WDUR & WFXC are more favorable to the Raleigh stanew Urban FM. The fall book was have successfully transferred our ratings clout from the AM to our nal problems with our FM, but we watts nights. There are some sigthat's with only I kw days/250 veep, WDUR finished fifth, and first book, we're quite happy about the results. In the spring '84 Commenting on the encouraging outcome, locally-bred Alvin Stowe said, "Since this was our

and the stations in Kaleigh get the

Charlotte Ratings

		(A:	SM "pim-m	eg 'ung-u	DW 'SIINS	J +ZL UO	main)	
			Fell 84	Sprg 84	F#11 83	Sprg 83	28 II 8	3
	Country		8.21	E. 71	1.71	9.41	12.9	NZOCŁW
	СНВ		E.E1	T.T	7.01	9.11	9.51	TBV
1	U/8		6.01	8.01	8.01	6.6	8.11	APEG
1	U/8		8.1	2.3	D.E	3.2	3.4	ACIA



good people down here." tent and intelligent people to join their organizations. We have some when they're looking for compe-

WOMG: It's In The Mix

book. MD/Production Director Karlyn "Doc" Foster, who has ton-Salem-High Point fall ratings WQMG/Greensboro came in second in the Greensboro-Wins-

MOMG peen in the industry for around 15



other dayparts. Among the rap groups you'll hear are Run D.M.C., Kurtis Blow, and the Fat

never play any rap songs in any

get into the rap material, as we

vie Wonder, New Edition, Hall & Oates. At night is when we really

showcase are Lionel Richie, Ste-

the air last year when Prince's
'When Doves Cry' came out, so we
feature him a lot. Other artists we

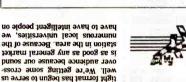
imately ten LP cuts. We went on

DUNG CHIR WDCC.

advantage in the fall."

Explaining the station's broad 18-49 target (WFXC ranks fourth in this cell), he said, "We want all

Contemporary on FM in the area.







79 edea uo penuguo:

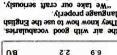
to "the people who work here and years, credits his station's success

> Fell 82 Sprg 83 Fell 83 Sprg 84 Fell 84 Raleigh-Durham Ratings

vocabularies.				vin, WFY Black/U		According Allo
U/8	2.2	6.8	p.8	9.4	€'S	WDUR
∩/B	3.1	2.5	1.3	2.0	6.1	MOMO
CHB	8.6					NZZM
U/B	6.6	2.2	9.	1.3	9	MEXC
AOA	7.9					WRDU
D/A	0.7	£.7	15.2	12.1	13.3	ATTW
СНВ	9.6	3.41	6.11	0.11	8.6	MDCG
D/A	12.0	9.8	8.6	6.8	12.6	JARW
	40 UP 4	sa Bido		co Budo	70 110 1	

dustry should look at this area and other professionals in the inlanguage properly.

"We take our craft seriously,



audience, Alvin observed, "Our

who don't want that hard an edge

our music compatible for those

music is paramount to our format and our success. We try to make

We're out to win, and win big! Our

bracket, age, sex, or racial group.

they are - regardless of income

musical format - no matter who

the people who enjoy this type of

on their favorite radio station."

Regarding WFXC's crossover















Swotz nivin L



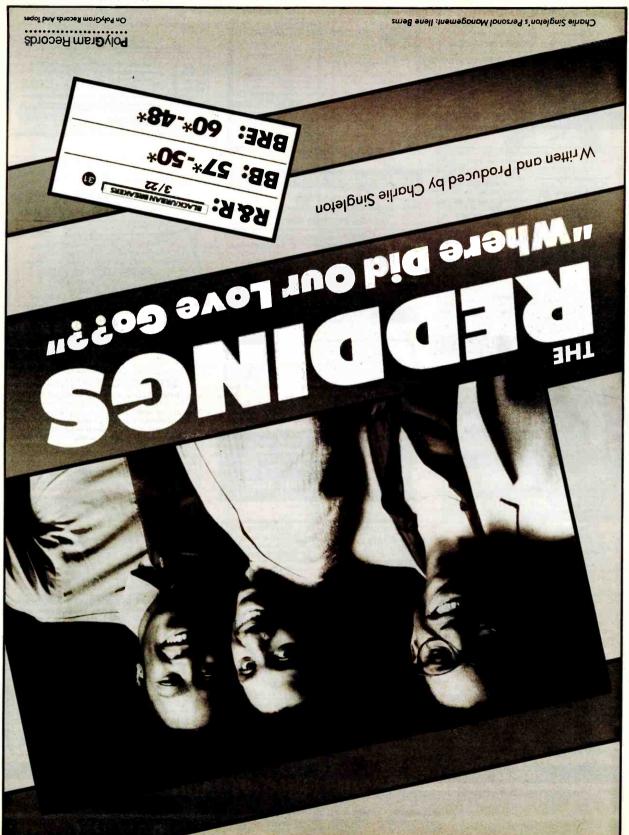
Jae Jackson





50/ R&R FRIDAY, APRIL 5, 1985

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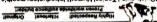
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row's major market talent for several of Amer

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TOP-rated Characteristics of Steen Worden and Mew Dirrection of the Salem/High Points Andronning Drive Anchor, WKZI.FM, Wilsion Will of the Salem W Tables and the Salem W Tables and the Saleman and Tables and

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1967. Los Angeles, CA 90067. Funny Isdies encouraged to apply. T&R to: Radio & Records, 1930 Century Park West, Top ten Northeastern market seeks warm and witty morning drive talent with adult approach.

NVC metro Y107/Long Branch. MJ seeks Production Directors copywriter. Position includes air shift with CHR format. C&R: Paul Roberts. 156 Broadway Avo., 07740. EQE MIF (4-5)

Immediare opening at a 50,000 watt AVC FM in ME's capitol ci-ty. T&R: Brent Stephens, WRDO, 1 Memorial Circle, Augusta. 04330. EOE M/F (4:5)

Suburban Buffalo AVC is accepting T&R's for future air & news openings. Fernales encouraged. T&R: Bill Tynan. WDOE, Wil-iow Rd., Dunkirk, NY 14048. EOE MrF (4-5)

Best pay and benefits, No beginners. T&R to: George Neher, PD, 134 Mullin Street,

immediate opening for humorous, articulate

morning host at America's A/C ratings lea

Watertown, NY 13601. EOE MIF

Mews pro wanted for top-reted CHR morning show in Americ B94. 3715 Crendvlew Ave., Pritaburgh, PA 15211. EOE N (4-5)

West, #959, Los Angeles, Ca 90067. EOE opening. Team players only. Tape & resume to: Radio & Records, 1930 Century Park Seeks experienced, polished pro for AM drive **HEAST A/C LEADER**

WALK. Long island's pramier A/C. is now accepting T&Rs for partitime announcers with five years experience. Sean Casey, Box 230, Tatchogue, NY 11772. EOE MIF (3-29) Entry level position evelable for expanding news operation Godd opportunity for talented beginner. T&R: Jose Diaz. WBLM, Box 478, Lewiston, ME 04240, EOE MIF (3-29)

immediate opening for en anchot/newsperson with one bresherson with Judie Yulii, WEM, Box 7.27, Fitchburg, MA 01420. (613) 343-3766 (3.29)

Aguessive & responsible newsperson newsressive & responsible newscets & selectivery to write, produce de announce newscets. CARO, DAZCO AM, frinomic TRI Bars Bdi. Faltoning 10-20.

G106 needs partime CHR jocks with possibility of fulltime in the future, T&R; Doug Thompson, 8ox 1230, Claremont, NH 03743; EOE M/F (3-29)

Fullime news anchoriteponer with three years experience, & winching attitude is wanted. Reterences. T&R: Dennis Ed-wards, WWBO, 2371 N. Front St., Herrisburg, PA 17110.

Needed: Experienced newsperson with the ability to take control in this good working environment. T&R: Carl Lang. 1705 Lake St., Elmira, NY 14901, EOE M/F (3-29)

MALK FM 97.5

OTEI MA

solid music and research background. Please Great opportunity for strong motivator with is seeking a #1 PD with excellent experience. Long Island's #1 Adult Contemporary station Program Director

FMAM, P.O. Box 230, Patchogue, NY 11772.

send resume to: Station Manager, WALK

(216) 475- 5200. EOE M.F.

OPPORTUNITIES

POSITIONS SOUGHT

If you want fince from your mornings than one-lines, then sak for ROCKY. Have major market experience & em ready for a change of venue. (404) 949-0832 (3-29)

Greater Circinnesi programme/IDJ is a seasoned veteren with a successful track record in A/C & CHR production & research. Will make you #1, Box 44292, OH 45244 (3-22)

under fine, SANDY SHORE, seven year pro currently node in San Bernadino, is looking for L.A. opening, 605 tomontorio, San Clemente, 92672, (213) 306-8009

Team-player with two years experience as annous duction is looking for a new A/C-CHR challenge in No Centrel CA. MIKE: (209) 383-3146 (3-29)

Young air personality with major market experience (WMMR. WCAU, WCSD FM) is looking for promotions/lock opening in ADR in medium/major market. JIM: (609) 461-1716 (3-39)

398-3984 or 393-0336 (3-39) make a mone, have CHN/Uban experience. LANCE: (212)

Dedicated, dependable & herd working AVC or Country personality is looking for a good-sized market. Will relocated to the contry personality is looking for a good-sized market. Will relocated to the control of the co

s anow Country music. Current MD/OM with seven years ex-perience seeks amal/medium market in East. GLENN: (607) 324-6157 (3-29)

CPM station needs service from all record labels. Send singles & TP to Dave Williams, KODI, Box 6760, Great Falls, MT 59406. (406) 761-2800 (4-5) **WISCETT A MEOUS**

one thesis, executive escort & personal scores on request. (718) 272-9219 (3-29)

packages limited to a 9" x 12" envelope. Important Notice: When replying to R&R

Dates appearing at the end of each listing

Advertising R&R Opportunities

mailed in on company letterhead. ing must run display. Changes must be under Positions Sought. All other advertisto individuals seeking work in the Industry ings of the same length are also available record companies in Openings, Free listor 3 lines) listings to radio stations and Radio & Records provides tree (24 words

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(Pail) prior to issue date. must receive your ad by Thursday 12 noon To appear in the following week's issue, we

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes bor-

wnw 32 words ber inch). In-Blind Box: \$45 per inch per week (maxi-

Payable in Advance! cludes border, box number

companied by check mailed to our office in must be typewritten or printed and ac-Display & Blind Box advertising orders

1930 Century Park West, Los Angeles, CA 553-4330 or mail to: R&R Opportunities, Thursday & Friday 9am-5pm (PST) (213) listings by phone only on Wednesday, For Opportunities you may place your free

POSITIONS SOUGHT POSITIONS SOUGHT

AOR/CHR donor for transfusion. Of FL. BRETT: (901) 363-1711 (4-5)

imee unorthodox & sometimes welld on-air pro is looking. If medium/major market. Have 15 years ex-

onfung major marinet partitine paraonality with two years has college & research beckground seeks warm strues & hot numbers. CHARLE: (301) 565-3095 (4-5)

Furny moning show with good bits & experience will relocate enywhere, but prefer East Top 100, Yearn or solo, JIM: 1914) 11 years experienced pro in radio & TV, with seven years at Kenses City's top rated Country station is now available. I work! STEPHANE: (816) 353-6467 (4-5)

Refocutable broadcast school graduate is seeking position as AOR, A/C or CHR amouncer, Skilled in amouncing, news.

Meed fullitime learning job in arrall market reachable from Hous-ton. Two years AVC & Country experience, TROY; (713) 977-9062 (4-5)

Warred: Spanish radio news editor, T&R: Harvie Jordan, KMMMM, Box 1208, Austin, TX 78767, EOE M/F (e-5)

OPENINGS

Opening in MW Satellite office for a Sales Manager in this 135k market. Radio experience a must. Salery, commission & incen-tives, tool Roger McDowell: (509) 529-9000 EOE M/F (4-5)

COUNTRY STATION MAJOR SUNBELT

Seeks applications for future openings ... 88 ahrits openings ... 88 ahrits ... pestonalist amplication of the conds, 1930 Century Park West, #960, Los Angeles, CA. 90067, EOE M/F.

Q103 has rare opening for creative, tal-O 103 FM DENVER

ented individual with a positive attitude.
T&R to: Assistant PD, Alan Sledge, P.O.
Box 103, Denver, CO 80204. NO CALLS

Growing company with stations in WY & CO needs T&R's for future openings. No cells. Dave Kelleway, KOLL, 316%S. Git-lette Ave., Gillette, WY 82716. EOE M/F (4-5)

Ground floor 100,000 watt community-involved ALC FM seeks production whits/afternoon drive amounteer. Photo. C&R: KARZ, Drawer B, Burney, CA 96013. EOE M/F (4-5)

TOUGH COMPETITION? CAN YOU HANDLE

Mountain West CHR seeking monthing and/or Medday enhalaner. Creabinly and stong production required. \$14-20,000/year. T&R for fixed o & Records, 1930 Century Park West, 1940-6, Los Angeles, CA 90067. EOE

K270 HN31 KSAC HM97

K210/Stockton-Modesto have an KSAC/Sacramento and

(916) 446-5769. EOE/M-F. Box 2424, Sacramento, CA 95811. Jonsson Communications, P.O. and resumes to Mike Berlak, PD, for future fulltime positions. Tapes production, news) and building file experienced part-timers (AC jocks, morning personality. Also hiring immediate opening for adult

POSITIONS SOUGHT

Black air personality seets opening. Experienced in Country, A.C. Urban, CHR & production stills. Prefer slot in FL or GA. JOHN McINTOSH: (305) 647-1668 (4-5) Need a jock? I need a job. 12 year experienced pro in smalfmed. 355-4888 between 11-1 cst (4-5).

TEMPY DONAHUE, formarly of Portland's 2100, is looking for that big gig. (503) 629-8486 (4-5)

Communicator: Young & natural with good writing & produc-tion skills & needing the chance to demonstrate it! Can work AOR, AVC or hybrid. JOHN; (312) 262-3773 (4-5)

PRODUCTION DIRECTOR

Versatile veteran voice from America's No. 1 city! Can write, voice and direct production

station promos. All formats. (412) 244-8872 of excellent radio commercials

Wiry, ugh, humble, creative, experenced, droit, stable, intelli-gent, responsible, baby boomer, award winner & Oldies expert is loved by millions. (601) 728-6436 (4-5)

cetable Columbia School of Broadcesting grad with one-experience is looking for an air talent position. Have treffic riter experience, DIVAID MORGAN; (713), 487-3260 (4-5)

Frozen jock with large metro market drive time & MO experi-ence seeks Top 100/major market in mild climate. (305) 755-1292 or 746-8032 (4-5)

success! Real team player . . . can do sports as well, possible P.B-P for baseball. JOHN: (412)

With three years' experience in an articles with this of the polyment (b) the conore up to the total of the conore articles are the conore articles are the conore articles are the conore articles are the conore of the conore are the conore of the conore

Nostalgia...A/C...CHR Jock

Desire amail mentet GM or medium mentet GM/PD position in West, NW or Rocky Mm. eress. MICHAEL: (308) 384-6453 (4-5)

Determined personality lock is tooking for CHR. Would like to stay on West Cosst. Available now! MMCHAEL: (805) 834-7667 (4.5)

Determined female Jock is looking for CHR or AOR, Would like to stay in CA. Available now! LAURIE: (805) 322-7867 (4-5)

15 year major drive time winnes with AUC, CHR & Country IKX-OK, VITIC, KTOD, KCBO, KCWB, KMMI, superience, Proven, marketside & employed but looking; MIKE BUTTS; (BOT) 533-0102 (4-5)

Artendon NVC PD's: Howard Stem sound alitie is evailable; I'lli do anything to get ratings, Expanienced major marker jock; Buzz THE JOKER's agent; (616) 289-1143 (4-5)

Cen program your FL AM station to the topl MARK: (904)

Air selent with over three years A/C & Country experience is seeking new challenges. Add variety by calling JANET: (712)

Versettle college grad with public radio experience seeks first pro exposure in IMW, South or East ameli market. Any format, but prefer Oldies. DON: (615) 868-3752 (4-5)

Bright & young announcer is looking to jump to a medium market, Have desire, dedication & degree, JIM; (717);

STROTHERS: (412) 244-8872 (4-5)
STROTHERS: (412) 244-8872 (4-5)

Successful Operations Director, people person & production white wants DJ or news anchor slot in medium/major A.C., CHR or N.T. (313) 227-6328 (4-5)

Four years aports experienced pro with background in PS broadcasting, 150 professional interviews & all other aspec will relocate, PAUL JOHNSON; (414) 551-8340 (4-5)

Creetive Philiy Broadcasting School gred with strong asies inter-est seeks sales/eir shift position with Urban or A/C station. Will relocate. TROY SAVAGE: (216) 456-2229 (4-5)

doing two jobs for the price of one! Have great place & am a feem player. KEVIN: (716) 632-3565 (4-5)

Aframoon drive/Production Director is looking for challe West or SW, Have eight years CHR-A/C experience, SH (713) 728-1348 or (505) 722-9025 (4-5)

Attention winning AVC or CHR radio personality a day's blue light special is creative & a hard wor years experience, CHRIS; (318) 364-6533 (4-5)

Telembed & young broadcaster with major market expecturantly looking to reforcets & grow with your retings at: (616) 964-2485 or (718) 624-2795 (4-5)

39 Arbitron winel Billboard awards for individual 6 Dominam paracrafty & exceptional ream player see challenge, Heat? SHANE; (408) 737-9240 (4-5)

MANDRIX THE MAGICIAM is now evallable due to a format change, Outstanding major market track record with great re-sults & references, (408) 559-1066 (4-5)

\$M/PD/Account Executive with 10 years experience in sales & programming as assing Med-Adamtic sales position. Let's talk!

lege players. Some make all-pro: Anderson. Cestineeu, etc. Dominant ententaines. unbeaten in 14 years, seeks West Cosst PD wanting numbers now. Results guaranteed.

MFL teams draft a few dominant small col-

Mil med men seeks small/medium market. Have five technical, one year air experience & writing & production Will relocate. OSCAR: (616) 739-6473 (4-5)

R&R FRIDAY, APRIL 5, 1985/57

RADIO & RECORDS NATIONAL AIRPLAY

TOP 30

APRIL 5, 1985

0 STANLEY JORDAN/Magic Touch (Blue Note)

BOBBY HUTCHERSON/Good Bait (Landmark)

KENNY BURRELL/GROVER WASHINGTON JR./Togethering (Blue Note)

JAMES WILLIAMS/Alter Ego (Sunnyside)

DAVE GRUSSM/One Of A Kind (GRP) 5

DAVID SANBORN/Straight To The Heart (WB)

VELLOW JACKETS/Samurai Samba (WR)

DAROL ANGER & BARBARA HIGBIE QUINTET/Live At Montreux (Windham Hill) ă TANIA MARIA/The Real Tania Maria: Wild! (Concord Picante)

BILL REICHENBACH QUARTET/Bitl Reichenbach Quartet (Silver Seven)

12 ŏ FALCON & THE SNOWMAN/Soundtrack (EMt America):

BOBBY SHEW QUARTET/Breakfast Wine (Pausa) 12

JACKSON/BROWN/WALTON/ROKER/II Don't Mean A Thing If You... (Pablo)

ALEX MALHEIROS/Atlantic Forest (Milestone/Fantasy)

DAVE BRUBECK QUARTET/For lola (Concord)

DEBUT DEBUT RARE SILK/American Eyes (Palo Alto) ANDREAS VOLLENWEIDER/White Winds (FM/CBS) 17

15 SKYWALK/Silent Witness (Zebra) 14 18

1 DAVID DIGGS/Streetshadows (TBA/Palo Alto) 28

GEORGE BENSON/20/20 (WB) 20

STEVEN SCHOENBERG/Pianoworks (Quabbin)

CHET ATKINS C.G.P./Stay Tuned (Columbia)

NEWPORT JAZZ FESTIVAL ALL-STARS/Newport Jazz Festival All-Stars (Concord)

RODNEY JONES/When You Feel The Love (Timeless/Zebra)

ARTHUR BLYTHE/Put Sunshine In It (Columbia) 18

JEANNIE CHEATHAM & JIMMY CHEATHAM/Sweet Baby Blues (Concord)

DEBUT > 3 ERNESTINE ANOERSON/When The Sun Goes Down (Concord)

ROSEANNA VITRO/Listen Here (Texas Rose)

28 CHARLES LLOYO QUARTET/A Night In Copenhagen (Blue Note)

DEBUT DEBUT

Bleck/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean: KJCB/Lafayette, Beatrice Evans: WYLD-FM/New Orleans, Dell Spencer: WCGLIChlogo, Graham Armstrong: WDMT/Cleveland, Dean Dean Rufus: WVOI/Teleck, Davas Mynck: KHM/MSan Diego, DVH Indisey.

NEW & ACTIVE

MAYNARO FERGUSON "Live From San Francisco" (Palo Alto) 14/8

STANLEY TURRENTINE "Straight Ahead" (Blue Note) 13/12 m 3/3, Light 1/1, Extra Adds 7, Total Adds 12, WEBR, KERA, KSAX, WFPL, WMOT, WBEE

RECOIL "The Fantasy Continues" (Pausa) 13/4
Rotations: Heavy 1/0, Medium 7/2, Light 4/1, Extra Adds 1, Total Adds 4, WEBR, WFSS, WLVE, WVPE, Heavy, WMOT, Medium

MARK MURPHY "Sings The Nat King Cole Sangbook" (Muse) 12/3
Rotations: Heavy 2/0, Medium 5/0, Light 3/1. Extra Adds 2, Total Adds 3, WNOP, WDET, KUZZ, Heavy: WYRS, KPLU, Medium

THE WIFE, WIFE, WIFE, MANY, METER "Live From New York" (Palo Alto) 11/7 Rogisions Heavy 0.0, Medium 53, Light 2.0, Extra Adds 4, Total Adds 7, WBFO, KADX, KKGO, KPLU, KRVS, WUSF KRM, Medium KAZ, KXPR

KRMIL, NeBUMT NAME, PART MEST" (COlumbia) 11/2
Rotations: Heavy: 40, Medium 5/2, Light 2:0, Extra Adds 0, Total Adds 2, WEBR, XHRM, Heavy: WBEE, WNOP, WJZZ, WYBC.

Rem Medium Wager, KWMO, WKNU. B **BUDDY TATE & AL GREY "YASU Jazz" (Uptown) 11/2** Rotations Heavy 51, Medium 51, Light 10, Extra Adds 0, Total Adds 2, WRTI, KJAZ' Heavy KADX, WHRD, WNUR, KLCC. Medium WBR, WUWM KBRM, KLON

TANIA MARIA "Made in New York" (Blue Note) 10/9
Rotations Heavy 00, Medium 54, Light 00, Extra Adds 5, Total Adds 9, WBFO, WBGO, KERA, KSAX, KKGO, KRVS,

LIONEL HAMPTON "Ambassador At Large" (Glad-Hamp) 10/3
Rotatons Heavy 2/0, Medium 4/1, Light 4/2, Extra Adds 0, Total Adds 3, WBGO, WDET, WYBC, Heavy, WKSU, WNUR, Medium:

AUPHONES MOUZON "The Sky Is The Limit" (Pausa) 18/3
Rotations Heavy 30, Medium 30, Uight 32, Ekitra Addis 1, Total Addis 3, WNOP, WYBC, KWMU Heavy KBEM, KTCJ, KIEM, Medium WAM, WMGI, XHRM.



MOST ADDED

BARE SHE /19) American Eyes (Palo Alto) STANLEY TURRENTINE (12) Straight Ahead (Blue Note) KENNY BURRELL/GROVER WASHINGTON (10) Togethering (Blue Note)
TANIA MARIA (9)

Made In New York (Blue Note)

HOTTEST

STANLEY JORDAN (28) Magic Touch (Blue Note) BOBBY HUTCHERSON (26) Good Bait (Landmark) DAVE GRUSIN (20) One Of A Kind (GRP) DAVID SANBORN (20) Straight To The Heart (WB)

OON MENZA "Hors Of Pleety" (Pausa) 10/2 Potations: Heavy 3/0, Medium 3/1, Light 4/1, Extra Adds 0, Total Adds 2, KCSC, WUSF. Heavy: WBFO, KJZZ, WHRO, Medium

WIGH, WEEL, MICKY FORD "Shorter Ideas" (Muse) 9/3.
Rotations; Heavy 30, Medium 31, Light 2/1, Extra Adds 1, Total Adds 3, WRTI, KPLU, KLCC, Medium; WBGO, WFPL, WFSS.

WUSE, KKPR. ART EMSEMBLE OF CHICAGO "Third Decade" (WB) 9/1 Rotatons: Heavy 5:0, Medium 2:0, Light 2/1, Extra Adds 0, Tokal Adds 1, KCSC, Heavy, WDET, WKSU, WYBC, WNUR, KLCC.

Medium: Wush, Krimiu. IJSA RICH "Listen Here" (Discovery) 9/0 Rotifions: Heavy 4:0, Medium 4:0, Light 1:0, Extra Adds 0, Total Adds 0, Heavy; WYRS, KKGO, WVPE, KXPR, Medium: WKSU.

DAY LEONHART W/JOE BECK "There's Gonna Be Trouble..." (Sunnyside) 8/1

Grandoon: Heavy 20 Medium 4/1 Linht 20 Futra Adds 0 Total Adds 1: MLOO, Heavy, WYRS, WMOT, Medium; WFAE, WUSE

WVPs.

DIDIER LOCKW000 GROUP "Didier Lockwood Group" (Gramavision) 8/1
Rotations Heavy 1.0. Medium 20. Light 40. Entra Adds 1. Total Adds 1. RRLU Heavy WNOP. Medium: KIFM, KLSK
CLAUDE BOLLING BIG BAND "Live At The Merdiden" (FM/CBS) 8/0
Rotations, Heavy 30, Medium 20. Light 30. Entra Adds 0. Total Adds 0. Total Adds 1. Total Adds WHRS. WBBY, KLSK. Medium: WKSU, WHRO.

Rotations, Heavy 3/0, Medium 2/0, Light 3/0, Extra Adds 0, EMILY REMLER "Catwalk" (Concord) 7/5 10 Medium 10 Fight 22 Fatra Adds 3 Total Adds 5 WRGO WNOP KP II WUSE KRMI Heavy

DE NEWMAN & JOE WILDER "Hangin' Out" (Concord) 7/1
Rotations: Heavy 30, Medium 3/1, Light 10, Extra Adds 0, Total Adds 1, KLON, Heavy, WBBY, KADX, WHRO, Medium WBGO,

PAUL WINTER CONSORT "Concert For The Earth" (Living Music) 6/6
Relations: Heavy 1.0. Medium 0.0, Light 22: Extra Adds 3, Total Adds 5, WPPL, WDET, KTCJ, KJZZ, KMHD, KLCC.

Rotations: Heavy 1.0, Medium 0.0, Light etc., Linitary 1.0, Medium 0.0, Light etc., Linitary 1.0, Light etc., Light 2.1, Extra Adds 0, Total Adds 2, WBEE, WGCI. Heavy, WZAM, Medium: WMGI, WVOI.

Realfors Heavy 10, Medium 31, Light 21, Etira Adds 0, Total Adds 2, WBEE, WGCI. Heavy: WZANA. Medium: the NEW PULSE JAZZ BAND "Bodgie Man" (Klimamock) 6/2 Portance: Heavy DD Medium 20, Light 4/2, Etira Adds 0, Total Adds 2, WGBH, WUWM. Medium: WFAE, WNUR.

JOE PASS & J.J. JOHNSon "We'll Be Together Again" (Pablo) 6/1
Rotations: Heavy 0.0. Medium 3:0, Light 3:1, Extra Adds 0, Total Adds 1, WRTI. Medium: WBBY, WKSU, WUWM, KLSK.

M*B00M "Collage" (Soul Note) 6/0
Rotations: Heavy 50, Medium 10, Light 00, Extra Adds 0, Total Adds 0. Heavy KUHF, WDET, WYBC, WYUR, KXPR. Medium

PEGIONALIZED ADDS & HOTS

5 B	11241	9,00		<u> </u>	Juin	,,,
E	ST	WYBC/form Hoven (*) Tong Greath	WHITEPhandsophia Pater Generation	SO	UTH	KINGS aleyene Kelly Thompson
WMD-Attantic Cay Bill Hoppins	erephiliphiane At traffect	PAGE O D'ADMEA PAGE O D'ADMEA PAGE O D'ADMEA PAGE O D'ADMEA	STABLEY JOSEAN SUBSELL & MASKING CRASLES LLOYD CHICAGO JAIL SECP ACCORD SAIL SECP	NY MA/Chartotte Paul Stripling	of S.S.F pyetterthe Tean Hammbooky	MATHAMO PENGUNI MANU SILI PHIL MODDS
TAL PARLOW DARTE SELENGA LOUIS BELLSON	MUSPELL & MASHESS VELLOWINGERTS HILES DAVIS PARE SILE	HOSEF CATEET HER BULLIVAN TUBEF CATEET HER BULLIVAN	STREET HARDINGS STORY POSD SAMETTAN TRANSFE DAY MANTILLA	PANE SILE HOLLEGE	AMOUNT CHARLES LANGE	TABLE MASIA Bottest: BORST SUFFERENCE BANTO CARROLL

FIVIGENALD ... SOMEY MUTCHES MIL TOURS MILY JACKSON 'OR BILLIAMS

DAVID DIGGS THTW MONTOLIU JOS TURBAN HIM PYLES JAIT ON BRASS COMMENTION

A BIGBIE

or JEER Despute (*) Belly Weader

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MIDWEST

56 Reporting Stations WKND/Hartford called in a frozen playlist.

DAVE FELL OCTOP ELLA FITTGERALO FILL SCOOL TYDOY WILLOW JUNE COME OF CASALE FROME NOMBAN & WILDER NAMBAN & WILDER

THE MODIFICATION AND STATEMENT OF THE PROPERTY OF THE PROPERTY

STABLEY TURRENT IN ALTHAND PERKUJSON MARMERS IPA SULLIVAN COUG SERTE BLG DA MONTO BLT BLG DA MONTO BLG DA MON TANTA MAPIA BOTTOS SAMBON PALCONACEST DAVID SAMBON PALCONACEST DAVID SAMBON DAVID SAMBON DAVID DISCO GENT HIMONO
PULL NOODS
ANDY LAVYSME
STREET TIMES
RICHY PORD
MILT NUMBER
BIGHER LOCEMOOD
PORTS II

WHITCHUS .

TARTA HADIA ANDREAS VOLLEMENTS STARLEY JOSEAN

SILL RECREMENTS
STEVEN SCHOOLSEN

FASE BLUTS SOTTONE DAVE GRUTE DAVE GRUTE SCOPE COMBU STRAKE UNCOMES BURSON UNCOMES BURSON

MLOG/Orlando (*) Paul Garardi

MARE SILE PAT NETWOND JAY LEOMBAPT SUPERIL & WASE SOCKES & SHAME SOCKES & SHAME SOCKES & SHAME SOCKES TO SUPERIL SOCKES TO SUPERIL STRELEY JORGAN

BODRY SERVE SIG NA ALSE/GONAS (*) POR CHRISTY TARTA MADIA COMMITTER COMMITTER CONTROLL A MADRIE COMMITTER CONTROLL A MADRIE COMMITTER CONTROLL A MADRIE CONT

KUHF/Houston, WKSU/Kent, and WYRS/Stamford failed to report this

Editor's Note: R&R welcome: WMID/Atlantic City, WEBR/Buffalo, WFPL/Louisville and WLVE/Miami Beach as new reporting stations

BLACK/URBAN

BREAKERS

STEVE ARRINGTON Feel So Real (Atlantic)

74% of our reporting stations on it. Rotations: Heavy 4/0, Medium 24/1, Light 34/16, Total Adds 17 including WDJY, KMJQ, KYOK, WLUM, KMJM, KSOL, KQXL, WTKL, WENN, WPEG, WBLX. A most added record. Debuts at number 33 on the Black/Urban chart.

ATLANTIC STARR Freak-A-Ristic (A&M)

70% of our reporting stations on it. Rotations: Heavy 3/2, Medium 21/2, Light 35/23, Total Adds 27 including WXYV, WAMO, WAOK, WDIA, WYLD-FM, WOWI, WGCI, WDMT, Z93, JET94, WLOU, WVKO, A most added record. Debuts at number 38 on the Black/Urban

CON FUNK SHUN

Electric Lady (Mercury/PolyGram)

68% of our reporting stations on it. Rotations: Heavy 7/0, Medium 22/1, Light 28/10, Total Adds 11, WYLD-FM, WGCI, WNHC, WJYL, WQQK, WPLZ, KAPE, WEAS, WANM, WVKO, WKWM. Debuts at number 35 on the Black/Urban chart.

SHANNON

Do You Wanna Get Away (Mirage/Atco)

68% of our reporting stations on it. Rotations: Heavy 3/3, Medium 19/10, Light 35/23, Total Adds 36 including WWIN, WAMO, WAOK, KKDA-FM, KYOK, K94, WOWI, WTMP, WGCI, WZAK, WLUM, XHRM, WEAS. This week's most added record. Debuts at number 39 on the Black/Urban chart.

RICK JAMES

Can't Stop (Gordy/Motown)

67% of our reporting stations on it. Rotations: Heavy 5/2, Medium 25/2, Light 26/18, Total Adds 22 including WAMO, WDJY, WAOK, KKDA-FM, KRNB, K94, KJLH, OC104, KIIZ, WBMK. WJYL, KOKA, WWDM, KDKO. A most added record. Debuts at number 32 on the Black Urban chart.

FREDDIE JACKSON

Rock Me Tonight (Capitol)

61% of our reporting stations on it. Rotations: Heavy 2/0, Medium 11/2, Light 38/16, Total Adds 18 including WWIN, WXYV, WILD, KMJO, WDMT, WZAK, WTKL, WJYL, WLOU, WKWM. Heavy: WWEE, KJGB. A most added record.

OPUS TEN

Love's Calling (Pandisc)

60% of our reporting stations on it. Rotations: Heavy 1/0, Medium 18/0, Light 31/10, Total Adds 10, KRNB, WTMP, WBMX, KJLH, XHRM, KQXL, WPEG, WANT, KOKA, WANM.

NEW & ACTIVE

BILL WITHERS "Oh Yeah" (Columbia) 48/12
Rolations Heavy 0/0, Medium 18/0, Light 30/12, Total Adds 12, WILD, WAOK, KKDA-FM, WGCI, WDRO, WKND, WTKL otations: Heavy 0/0, Medium PEG, WPDQ, WQKS, WKWM

WPCQ, WPOD, WORS, WKWM.

GEORGE DUKE "Thief In The Night" (Elektra) 47/12

GEORGE DUKE "Thief In Thief In Thi

THIRD WORLD "Sense Of Purpose" (Columbia) 45/3 , WRKS, WUSL, WVKO. Heavy. WXYV, WYLD-FM, WZEN-FM,

Heavy 10/0, Medium 20/0, Light 15/3, Total A RDW, WXOK, WKXI, WLOU, WORL, WEAS

BILLY OCEAN "Suddenly" (Jive/Anista) 44/11
Rotations: Heavy 3:0, Medium 16/2, Light 25:9, Total Adds 11, WR
KAPE, WWA, CKIKO, Heavy, WOJY, WATY, WIMI,
DAVID SANBORN "Love And Happiness" (WB) 43/7 tal Adds 11, WRKS, KKDA-FM, KRNB, WBLZ, WDRQ, JET94, WORL, KHYS

WIN WXYV WRDW WKXI WPLZ KHYS WEAS Heavy WYLD-

AMII STEWART "Friends" (Emergency) 42/9

otal Arids 9. WVEE WOWL WZAK WLUM WKXI WLOU WORL WANT

MADONNA "Material Girl" (Sire/WR) 37/1

I Adds 1, KOKA, Heavy: WAMO, WHUR, WVEE, WHRK, K94, WBLZ, WZEN-VPLZ, WWDM, WQKS. Holds at number 40 on the Black/Urban chart.

HAROLD FALTERMEYER "Axel F" (MCA) 36/11

(MCA) 30/11 14:9, Total Adds 11, WVEE, WDIA, K94, WBMX, WRDW, KQXL, WXOK, WATV. KS, WDJY, WGC, WJLB, KMJM, OC104, WPLZ, WWDM, WANM.

TEENA MARIE "Jammin" " (Epic) 34/6

THIN YEARS JAVO SQUIM 11/1, Eginl 22/5, Total Adds 6, WDWI, KQXL, WENN, WPDO, WLOU, WTLC. Heavy KACE, WDIA, WJLB, KDAY, XHRM, WFXC, WKXI; KAPE, KOKA,

LEGACY "Oon't Waste The Night" (Private I/CBS) 34/3-

Hidavy 3/0, Medium 15/0, Light 16/3, Total Adds 3, WBMX, WJLB, WKXI, Heavy, WDIA, WNHC, WANIM, Medium (AOK, WEDR, WDMT, KMUM, WRDW, WXOK, WENN, WPEG, WTOY, KAPE, WEAS, KOKA, WAAA, WTLC.

FREDERICK "Gentle (Calling Your Name)" (Heat) 34/1
Rotations Heavy 13/1, Medum 12:0, Light 90, Total Adds 1, WTKL, Heavy, WDAS, WUSL, WAMO, KKDA-FM, KYOK, WZAK

GWEN GUTHRIE "Just For You" (Island) 33/6 wy 1/0, Medium 10/1, Light 22/5, Total Adds 6, WBMX, WATV, WOOK, KAPE, WWDM, WVKO, Heavy, WJMI. I. KRNB, WDMT, WZAK, WRDW, WENN, WBLX, WEAS, WWWS

Medium: WILD: KHMB: WOMT! WZAK, WHEW. WENN, WBIX: WEAD, WWWS.
PROCESS & THE DOO RABS: "Stomp & Show!" (Columbia) 33/3
Rotations: Heavy 20, Medium: 130, Legri: 183, Total Adds 3, WYEE, WKND, WENN Heavy: WAOK, WPEG. Medium: WDAS.
WAND, KKDA-FM, WYLD-FM, WTHPP, WZEN-FM, KSCU, WRDW, WXCK, KAPE, WANN, WWWS, KDKO.
WHAM! "Everything She Wants" (Columbia) 32/11
Rotations: Heavy: 20, Medium: 165, Light 146, Total Adds 11, WILD, WHUR, WDA, WBLZ, WOMT. OCTO4, WAIM, WAAX, KLCB.
WPLZ, KDKO: Heavy: LETSH, WBIKK. Medium: WLSL, KKDA-FM, KNOK-FM, KACE, KDAY, KJLH, WPEG, WORL, KOKA,
WCK, KIKKO: Heavy: LETSH, WBIKK.

SYLVERS "Falling For Your Love" (Geffen) 31/1
Rotations: Heavy 1/0, Medium 8/0, Light 22/1, Total Adds 1, WANT, Heavy, WAOK, Medium, WDAS, WYEE, KRNB, KSOL, WKXI,

MOST ADDED

SHANNON (36)
Do You Wanna Get Away (Mirage/Atco)
ATLANTIC STARR (27) Freak-A-Ristic (A&M) CHAKA KHAN (24) Through The Fire (WB) CHAKA KHAM (24)
Through The Fire (WB)
RICK JAMES (22)
Can't Stop (Gordy-Motown)
FREDBLE JACKSOM (18)
ROCK Me Tonight (Capitol)
POWER SISTERS (18)
Baby Come And Get It (Planet/RCA)

HOTTEST

JESSE JOHNSON'S REVUE (42) Be Your Man (A&M) MAZE 1-FRANKIE BEVERLY (41) Back in Stride (Capitol) USA FOR AFRICA (40) Are The World (Columb LUTHER VANDROSS (36) Til My Baby Comes Home (Epic)

DeBARGE (31)

Rhythm Of The Night (Gordy/Motown)

CHAKA KHAN "Through The Fire" (WB) 30/24 Rolatons Heavy 00, Medium 97, Light 21/17, Total adds 24, WWIN, WDAS, WUSL, WAOK, WTMP, WZAK, WDRO WUSB, R-PIRO, COTO-4 WRIDW, WTRLK, WATV, WESE, WYSC, WAIN, WPDQ, WBMK, WBIX, WANT, WANM, WAAA, WDAO, WTLC

REDDS & THE BDYS "Movini" & Groovini" (TTED/Island) 30.5
Relations Heavy 30. Medium 100. Light 17.5, Total Adds 5, WATV, WOMG, KORA WARM, WOKS Heavy WHUR, WPDO, WTLC Medium WWIN, WXYV, WORS, WDJ., WBO, WEEN-RM, WORK, KHYS, WTV, WEAS,

CHANGE "Let's Go Together" (Atlantic) 29/1

m 10/0, Light 19/1, Total Adds 1, KOXL, Medium: WWIN, WXYV, WDAS, WUSL, WTMP, KMJM,

WHODINI "Big Mouth" (Jive/Arista) 28/7

adium 12/1, Light 12/6, Total Adds 7, WWIN, WILD, K94, WTKL, WFXC, WJAX, WBMK, Heavy, KYOK, flum: WRKS, WUSL, KKDA-FM, WDMT, KDAY, WATV, KJCB, WLOU, WWDM, WWWS, WRDW

POINTER SISTERS "Baby Come And Gel It" (Planet/RCA) 26/18

SIGNIFICANT ACTION

TWIN IMAGE "My Baby Loves Me (Do Do)" (Capitol) 22/4

avy 1/0, Medium 3/0, Light 18/4, Total 4, KRNB, XHRM, KQXL, KDKO. Heavy: KKDA-FM, Medium: WYLD-FM.

WHIZ KID "He's Got The Beat" (Tommy Boy) 20/6
Rotations: Heavy 1/0, Medium 3/1, Light 16/5, Total Adds 6, 1 ts 6 WDIA WOWI WILLIM, KSOI WOMG WBMK, Heavy, KDAY

Montant, WEXC, KOKA Montant, WEXC, KOKA CASHMERE "We Need Love" (Philly World/Allantic) 19/12 CASHMERE "We Need Love" (Philly World/Allantic) 19/12 CASHMERE "We Need Love" (Philly World/Allantic) 19/12

DARYL HALL & JOHN DATES "Some Things Are Better Left Unsaid" (RCA) 18:6 Rotations Heavy 10, Medium 61, Light 115, Total Adds 6, WDJY, WADK, KRNR, WOWL KSOL OCTO4. Heavy WOKS. Medium 544, WELZ, WPEG, WASK, KOKA.

ALFIE "Star" (Motown) 18/3 n 6/0, Light 12/3, Total Adds 3, WBMX, WQMG, WJYL, Medium, WXYV, WGCI, WZAK, WRDW

CURTIS HAIRSTON "I Want Your Lovin" " (Pretty Pearl) 18/3
Retaining Heavy DD, Medium 50 Light 13/3 Total Adds 3, WWIN, WPLZ, WAAA, Medium, WAMO, KRNB, WQMG, WKXI.

ANTHONY WATSON "Solid Love Affair" (SRO) 17/0

UMP WAOK, KRNB, WEDR, KSOL

EODIE "O" "Backstabbin" (Philly World/Atlantic) 16/3
Rotations: Heavy 20, Medium 3/0, Light 11/3, Total Adds 3, WULB, WKXI, KDKO, Heavy: KMJO, KYOK, Medium: WDRO, KMJM.

WANM. JEFFREY OSBORNE "Let Me Know" (A&M) 15/12

n 514, Light 9:8, Total Adds 12, KRNB, WTMP, KSOL, WFXC, WJMI, WANT, KAPE, KOKA, WANM

HERB THE "K" "(Breatin') Super Turl" (Private L/CBS) 14/9
Rotations, Heavy 0.0, Medium 21, Light 12/8, Total Adds 9, WNHC, WATV, Z93, WKXI, KJCB, WTOY, KAPE, WEAS, WANM.

TONEY LEE "Teaser" (Critique) 13/6
Deviations: Heave nn Medium 1/0. Light 12/6. Total Adds 6, WXYV, WOWI, WGCI, WANT, WTOY, WWWS. Medium: KRNB. PHIL COLLINS "One More Night" (Atlantic) 13/3
Rotations, Heavy 61, Medium 30, Light 42, Total Adds 3, KMJM, WJJS, KOKA, Heavy, WHRK, WBLZ, WLUM, WJAX, WVKO.

Medium KACE, JET94, WOKS.
JUNIE MORRISON "Stick II II" (Island) 13/2
JUNIE MORRISON "Stick II II" (Island) 13/2
JUNIE MORRISON "Stick II II" (Island) 13/2
JUNIE MORRISON "Stick III" (Island) 13/2
JUNIE

RAPPIN' DUKE "Rappin' Duke" (JWP) 13/1

ds 1. WKWM, Heavy, WDRQ, WJLB, KJIZ, Medium, WWIN, WGCI, KMJM, READY FOR THE WORLD "Deep inside Your Love" (MCA) 12/11

READY FOR THE WORLD "Deep inside Your Love" (MCA) 12/11

READY FOR THE WORLD "Deep inside Your Love" (MCA) 12/11

HOWARD JONES "Things Can Only Get Better" (Elektra) 12/7

PRIME TIME "Give It To The Beat" (Total Experience/RCA) 12/7
Rotations Heavy 0.10, Medium 2/2, Light 10/5, Total Adds 7, WAMO, WOWI, Wa WZAK WATY 702 WILC KOKO

DAN HARTMAN "Second Nature" (MCA) 11/5

dds 5, WAOK, KMJM, WKXI, KJCB, WORL Heavy: KOKA Medium WVEE.

RDXANNE SHANTE "Queen Of Rox (Shante' Rox On)" (Pop Art) 11/3
Rotations: Heavy 3/1, Medium 2/0, Light 6/2, Total Adds 3, WAMO, KRNB, KUKO, F

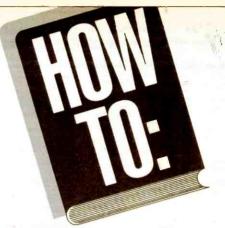
Heavy KMJM, WCQK, Medium WUSL,

CHAMPAIGN "Intimate Strangers" (Columbia) 11/1

FAT BOYS "Stick Em!" (Sutra) 10/5

2/2, Light 8/3, Total Adds 5, WWIN, KRNB, WOW, WZAK, WEAS.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.



BUILD A BREAKER IN ONE WEEK FLANTIC STARR

With their new single: "FREAK-A-RIS"

7-inch (AM-2718) 12-inch (SP-12126)



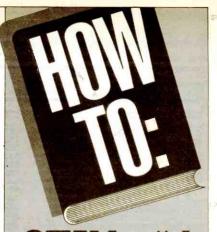


From their forthcoming album

AS THE BAND TURN

Produced by David and Wayne Lewis Associate Producer: Jonathan Lewis A Jodaway Production

On A&M Records and BASF chrome cassettes.



JESSE

With his first single and #1 **"BE YOUR M**

With the second on the way "CAN YOU HELP ME"
7-inch (AM-2730) 12-inch (SP-12129)

From the hit album **JESSE JOHNSON'S REVUE**

Produced by J. Johnson for J.W.J. Productions, Inc.

IT COMES TO HITS WE WROTE THE BOOKS!

BLACK/URBAN ADDS & HOTS

EAST

DAVID SANBORN PREDDIE JACKSON WHODINI MHODINI SHANNON ZADORA & JACKSON FAT BOYS CURTIS MAIRSTON CHARA RHAM ROTEST! NEW JERSEY MASS C MILTON FELDER MAIR MANNATTAMS WHITHEY HOUSTON

Rey Sampson
EUGENE MILDE
TOREY LEE
ATLANTIC STARR
PHIL COLLINS
DAVID SANBORN
ALAN GORRIE
FREDDIE JACKSON
GRANDRASTER FLASH
NOT THE SANBORN
HABOLD FALTERHEYE
ALEXANDER O'MEAL
ASSAN JANE GIRLS
SANJANG GIRLS
SANJANG GIRLS
SANJANG GIRLS

MMAMI
FREDDIE JACKSON
BILL WITHERS
MODOINI
HOTEUST
JOHNSON
PRINCE
USA FOR APRICA
JEFF LORBER
WHITNEY HOUSTON

Allen Herrison
SEXUAL HARDAS MEN
SEXUAL HARDAS MEN
PRINE TIME
LEVERT
SHANNON
CASHMERE
SIZOAM GARRETT
SIZOAM GARRETT
BOTANNE SHANTE
HOSTORIAN SHANTE
HOSTORIAN SHANTE
GARRETT
SALOE
GEORGE
GEORG PROCESS & THE BOO SIEDAH GARRETT PREDDIE JACKSON BILL WITHERS B. S. RING SHANNON Hottest: JESSE JOHNSON MARY JAME GERLS UEA FOR AFRICA DEBARGE JEFF LORBER

HERB THE K
PENNYE FORD
FREDDIE JACKSON
BLACK IVORY
ATLANTIC STARR
RICE JAMES
ROCEMELL
COM FUNK SHUN
REDDINGS
HOTTOBS REDDINGS Hottest: WILTOW FELDER JOHNNY GILL CHAKA ENAN LILLO THOMAS LUTHER VANDRO

WEST

Hottest: SADE COMMODORES WILTON PELDER LUTHER VANDROSS USA FOR AFRICA

BICK JAMES BILLY GCEAR GEORGE REMSON PRIME TIME WHAN! POINTER BISTERS TWIN IMAGE

RUN D.M.C.
JAKATA
JCHNNY MATHIS
HMAHI
THELMA HOUSTON
GLADYS ENIGHT
GAP BAND
HOTEST
HAIR
JESSE JCHNSON
NILTON FELDER

THIRD WORLD BILLY OCEAN MARY JAME GIRLS MARY JAME GIRLS HOTERST USA FOR AFRICA HEN JENSEY MASS C HANDLD FALTERMEYE COMMODORES

SHANNON RICK JAMES ATLANTIC STARS CHARA KHAN WHAMI HALL & OATES STEVE ARRINGTON HOTEST! NEM EDITION LUTHER VANDROSS DEBARGE HAIE USA FOR AFRICA

LOOSE PHDS
NEW JERSEY MASS C
CHARA EMAM
POINTER SISTERS
GEORGE SEMSON
THIRD MORLD
Hotteat:
COMMODORES
NEW EDITION
DEBARGE
RUN D.M.C. CAP SAND CHAKA KHAN WERC & MONK PHILIP BAILEY POINTER SISTERS HOTTES! COMMODORES DEBARGE JESSE JOHNSON USA FOR AFRICA KOOL & THE GAMG

POXANNE & UTPO

USA FOR AFRICA HAROLD FALTERMEYE TEMPTATIONS TWIN IMAGE STEVE ARRINGTON

DEBANGE LUTRER VANDROSS MART JANE GIRLS KIDNIGHT STAR KSOL/Sen Francisco

RADDHOOD MEMORY

RITHMAN

RITHMAN

SADE & OATES

DEFFREY OSHORNE

EUGENE MILD

SHARMEN

MAIS KID

STEVE ARRINGTON

SHEWA EACTON

HAR

BOAVIG

THA TUSHER

JESSE JORNEON

COMMISSEES

LINISPERS

MISPERS

SOUTH

Michael Size
PROCESS & THE DOD
SHANNON
TEENA MARIE
EVELTH THOMAS
JOANNA GARDHER
KOTTER STEVE ARRINGTON
CASHMERE
MILTON FELDER
GOMENOPRES
DAIE BAND
JESSE JOHNSON
LUTHER VANDROSS

WWWZ/Charleston Marc Little

MARC LINIO
RICK JAMES
BILL NITHERS
SHAMMON
STARR
RICH STARR
RADORA & JACESON
HERD THE K
GEORGE DUKE
CASHMERE
HOTEGAT
HOTEGAT
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USA TOR AFRICA
SHALADAR

MINE ROSSI

HPFELAL BROTHERS
STEVE ARRINGTON
READY FOR THE MOR
BILL MITHERS
ROCKEELL
CASHWERZ

CHARA KRAN
VARESS NOLKES
OFUS TEXT
HOWARD JONES
ATLANTIC STARR
HOLLEST
MANKATTAMS
MANKATTAMS
AND JONES
ATLANTIC STARR
MANKATTAMS
MANKATTAMS
AND JONES
ATLANTIC LABELLE
ROOL & THE GAMO

BILLY OCEAN
HADORMA
POINTER BISTERS
RICK JAMES
ATLANTIC STARR
HOSTBORN
HOST

BICE JAMES
BILLY OCEAN
READY FOR THE MOR
SHANNON
BILL MITHERS
HOTESEL
FREDERICE
JUNIE MORRISON
USA FOR AFRICA
LUTHER VAMOROSS
GAP BAND

ATMINISTRATION
PONTER STATION
WILL RING
PRILET BAILEY
JEFFREY OSHORNE
CHAKA RINA
MHODINI
HOTTER
ALEXANDER O'NEAL
JESSE JOHNSON
DEBARGE
MADONNA

KNOK-FMFL Worth

LANY INSSET
ATLANTIC STARR
RICK JAMES
ROOL 5 THE GANG
JEFF LORAGE
POLINTER SISTERS
CHARE REAR
ASHFORD & SIMPSON
DAN MARTHAN
HOLLOSTIN
USA POR AFRICA
DEBARCE
WILTON FELDER

Scotty Andrews
ANIMOTION
PROCESS & THE DO
ASHPORD & SIMPSON
PHILIP BAILEY
MOTIVARY
MOTIVARY
MOTIVARY
MOTIVARY
MOTIVARY
MILTON PYLOGA
MIDDIGHT STAR
SHALARRAS

CHAKA RHAM
DAVID SANNORN
ATLANTIC STARR
HABOLD FALTERMEYZ
GEORGE DUKE
FREDDIE JACKSOM
RUM D.M.C.
HOTEBEL
LUTHER VANDROSS
MILTON FELDER
COMMODORES
PATTI LABELLE
TINA TURNER

KQXL/Baton Rouge Gaylord Boyd

STEVE ARRINGTON
CHANGE
TEEMA MARIE
OPUS TEN
COMMODORES
MAITE
MAITON FELDER
COMMODORES
MAITE
LUTHER VANDROSS
JESSE JOHNSON

GREG PHILLINGANES GEORGE DURK GEORGE REMSON POINTER BISTERS READY FOR THE MOR HABOLD FALTERMEYE PURIOUS FIVE

WATV/Birmi

MCCGANTEGON
MEM EDITION
POINTER SISTERS
JUNIE MORRISON
GRANDMASTER FLASH
ROCK MASTER SCOTT
HOTELS
USA FOR AFRICA
HAIR
DEBARGE
SERLAMAR
ROOL & THE GAMC

DOC FORMS

REDDS & THE BOYS
WHIZ RID
BOCKWELL
ALFIE
POINTER SISTERS
HOTEGEL
LUTHER VANDOOSS
JESSE JOHNSON
HARE
HEN EDITION
HAMMATTANS

SHANNON READY FOR THE WOR CASHHERS STEVE ARRINGTON GREE PRILLINGARES EDGE DURE HOLERS! RUN D.M.C. DIAMA ROS EDDE D SHALAMAR FURIOUS PIVE

Bruse Basey
STEVE ARRINGTON
SERVAL HARRASSHEN
SADE
BLOCKNITE
GEORGE BENSON
FREDDIE JACKSON
NOTWER
LUTTER VANDROSS
LUTTER VANDROSS
HALL & OATES

GAI MAYMEN
CHAEA KHAN
JEFFREY OS BORNE
SHALAMAR
SHARNON
HILTNEY HOUSTON
AL JARREAU
WHAM!
READY FOR THE WOR
FREDDIE JACKSON
NOTESEL FREDDIE JACKSON
HOTEGSTI
HOTEGSTI
HIDNIGHT STAR
ROCE HASTER SCOTT
GAP BAND
DEBARGE

WKXIIJackson Tommy Marshall

Tommy Marshall
ANII STEMART
LEGACY
CEGACE DURE
LEGACY
CEGACE DURE
LEAB THE R
DAN HARTHAN
LOVID SAMBORN
TEMPETATIONS
ATLANTIC STARR
ROTLEST
LUTTUR VANDROSS
HUTTUR VANDROSS
THESE MORE
ALEXANDER O'MEAL
ALEXANDER O'MEAL

WJAX/Jacksonville

ANIMOTION APOLLOMIA 6 POMER STATION WRAM! WRODINI GLENN JONES HOTCOMES HATOMMA HADONNA
JESSE JOHNSON
USA FOR AFFICA
NEW EDITION
PHIL COLLINS

KIIZ/Killeen Bill St. John

RICK JAMES
JESSE JOHNSON
LUTHER VANDROSS
HOTEEST
DEBANGE
MEM EDITION
USA FOR AFRICA
WHODINI
JUNIZ MORRISON

Meanice Turk
HOMARD JOHES
POINTERN
FOR HEAD
FOR HEAD
THE HEAD
THE

KJCB/Laleyette Bestrice Evens STEVE ARRINGTON
POINTER EISTERS
READY FOR THE MOR
SMITCH
MEMAIL
DAN HARTMAR
HERS THE K
CLOSE & FON MON
HOST COLITION
JESSE JOHNSON
LUTTER VANDROSS
LUTTER VANDROSS
LUTTER O'NEAL WJYL/Louisville

HEM EDITION
TERMA HARIE
PREDOIS ANCISSON
ANTISTEMBRY
TERMAT
TERMA

CARL ANDERSON
THELMA HOUSTON
POINTER SISTERS
PHIL COLLINS
NOTES:
LUTHER VANDROSS
JESSE JONNSON
MAIE
MILTON FELDER
DEBARGE

Jerry Mason

USA FOR AFRICA
FAT BOYS

JEFF LORNER

CASHWEELE

LORNER

LORNER

LORNER

HALL A CATES

OPUS TEN

HOE DITTOR

HOE DITTOR

HOE DITTOR

HOE LORNER

HOE

WDIA/Momphis Bobby O'Jay

USA FOR AFRICA ZADORA & JACKSON

EADORA & JACKSON
MINAMI
ATLANTIC STARR
MINIZ EID
HAROLD PALTERMEYE
GRANDMASTER FLASH
HOTERSTI
NEW EDITION
USA POR AFRICA
COMMODORES
BILTON FELDER
JESSE JOHNSON

HOTE HOTES
COMMODORES
LUTHER VANDROSS
WILTON FELDER
JESSE JOHNSON
HAZZ

NOTE SOUTH TO SELLE SHALAMAR WILTON FELDER HAZE

BJ. Taylor
NEM JERSEY MASS C
SHAMMON
ELYMAXX
CHARA SHAN
3-D
STEVE ARBINGTON
HOTEGET
HILTON
HILTON
BLIEBER
GEDRIGHT STAR
HAMMATTAR
HAMMATTAR
HAMMATTAR
HAMMATTAR
HAMMATTAR
HAMMATTAR
HAMMATTAR
HAMMATTAR

SHAMMON ATLANTIC STARR COM FUNM SHUM READY FOR THE W GMEM GUTHRIZ HOTCHEST SOS BAND MEMCLEUS RUM D.M.C. ROXAMME SHAMTE

ATLANTIC STARR
JOHNNIE TAYLOR
CRES PUBLINGAN
CON FUNK SHUM
HOTERET VANDROSS
MAIE
PATTI LABELLE
COMMISSIONES

GEORGE BENSON
CON FUNK SHUN
RICK JAMES
FREDDIE JACKSON
ALFIE
HOTTORIL
LUTHER VANDROSS
JESSE JOHNSON
MAIE
WILTON FELDEN
DEBARGE TERMA MARIE SHANNON PAIME THE MANOCHANY MATRIMS ANTI STEMART ATLANTIC STARR MHIZ RID TOMET LA CATES PAY BOTS LA CATES PAY BOTS LABELLE JESSE JORGSON MAZE USA FOR AFRICA WLOU/Louisville Tony T, Fields

Bruce Cowdy

MADONNA
SANTANA
SANTANA
MELDA MOORE
MELDA MOORE
SICK JAMES
SHANNON
NABOLD FALTERMEYE
MOOGINI
HOCESE'S
SADE
SADE
SADE
MINOTION
DEBARGE
MIDNIGHT STAR

SHANNON POINTER SISTERS SANTAHA AMII STEMART DAN HARTHAM HADONNA BILLY OCEAN HOTLEST! HOTTEST!
THIRD WORLD
LUTHER VANDROSS
MARY JAME GIRLS
DEBARGE
USA FOR AFRICA

Herdy Jay
CURTIS HAIRSTON
REDOINGS
DAVID SANBORN
CON FUNK SHUN
HHAM!
HOLDEST
HOLDEST
JESSE JOHNSON
SADE
MILTON FELDER

KHYS/Port Arthur Mark Petry

MARK PORY

UEA FOR AFFICA
THELMA HOUSTON
INTRIGUE
BILLY OCEAN
GEORGE DURE
ATLANTIC STARR
CHAMPAIGH
DAVID SAMBORN
HOTEST
COMMEDDES
MILTON FELDER
PATTI LABELLE
LUTHER VANDROSS
TINA TURNER

WANT/Richmond Connie Deane

CONNECTION CONTROL OF THE CONTROL OF

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STEVE ARRINGTON
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ALEXANDER D'NEAL MIDWEST

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ROY AYERS
HABOLD FALTERMEYE
LEGACY
GMEN GUTHRIE
BOCKESE!
JENNY BURTON
PATTI LABELLE
GLADYS KHIGHT
SHALAMARK
SOS BAND

Graham Armstrong
SHAMMON
TOWEY LEE
ATLANTIC STARR
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GREG RINN
NOTES IN
RUN D.M.C.
DEBARGE
HAIE
USA FOR AFRICA
NEN EDITION

WVKQ/Columbus K.C. Jones

K.C. JORGE
RICE JAMES
ALEXANDER O'NEAL
GREC EINH
THIRD MORLD
BILLY OCEAN
ECONGE DURE
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ATLANTIC STAMP
GWEN GUTHEIS
TREDDIE JACKSON
HOTTER
JESSE JOHNSON
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WILTON PELDE PREDERICK MEN EDITION

MELBA MODRE SHANNON GLENN JONES WHIE RID STEVE ARRINGTON AMII STEMAT PHIL COLLINS USA POR AFRICA JESSE JONISON PATTI LABELLE ROOL & THE GANG

APMRICTORNAL
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HAROLD FALTERETYE
READY FOR THE MOR
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LUTHER VANDROSS
ALEXANDER O'NEAL
MATE
ROCKWELL

RMJMISE Louis Ron Atkins

DAN HARTMAN STEVE ARRIMGTON TON BRUNNE SMITCH PHIL COLLINS HOWARD JONES GEORGE BENSON ROTEENT JONES DEBANCE UBA FOR AFRICA MARY JAME GIRLS

SHANDON HAROLD FALTENCEYE ELYMAXX MOTTEST: SERLAMAR DAIZ BAMD HAIE LUTHER VANDROSS JESSE JOHNSON

KACE/Los Angeles KDAY/Los Angeles WHRK/Memphis WEDR/Miami

84 Reporting Stations

The following stations reported a frozen list this week:

Stations are listed by region. Hots are listed in order of their airplay activity.

ROIANNE SHANTE MAR SHARNON PREDDIE JACKSON REDDINGS GLENN JONES HOTESET: ROXANNE SHANTE USA FOR AFRICA OPUS TEN ROREY SADE

RADIO & RECORDS NATIONAL AIRPLAY

COUNTR

TOP 50

Three	Two	Lant		APRIL 5, 1985	Total Reports/Adds	Heavy	Medium	1100
Weeks	Week	we	*	AFRIL 3, 1703	keports/Adds	rieavy	Medium	Ligh
3	1	1	0	ALABAMA/There's No Way (RCA)	163/0	151	10 .	2
8	5	2	0	JUDDS/Girls Night Out (RCA/Curb)	159/0	142	12	5
6	3	3	0	ANNE MURRAY/Time Don't Run Out On Me (Capitol)	155/0	138	9	8
12	9	5	0	DOLLY PARTON/Don't Call It Love (RCA)	155/0	125	27	´ 3
14	11	7	6	GEORGE STRAIT/The Cowboy Rides Away (MCA)	159/1	114	36	9
21	20	13	6	EDOIE RABBITT/Warning Sign (WB)	158/1	87	63	8
22	21	15	Ŏ	SAWYER BROWN/Step That Step (Capitol/Curb)	156/3	94	51	11
20	18	12	Õ	REBA McENTIRE/Somebody Should Leave (MCA)	157/1	88	61	8
16	14	11	ŏ	MICKEY GILLEY/I'm The One Mama Warned You About (Epic)	149/2	92	41	16
1	2	4	10	BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	135/0	95	30	10
23		17	0	SYLVIA/Fallin' In Love (RCA)	159/1	58	87	14
24		18	Ø	CHARLY McCLAIN/Radio Heart (Epic)	153/1	63	81	9
9		8	13	NITTY GRITTY DIRT BAND/High Horse (WB)	135/1	89	25	21
25	24	19	1	RONNIE McOOWELL/In A New York Minute (Epic)	157/3	52	91	14
17	15	14	15	HANK WILLIAMS JR./Major Moves (WB/Curb)	140/0	75	42	23
30	27	21	1	JOHN CONLEE/Working Man (MCA)	156/4	44	101	11
5		6	17	EARL THOMAS CONLEY/Honor Bound (RCA)	127/0	85	20	22
15		9	18	WAYLON JENNINGS/Waltz Me To Heaven (RCA)	124/2	69	30	25
34		22	0	CONWAY TWITTY/Don't Call Him A Cowboy (WB)	156/3	36	98	22
31	28	23	<u></u>	MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)	155/8	35	91	29
33		24	2	T.G. SHEPPARD/You're Going Out Of My Mind (WB/Curb)	156/5	28	108	20
32		25	2		142/6	47	64	31
42		27	2	MERLE HAGGARD/Natural High (Epic)	153/8	26	93	34
	46	40	2	OAK RIDGE BOYS/Little Things (MCA)	155/18	14	88	53
35		30	4	WHITES/If It Ain't Love (Let's Leave It Alone) (MCA/Curb)	145/4	20	97	28
36		31	0	BARBARA MANDRELL/There's No Love In Tennessee (MCA)	144/9	17	91	36
Ŷ		10	27	JOHN SCHNEIDER/Country Girls (MCA)	101/0	47	38	16
1	42	39	20	RICKY SKAGGS/Country Boy (Epic)	139/11	14	92	33
39		32	0	KEITH STEGALL/California (Epic)	123/4	17	73	33
4(35	60	KENDALLS/Four Wheel Drive (Mercury/PG)	119/4	18	77	24
37		33	0	MAINES BROTHERS BAND/Everybody Needs Love (Mercury/PG)	116/4	20	56	40
3,	44	41	0	CRYSTAL GAYLE/Nobody Wants To Be Alone (WB)	147/15	6	84	57
	-	43	3	RONNIE MILSAP/She Keeps The Home Fires Burning (RCA)	148/41	10	62	76
41	41	38	3	MEL McDANIEL/Let it Roll (Let it Rock) (Capitol)	141/14	13	78	50
2		16	35	DON WILLIAMS/Walkin' A Broken Heart (MCA)	87/0	31	36	20
1		20	36	JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	82/0	31	30	21
	17		37	BARBARA MANDRELL/LEE GREENWOOD/It Should've Been Love By Now (MCA)	67/1	17	34	16
BRE				EMMYLOU HARRIS/White Line (WB)	105/15	4	55	46
10			39	RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbia)	68/0	17	31	20
4				GAIL DAVIES/Nothing Can Hurt Me Now (RCA)	78/3	5	51	22
	48	44	0	ED BRUCE/When Givin' Up Was Easy (RCA)	104/13	0	47	57
	~	49	3	DAN SEALS/My Old Yellow Car (Liberty)	96/27	1	41	54
21	26		43	RESTLESS HEART/Let The Heartache Ride (RCA)	62/0	10	39	13
"	- 50	47	4	VINCE GILL/True Love (RCA)	89/8	4	43	42
13		28	45	JANIE FRICKE/The First Word In Memory Is Me (Columbia)	54/0	17	26	11
] ;		29	46	KENNY ROGERS/Crazy (RCA)	59/0	15	23	21
	.0	50	4		75/13	2	38	35
[n	BUT			LOUISE MANDRELL/Maybe My Baby (RCA)	92/25	0	38	54
	BUT			STEVE WARINER/Heart Trouble (MCA)	88/40	1	32	55
	BUT		0	EXILE/She's A Miracle (Epic)	73/46	2	22	49
U	DUI	_	-	enterions a unique fehicl				

MOST ADDED

EXILE (46) She's A Miracle (Epic)
WILLIE MELSON (44)
Forgiving You Was Easy (Columbia)
RONNIE MILSAP (41) (BCA) She Keeps The Home Fires STEVE WARINER (40) Heart Trouble (MCA LEE GREENWOOD (38) Dixie Road (MCA) STATLER BROTHERS (31) Hello Mary Lou (Mercury/PolyGram)
CHARLEY PRIDE (30) DAN SEALS (27) My Old Yellow Car (Liberty)
LOUISE MANDRELL (25)
Maybe My Baby (RCA) EDDY RAVEN (25) Operator, Operator (RCA)

HOTTEST

ALABAMA (92) There's No Way (RCA) Girls Night Out (RCA/Curb)
ANNE MURRAY (58) Time Don't Run Out On Me (Capitol)
DOLLY PARTON (49) Don't Call It Love (RCA) GEORGE STRAIT (48)
The Cowboy Rides Away (MCA) BELLAMY BROTHERS (46) I Need More Of You (MCA/Curb) NITTY GRITTY DIRT BAND (39) High Horse (WB)
REBA McENTIRE (28) Somebody Should Leave (MCA)
SAWYER BROWN (27) Step That Step (Capitol/Curb)
EARL THOMAS CONLEY (22) Honor Bound (RCA)

MOST ADDED & HOTTEST list those songs MOST ADDED & HUTTEST is those songs achieving the most adds nationally, and the songs reported hoteset* compiled from all our reporters. The number in parentheses mendiately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hotest.

BREAKERS.

EMMYLOU HARRIS White Line (WB)

On 64% of reporting stations. Rotations: Heavy 4, Medium 55, Light 46, Total Adds 15, WAJR, WXTU, WMZQ, KASE, WTVY, KYKX, KYXX, WRNL, KJJY, WFMS, KYAK, KGHL, KCBQ, KSAN. Moves 45-38 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, 4-1-85.

"A miracle" is just what we expected.

Exile's "She's A Miracle" is the No. 1 Most Added single

at Country radio



R&R Debut 50 BB 2nd week 56 CB Debut 69

From the Exile album "KENTUCKY HEARTS" Produced by Buddy Killen on Epic Records and Cassettes

What else would you expect from the hottest band in Country music!

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

OAN SEALS "My Old Yellow Car" (Liberty) 96/27

uding WXTU, WPOR, CHOW, WSOC, WUSY, WFNC, KYXX, Moves 49-42 on the Country chart.

WS.R., WANI, WWW. WFMS, WDAF. KGHL, KYGD, KSUN, Moves 3-3-2 bit in Colony of the Colon

WUSC, WUSE, KWM, WOST, RINAW, MEAN Trouble" (MCA) 88/40

STEVE WARNINER "Heart Trouble" (MCA) 88/40

Rolations Heavy 1, Medium 32, Light 95, Total Adds 40 Including WRKZ, WKIL, KRRV, WVMI, WAMZ, WKIX, WCUZ, WKMS, KCUB, KTKP, KMMS, KCCV, KRAK, KCKP, KMO, ORDURS at number 49 on the Country chart.

TERRI GIBBS "A Few Good Men" (WB) 75/16 Rosators Heavy I. Medium 20, Light 94, Total Aods 16, WGNA, WTSV, WOKO, WPOR, WILD, KMML, WVMI, WUSY, WKLO, WUSO, WSK, KSO, KOE, BWJD, KYKK, KKYC

Rotations: Heavy 1, Medium 20, Light S4, India Rulus of William (Mercury/PotyGram) 75/13

KATHY MATTEA "It's Your Reputation Talkin" "(Mercury/PotyGram) 75/13

Rotations: Heavy 2, Medium 38, Light 35, Total Adds 13, WPOR, WNYR, WMZQ, KIKK, KYKX, KYXX, WTQR, WCXI, KWMT, ROSO, WTG, WCCV, Heavy, WOKK, WOLZ, Moves 50-47 on the Country chart.

EXILE "She's A Miracle" (Epic) 73/46

EXILE "She's A Miracle" (Epic) 73/46

Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, Total Adds 45 including WYRK, WRKZ, WDSY, WYNK, WSOC, KPLX, KIKK, Roations Heavy 2. Medium 22, Light 49, MCKC, Debuts 41 number 50 on the Country chart.

JUDY RDDMAN "I've Been Had By Love Before" (MTM) 68/13

Rotatione Heavy 2, Medium 19, 100 n4 7 total Adds 13, WSNO, WBOS, KXYL, WCMS, WMNI, KWMT, KCJB, WWJO, WTHI, KTPK, KUUY, KUGN, KMAK, Heavy. KRKT, KIGO.

RAZZY BALEY "Modern Day Marriages" (MCA) 58/4
RAZZY BALEY "Modern Day Marriages" (MCA) 58/4
Rotatons Heavy 1, Medium 29, Ligix 39, Total Adds 4, WOKO, CHOW, WUSO, KUUY, Heavy WCUZ, Medium, WBGW, WSON, KMML, WUSY, WESO, KRIMO, WITL, KFDI, KOIL, KSOP.

WILLE RELSON "Forgiving You Was Easy" (Columbia) 52/44
Relations Heavy 3. Medium 17. Light 42, Total Adds 44 including WHN, WXTU, WWVA, KASE, WXBQ, KIKK, KKYX, WTOR, KBMR, KSO, WMIL, WIL, KWEN, KGHL, KUGN, KGA.

WTOR KBUR, KSO, WMIL, WIL, KWEN, KGHL, KUUNI, KGM.

"JIMMY BUFFETT "Who's The Blonde Stranger?" (MCA) 50/12

Rotations: Heavy 4, Medium 25, Liph 31, Total Adds 12, WIKL, WPDR, WWZO, WGTO, KIKK, WTOR, KWMT, WGEE, KTPK, KUUT, KMAK, KRSY, Heavy WAMZ, WOKK, KKYK, KRKT.

KUUY, KMAK, KRSY, Heavy, WAMA, WUKK, RATA, RIKKI.

LEON EVERETTE "Too Good To Say No To" (Mercury/PolyGram) 52/10

Rotainors, Heavy 1, Medium 12, Light 39, Total Adds 10, WBGW, CHOW, WWVA, WEZL, WSOC, WUSY, WTVY, WAXX, RWMT, KOIL. Heavy, WESC. Medium: KKYX, KTTS, WTOD, KSOP.

CON HUNLEY "I'd Rather Be Crazy" (Capitol) 51/5
Rotations: Healy I, Medium 19, jupt 31, Total Adds 5, WPOR, WWVA, WILO, WMNI, KWMT. Heavy KKYX. Mediums
WSNO, MEZL, WDXE, WCMS, KTTS, WTOD, KOIL, KEIN, KRSY.

WSNU, WEZE, WUAE, WUAS, KITS, WIDU, KUIL, KEIN, RKST.

CHARLEY PRIDE: "Down On The Farm" (RCA) 50/30

Rotations; Heavy O, Medium 9, Upit 41, Total Adds 30 including:

WKSJ, WLWI, WCXI, WTSO, KTTS, KRKT, KXYC, KGA. Adds 30 including WSNO, WTSV, WILO, WYNK, WTVY, WESC, KYKX.

SIGNIFICANT ACTION

DAVID ALLAN COE "Don't Cry Darlin' " (Columbia) 45/15

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DAVID ALLAN COE "Don't Cry Darlin' " (Columbia) 45/15

KVOO, KRSY.

ATLANTA "My Sweet Eyed Georgia Girl" (MCA) 44/9

ATLANTA "MY Sweet Eyed G

Rotations, Pleasy 0, Medium 9, Ugin 30, 10814 AGDS 9, WILAU, WINE, PROS. PROS.

WEGISTI, TYOKU, REIST.

JUHNNY PAYCHECK "You're Every Step I Take" (AMI) 41/10

RRIGHT PAY 0, Medium 10, Light 31, Total Adds 10, WCAO, WSNO, WTSV, WXTU, CHOW, KMML, WOKK, KMAK, ROLLON, WTSV, WXTU, CHOW, KMML, WOKK, KMAK, WXTU, CHOW, WXTU, CHOW, KMML, WOKK, KMAK, WXTU, CHOW, WXTU, CHOW, KMML, WOKK, KMAK, WXTU, CHOW, WXTU, CHOW, KMML, WXTU, CHOW, WXTU, CHOW, WXTU, CHOW, WXTU, CHOW, WXTU, CHOW, KMML, WXTU, CHOW, WXTU

LEE GREENWOOD "Dixie Road" (MCA) 38/38
Rotations, Heavy 2, Medium 8, Light 28, Total Adds 38 Including, WCAO, WNYR, WWVA, KASE, WAMZ, WCXI, WMIL.

DAVID FRIZZELL & SHELLY WEST "Do Me Right" (Viva) 38/14

GRADON FRIZZELL & SHELLY WEST "To Me Right" (Viva) 38/14

GRADION: HENRY O, Medium 7, Light 31, Total Adds 14 including WWVA, WYII, KRRV, KLLL, WWOD, KBMR, KFGO, WGEE.

AMAR, KEIN.

JOHNNY RODRIGUEZ "Here I Am Again" (Epic) 37/5

Rotations; Heavy 0, Medium 7, Light 30, Total Adds S, WWOD, WMNI, KFGO, WFMS, WITL. Medium: KASE, KIKK, KKYX,

Rotations; Heavy 0, Medium 7, Light 30, Total Adds S, WWOD, WMNI, KFGO, WFMS, WITL. Medium: KASE, KIKK, KKYX,

RETS, ROZZ KENNY TOGERS "Love Is What We Make It" (Liberty) 35/10 Kotatons: Heavy 0, Medium 12, Loni 23, Total Adds 10, WRKZ, WYII, WXBQ, WENC, WLWI, WKIX, WKKQ, KWMT, WITL ROJATONS: Heavy 0, Medium 12, Loni 23, Total Adds 10, WRKZ, WYII, WXBQ, WENC, WLWI, WKIX, WKKQ, KWMT, WITL MASON DIXON "Only A Dream Away" (Texas) 32/0
MASON DIXON "Only A D

STATLER BROTHERS "Hello Mary Lou" (Mercury/PolyGram) 31/31

STATLER BROTHERS "Hello Mary Lou" (Mercury/PolyGram) 31/31
Rotations, Heavy 0, Medium 6, Light 25, Total Adds 31 including WPTR, WYRK, WNYR, KYKX, WIRK, WIRE, K102,

KUZZ, KRSY, KCKC.

REX ALLEN JR. "When You Held Me in Your Arms" (Moon Shine) 30/18

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REX ALLEN JR. "REX ALLEN JR.

RAAL, REST.

JOHN MEUEN "Blue Days, Black Nights" (WB) 1

JOHN MEUEN 2, Medium 26, Uph 5, KHEY, WFNC, KKYX, KXXY, KIGO, Heavy, KFDI, Medium, KTTS, LIGH: WSNO,
RAAL, REST.

MDE BANDY & JOE STAMPLEY "Still On A Roll" (Columbia) 27/6

Describer Money O. Medium 9. Light 18, Total Adds 6, KSSN, KSO, KFGO, KWMT, KVOO, KCKC. Medium: KKYX, KXXY,

KITS, KTOM.

DEBONAIRES "I'm On Fire" (MTM) 27/4

Desonaires. Heavy 2, Medium 5, Light 20, Total Adds 4, WXTU, WWOD, KBMR, KKAL, Heavy: WCUZ, KQIL, Medium: WBGW, Repations. Heavy 2, Medium 5, Light 20, Total Adds 4, WXTU, WWOD, KBMR, KKAL, Heavy: WCUZ, KQIL, Medium: WBGW, Royalions.

RASE, WINE, KHK1.

EDDY RAVEN "Operator, Operator" (RCA) 26/25

Rotations Heavy 1, Medium 4, Light 21, Total Adds 25 including WBOS, WDSY, KASE, WDXE, KRMD, WCXI, WCUZ, MCUZ, WCUZ, WCUZ,

KUZZ, KTUM, KNPM.

CHANGE "To Be Lovers" (Mercury:PolyGram) 26/12
CHANGE "To Be Lovers" (Mercury:PolyGram) 26/12
CRANGE "To Be Lovers" (Mercury:PolyGram) 26/12
CRANGE

WWJU, WICU OAN FOGELBERG "Go Down Easy" (Full Moon.Epic) 26.7 Rotations: Heavy 2, Medium 7, Light 17, Total Adds 7, WSNO, WIXL, WILQ, WYII, KFGO, WOW, KIOV, Heavy WBOS, Rotations: Heavy 2, Medium 7, Light 17, Total Adds 7, WSNO, WIXL, WILQ, WYII, KFGO, WOW, KIOV, Heavy WBOS,

WCUZ: Medium: RCUT.

GUS HARDIN "My Mind is Dn You" (RCA) 25/15

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GUS HARDIN "My Mind is Dn You" (RCA) 25/15

GUS HARDIN "MY MIND (RCA) (

WTSO, KXY, KXYC, KGA
WISSA FOR AFRICA "We Are The World" (Columbia) 24/6
WISSA FOR AFRICA "We Are The World" (Columbia) 24/6
Rotations Heavy 0. Medium 4, Light 20, Total Adds 8, WSO, WOBE, WIXL, WDSY, WCOS, WKLO, WSM, KIOV, MEDIUM
WGNA WTSV, WHIL Light WKYC, WILO, KEAN, WESS. KYKK, WOKK, WIJBE, KFKF, KYAK, KCCY, KCKC.

WGNA, WTSV, WHN, Light: WKYS, WILLY, KERSA, 24/5

KAREN TAYLDR-G000 "Starlight" (Mesa) 24/5

Relations: Heavy 0, Medium 3, Light 21, Total adds 5, WCAO, KMML, KIKK, WITL, KSOP, Medium: KHEY, KRMD.

Relations: Heavy 0, Medium 3, Light 21, Total adds 5, WCAO, KMML, KIKK, WITL, KSOP, Medium: KHEY, KRMD.

notations: releasy 0, Medium 3, sign 41, 10tal Audia 3, Whub, AMMA, KIRA, VIIIL, NOUTH MEDIUM: RETE, RMMU.

LLOYO DANID FOSTER "I Can Fell The Fire Goln' Out" (Columbia) 22/3

Rotations: Resay 0, Medium 4, Uph 18, Total Adds 3, WAMZ, WLWI, KKYX, Medium: KPLX, WTVY, Light: WBGW, KMML.

TURE, NYOU, ARST.

CHRIS HILLMAN "Running The Roadblocks" (Sugar Hill) 19/5

WYII, KRRY, OCA.

EXILE "Stay With Me" (MCA/Curb) 19/0

Exile "Stay Wi

KIGO.

JOHN SCHNEIDER "'H's A Short Walk From..." (MCA) 16/16

ROBATOR: WASY 0, Medium 3, Light 13, Total Adds 16 including WCAO, WBGW, KLVI, WOXE, WIRK, WCXI, KFDI, KUZZ.
ROBATOR: WASY 0, Medium 3, Light 13, Total Adds 16 including WCAO, WBGW, KLVI, WOXE, WIRK, WCXI, KFDI, KUZZ.

KSON.
SNUFF "United Or Divided" (MCA/Curb) 15/4
Stotations Heavy Q, Medium 2, Light 13, Total Adds 4, WBGW, KRWQ, KEIN, KIGO. Medium: WWOD, WUSQ, Light: WSNO, Botations Heavy Q, Medium 2, Light 13, Total Adds 4, WBGW, KRWQ, KEIN, KIGO. Medium: WWOD, WUSQ, Light: WSNO, Botations Heavy Q, Medium 2, Light 13, Total Adds 4, WBGW, KRWQ, KEIN, KIGO.

WEUS, MININE, WILVI.

CARLETTE "Show Down" (Luv Records) 14/5
ROBATOR: REBAY 0, Medium 2, Light 12, Total Adds 5, WGTO, WFNC, KKYX, KTTS, KRWO, Medium: KMML, KSOP, Light ROBATOR: MEDIUM 2, Light 12, Total Adds 5, WGTO, WFNC, KKYX, KTTS, KRWO, Medium: KMML, KSOP, Light ROBATORS (MEDIUM) 1, WEISH 1, W

WWOD, WIOU, KVOO.

KENNY DALE "Look What Love Did To Me" (Saba) 12/4
KENNY DALE "Look What Love Did To Me" (Saba) 12/4
KRANY O, Medium: KKYX, Light: WFNC, WLWI.
ROBIGORS 14809, O, Medium: KKYX, Light: WFNC, WLWI.

BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 12/0
BRUCE SPRINGSTEEN "I'm On Fire

KEAN, WOKK, WUSN, KCKC.

LISA AMBELLE "Lay": The Pits" (EMI America) 11/2

LISA AMBELLE" Lay": The Pits" (EMI America) 11/2

ROBallons: Heavy (), Medium (), Light (1), Total Adds 2, KKYX, KIOV, Light, WGNA, WKYG, WWOD, WCMS, WGYK, KFGO.

DENNIS BOTTOMS "Did I Stay Too Long" (WB) 9/3
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 3, WWOD, WTOD, KVOO, Medium: WCUZ, Light: WSNO, KRMD, KBMR
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 3, WWOD, WTOD

RORIT, RIVIVI.

MCCAIN BROTHERS "If Love Was A Crime" (Rise & Shine) 9/1

McCain Brothers - Was A Crime" (Rise & Shine) 9/1

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McCain Brothers - Was A Crime" (Rise & Shine) 9/1

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McCain Brothers - Was A Crime" (Rise & Shine) 9/1

McCain Brothers - Was A Crime" (Ri

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 1, WSNO, Light: White Malchak & RUCKER "Why Didn't I Think 01 That" (Revolver) 8/1
MALCHAK & RUCKER "Why Didn't I Think 01 That" (Revolver) 8/1
MALCHAK & RUCKER "Why Didn't I Think 01 That" (Revolver) 8/1

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ALBUM TRACKS

ARTIST/Song Title (Label) ALABAMA/Down On Longboat Key (RCA) ALABAMA/Forty Hour Week (RCA) CONWAY TWITTY/Between Blue Eyes And Jeans (WB) NICOLETTE LARSON/When You Get A Little Lonely (MCA) SHELLY WEST/I'll Dance The Two-Step (Viva) RESTLESS HEART/She's Coming Home (RCA) DOLLY PARTON & KENNY ROGERS/Real Love (RCA) JUDDS/Drops of Water (RCA/Curb) GEORGE STRAIT/Any Old Time (MCA) EMMYLOU HARRIS/Rhythm Guitar (WB)

Album Title 40 Hour Week 40 Hour Week Don't Call Him A Cowboy Say When Don't Make Me Wait On ... Restless Heart Real Love Why Not Me? Does Fort Worth Ever ... The Ballad Of Sally Rose

ILLARY



WORK STARTS MEEK

64/R&R FRIDAY, APRIL 5, 1985

COUNTRY ADDS & HOTS

EAST MOST ADDED Exile (Epic) Rossie Milesp (RCA)

HOTTEST Anne Murray (Capitol) Alabama (RCA) Judds (RCA-Curb) MOST ADDED HTUOS

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MOST ADDED MIDWEST Steve Wariner (MCA) Willie Holson (Columb Don Scale (Liberty)

HOTTEST Alabama (RCA) Jedda (RCA/Carb)

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164 Reporters 161 Current Reports

.The following stations reported no change in their rotations this week:

WXKW/Allentov WIXY/Springfield WPAP/Panama City WXCL/Peoria KFRE/Fresno KNIX/Pheonix KWJJ/Portland

The following stations failed to report this week and therefore their playlists were frozen:

> WGKX/Memphis KEBC/Oklahoma City KVOC/Casper

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ADULT/CONTEMPORARY

BREAKERS

KOOL & THE GANG

Fresh (De-Lite/PolyGram)

68% of our reporters on it. Rotations: Heavy 13/0, Medium 62/6, Light 22/9, Total Adds 15, 97AIA, 2WD, KS94, KGW, B100, KFMB, WBT, WEZC, CK101, WIVY, WRAL, WING, KLYF, KBOI, WAHR. Debuts at number 19 on the A/C chart.

DARYL HALL & JOHN OATES

Some Things Are Better Left Unsaid (RCA)

65% of our reporters on it. Rotations: Heavy 12/0, Medium 65/5, Light 16/6, Total Adds 11, WPIX, KGW, KFMB, WMJJ, WGOW, KELT, WING, KLYF, WHNN, KKPL, WXUS. Debuts at number 18 on the A/C chart.

NEW & ACTIVE

DIONNE WARWICK & BARRY MANILOW "Rue To Me" (Arists) \$4/34

Rotations: Heavy 3/1, Medium 41/11, Light 40/22, Total Adds 34, WKBW, WPRO, WRMM, KYIL.FM, 97AIA, W101, WARMABB, WSNY, KJR, WYOM, WAEB, WGY, WKGW, KEY1G3, WEZC, WGOW, MYY, WRARA, WHEC, KIOA, KLYF, KRNT, KOIL, WHAN, KBOJ, KCDW, KTYY, WYMA WKEW, WZLO, KYSB, WKUJS, KSP, KNGO, Heavy, WCOO, MSN, Medouris College, WYSB, KS94, NB1, WM2K, WSE, KS, Det browen; pilesty, Berbus, and Common 23 on the AC chart.

WHARI "Everything Saw Wasts" (Columbia) 70/15, 2700, DOUG, KGW, Blod, WKYE, WKGW, WHNN, KSD, KRIGHONS, HEAVY, BOY, WGE, KYSB, KWEB, KALE, Heavy, WKSW, KOST, KELT, WSFL, WKGW, KYHOW, KKSB, KYBB, KWCHV, Mediums include: WRSB, WW3B, WKSS, KKLT, WSFL, WKGW, KYW, KWGW, KWG, VIOO, WAVE, KIOA, KOIL, KDUK, KWAX, KBEST, Due to heavy airplay, debuss at number 22 on the AC chart.

LINDA ROBSTADT "When I FAB Is Love" (Asylum) 71/1.

Rotations: Heavy 40, Medium 34/1, Light 39/3, Total Adds 1, WAHR, Heavy, WCCO, WHBY, KSL, KRSB, Mediums include: WRSB, WKLS, WHSK, KYW, WHS, WSH, WHNN, SWM.

WAR "Groovin" "(Coco Phem) 89/5.

Rotations: Heavy 60, Medium 44/1, Light 19/4, Total Adds 5, WKBW, WLTS, WH-BC, KYUU, KKUA, Heavy, KKPL, WEIM, WTKO, WAHR, KRSB, KALE, Mediums include: WFSB, 97AIA, KLSI, WCCO, WICC, WKYE, MMAZ, KELT, WSFL, WHSV, WMAK, KYRK, KRSB, KALE, Mediums include: WFSB, 97AIA, KLSI, WCCO, WICC, WKYE, MMAZ, KELT, WSFL, WHSV, WMAK, KYE, KRTH, WISN, WHNN, KOIL

REG SPEEDWARGON "One Lonely Night" (Epic) 83/16

ROTATION FRANCY ON COLUMN WASH, KWEB, KRND, WSFL, KALE, Mediums include: WFSB, KNDC, Neavy, WSFR, KNDC, Neavy, WSFR, KNDC, WS

WMAZ, WMGN, WHNN, KBEST.

PORTICINET "That Was Yesterday" (Attentic) 59.6

Rotations Heavy 80, Medium 30:1, Upin 214, Total Adds 5, WRAL, KKPL, WTNY, WCIL, KFQD, Heavy: WKBW, WPJB, WSFL, WMGN, WMRN, WCKQ, WCHV, KALE, Mediums include 197, KVIL-FM, 97AIA, 2WD, KHOW, KFMB, WAEB, V100, WKFC, CK10; WKJJ, WAWE, WMAM, KRHY, WENS, KWAV.

KIOA, KRNT, YMAUN, KULI, KYUO, YMOK, YMOZ, WOO, WOY, K106, WMAZ, WSFL, KWAY, KSL.

CHICAGO "Along Comes a Woman" (Fall Moon/WB) 52/7

Fatations Heavy 100, Medium 284, Light 143, Tool Aadds 7, 197, KUDL, KVUU, KWAV, KKPL, KFS8, KRS8, Heavy, WPJ8, V100, WKJJ, WWNR, WSKI, WWPA, WSKY, WCKQ, WORG, KALE, Mediums include KVL-RM, 97AIA, 2WD, WSNY, WYNN, KGW, WKY, KEY103, WMAZ, WSFL, WAYK, KIOA, WIRR, WSN, WOKN, KWDL, KKDL, KYDL, K

WTVN, KGW, WKYE, KEYTUS, WALKE, WSEE, WAVE, MOLA, WIRA, WERS, WINDN, KOUN, KNOW, TINAN TURKER, "Physiate Dancer" (Capital) 52/2
Rotations: Heavy 100, Medium 32/2, Light 100, Total Adds 2, B100, WAEV, Heavy 2WD, KMGS, K101, WICC, WSFM, WRRA, WRAL, WRAM, WCHY, KKILY, Mediums include 1979, WLTS, W101, WLTF, WTVN, WMYX, KKLT, KGW, KJR, WAEB, WMJJ, CK101, WKJJ, WLAC-FM, WEZS, WAVE, WINO, KIOA, WLHT, WENS, KOIL, WMHE, KRAV, KBEST. Due to Peasy alriplay, appoars at number 24 on the A/C chart.

ROTATION BREAKOUTS

	Total			
	Reports/Adds	Heavy	Medium	Light
1 PHIL COLLINS	142/0	130	11	1
2 USA FOR AFRICA	143/0	111	29	3
MADONNA	140/4	114	24	2
△ DeBARGE	138/1	108	27	3
5 COMMODORES	137/1	110	24	3
G BRUCE SPRINGSTEEN	126/3	93	29	4
2 SADE	129/6	76	46	7
8 MANHATTANS	112/0	74	34	4
9 JULIAN LENNON	111/0	58	44	9
10 RED SPEEDWAGON	103/0	36	53	14
BILLY DCEAN	120/12	35	67	18
12 DOLLY PARTON	98/0	55	37	6
13 BILLY JOEL	92/0	21	58	13
© GEORGE BENSON	107/6	24	73	10
15 BARBRA STREISAND	99/1	39	50	10
O DAN FOGELBERG	104/17	16	63	25
17 KENNY ROGERS	70/1	23	36	11
D DARYL HALL & JOHN DATES	93/11	12	65	16
1 KOOL & THE GANG	97/15	13	62	22
20 DIANA ROSS	63/1	17	36	10
21 WHAM!	69/0	8	50	11
② WHAM!	76/15	7	43	26
DIONNE WARWICK & BARRY MANILOW	84/34	3	41	40
24 TIMA TURNER	52/2	10	32	10
25 DAN HARTMAN	59/0	13	35	11

MOST ADDED

RWICK & BARRY MAMILOW (34)
Run To Me (Arista)
FINC CARMEN (28) CHAKA KHAN (25) Through The Fire

Golden Girl (Motown) DAN FOGELBERG (17) Go Down Easy (Full M Lady Of My Heart (Owest

HOTTEST

PHIL COLLINS (112)
One More Night (Atlantic)
USA FOR AFRICA (183) MADONNA (91) Crazy For You (Geffer Nightshift (Mot m Of The Night (Gordy/Mot BRUCE SPRINGSTEEN (56) I'm On Fire (Column

JOHNNY GILL "Half Crazy" (Cetiffice/Also) 51/2 Rotations: Heavy 1/0, Medium 25/1, Light 25/1, Total Adds 2 WMAZ, KELT, WRVA, WHBY, KRNT, WHNN, KSL. Ids 2, KKLT, WTNY. Heavy: WSFL. Mediums include: WCCO, KOST.

TEMPTATIONS "My Love is True (Truly For You)" (Gordy/Metown) 50/10

W.DON, WBUW. Mediumi incusio whork, White, White, White, White, Needs. TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 48/13. Rotations: Heavy 0.0, Medium 21/2, Light 27/11, Total Adds 13, WPJB, 2WD, KMGG, KOST, MKYE, WKJJ, WHITE, WKJJ, WHITE, WALD, WALD KKUA, WKNE, KRIB, WAZY, KMGU, MOUDING BADON (EMI America) 47/6
KENNY ROGERS "Lave is What We Malae It" (EMI America) 47/6
KENNY ROGERS "Lave Is What We Malae It WERL WIFE, WSKY, WORG, W.BC. Heavy WISN. Mediums

REMRY HUGERS "Lutro to what we make it (and interest of 1/20) Ambients heavy 10,00 Addition 180,00 20,00 Addition 180,00 20,00 Addition 180,00 20,00 Addition 180,00 20,00 Addition 180,00 Add

WMAC, WRIVA, WMGN.

DANNY O'REFEE "Someday" (Coldwater) 41/5

Rothlions. Heavy 10, Medium 12/1. Light 28/4, Total Adds 5, WKYE, WMGN, WKNE, WCKO, WCIL. Heavy WCCO.

Mediums include WMAZ, WRIVA, WHBY

JAKATA "Colden Girl" (Metrum) 38/19

Rotalions. Heavy 00, Medium 82, Light 39/17, Total Adds 19, WRMM, WARMSR WCCO. KFMB, WSFI, WHBY KIOA.

0:0, Medium 6:2, Light 32:17, Total Adds 19, WRMM, WARM98, WCCO, KFMB, WSFL, WHBY, KIOA, WCKQ, WCHY, KRLB, WORG, WAEY, KTYL, KRNO, KQSW, KMGQ, Mediums include: WMAZ.

WMGN, WHNN, WKNE, WCKO, WCKY, KRIB, WORG, WAEV, KTYL, KRNO, KOSW, KMGO, Mediums includer WMAZ.

PAUL HARDCASTLE "Ball Forsast" (FOR 169) 3876

Rotations Heavy 70, Medium 190, Ught 120, Total Adds 0, Heavy, KKLT, KFMB, WSFM, WKYE, WHBY, KVUU, WORG,
Mediums include KMJL, ROST. BHOO, KELT, WHYA, KRNT, WMGN, KFI, KFM.

JACK WAGNER "Lady 01 My Heart" (Bwest/WB) 32/17

JACK WAGNER "Lady 01 My Heart" (Bwest/WB) 32/17

WISH, WTKO, WOW, WGSV, KRIB, WKYX, WZLO, KTYL, KEEZ, KOSW, Heavy, WCCO, Mediums Includer WMAZ.

ALISON MÖYET "Invisible" (Columbia) 32/6

ROTATIONS HEAVY 00, Medium 50, MET 288, DIGNI Adds 8, KVIL-FM, KEY103, WAVE, KKUA, WORG, WAEV, WFFX, WXUS.

m 9/0, Light 23/8, MAZ, WTRX, WA

MEDIUM INCLUI, YMMZ, WITE, WHOM WANTS TO BE ABONE" (WB) 32/6 ROBATONS HEAVY 30, Medium 70, Lign 22/8, Total Adds 8, KEY 103, WHEC, WHNN, WZLQ, WJBC, WMT-FM, KWEB, KFQQ Heavy WSN, WTNO, WAHF Medium WCCQ, WBN, WMAZ, WRVA KS.

DIGHT FORETTY "Rock and Roll Gits" [WB] 30/4
Rotations: Heavy 4:0, Needium 14/2, Ugn 12/2, Total adds 4, KGW, K10s, KKUA, WBOW, Heavy WKBW, WSFL, WCKO,
KALE, Mediums incudie: WHB, KMGG, WICC, YOU, WIYE, WKJJ, WNAM, WENS.

SIGNIFICANT ACTION

CHAKA KHAN "Through The Fire" (WB) 28/25
Rozations: Heavy 0:0, Medium 32., Light 25/23, Total Adds 25. 97AIA, KGW, WWNR, WEIM, WKNE, WSKI, WWPA
KORO, WSKY, WCKO, WGSV, WAGE, KRLB, WORG, WZLO, WFFX, KTYL, WCIL, WMT-FM, KEEZ, WJON, KRNO, KOSW,
KRSS, KMGG, Medium: WSEL.

MADONNA "Material Girl" (Sire/WB) 27/3 mail Heavy 10/11, Medium 13/2, Light 4/0, Total Adds 3, KLSI, WMGN, WCHV, Heavy: KMGG, WHAS, WM WCKO, KRLB, WKYX, KEEZ, Medium; Y97, KVIL-FM, B100, K101, WICC, V100, WMAZ, WENS, KRAV.

VAN MORRISON "Tore Down A La Rimbaud" (Mercury/PolyGram) 26/8
Rotations, Heavy 0/0, Medium 2/0, Light 24/8, Total Adds 8, WSFL, KIOA, KORQ, WGSV, WKYX, WXUS, WJON, WBOW,

HAROLD FALTERMEYER "Axel F" (MCA) 22/16 idions: Heavy 00, Medium 8/5, Light 14/11, Total Adds 16, WFBR, 97AIA, WLTF, WSNY, KUDL, WCCO, KMJI, OST, WTRX, WENS, WCHY, KRLB, WMT-FM, KEEZ, KRNO. Medium: WPIX, WSB-FM, WOMC.

ELAINE PAIGE & BARBARA DICKSON "I Know Him So Well" (RCA) 21/1 tum WCCO WMAZ WRVA KSL

WAGE
HOWARD JONES "Things Can Only Get Better" (Elektra) 19/4
HOWARD JONES "Things Can Only Get Better" (Elektra) 19/4
HOWARD JONES "Things Can Only 14/3. Total Adds 4. WAEB, WKJJ, WSKI, WKYX. Medium: WEIM, WFFX. KTYL.

DAVID LEE ROTH "Just A Gigolo/I Ain'l Got Nobody" (WB) 18/5
ROtations: Heavy 0/0, Medium 8/1, Light 10/4, Tolal Adds 5, KVIL-FM, WKYX, WJBC, KEEZ, KALE, Medium: WTAE, KWAV,

WWPA, WSKY, WCKO, KHSB.
MURRAY HEAD "One Night in Bangkok" (RCA) 18/2
Rotations: Heavy 2:0, Medium 110. Ugnt 52, Total Adds 2, 197, KKUA. Heavy: WKYX, KQSW. Medium: KVIL-FM. 2WD.
KWIGG, V100, KWAY, WSKI, WSKY, KYTL, KFSE, KEEZ, KKLV.

RMGG, YUU, RMAY, WSM, WSM, KITL, NOS, REZZ, NEW. ERIC CLAPTON "Forever Man" (Duck/WB) 18/2 Rotations: Heavy 2/0, Medium 8/1, Light 8/1, Total Adds 2, WMHE, WCHV. Heavy; WAVE, WCKQ. Medium: Y97, WPJB.

Rozaliona, Heavy 2/0, Medium on, Sign. 1997.
VIO.; WKJ, KKJUA, KALE

KENNY LOGGINS "Vox Humana" (Columbia) 17/0

**Columbia 1

BILL WITHERS "Oh Yeah" (Columbia) 16/4 ds 4, WRMM, WSKY, KFSB. KWEB. Medium: KRSB, KMGQ. SURVIVOR "High On You" (Scottl Bros./CBS) 16/1
Rotations: Heavy 3/0, Medium 7/0, Light 6/1, Total Adds 1, Y97, Heavy, 2WD, WILLT, KKLV, Medium: WPJB, KLSI, WHAS

PRINCE "Take Me With U" (WB) 15/9.
Rotations: Heavy 2/0, Medium 7/0, Light 6/0, Total Adds 0, Heavy: WKYX, KKLV. Medium: Y97, KVIL-FM, KMGG, KOST.

SIMPLE MINDS "Don't You (Forget About Me)" (A&M) 14/5
Rotations Heavy 0/0, Medium 4/1, Light 10/4, Total Adds 5, WPJB, KORO, KRLB, KFSB, KALE. Medium: WWNR, WSKY.

POINTER SISTERS "Beby Come And Get It" (Planet/RCA) 12/1
Rotations: Heavy 0.0, Medium 7.0, Light 5/1, Total Adds 1, KRLB, Medium; WEIM, WWPA, WCKQ, WCHV, KTYL, KOSW

KALE: MYLORS "Silhouettes" (Open Air) 12/1
ROtations: Heavy 0.0, Medium 30, Light 91, Total Adds 1, KRSB. Medium: WCCO, WEIM, WTKO.
MILCK JAGGER "Just Another Right" (Columbia) 11/2
Rotations: Heavy 20, Medium 50, Light 42, Total Adds 2, Y97, WRAL. Heavy: WKJJ, KKLV. Medium: WPJB, KVIL:FM. GREG KINN "Lucky" (EMI America) 18/2 Rotations: Heavy 1:0, Medium 5:0, Light 4/2, Total Adds 2, Y97, KXUA. Heavy WWNR. Medium: 2WD, WAVE, KRNT, WMGN, WKYX.

66/R&R FRIDAY, APRIL 5, 1985

A/C ADDS & HOTS

EAST

PARALLEL

ONE

MAROLD PALTRIMEN
JACK MAGNER
KENNY ROGERS
NOTHER:
PHIL COLLINS
COMMODORES
BRUTE SPRINGSTER
USA POR AFRICA
MADORNA

HADOWNA USA POR AFRICA PHIL COLLINS DOLLY PARTON

WPIE/New York Anderson/Silver

SADE HOTTPATT BRUCE SPRINGSTE PHIL COLLINS USA FOR AFRICA HADONNA BUERAY HEAD

wwswiJwspm

DIAMA POSS DAN POGELBERG SADE HOTEGRAPHICA PHIL COLLING MANHATTARS RED RPEEDWAGON WHAM!

ANIMOTION SIMPLE NIMES RED SPERDMAGON TEARS FOR FEARS TIL TURSOAY Hotears

COMMODORES MARMICE & H. MANIE HOLLEST: PHIL COMMO

PHIL COLLINS USA POR AFRICA HADOMRA HADO BERANGE

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PARALLEL

MARNICE & B. MANTE.

TWO

NOTE BE: PHIL COLLINS EPHY ROGERS REG SPEKOMAGON USA FOR AFRICA JULIAN LEMMON MARWICE & B.MANII MAR ERIC CARMEN HOTERST: COMMODORES

MKYE/Johnstown, P.A. Ferromanches

HRAM!

BRIC CARMEN
DAMMY O'EEEFE
TEARS FOR FEARS
HOTE-ET
USA FOR FARICA
HILL COLLINS
HOMHODORES
HADOMRA
DEBARCE

RILLY OCEAN Nottest: PHIL COLLINS COMMODORES HANKATTANS SADE NADONNA

WTICAL Phil Hell

HALL & GATES
HORTEST DEBARCE
USA POR AFRICA
BRUCE SPRINGSTEEN
HAMMATTANS
HADONNA MARHICE & R.MAR REO SPEEDMAGON HOTTOST PHIL COLLINS COMMCDORES USA FOR AFRICA DEBARGE MADONNA

CHICAGO

CHICAGO
HICE JAGGER
BRYAH ADAMS
YEENA MARIE
ANIMOTION
FIRM
GREG ELMM
MURRAY MEAD
DOM WEHLEY
SAMFANA
SUNVIVOR
MOTESEL
COMMODORES WKGW/Utice-R Corporter/Corr Corporator Corr
MARHICK & MANIL
MINNI
ERIC CARMEN
HOCLERS
PHIL COLLERS
DEBARGE
NARREA STHEIMAND
HADDMAN SUP-1--BOTTEST:
COMMODORES
DEBARGE
SPRINGSTKEN
SADE
USA FOR APRICA

PARALLEL THREE

LIMANE, CRAKA EHAN POWER STATION ANIMOTION NOCTES! USA POR AFRICA PHIL COLLINS BRICK SPRINGST SADE MADONNA

BOCK MAYMOND
BOCK HOLTTAKE
JOHNY MATHEL
JOHNY MATHEL
CHARK HOT
HOTHOST
USA FOR AFFICA
PERACE
RELET SPRINGSTEE
SALLY OCEAN
SADE

WTKOMPACE Wayne Fish JACE MAGNES MOTTEST: DEBANGE ALABAMA MADDAWA BILLY GCHAN BRUCK SPRING

MARRICE 6 B.MA JARATA BILL WITHERS HOTEGET: PHIL COLLINS HADDRIA HAHATTAHS SADE HABAT WSB/Atlanta Greg Picciano TEMPTATIONS
ERIC CAMMEN
JAKATA
CHARA RHAN
DANNY O'KEEFF
TEARS FOR FEARS
NOTE-STARS
NOTE-STARS
ADR.
BARRAS STREINAND
GOONC' SENSON
OAN FORELREES
USA FOR AFRICA MADONNA ALABAMA DAN POGELBERG HOTTEST: PHIL COLLINS COMMODORES DEBARGE MANNATTANS DOLLY PARTON WSB-FM/Attents John Kally

HOMERO JOHES CHARA EHAN HOTTGEL USA FOR AFRICA BRUCE SPRINGSTEEN CHICAGO BARBRA STREISAND DIAMA MOSS

POREIGNER
JOHNSY GILL
MARNICE & B. MANIE.
HOSTERIY
PHIL COLLINS
MADDINIA
USA POR AFRICA
SADE
RILLY OCEAN WWPA/William Scott Mesteller

Chris Gobbs
LUTTER VARIODORS
JACE MAGNED
HABOLD FALTERMIYE
KOOL 5 THE GANG
MARNICK & B. HAMFL
CHARA KHAN
HOTERSE
BILLY COCAN
USA FOR AFFICA
HADOMNA
PHILL COCALING CHARA ENAN MARMICE & B. MANIE HOTTER! USA FOR AFRICA COMMODORES DEBARGE MADORNA OAN HATTMAN

TEARS FOR FEARS
WINNI
ROOL & THE GANG
NOTERS!
NADONNA
RED SPEEDMAGON
COMMODORES
PHIL COLLINS
USA FOR AFRICA

Jail Meyer
HOMARD JOMES
RED SPEEDMAGON
TEARS FOR FEARS
HOTE-SET:
MADOWNA
HIGE JAGGER
USA FOR AFRICA
DEBARGE
BRUCE SPRINGSTEEN

SOUTH

PARALLEL

NOTE OF THE PORT O

KVR Dalles/Ft, Worth Chuck Rhedos

DAVID LEE NOTH
HAMMICK & B.MANIL
ALISON MUTET
HOUTEGE:
PRIL COLLINS
JULIAN LEMMON
COMMUNDUM:
SPRINGSTEEN
RADOMMA

97A1A/Migmi Chris Gabte

PHIL COLLING DIANA ROSS

WLTS/feew Orleans

ONE

PARALLEL

TWO

KEY103/Austin

K106/Besumont TX Jemes/Kesi

MARMICE & B. MANIL PAICE & DICESON ALISON MOVET CRYSTAL GALE HOTEOST: PHIL COLLINS USA FOR AFRICA DEBARGE COMMODORES MADDHNA MARHICE & B. MANII. HOLLOSTENICOLINS COMMODORES DEBARGE BRUCE SPRINGSTEEN USA FOR AFRICA

None Mottest: MADOWNA PHIL COLLINS DEBARGE COMMODORES FRANK MILLS

JACE MAGNER HIR REPSHAM JOHN POGENTY MOTERAL ROOL & THE GAMG MADONNA SADE BILLY OCEAN DSA POR APRICA Jam Robertsen

DAN POGELBERG

BILLT GEAN

HOTERET

COMMISSION

USA POR AFRICA

HADONNA

BRUCE SPRINGST

KELTRICARION

GHIMARION Thomas/Jackins
Billy OCEAN
DAN FOGELBERG
HALL & OATES
ROTERST
PHIS. COLLING
COMPRODRES
DEBARCE
BRUCE SPRINGSTERM
USA FOR AFRICA

WSFLitter Born Gary Loc

JAEATA
YAN ROBBISOM
JACKE MAGNER
JANICE PAYSOM
HORLEST:
SADE
RADOWNA
RODGE TENSOM
USA FOR AFRICA

KOOL & THE GA HICE JAGGER FOREIGNER

FOREIGNER
HOTTEST COMMODORES
JULIAN LENNON
RED SPEEDMAGON
PHIL COLLINS
TINA TURNER

JACK MACHER TEMPTATIONS HOCK-MA: COMMODOWES USA POW APRICA SADE MANHATTANS DEBARGE

WEZS/Richmo NORE STEEL S

GILLY OCEAN LITHER VANDOOS: HALL & GATES HOCLEGE: SADE OCEANGE HADDONIA USA FOR AFRICA ROOL & THE GAME RED SPEEDMAGON ERIC CAMMEN NOTERAL COMMODORS PHIL COLLINS HADDWIA SADE BILLY OCEAN WLAC FIMMeshville Michels/Sergent MOTERATI OEBARGE PHIL COLLINS DIANA BOSS RENNY ROGERS USA FOR AFRICA

WEZC-Charlotte HADONNA SADE USA POR APRICE

MACCOSSON
OAN POCELRENG
WANNICK & B.MANIL
HALL, & OATES
HOST-BLI
BRUCK SPRINGSTEEN
DERANGE
HANNATTANS
PHIL COLLINE
HADOMMA CR101/Cocos Beach

ROOL 6 THE CAN' RED SPEEDWAGON ERIC CAMBERN HORERS! COMMODORES HARBRA STREISAND BRUCE SPRINGSTEEN MADORNA DILLY GEAN

DAN POGLINENG GOL 6 THE GAMG HARMICE 6 H. MANT HOLLY 61 ISA FOR AFRICA PHIL COLLINS RED SPECHAGON HADONNA BRUCE SPRINGSTEE

MADONNA PHIL COLLINS RED SPEEDWAGON JULIAN LENNON BRUCE SPRINGSTEEN

CHARA KHAN HOTEGET: PHIL COLLINS MADOWNA COMMODORES DEBARGE SADE GLEAN FREY UTGOTA ASHFORD & SIMPSON ALISON MOTER JAMICE PATSON PAT METHENY GROUP

White-Mode-1s
TEARS FOR PEARS
JASTA
JACK WALHER
JACK WALHER
HERD
HABOLD RALTERSHEEF
SIMPLE WINDS
CHAER HENN
HOLLE-SI
COMMODIONES
HIL COLLING
COMMODIONES
HADOWNA
USA FOR AFFICA PARALLEL THREE

DEAN TRYLO WHARA EHAN VAN MORRISON SIMPLE WINDS HOTE-BE! PHIL COLLINS COMMODORES DEBANCE: JULEAN IZWOM USA FOR AFRICA

JAKATA
CHAREA KMAM
FEMBRY BOLERS
JEFFREY OS-BONNE
ALISON MOVET
BOX-PRICA
PHIL COLLING
MANNATTANS
HADOMRA
KOOL 6 THE DAMG CHAKA RHAM BILL WITMERS PHILL P BAILEY TEMPTATIONS ERNY ROCES EARL FLUX POWER STATION HOTGOST USA FOR AFRICA MADDRMS SADE RILLY OCCAN CHICAGO WKYXPoduceh, KY CarseliRichards CAPPENSION OF THE CAPPENSION O

WCRG/Compto GLENN THEY JAKATA PHILLIP BAILEY BOY MEETS GIRL DANNY O'KEEPE CHARA EHAN CHAFA EHAN HOTTOST: PHIL TOLLINS DEBARGE BRUCE SPRINGSTEEN USA FOR AFRICA HADOWNA

DAN POSTLOENS TINA TURNER TIMA TURNER WEBARI ALABARA WARMICE & B.WANII. JAKATA TEARS FOR FEARS ALISUM MOVET HOLDONG USA FOR AFRICA DEBARGE MADORNA BRUCE SPHINGSTEEN WCHY/Che Ken Medek Ren Medek
MADORNA
ERIC CLAPTON
JACK MAGMER
JAZKA KAMMER
ABBOLD FALTERHEYE
HADORNA
DEBARGE
RBUCE SPRINGSTEEN
PRIL COLINS
KOOL 6 THE GAMG

ERIC CARMEN CHARA HHAN PEO SPEEDHAGON ALISON MOVET Hottest: USA POR AFRICA PNIL COLLINS BRUCE SPRINGSTE DEBANCE MADONNA

ETYLTyler, TE Brian Matoney JACE MAINER LUTHER VANDROSSE ERIC CABREN JEFFERY OSBURNE CHARA EHAN JAKATA HOLLES HELCE SPRINGSTED HELCE SPRINGSTED USA POR AFRICA HADDNIA HADDNIA

MIDWEST

PARALLEL ONE

HOTE-STI PHIL COLLING USA FOR AFRICA COMMUNICATION HADDNNA DIAMA MOSS DAN POCELBERG GEORGE BENSOM HOTERAL KENNY ROGERS DIANA ROSS PHIL COLLIMS USA FOR AFRICA COMMODORES WCCOAmne Danny Long EARL BLUCH HAROLD PALTE: JULES SHEAR JAKATA HOTT-ST:

KSBAISE LOWS MOREN Watermoon HOOK & THE GAMG HOTE-SET ETHINY BOOKES PHIL COLLINS USA FOR APRICA MADOWAS CUMMODORES

EVEY/St Louis

DAN POCELHENG
BED SPEKENMAGON
MOTTER :
PHIL DILINS
MADONNA
COMMODONES
USA FOR AFRICA
DEBARGE

PARALLEL

RAY CHARLES JACE MAGNER JAEATA Hottest: COMMODORES EDULY PARTON PHIL COLLIMS SAPE USA POR AFRICA

WHAM: Appreton

HARMICE & R.MANI ETHNY BOGERS TEARS FOR FYARS CHISTAL GAYLE MAN HOTTEST! PHIL COLLINS DEARROZ MANATTANS COLLY PARTON HADOMMA

GEORGE BENSON HALL & ORTES HOOL & THE GANG

MOTTEST: PHIL COLLINS DEBANGE BRUCE SPRINGSTERN SADE USA FOR AFRICA

MARMICE & B. MANIL FRIC CAPMEN JARATA VAN MORRISON MOTERAL COMMODORES USA POR AFRICA PHIL COLLINS MADONNA SADE:

RLYF/Das Moines Bob Meiers

WARWICK 6 B. MARIL MALL 6 OATES ECOL 6 THE GAMG HOTTOST; BRUCE 3PHINGSTEEN PHIL COLLINS MADOWNA

MADONNA BILLY OCEAN DAN POGELBERG

RRNT/Des Maines Steve Gibbons

EIOA/Des Moines Mile Judge

TWO

SADE MADOMMA HOTT-SET: USA POR AFRICA DIAHA MOSS COMMOZDORES JULIAN LENNOR

WLLT/Cincinnat Dickie Shannen

MARRICK S B. MANIL JAKATA DAN POGELEEPS HOTE-SEL PRIL COLLINS HEO SPRENMAGIN MANINTAM MANIATTAMS SADE WLTF/Cieveland

PARAMENTATION
HAROLD PALTERMEYE
HORSEAS:
PISL COLLENS
HENRY BOGERS
COMMODORES
BRICE SPRINISTEEM
USA FOR APRICA WMJ/Cloveland Tarcospelliers

HAM POGELBERG HOTELST PRIL COLLINS USA FOR AFRICA COMBOORSS BRUCE SPRINGSTERN DEBARGE WSRY/Columbus, OH Harry Lyles

HARMICK & R.MANIL HARDLD FALTERWRYE Hottest: PHIL COLLING WHAM: HHAM! COMMODORES RED SPEEDWAGON USA FOR AFRICA \$101VMColumbus FitzGerald/Jones

NOTE PART : RED SPEETMAGON PHIL COLLINS COMMODRES DEBARGE DAN HARTMAN

BRICE SPRINGSTEE DAN POGELBERG HOCEBRE COMMODORES MED SPEEDMAGON USA FOR AFRICA HADOMBA PHIL COLLINS

MACAMI HOTTOSTI HADDONIA COMMODORES HALL & OATES RILLY OCEAN HADDONIA

Owner-Alen
BILLY OCEAN
BILLY OCEAN
BIODORE BENSON:
HARDSHA
BED SPEEDMAKION
NOTERET:
PHIL COLLINS
DIANA BOSS
COMMODDES
REGGE SPEERGSTI
DEBARGE Signe Cibbons
MARMICK & M.MAHIL
MEDO RPEEDMAGON
MADDONNA
FERFTATIONS
EMIC CAPMEN
MOTERATI
COMPODURES
ALARAMA
DEBARGE
USA FOR AFRICA
BILLY GUEAN

KUBLManses City HallamiTpylor Haldmittylor
Habolo FaltEMMETE
CMICAGO
MORTHERN LIGHTS
CHICAGO
MENNY POGERS
HOTEFALL
PHIL COLLINS
HAMMATTANS

RED SPEEDMAGO HABOLD PALTER IANICE PAYSON JANICE PAYSON HOLE-RE: USA PON APPICA DERANGE PHIL COLLINS BRUZE SPRINGSTREN MANNATANS WLHT-Grand Rapids

HONE HOLE OF THE HOLE SPRINGSTE PHIL COLLINS RED SPEEDMACON USA POR APRICA RENNY ROGERS

HARDLD PALTERHEYS BILLY OCEAN TYARS FOR FEARS NOTCEST HOTTEST: PHIL COLLINS USA FOR AFRICA DEBANGE HADONNA CONNCOORES

MARBA STREIMAND DAN POGELBRIG Hottest: COMMODDERS PHIL COLLINS DEBARGE USA FOR APRICA MADONNA

WINGARDAGISON
BHI YANGU
JAKATA
HADOBHA
ANSY O'KEEPE
EPIC CARREN
HOCE-SEL
DEBARGE
BPUCE SPRINGGTKEN
SADE
HADOBHA
USA FOR APRICA

JACK MAGNER BOTE-ST; PHEL COLLINS COMMODORES DEBARGE BRUCE SPRINGSTEEN RADONNA WL1EMinness Tom Graye

KENNY ROGERS
RILLY OCTAN
HOCKERT |
GEORGE REMSON
COMMODORES
PHIL COLLING
DERARGE
MANHATTANS KOR/Omeha Mason/Shane

ENIC CARREN MARKICK & B. MANIL MOREOST: PHIL COLLINS NADOWNA DEBARGE ROKKE SPRINGSTERN SADE.

CorsonMcKennio
HALL 6 ORTES
HARM:
JASATA
HARMICS 6 B. MARIL
CESTAL GAYLE
HOTEGEL
DERARCH
HANNATTANS
BESICE SPRINGSTERN
HADDNYA
USA FDR AFRICA

Replication
ERIC CLAPTON
HOUSEAST
HHIL COLLINS
MADDINES
ARCE SPRINGSTEE
USA POR APPICA
DEBARGE 3WM/Toledo Jerry King

PARALLEL THREE

KENNY ROGERS
EPIC CARREN
TEMPIATIONS
DAVID LEE ROTH
CRYSTAL GATLE
HOTELS!
TOLLY PARTON
HADOWNA
DAN POCELBERG
ALABARA
**MARRICE 6 N. MANIL

WCIL/Corbondolo, IL WARA RHAN ERIC CARREN POBEIGHEP DARRY O'HERFE HOTEBET USA POR APRICA HADOMHA SADE

SADE DEBARGE BILLY OCEAN WST-FM/Coder

EMEL CARMEN
HABOLD FALTERM
CHARA ENAN
CRYSTAL GAYLE
HOTTER!
COMMODULES
PHIL COLLINS
DEBARGE
MANNATTANS
USA FOR AFRICA

KFSBrJopin, MO Don Corporter

DAN CAPADRAD
CRECACO
NAMI:
NAMI:
SEPPLE MINDS
SEPPLE NINDS
SEPPLE NINDS
SEPPLE NINDS
SEPPLE NINDS
COMMONDOME
DELL WITHERS
DELAPCE
NAME COMMONDOMES
DELAPCE
NAME SPREMSTEEN
BRUCE SPREMSTEEN
DELAPCE
SPREMSTEEN

W KUSA oleyene Bob Yizza

ERIC CARREN VAR HORBISON MARMICH & B.HAM ALIGON HOYET NALL & GATES HOCCEST! DEBANGE MADONNA PHIL COLLING USA POR AFRICA COMMODORES KEEZMankelo, MM Sue LeFond

Sue LEFEND
HABIOLD FALTENEYS
JACK HANNER
PHILLEP BAILEY
DAVID LEE NOTH
ESIC CASHEN
CHARA SHAN
NOTESE:
USA POR AFFICA
COMMONOSE
PHIL COLLINS
DEBARCE
MADDRMA

KWEB/Rochester, Mile Al Aspison AL Asplace
RED SPEEDMAGON
EREC CASPEED
WHAN!
CHTSTAL GAYLE
BILL WITHERS
HOLLWEL
PHIL COLLING
COMMODODES
BRUCE SPRINGSTEEN
HADDHMA
USA FOR APRICA

WJONISt Cloud COMMODORES
PHIL COLLING MARRIES STREISAN
USA POR AFRICA
MADORNA

WBOW/Torre Haut Keeln Young JOHN POGESTY TEMPTATIONS VAN HORRISON EPIC CARMEN HORREST HIL COLLINS USA FOR APPICA HADDHNA BRUCE SPRINGSTEEN HADMATTANS

143 Reporters 132 Current Reports

The following stations reported no adds or changes in rotation this week.

WLLT/Cincinnati WTVN/Columbus WE7S/Richmond WLTT/Washington The following stations failed to report

> WNAM/Appleton-Oshkosh KTWO/Cesper WMAZ/Macon KOY/Phocaix KIFM/San Diego

ONE

NOTERS
COMMODORES
MADONNA
PHIE COLLINS
DEBANGE
JULIAN LENNON HILLY OCEAN
HAROLD FALTERMETA
HORE-ATI
UTEA FOR APRICA
PHIL CONLINS
HARRATTAMS
COMMODISES
HERE SPRINGSTEEN

MARHICE 6 B. MANTE JACE MACHER HOMARD JONES MOTEBAE PHIL COLLINS DEBARGE HACOMMA OAM FOCELBERG USA FOR APRICA

Ren Redrigues
HARDLD PALTEMETS
HARDLD PALTEMETS
STEVE PRIPER
STEVE PRIPER
HUST LEDICS & NEW
GRIEGHO
HUST LEDICS & NEW
GRIEGHO
HUST LEDICS & NEW
HUST SHE LIGHTS
HOST LIGHTS
HO none Hottest: PHIL COLLINS

PHILIP BAILET BRYAN ADAMS EATRINA & THE M GLENN FREY NOTCEST! PHIL TOLLINS NADOWNA ROSTLOS Angeles Republicio MAROLD FALTENMENT TEARS FOR FEARS NEW EDITION NOTE: 481 PMIL COLLINS MARONINA

PARALLEL

BILLY OCEAN GEORGE RENSOM BENCE SPRINGSTE JOHNNY GILL HOLEMST HED SPEZIMAGON PHIL COLLINS PAUL HARDCASTUR HANHATTANS USA FOR AFRICA

GEORGE BENSON BILLY OCEAN ROTEST! COMMANDORES PRIL COLLINS NANATTAMS DEBARGE USA FOR AFRIC

stfittitisen Dego Mark Larson

HHAMI HOLTOSE I USA FOR AFRICA MANONNA WHAMI PHIL COLLINS' JULIAN IEMNON R 101/San Francisco Gardner/Kulip

CUMHODORES HRUCE SPRINGSTEEN USA FOR APRICA

K.F/Soottio BEO SPEEDMAGNE
MARKET'S & RUMAN
DAN POSEURORG
HOLEGELINS
COMMODORES
BROCK SPRINGSTH
HADDENA
SADE

PARALLEL TWO

Drow Marchal

EDOL & THE GAME
WHAP!
MARRICK & B.MARE.
MOTERS!
PHIL COLLING
USA FOR AFFICA
HADOOMA
JULIAN LEMMON
MARKHTERS

CHICAGO
MAN
EPIC CARMEN
HOTEATI
DEBARGE
PHIL COLLIES
HADOMAL
USA POR APRICA
DIANA ROSS

MARNICE & B. MANTL RED SPEKDMAGON NOTES ST. COMMENDES PHIL COLLINS NADONNA USA POR AFRICA BILLY GCEAN

RBEST/San Diego Witchell/Dean HOTE SPRING HADDINA

K#MSan Dieg Mark Zegan NORE HOTT-ST! PHIL COLLINS JANTY STREET USA PON AFRICA GEORGE HENSON SADE

KWAYNO CHICAGO SED SPERDHAGON MOTE OT: MIL COLLINS SEUCE SPRINGST MADONNA SADE USA POR APRICA THREE

Concordades
TOM JOHES
ECOL & THE GASG
LEE GPERMOOD
TEMPTATIONS
LINDA ROWSTADT
ED BRUCE
JOHN SCHWEIDE
MOLENEI
PHIL COLLINS
JINNY SHIFETT
USUCE SPRINGSTEI
MAR

MAN DAN POGELBERG

none Hottest: GIRN CARPBELL PHIL JOLLINS COMMODORES RENNY ROGERS WARWICK & JONES CRTSTAL GATUR PORELONER HOCK-GAL HANHATTANS PHIL COLLINS JULIAN JERMON COMMODORES USA POR AFRICA KSL/Sell Lake City George Lemich MERIE HAGGARD TEMPTATIONS RADONIA HOLLOWIN DIAMA BOSS RED SPEEDWAGON COMMODORES HEA FOR AFFICA BILLY GCGAM

HOTE ROTES OF THE COLLINS COMMODORES NAUCE SPRINGSTREN DAN HARTHAN DEBARGE

none Hottest: COMMODORES USA POR AFRICA HADOWNA BRUCE SPRINGSTEEN BARBRA STREISAND

KBB/Great Falls McBhaylfoller

KRHOWens Larry Irons

MARMICK & B.MA ERIC CARMEN MOTEST: PHIL COLLINS USA FOR AFRICA DEBARGE MADONNA SADE NAHOLD FALTERMEYE RED EPERMAGON JAMATA CHARA KRAN HOTCHST: BILLY OCEAN PHIL COLLES HADOWNA

PARALLEL

JACK NAGMER ERIC CARMEN CHARA ERAN JAKATA NOTEREL PHIL COLLINS COMMODORES BRICE SPRINGSTEEN MADDHMA DEBARGE

KRSB/Roseburg, OR Veranice Surns NYLONS
LUTTHEN VANDROSS
LUTTHEN VANDROSS
LUTTHEN COMPONE
CHARA RAM
ENGERE WILDE
CHICAGO
NOTERAL
PHIL COLLINS
USA POR AFRICA
DEBANGE
SADE
HADDNIKA

RALE/Tri Cittos Bill Tomptoton Bet Tempeson
PHILIP BALLEY
JAMICE PAYSON
SIMPLE HISDS
DAVID LEE ROTE
HEARI
ERIC CARMEN
HOTLOST:
PHIL COLLIES
DEBARGE
CRICAGO
JOHN POGENTY
RED SPEEDMAGON

WEST

KGW/Portland ROOL 6 THE GAME HALL 6 GATES JOHN FOGESTY WHAN! CHARA SHAN MOSTER ST FILL COLLINS DEBARGE MADOMEA SHICE SPEINGST USA FOR AFRICA

HALL & OATES
EDOL & THE CAME
EDIC CAMPEN
JABATA
AND SPECHAGON
HOLLES
DOLLY PARTON
BRUCK SPELMOSTER
PAUL MARDYASTER
PAUL MARDYASTLE

8100/Sen Diego

LING BORDERY
JOHN POCENTY
SANTAHA
TERMA MARIE
TERMA MARIE
TOMMA MARIE
TAMB PUR FEARS
JOHN MAITE
HAR
TALESON MOVET
HOTCHER
TOLLAN LIMBOON
DEBANGE
RALISON MOVET
HOTCHER
MADDINA
MARIE
MADDINA
MARIE
MADDINA KFVLos Angeles I shaquikiley

Hall & DATICS WHAM! FOREISHER CHICAGO HOLD IN HADDING USA FOR APPICA SILLY OCEAN DAN FIGELSEN: MAP

KGSWRock Springs, WT

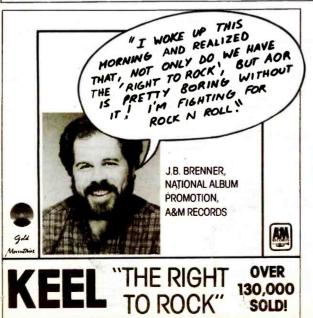
KMGQ/Senta Berbera Stephen Meeds WARMICK & B. MANIL CRAFA EHAN JARATA TEARS FOR FEARS JEFFREY OSBORNE HOLLOSE CEBARCE RADORNA RADO SADE BRUCE SPRINGSTEEN BILLY OCEAN

this week and their playlists were frozen.

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

ree two Last rees Weeks Week	APRIL 5. 1985	153 REPORTS	Total Reports	Hot Rotation	Medium Rotation	Adds Al Rotation
- , O	T. PETTY & THE HEARTBREAKERS/Southern Accents (MCA)	"Don't Come" (146) "Rebels" (113) "Nothin' " (46)		135		
	PHIL COLLINS/No Jacket Required (Atlantic)	"Inside Out" (100) "Don't Lose" (60) "Sussudio" (48)	152 :	= 132 -	- 20+	. 0
	ERIC CLAPTON/Behind The Sun (WB)	"Forever Man" (144) "Waiting" (102) "See" (42)	148=	= 137-	- 11+	. 0
	THE BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (145) "Fire In" (30)	146-	- 125 -	- 21 -	. 0
	JOHN FOGERTY/Centerfield (WB)	"Centerfield" (113) "Rock And Roll" (109) "Searchlight" (11	144=	= 118-	- 26+	. 3
		"Lonely" (120) "Just Another" (66) "Lucky" (38)		- 106 -		
		"Satisfaction" (101) "Radioactive" (87) "Closer" (56)	142-	110-	- 32+	. 0
		"Everybody Wants" (144) "Shout" (14)		105		
		"All She Wants" (105) "Drivin' " (80) "Sunset" (11)	137	105	- 28+	. 7
		"Yesterday" (110)		- 86-		
		"Trapped" (100) "We Are The World" (65) "Trouble" (54)	124	64	49	44
		"Along Comes" (99)	99-	- 82 -	17-	
		"I'm On Fire" (99)		- 78-		
	DILOGE OF THIS COURT IN THE CHARLES	"Vox Humana" (116)	117	45	71	- 1
		"Tore Down A La" (116)		34-		
	· · · · · · · · · · · · · · · · · · ·	"Talk To Me" (120)		= 18-		
	Troite (marrie)	"Say It" (63) "Breaking" (53)		- 46		
		"Some Like It" (77) "Bang" (38)	98	36	57	2
		"I Drink" (95) "Gear" (11)		- 28-		
				13-		
		"Fighter" (102) "You've Got" (10)		23		
		"One Lonely" (97) "Can't Fight" (11)		31		
		"Gigolo" (86) "Easy" (21) "California" (5)		- 22		
		"Will The Wolf?" (92)		20		
		"Walking On Sunshine" (91)	-	- 36		
		"Somebody" (40) "It's Only" (13) "One Night" (10)		19		
		"Things Can Only" (84)				-
		"Let's Talk" (44) "Days" (34) "Vulture" (7)		- 28-		
		"White Lies" (81)	82 +		- 76+	
		"Homecoming" (59)		- 12=		
		"Hard Times" (67)	71 +		- 66 -	
38 35 🚯		"Some Things Are" (64)	64 -		46-	
- 34 1	PORKY'S REVENGE/Soundtrack (Columbia)	"I Don't Want" (38) "High School" (30)	69 4		- 59 +	
EBUT DE	DOKKEN/Tooth And Nail (Elektra)	"Alone Again" (56)	56 -		42+	-
		"Lucky" (48)	52 -		- 40-	
		"Lonely In Love" (55)	55 t	10+	41-	
		"Wake Up" (25) "Break" (19) "Weekend's" (16)	56+	7	41+	_
		"Shades Of '45" (49)	49 -	- 10-	- 39 -	
		"Wrong" (44) "Too Late" (13)	55 +	- 84	44+	14
		"Everybody's Crazy" (47)	50 -	- 5 +	41-	. 8
		"Exiles In" (58)	58 +	3.	47+	13



130,000

SOLD!

BREAKERS.

USA FOR AFRICA We Are The World (Columbia)

81% of our reporters on it. 124/44 including adds at: WDVE, DC101, KZEW, KSRR, WLUP, WLVQ, KGB, KOME. Debuts at #11 on the Albums chart.

KENNY LOGGINS Vox Humana (Columbia)

76% of our reporters on it. 117/7 with adds at: KZEW, KGON, KINK, WPLR, WIBA, WYFE, KQWB. Debuts at #14 on the Albums chart

POWER STATION The Power Station (Capitol)

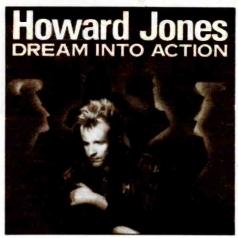
64% of our reporters on it. 98/22 including adds at: WIYY, WHJY, KZEW, WNOR, WAFF, WIOT, KKDJ. Debuts at #18 on the Albums chart.

> **HOWARD JONES** Dream Into Action (Elektra)

56% of our reporters on R. 85/12 including adds at: KZEW, WNOR, KSHE, WAQY, KNCN, KRIX, KTCZ. Moves 26-26 on the Albums chart.

JASON & THE SCORCHERS Lost And Found (EMI America)

51% of our reporters on it. 82/10 including adds at: WBAB, KBCO, WAQX, WOUR, WOOS, WWTR, Moves 31-28 on the Albums chart.





THANKS YOU FOR PUTTING HIS DREAM INTO ACTION.

AOR TRACKS BREAKERS ®

AOR ALBUMS BREAKERS @

CHR BREAKERS

"THIS IS JUST THE BEGINNING...
"THINGS CAN ONLY GET BETTER!"

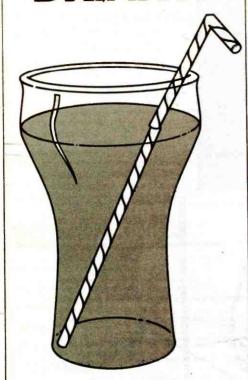
Produced by Rupert Hine for Gestalt

Management: David R. Stopps for Friars Management, Ltd.

1985 Fishstra-Assism Records: a Disson of Warner Communicatives for Production of Management Communicatives for Production of Communicatives for Productive for Productive



YOU CAN'T DRINK IT



BUT YOU CAN PLAY IT

KIM MITCHELL akimbo alogo



Catch the 100 proof sound of Kim Mitchell's, "Go For Soda." 7 99852 From his long-awaited debut album, AKIMBO ALOGO. Brought to you by Bronze, in precious metal cans.



Ē.

■ 1985 Atlantic Recording Corp.

A Warner Communication

AOR ALBUMS

MOST ADDED

SLADE (54)
USA FOR AFRICA (44)
WE ARE THE WOR'D (COUMPDA)
KIM MITCHELL (32)
Alaimbo Alogo (Bronzer/Island)
GLENN FREY (27)
The Alinighter (MCA)
POWER STATION (22)
The Power Station (Capito)

HOTTEST

ERIC CLAPTON (137)
Behind The Sun (WB)
TOM PETTY A THE HEARTREAKERS (135)
Southern Accents (MCA)
PHIL COLLINS (132)
NO Jacket Required (Allandic)
BREAKFAST CLUS (125)
Soundtrack (A&M)
JOHN FOGERTY (118)
Centerfield (WB)
FIRM (110)

NEW & ACTIVE

SLADE/Regues Gallery (CSS Associated) 54/54 (8/0)

Adds: WBAB, WHJY, DC101, KZEW, WAQY, KQDS, KILO, WWWV, KQWB. Hots: 1 WKQQ. Mediums: 35 include KTXQ, WYNF, KYYS, WQFM, KSHE, KISW, WAAF, KISS.

ALISON MOYET/All (Columbia) 49/10 (42/11)

ALISON MOYET/All (Columbia) 49/10 (42/11)

Adds: WDVE, KLOL, WSHE, WRCN, WAOY, KTCZ, WWCT, KEZE, KMBY. Hots: 12 Include CHOM, WXRT, CFOX, WLIR, CHEZ, CITI, KSPN. Mediums: 32 include WBAB, WMMS, WQFM, KBCO, KAZY, WZZO.

SLENN FREY/The Almighter (MCA) 40/27 (14/12)
Adds include KTXQ, KLOL, KSRR, WLVQ, KISS, KQDS, KKDJ, KOMP, KQWB. Hots: 3 KZEW, WYNF, WARX. Mediums: 32 include WNOR, WMMS, KUPD, WCCC, WFYV, WRDU, WIOT, KZEL.

Mediums: 32 Include WNOV, WIND, KTO, 39/2)
SURVIVOR/VItal Signs (Scottl Bros./CBS) 37/5 (39/2)
Adds: WRIF, KSHE, KBPI, WIBA, KRQU. Hots: 15 include WMMR, WEBN, KLAQ, WIMZ, KMJX, KISS, WSKS, KGGO, KILO. Mediums: 21 include KTXQ, KLOL, KSRR, KMET, KPOI.

KIM MITCHELL/Akimbe Aloge (Bronze/Island) 38/32 (1/1)
Adds: WBAB, WHJY, KZEW, WLLZ, WRCN, WOUR, KATT, KILO. Hots: 4 KISW, WCMF, KNCN, WKQQ. Mediums: 17 include WIYY, WDVE, WYNF, WFYY, WDIZ, KEZE.

60 WEST/Ge West (Chrysalls) 33/1 (34/3) Adds: WZZO, Hots: 11 include WBCN, WLUP, WXRT, WDHA, WLIR, WPLR. Mediums: 22 include WBAB, WNOR, WMMS, KROQ, WOUR, WRXL, KGGO.

TIL TUESDAY/Voices Carry (Epic) 31/12 (19/4)

Adds include WYSP, WMMS, KBCO, KQAK, WCCC, WRUF, KTYD. Hots: 8 WBCN, WHJY, 91X, WLIR, WAAF, KLBJ, KRQU, KCGL. Mediums: 17 include WPLR, WAQY, WFYY, WGIR, WBLM.

ANIMOTION/Animotion (Mercury/PolyGram) 31/3 (33/7)
Adds: KMJX, KKCI, WRUF. Hots: 8 WSHE, WMMS, WZZO, WHMD, WZEW, KLYV, WBSW, KFMF. Mediums: 22 include WHJY, KSHE, WAQY, WIMZ, WRDU, KGGO, WBLM, WWWV.

BLASTERS/Hard Line (Stesh/WB) 30/3 (31/4)
Adds: WRCN, WCPZ, KRQU. Hots: 4 KBCO, WHFS, WLIR, KVRE. Mediums: 24 include KLQL, WXRT, KAZY, KRQQ, WILO KKD, KTVD

SADE/Diamond Life (Portrait/CBS) 27/1 (25/2)
Adds: WZZO. Hols: 12 include WXRT, WMMS, KBCO, KAZY, WHFS, WLIR, CHEZ, KTCZ. Mediums: 15 include WBCN, WBAB, KDKB, KCAK, WDHA, WRDU, KLTV.

BRUCE COCKBURN/Stasling Fire (Gold Min./AM) 19/3 (16/5)
Adds: WHFS, KISS, KZOO, Hots: 1 KSPN. Mediums: 16 include CHUM, KINK, WRCN, WHEB. KLAQ, KFMG, WWW, KUFO, KOZZ.

CHESS/Soundtrack (RCA) 19/1 (19/3)
Adds: WHEB, Hots: 3 WMMS, KROQ, K97. Mediums: 15 include KBCO, KBPI, WHFS, WLIR, WRCN, WIMZ, KZOK, WBLM.
WBLM.
WILLIAM (MCA) 18/5 (17/6)

RIIR RERBHAW/Tib Hisses (BLA) 1979 [1779]
Adds: CHOM, KQAK, KTCZ, WIZN, WHMD. Hots: 4 WLIR, CHEZ, WCPZ, KRQU. Mediums: 11 include CHUM, WXRT, KBCO, KAZY, WPLR, K97.

STREETS/Crimes In Mind (Attantic) 18/2 (18/2)
Adds: WNEW, KRIX. Hots: 1 WQFM. Mediums: 15 include WDVE, WRIF, KGB, WEZX, KISS, WAPL, KATT.

LORDS OF THE NEW CHURCH/The Method 01 Our Madness (IRS/A&M) 17/6 (13/13)
Adds: KTXQ, KLOL, KQAK, KNCN, WZZQ, KTYD. Hots: 0. Mediums: 14 Include KZEW, KROQ, 91X, WHFS, WLIR, KLAQ, KQDS.

SAMMY HAGAR/VDA (Geffen) 14/4 (13/6) Adds, KLOL, WNOR, KNCN, KOZZ. Hols: 3 WLLZ, WAQX, KISS. Mediums: 11 include WLVQ, WQFM, KEZE, KWHL, KTYD.

SMITHS/Meat Is Murder (Sire/WB) 14/3 (11/0)
Adds: WiZN, KSPN, KRQU, Hots: 8 include WBCN, 91X, KQAK, WHFS, WLIR. Mediums: 3 WXRT, KBCO, CHEZ.

KEEL/The Right To Rock (Gold Mtn./A&M) 14/3 (15/3)
Adds: WDHA, KKDJ, WRUF. Hots: 0. Mediums: 13 include WBCN, WLLZ, WQFM, KUPD, WKDF, KISS, KATT, KTYD.

AOR ALBUMS — 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, not and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (-) reports compared to last week's figures.

NEW & 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 parentheses are last week's data. Checked records are those that were among the week's Most Added.

TRACKS — Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown fourweek trend of chart movement. Records showing significant upward momentum are bulleted. 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.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

trees were	Last Week	153 REPORTS	Total	Hot I	Medium	Total
4 2		TOM PETTY & THE/Don't Come Around Here No (MCA			15-	0
1 1		ERIC CLAPTON/Forever Man (WB)		133		. 0
9 3		SIMPLE MINDS/Don't You (Forget About Me) (A&M)		124+		0
20 11		TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)		103+		0
5 5	6 5	JOHN FOGERTY/Rock And Roll Girls (WB)	109 -		16-	
2 4	4 6	DON HENLEY/All She Wants To Do Is Dance (Geffen)	105 -			1
11 10		MICK JAGGER/Lonely At The Top (Columbia)	110-		-	
8 8	_	FOREIGNER/That Was Yesterday (Atlantic)	99-		17-	
	12 9		99-			i
7 9	7 10		113+			
9 21	13	JOHN FOGERTY/Centerfield (WB) TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)	113+	53+	56+	2.
	18 (P)	KENNY LOGGINS/Vox Humana (Columbia)	116+	44+	71-	-
		VAN MORRISON/Tore Down A La Rimbaud (Mercury/PG)	116+			
-		PHIL COLLINS/Inside Out (Atlantic)	100+		42+	7.
4 29		FIONA/Talk To Me (Atlantic)	120+		102-	
	_	FIRM/Satisfaction Guaranteed (Atlantic)	101+		44+	1
		ERIC CLAPTON/She's Waiting (WB)	102+		54+	1
		FIRM/Radioactive (Atlantic)	87-	64 -	23-	
		BRUCE SPRINGSTEEN/Trapped (Columbia)	100	31	53	9
	20 21	GEORGE THOROGOOD/I Drink Alone (EMI America)	95-	27+	68 -	
		VAN-ZANT/I'm A Fighter (Network/Geffen)	102+	13+	88+	1
		REO SPEEDWAGON/One Lonely Night (Epic)	97+	19+	75+	1
		LOS LOBOS/Will The Wolf Survive? (Slash/WB)	92 -	22-	70-	
		MICK JAGGER/Just Another Night (Columbia)	66-	52 -	14+	
		DAVID LEE RDTH/Just A Gigolo (WB)	86+	29+	55+	1
		KATRINA & THE WAVES/Walking On Sunshine (Capitol)	91+	19+	68+	1
		POWER STATION/Some Like It Hot (Capitol)	77=	36+	41-	
		DON HENLEY/Drivin' With Your Eyes Closed (Geffen)	80+	27+	45+	3
45		HDWARD JONES/Things Can Only Get Better (Elektra)	84+	18+	62+	1
5 17	24 31	USA FOR AFRICA/We Are The World (Columbia)	65 -	39 -	26-	
- 54	37 🖭	JASON & THE SCORCHERS/White Lies (EMI America)	81+	2-	75+	1
	39 👀	PHIL COLLINS/Don't Lose My Number (Atlantic)	60+	34+	25 -	
3 13	16 34	SANTANA/Say It Again (Columbia)	63-	36 -		
9 25	31 35	FIRM/Closer (Atlantic)	56 -	24 -	32 -	
15	27 36	PHIL COLLINS/One More Night (Atlantic)	46 -	42 -	4 -	
6 55	43 D		48+	34+	14-	
7 53	45 🕮	HALL & OATES/Some Things Are Better Left Unsaid (RCA)	64+	18+	46 =	
1 46	40 39	MOUNTAIN/Hard Times (Scotti Bros./CBS)	67+	2 =		
9 41		U2/A Sort Of Homecoming (Island)	59 -		47-	
		DOKKEN/Alone Again (Elektra)	56+	10+	42+	1
EBUT		HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)	54	12	30	5
-		SANTANA/Breaking Out (Columbia)	53+	14=	37+	7.
-	_	GIUFFRIA/Lonely In Love (Camel/MCA)	55+	9+	42+	
5 20		BRYAN ADAMS/Somebody (A&M)	40-	28-	12=	
		TOM PETTY & THE HEARTBREAKERS/It Ain't Nothin' To Me (MCA)	46 =	20+	24+	
		GARY O'/Shades Of '45 (RCA)	49 - 58 +	10- 3+	39 - 47+	1
		REFUGEE/Exiles In The Dark (Chrysalis)	58 + 48 -	11-	37-	
8 24		GREG KIHN/Lucky (EMI America)	47-	5+	38-	
		MICHAEL BOLTON/Everybody's Crazy (Columbia)	41-	13-	31 -	
	26 51	ALAN PARSONS PROJECT/Let's Talk About Me (Arista)	38-	16-	22=	
		PHIL COLLINS/Only You Know And I Know (Atlantic)	42+	12+	29+	
		ERIC CLAPTON/See What Love Can Do (WB)	54	1	35	5
		SLADE/Little Sheila (CBS Associated)	38+	17=	21+	3
	60 53	MICK JAGGER/Lucky In Love (Columbia)	44+	5+	36+	10
		JULIAN LENNON/Say You're Wrong (Atlantic)	37-	5=	31-	
	41 57	JOHN PARR/Magical (Atlantic) CARS/M/hy Cap't I. Have You (Flektra)	30-	13=	17-	1
		CARS/Why Can't ! Have You (Elektra)	31 -	17-	14+	
		PHIL COLLINS/I Don't Wanna Know (Atlantic)	39+		26+	- (
	⋑	ALISON MOYET/Invisible (Columbia)	35 T			

MOST ADDED

BRUCE SPRINGSTEEN (99) Trapped (Columbia) SLADE (54) Little Sheila (CBS Associated)
HUEY LEWIS & THE NEWS (53) OON HENLEY (37)

POWER STATION (37) Bang A Gong (Get It On) (C (Capitol) Go For Soda (Bronze/Island)

HOTTEST

ERIC CLAPTON (133) TOM PETTY & THE HEARTBREAKERS (131) Don't Come Around Here No More (MCA) SIMPLE MINDS (124) Don't You (Forget About Me) (A&M)
TEARS FOR FEARS (103) Everybody Wants To Rule The... (
JOHN FOGERTY (93) DON HENLEY (93)

BREAKERS

BRUCE SPRINGSTEEN Trapped (Columbia)

65% of our reporters on it. 100/99 including adds at: WMMR, DC101, WLUP, WXRT, WMMS, KSHE, KMET, KROQ, KOME. Debuts at #20 on the

HOWARD JONES

Things Can Only Get Better (Elektra)

55% of our reporters on it. 84/11 including adds at: KZEW, KSHE, WAQY, KNCN, KRIX, WRKI, KFMQ. Moves 36-30 on the Tracks chart.

JASON & THE SCORCHERS White Lies (EMI America)

53% of our reporters on it. 81/12 including adds at: WBAB, WSHE, KSHE, KBCO, WAQX, WOUR, WOOS, WYFE. Moves 37-32 on the Tracks chart.

DON HENLEY

Drivin' With Your Eyes Closed (Geffen)

52% of our reporters on it. 80/37 including adds at: WNEW, WHJY, KTXQ, KZEW, WEBN, KOMP. Moves 48-29 on the Tfacks chart.

NEW & ACTIVE

GLENN FREY "Smuggler's Blues" (MCA) 40/27 (14/12)
Adds include KTXQ, KLOL, KSRR, WNOR, WLVQ, KISS, KQDS, KQWE KOWB, Hots: 3 KZEW, WYNF, WARX

POWER STATION "Bang A Gong (Get It On)" (Capitol) 38/38 (0/0) Adds include WYSP, WHUY, DC101, KZEW, KROO, WOUR, KKDJ. Hots: 5 W.L.

GEORGE HARRISON "I Don't Want To Do It" (Columbia) 38/6 (35/18) KTCZ, WWCT, WRKI, Hots: KBCO, KMET, WDIZ, KILO

ALAN PARSONS PROJECT "Days Are Numbers" (Arista) 34/6 (29/11)
Adds WMMR, KUPD, KRQR, KLAQ, WIMZ, KRIX, Hots: 12 include KBCO, KAZY, CFOX, WDHA, WXKE

KYYD, Mediums, 20 include WBAB, WYSP, KLOL, KSPR, WCCC, KZEL.

KIM MITCHELL "Go For Soda" (Bronze/Island) 32/31 (1/1)

Adds include WBAB, WHUY, KZEW, WLLZ, WRCN, WOUR, KILO, Hols, WKCQ, Mediums, 17 include WIYY, WDVE, WYNF, WFYY, WDIZ, KATT, KEZE, GO WEST "We Close Dur Eyes" (Chrysalis) 32/1 (33/3)

Adde: W770 Hote: 11 include WBCN, WLUP, WRRT, WDHA, WLIR, WPLR, KLYV, KFMF.

include WIDER, WINDER, SIERR, RYDUD, WHON, WOUR, WOLEN, WOLEN, WIDEN, WINDER, WINDER, WINDER, WIDEN, WIDEN,

WAAF KLBJ. KROU KCGL. Mediums: to include which, medi., incl. in 112.

WANG CHUNG "Fire In The Twilight" (A&M) 30/10 (21/8)

Adds. WYSP. KBCO, KOAK, WRON, WEZK, WAOY, KIPK, KUPO, KROU, KIYD, Hots 10 include
WHUY, 91X, WPLR, WHEB, WBSW, WCXT. Mediums: 16 include WBCN, WBAB, KTXQ, KROO, KROR, RICK SPRINGFIELD "Celebrate Youth" (RCA) 30/9 (24/24)
Adds KGB, WRCN, KNCN, WIMZ, KMUK, WWCK, K97, WRUF, WZEW, Hols 3 WHMD, KUFO, KRQU,

DAVE EDMUNDS "High School Nights" (Columbia) 30/6 (26/10)
Adds. KROR, WPDH, WOUR, WLAY, WBLM, KCGL, Hots 2 WOOS, KROU, Medium

MICK JAGGER "Half A Loaf" (Columbia) 29/3 (29/2)
Adds: KLBJ. KEZO, KICT, Hots: 13 include KZEW, WXRT, KMET, WLAV, KILO, KKDJ, KPOJ, WWW.

STEVE PERRY "H Only For The Moment, Girl" (Columbia) 25/24 (0/0)
Adds include KMET, KROQ, WWCT, KICT, KFMQ, Hols, 8 WBAB, KBPI, WCCC, WTKX, WXKE, WGIR GRAHAM PARKER & THE SHDT "Wake Up (Next To You)" (Elektra) 25/9 (18/18)
Adds include KSJO, CHEZ, WEZK, WTUE, KLPX, KGWB, Hots: 3 WLIR, KTCZ, Mediums: 20 include V
KBCO, KAZY WCCC, WOUM KLBJ.

NORTHERN LIGHTS "Tears Are Not Enough" (Columbia) 24/20 (0:0)

NORTHERN LIGHTS "Tears Are Not Enough" (Columbia) 24/20 (0:0)

WOHA, 83", WWWW, KINE Medium 10 include CHAM, KDR, CPCA, WCMF, WAGK,

SADE "Smooth Operation" (Portario CBS) 24/1 (23/1)

Adds: WZZO, Host 11 nocked WRIN, WMMS, KBGO, WHS, WURI, CHEZ, Mediums 13 include WBCN.

JULES SHEAR "Steady" (EMI America) 22/7 (17/17)
Adds: KISW, WWWV, WZEW, KUFO, KLYV, WZZQ, KZQQ, Hots: 0, Mediums: 17 include KBCO, KAZY,

MICK JAGGER "She's The Bass" (Columbia) 22/0 (20/2)
Adds: 0. Hots: 15 include WMMR, WYSP, KMET, KROQ, KQAK, WFYV, KPOI. Mediums: 7 include DC101.

GRAHAM PARKER & THE SHOT "Break Them Down" (Elektra) 19/9 (15/15)
Adds include WNEW, WRCN, CITI, KFMG, WGIR, Hots, 4 91X, KOAK, WKQO, WIZN, Medium

MURRAY HEAD "One Night in Bangkok" (RCA) 19/1 (19/3)
Adds: WHEB: Hots: 3 WMMS, KROO, K97. Mediums: 15 Include WXRT, KBCO, WLIR. Adds. WHES HISS KZOQ, Hots: 1 KSPN, Mediums: 15 Include KINK, KLAQ, KFMG, WWW, VBLM, Adds. WHES, KISS, KZOQ, Hots: 1 KSPN, Mediums: 15 Include KINK, KLAQ, KFMG, WWW, KOZZ.

OAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 18/2 (18/3)
Adds: WCPZ, KROU. Hols: 6 KBCO, KAZY, KTCZ, WZEW, KSPN, KZAM, Mediums: 11 inch

WKDF, WBLM, WWWV.

STREETS "Don't Look Back" (Atlantic) 18/2 (18/2)

WORM Mediums: 15 include WRIF, KGB, WEZX, KISS, W.

GRAHAM PARKER & THE SHOT "The Weekend's Too Short" (Elektra) 16/7 (9/9)
Adds. WBAB WEBN 91X KOME KSJO WKDF WRXL Hots: 0. Mediums: 15 include WBCN WHAY WAQY NIK KERSHAW "The Riddle" (MCA) 16/4 (15/5)
Adds: CHOM, KQAK, WIZN, WHMD. Hots: 4 WILIR, CHEZ, WCPZ, KRQU, Mediums: 9 include CHUM, WXRT

REIIC CLAPTON "Tangled In Love" (WB) 16/3 (17/2)
Adds: WEZX, WRDU, KTCZ. Hots: 4 include WYNF, KAZY, KSUO. Mediums: 12 include WDVE, KTXQ, WEBN,

REGIONAL AOR ACTIVITY

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PARALLEL ONE

WBCN/Boston (617) 266-1111

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(514) 935-2425 ----

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WDVE/Pittsburgh (412) 562-5959

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WBAB/Long Isl (516) 587-1023 CHUM-FM/Toro (418) 926-4068

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DC101/Washington, DC

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WDHA/Dover, NJ (201) 328-1055

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WAQX/Syracuse (315) 472-0200

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WHFS/Annapolis (301) 263-1430

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WPYX/Albany, NY (518) 785-9061 -----

WKLC/Charleston (304) 722-3308

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WWTR/Ocean City (301) 289-4545

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WARKHO Fredrick (301) 733-4500 90- 07:0 9:ANY-0002

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REGIONAL AOR ACTIVITY

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000 + Parallel Two: 200,000-1 000 000

Parallel Three: Under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower parallel.

PARALLEL ONE

KSRR/Houston (713) 797-0097

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WTKX/Pensacole (804) 438-7543 TO: NAME DAYTO SAREA

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WDIZ/Orlando (305) 645-1802

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WKQQ/Lexington (606) 252-6694

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WMZ-FM/Knoxv ---

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PD: Larry Berger MD: Lisa Tonacci

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Baltimore PD: Ralph Wimmore MD: Jim Payne

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Ckgm Montreal

PD: Stephen Anthony

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PD: Jim Waters Tore
MD: Brad "Knobby" Jones

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PD: Smokey Rivers MD: Gene Baxter

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Montreal

PD: Bob Beauchamp MD: Guy Brouillard

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PD: Sunny Joe White Boston MD: Genl Donaghey

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Toronto PD: Sandy Sanderson

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Buffalo
PD: Bill Todd
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PD Alan Burns

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Island

PD: Bill Terry MD: Ruth Tolson

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PD: Scott Alexander MD: Craig Jackson

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PD: John Lander Asst. PD: Ron Parker ASS. PD. Fon Pather

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29. 30 MALL & DATES/Spee Things Are Bet

B97 New Orleans

MD: Greg Rolling

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76/R&R FRIDAY, APRIL 5, 1985

CHR PARALLEL ONE PLAYLISTS

Miami

PD; Keith Isley WINZ-FM MD; Mark Shands

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TIL TUESDAY/Voices Carry
NURRAY MEAD/ON Night In Bengiob
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VELLOVISIONS CARRY

Dallas/Ft. Worth

Maximum Hits VP/Programming: John Shomby

MUNICASEL POP Pagenda Steele PAGENDA STEELE POP PAGENDA STEELE POP PAGENDA STEELE POP PAGENDA S

HOOL & THE CAMB/Fresh

PD: Robert W. Walker

POP. Robert W. Walker
MD. Joni Slani

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Ops Mgr. Mason Dixon PD Steve Rivers

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Atlanta

MD: Jeff McCartney

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PD: Bob Canada MD: Jim Curtis

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MIDWEST

Q102 Cincinnati

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--WX5T--92X-FM

Columbus

PD: Adam Cook Asst. PD: Joel Kelly

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PD: Dave Anthony Asst. PD/MD: Don Michaels

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WKTI Milwaukee

PD: Tim Fox MD: Kelly Wallace

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Kansas City PD: Pat McKay MD: Karen Barber

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Chicago

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Ass. PD. Steve Kelly

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HOMMAD UDMESTRINGS COM DAIS OFT B JOHN FORESTWARDS & Rell Gard Tibe TURNESTRING BORN PRESENT TEARS FOR FEMBET VENDING MENTS TO

WLOU'S FM

PD: Tac Hammer
Asst. PD/MD: Gregg Swedberg

SSE POMD: Grogg Sweedberg

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23. 29 ERIC CLAPTON/Ferever Nam JESSE JOHNSON'S R/Se Your Han

TLI

Chicago

Oos Mar John Gehron

PD: Dallas Cole

PD. Dallas Cole

The control of the

ADDS FIRM/Redisection TEARS FOR FEARE/Equipment Ments MED SPEEDMACHION - Long 16 Migts

WNCI Columbus

98 FAA

WEST



VP/Prog.: Gerry DeFrancesco Assistant PD: Mike Schaefer

10H PETTY/Dan's Code drowns Her BICK SPRINGFIELD/Colybrate Youth LUTIES washDOBS-71: No Sake Codes ASSES ACOMONIS RISE Your Nam

DAVID LEE MOTHWAVEL & digoloff Aim MEL & DITION/Leas In Love MALL & CATER/Some Things Are Sette

CHR PARALLEL ONE PLAYLISTS

WEST



Denver

PD: Mark Bolke MD: Chris Knight

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ID. Steve Nagaruma

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TEARS FOR FEARE/Everybody Hents To HAROLD FALTERMEYE/Asel F

PHILIP BRILEY/Molbing On The Chines SOV MEETS GIRL/ON Gard REG SPEEDMAGGH/One Landle Hight OD MEST/Me Class Our Eye HOMMAD JOMES/Tangs Can Only Gat 8

KWSS 94.5 ...

MD: Robin Kipps

PD: Dave Van Stone San Jose

MO: Robin Kipps

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PD: Jon Barry MD: Steve Naganuma

YILL

KRXY Denver

PD: Robin Mitchell Assistant PD: Beau Matthews

MURRAY HEAD/One Hight In Bengket ANIMOTION/Obsession MATRIMA & THE MAY/Melting On Suns

Seattle KUBE 93FM

SADE/Sanoth Dearstor MATRIMA & THE MAN/Malking On Sunsi MODA & THE GAME/Fresh and WREDMAND/One Lenning Hight

PD: Bob Case MD: Wendy Christopher

San Francisco

PD: Nick Bazoo MD: Jack Silver

PHILIP BAILEY/Melsing On The Chin-MATRIMA & THE MAN/Melsing On Sunei CHARA RAMM/Through The Fire MURTIS BLOM/Bestetbell

SEMBY LOGGIMS/Vos Museus SMANNETH/De You Hanne Get Amen

ZIO O FM KKRZ

Portland

PD: Gary Bryan MD: Scott Drake

FM102

PD: Rick Gillette Sacramento MD/Assist PD: Chris Collins

MD/Assist PD: Chris Collins

1 1 1 000 FG AFFECTION FOR The WIFTE

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CHICAGO/Along Comes A Memon ROCHELLE/Lave He Tensght RODL & THE GAMO/Fresh PARY JAME GIPLE/I My House KATRIMA & THE WAV/Meleing On Suns

HEMARD UDMES/Things Can Only Got QC MEST/Are Close Dur Eyes SHAMBER/De You Manne Got Away DAVID LEE ROTH/Just & Gigole/1 &: ALISON MONET/Invissable



MD: Steve Goddard

TEARS FOR FEARS/Everybody Manta To BILLY OCEAN/Suddenly BICK SPRINGFIELD/Colobrate Youth

TOP PETTY/Dan's Code Arsuns Not LIMAL/Never Ending Store

KWOD 105

PD. Richard Sands

Sands

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PD: Richard Sands

TESTOS FUL

VP/OPS: Dave yards

PD. Mike Presson

3 in mocommunication for the first presson in the presso

29. 40 DAVID LEE RETHIJUSE A Gagalail Asso KEGL & THE GAMOIFESS KATRINA & THE MAYINGIETS ON BURSH

HALL & DATES/Some Things Are Suite GO MEST/We Cines Dur Egen

San

HOT HITS! VP/Ops: Dave Parks
San Diego

beEEMs Engruproper meats
Many Amed Cimits' in My House
Hishand DobES-Teans Can Only Get 8
HAMP /Everytein Side Ments
TEANS FOR FEARS/Everytein Side
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JOURNAY/Only The Yeung PATT LABELE/New Attsitude CHICAGO/Alan Comes A Wimen DAM HEMBER/All: She Mante To De I HALL & DATES/Seme Things Are Batte EGIC CLAPTOM/Fervore The JOHN LOURS/Fervore The COMES CLAPTOM FOR THE STATE

KOAQ

FIRM/Radioactive CO MEST/Me Class Our Eyes TEARS FOR FEARS/Sverabedy to PATTI LABELLE/Now Assisted HOOL & THE GANG/Fresh SCY MESTS GIBL/OR GIT!

Seattle

Hot Hits K-EW FM PD: Jeff King MD: Damien

MD: Damien

MD: Damien

**In June 700 officione over the New Je

**In June 700

SAME CAME FIVE IN The Tutlight SLADE/Little Shaile SLODIS SOME/Imagination CLEME FREV/Sougair's Blues HIM HITCHEL/GO For Side FRAME GOES TO Mydelcome To The's BLES SPRINGELL/GO For Worth

JAES SHEAR/Steads JOHN MAITE/Coange GIUFFRIA/Loneis in Love

(Q103FM)

BICK SPRINGFIELD/CLIEBORY Vault

COP PETIT/ODN'T Case Around Her
HENRY LOGGINS/VER INMANE
BOARD DOS STRINGS COP DIE GET
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COMMITTE SISTEMS/BOARD COP DIE
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PD: Jack Regan MD: Alan Sledge

Sacramento PD: Tom Chase MD: Mr. Ed

MARCLD FALTERMEYE/Asol F MATRIMA & THE MAY/Molding On Sunce QLEMS FREY/Bougsler's Blues MEM EDITION/Lost In Lave FRANKIE QUES TO M/Molcome To The P

ROOL & THE GAMG/Fresh DAVID LEE ROTH/Just A Gigsle/I Abn ANYROTION/Ossession





Denver

PD: Doug Erickson MD: Gloria Avila

MC, GOTTO AVIG.

10 1 1 GEN TO AVIGATION AND THE SECTION OF THE SE

DA NOOL & THE GAMO/Fresh NED SPEEDMANDON/On- Lenete Night FRANKIE DOES TO M/Welcom To The Ple SIMPRIA/Leneig In Lave

WICH JAMES/Con't Btop LIMMS/Mover Endanc Store

78/R&R FRIDAY, APRIL 5, 1985

RICK SPRINGFIELD/Colorrote Youth MODE & THE GAMM/Fresh HOMARD JONES/Taines Con Only Got HARDED FALTERREYE/Acol F

OC MEST/Me Class Our Eges ERIC CLAFTOM/Faravar Mon HALL & GATEM/Samr Things Are Belli JOSE FORESTY/Res & Reil GIT! KATRIMA & INE MAY/Melting On Sunsi

EAST

Roy Meets Girl Rick Springlield

HOTTEST USA For Africa Phil Collins

CHR ADDS & HOTS

SOUTH

MOST ADDED

Glenn Frey

USA For Africa Rick Springfield Madonna Frankie Goes To Hollywood

EAST PAPALLEL TWO

92-KTU/New York, NY McIntyre/McCoy HAPPINA & THE MAY BICK SPRINGFIELD GLENN FREY HABOLD FALTERMEYE HOTERST 198 FOR APRICA 2-1 NADOWNA 3-2 ANIHOTION 7-5 CHICAGO 10-5 DEBARCE 12-8 MMARI MARI GIRLS
RICK SFRINGFIELD
RATRIMA THE MAV
BILLY OCEAN
HOTOGRAPHICA 1-1
PHIL COLLINS 7-4
DEBARGE 13-7
ARIMOTION 20-10
POWER STATION 23-15

PRANKIE GOES TO B CHARA BHAR BOY MEETS GIRL BOY MEETS GIRL FIGNA LITHER VANDROSS HOTLEST; FBIL COLLINS 2-1 USA FOR AFBICA 3-2 RADOWNA 4-3 AMINOTION 6-4 NURRAY WEAD 16-13

WBEN-FM/Buffelo, NY Reger Christian

POWER STATION PATTI LABELLE DON HENLEY BILLY OCEAN HOTLES. BILLY OCEAN BOTTOST: USA POR APRICA 1-1 TEEMA MARIE 5-2 COMMODORES 6-4 MADONNA 7-5 DEBARGE 12-7

DOY MEZTS GIRL
HAROLD FALTERMEYE
FIONA
JULES SHEAP
BELOUIS SOME
HOTOSIS GOME
USA FOR AFRICA 4-1
HARONNA 6-4
DEBARGE 12-6
RUBRAY HEAD 19-13
FOMER STATION 31-15

BH Shannen

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BELOUIS SOME
ELAMINANCE
TEANS POFFERAN
TEXT PERMY
NOTEST:
USA FOR AFBIGA 13-1
HADOWNA 6-2
BHUCE SPRINGSTERN 5-3
CRICAGO 12-8
FOREIGNER 17-10

WERZ/Exeter, NH Scott MacKey

Scott MacKey
BOY NEETS GIRL
ALISON MOYET
LUTHER VANDROSS
RICE SPRINGFFELD
NAROLD FALTENERYE
JULES SHEAR (dp)
SHANNON
CLEMF FREY
USA 70R AFRICA, 10-1
FRIL COLLINS 2-2
NADONNA 5-3
BEYAN ADAMS 6-4
ANIHOTION 9-6

WTIC-FM/Hartford, CT

HOMARD JONES ROOL & THE GAMG PHILLIP BAILEY HOTCHEY USA FOR AFRICA 1-1 HADDONA 2-2 DEBARGE 3-3 COMMODORES 5-4 SIMPLE MINDS 16-10

SADE TEARS FOR FEARS DAVID LEE ROTH DATED LEE ROTH
RED SPEEDMAGON
BOTTEST :
PEIL COLLINS 1-1
BRUCE SPRINGSTERN 12-5
BRUCE SPRINGSTERN 12-5
DEBARGE 15-11

ROOL & THE GAMG RICK SPRINGFIELD BOY MEETS GIRL LIMANL GLENN PREY SHAMMON HAROLD FALTERHEYE HABOLD FALTERHEYE HOttest: USA FOR AFRICA 10-1 HADOHHA 2-2 BRUCE SPRINGSTERN 4-3 FOREIGNER 9-4 CHICAGO 7-5

BOY MEETS GIBL RED SPEEDMAGON PRAMMIE GODES TO H GLEMH PREY HOSTERIA ALPHAVILLE 5-2 USA POR ARRICA 10-4 MADONNA 11-5 CHICAGO 22-10 ANIMOTION 19-11

KC101/Now Heven, CT Staf Rybok

Stof Rybok

PHILIP BAILEY
HABOLD FALTERMEYE
ANIMOTION
ROOL & THE GANG
ROLEON AFRICA 7-1
HADONNA 3-2
DEBANGE 15-7
POMER STATION 24-16
HURRAY MEAD 23-17

HellettSheriden
FRANKIE GOES TO H
GLENN FREY
BOY MEETS GIFL
HOTOMIA 1-1
USA FOR AFRICA 9-2
DEBARGE 10-7
DON HEMLET 13-9
FOMER STATION 22-17

FIONA EURTIS BLOW ERIC CARMEN NOMO
Nottest:
USA FOR AFRICA 1-1
PHIL COLLINS 3-2
RADOWNA 7-7
POMER STATION 24-9
SIMPLE MINDS 18-10

none Nottest: SOMIE & MPTHENY 5-5 USA FOR APRICA 10-10 DOM HEMLEY 15-15 ERIC CLAPTON 21-21 PRINCE 26-26

SIMPLE HINDS ERIC CLAPTUM SADE BTO SPEEDMAGGM HOTLEGAT PHIL COLLING 1-1 USA FOR AFRICA 9-3 COMMODORES 14-7 ANIMOTION 14-8 DOM HEMLEY 18-10

State Reboy

GLENN FRIT (dp)

PHILIP BAILEY

NEW DITTON

JOHN PARE (dp)

JULES SHEAR (dp)

ROTERS:

USA FOR AFRICA 1-1

HADONNA 5-1

BRUCE SPRINGSTEEN 8-4

CHICKON 11-7

MURPAY HADO 15-8

RICK SPRINGFIELD BOY MEETS GIFL ALISON HOYET LIPAHL FRANKIE GOES TO H I HOTCHES HADDWAN 1-1 PHIL COLLINS 2-2 HADDWAN 3-3 USA FOR AFRICA 9-6 COMMODORES 25-19

WIGY/Beth, ME Bob Anderson HOMARD JONES Nottest: USA FOR AFRICA 2-1 HURRAY HEAD 8-6 SIMPLE MINDS 10-8 DEBARGE 11-11 FOREIGNER 33-14

Bob Spencer

RICK SPRINTFIELD

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LUSA FOR AFRICA 10-1

RADONNA 2-2

ANIMOTION 12-4

RUSHAY READ 26-17

FORTE STATION 31-20

Jen Miertin
GLEMN FREY
WANY JANE GIRLS (dp)
JULES SHEAR
LUTHEN VANDROSS
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EATRINA & THE MAV SHANNON (dp) LIMANL (dp) HOTERS! USA FOR AFFICA 1-1 MADOWNA 4-2 DERANGE 8-4 ANIMOTION 16-10 POWER STATION 35-26

WZYQ/Frederick, MD

Kemesshi Jee SIMPLE MINDS HOMARD JOHKS RICK SPRINGFIELD RICK JAWES USA FOR AFRICA 2-1 MADONNA 1-2 PHIL COLLIMS 3-3 MADONNA 3-4 CMICAGO 12-6

SADE GIUFFRIA LIMANL SNAMNON HOTESET: USA FOR AFRICA 1-1 HADOMHA 4-2 DEBANGE 7-4 BRUCE SPRINGSTEEN 11-8 COMMODOMEN 14-9

WJZR/Charlotte, Chryster/Danielo

Chryster Deniele
MAROLD FALTERMEYE
RICK JAMES
GLEMB FREY
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HOLD FOR THE
MADOWNA 6-3
DESANGE 7-4
USA FOR AFRICA 6-5
ARHOTTOR 17-10
RUSRAY READ 23-12

WSKZ/Chatteroogs, TN Chase/Pose

RURTIS BLOW (dp) Hotsest: USA FOR AFRICA 1-1 MADONNA 2-2 COMBODDESS 12-6 DON HENLEY 14-8 DEBARGE 20-9

WZLD/Columbia, SC Hunter Herring

LUTHER VANDROSS NIR KERSHAM ERIC CARNEN KURTIS BLOW HOTCHST

KZFM/Corpus Christi, TX Ginsburg/Tucker

KTKS/Delles, TX Merger/Kelly

KSET-FM/EI Page, TX Randy Rodrigues

MMANI
MHANI
PHILIP BAILEY
NANCLO PALTENREYE
TEMPTATIONS
MOTORAT
PHIL COLLINS 3-2
USA POR AFRICA 16-6
RADONNA 10-7
DENARCE 11-8
NEW EDITION 32-21

Doug Nevel
STEVE PERRY
BRUCE SPRINGSTEEN
BOY MEETS GIFL
ERIC CAMPIN
BLANCHAMES
HOTHER: POP FEARS
HOTHE

BOY MEETS GIRL SHAMMON PRANKEZ GOES TO H GIUFFER LYTHER VANDROSS HOTERIT USA POR RFRICA 5-1 BRUCE SPRINGSTERN 2 COMPOONER

Paul Debille

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WHAMI USA POB AFRICA SIMPLE MINOS ALISOM HOVET EATRINA & THE MAV NOTEGE; MADDINA 19-1 CHICAGO 24-2 WHAMI 0-1 BRUCE SPRINGSTEEN 12-5 BRUCE SPRINGSTEEN 12-5

PRILIP RAILEY
RATRINA 6 THE MAY
ERIC CARMEN
JOHN PARE
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POLE COLLES 1-1
DOM HERLEY 4-2
RADONNA 13-5
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HOTTEST

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SOUTH

PARALLEL TWO

Bruce Stavers
RATRINA & THE MAY
ALISON ROYET
MANY JAME GIRLS
FRANKIE GOET TO BE
NOTE: A THE MAY
USA 70R AFRICA 1-1
RADONNA 2-2
PHIL COLLINS 4-3
COMMODORES 5-4
DEBARGE 11-6

KHFVAustin, TX Wayton Richards

POINTER SISTERS RICK SPRINGFIELD GIUFFRIA PATTI LABELLE HOTTERT; USA FOR AFRICA 1-1 BRUCE SPRINGSTEEN 12-6 CNICAGO 14-9 BRYAN ADAMS 13-11 COMMODORES 16-12

WFMF/Beton Rouge, LA Rice/Ahysen

RED SPEEDMALON ERIC CLAPTON Rottest: PHIL COLLINS 3-1 USA FOR AFRICA 5-3 TEENA MARIE 6-4 HADONNA 7-5 HURRAY HEAD D-26

Getwards
SHANNON
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HABOLD FALTERHEYE
PHILIP BATLEY
EATSINA GTHE MAV
EXIC CARREN (dp)
HOTCEST
PHIL COLLINS 2-1
HADOWNA 1-2
USA POR AFRICA 7-3
BRUCE SPRINGSTEEN
CDMMCOORES 26-10

KZZB/Beaumont, TX Jerry Lausteau

Jerry Loudiness
SEAD SPEEDMAGON
SHARNON
PHILIP BAILEY
GLERN FREY
GLUFFEIA
HOLDSAN 1-1
DERAFGE 8-5
POWER STATION 14-6
USA FOR AFRICA 16-11
LIMANT 31-22

SADE PATTI LABELLE SPEINGATER A ARBORTION 10-5 PATTI CHICAGO 14-11

BL John Regal
GLENN PREY
GLENN PREY
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HOLCOLLINS 1-1
HADOWNA 3-2
USA FOR AFRICA 4-1
POMER STATION 14-4
COMMODORES 14-9

KXX198/Birmingham, AL Galthar/Ballay

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TON PETTY
POINTER SISTERS
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Notical:
COMMODORS 2-1
PRIL COLLINS 3-2
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NOCCEST:
USA POR APPICA 1-1
RADONNA 5-2
PHIL COLLINS 2-3
DEBARGE 9-5
DIAMA ROSS 11-6

TOW PETTY
JOHN MAITE
HABOLD FALTERMEYE
BILLY OCEAN
RUBTIS BLOW (dp)
NOTCEBLI PWIL COLLINS 1-1
COMMODORES 5-3
HADDONA 6-4
FORFIGMER 14-10

WANS FM/Gr Red Motte

BOY MEETS GIFL SRAMMON GLEMN PREY PRILEP BAILEY PRANKEZ GOES TO N HOTCHET USA FOR AFRICA 1-1 MADONNA 3-2 COMMONDES 13-7 CRICAGO 18-10 NURRAY WEAD 23-14

RATEINA & THE MAV GLEWN FREY BOY MEETS GIFL JESSE JOHNSON'S R FRANKIE GOES TO N PHILIP BAILEY MOTEORY DESCRIPTION APRICA 2-1 CHICAGO 5-4 ANIMOTICM 9-6 HURRAY HEAD 22-13

TEARS FOR FEARS
PRANKIE GOES TO H
BICK SPRINCPIELD
HADOLD PALFERMERY
MEN EDITION
HOTEBST
USA FOR APRICA 1-1
HADONNA 2-2
COMMODORES 5-3
MADONNA 8-5
CHICAGO 12-6

DEBARGE BILLY OCEAN RICK SPRINGFIELD HOLLEGE I USA FOR AFRICA 4-1 MADONNA 8-2 BRUCE SPRINGSTEEN 15-ERIC CLAPTON 25-13 DON HENLEY 23-14

Gery Adkins
GLENN PREY
FJOHA
RUSTIS BLOM
JULES SHEAR
BOY METS GIRL
TIL TUESDAY
PHIL COLLINS 8-1
BRICE SPERIOSTERN 5-2
USA POP APRICA 16-3
ANIDOTION 6-1
HADDINA 13-10

FIGHA FRAM

CHARA RHAM

NIE RESSHAM

SHARHON

TIL TUSSDAY

RUBTIS BLOW (dp)

HOTESEL

USA FOR AFRICA 8-1

HADONNA 4-2

FURDAY HEAD 10-6

POMED BTATION 27-20

WHAM: 29-21

MOGRATICAL

POINTER BISTERS
SMETHA ENSTON
BADE

TEARS FOR FEARS
RED SPECUMACOM
BOTEARS
MADOWNA 1-1
PHIL COLLINS 1-2
DIAMA BOSS 4-3
USA FOR APRICA 21-5
MADOWNA 17-8 Chiscopheri, come

MALL & GATES

MONAD JOHES

PAUSITE SISTEMS

CRICAGO STO PAUSITE SISTEMS

CRICAGO STO PAUSITE SISTEMS

FRANCIS OF STORY

POINTER SISTEMS

PRINCE SPRINCESTER

BRICE SPRINCESTER

MONED STORY

COMMISSION

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REO SPEEDMAGON PHILIP BAILEY KATRINA 6 THE WAY HOLLEST USA FOR AFRICA 9-2 MADONAN 5-4 CHICAGO 8-7 DIAMA ROSS 19-13 WMAMI 28-16

WABS-FM/Mobile, AL

HALL & OATES BICK SPRINGFIELD GLENN PREY NOTERSET: PHIL COLLINS 1-1 USA FOR AFRICA 2-2 DOW MENLEY 0-6 TEEMA NARIE 10-8 COMMODORES 13-11

WHOLY-FM/Mor

Alan DuPricet
GLENN FREY (dp)
GCOL 6 THE GANG
BICK SPEINGFIELD (dp)
FRANKIE GOES TO H (dp)
HOCK-BE (GES TO H (dp)

Deve Deligate

POMER STATION (dp)
DAVID LEE ROTM
BICK SPRINCPIELD (dp)
HARY JANE CTALS
GLEHH PREV
HOTERST
PRIL COLLINS 8-1
DIAMA ROSS 17-5
DEMANCE 15-6
ASTHORYTON 12-5
BICKE APRILSTEEN 20-14
BICKE APRILSTEEN 20-14

PATYMORED

HAROLD FALTERHEYE
ERONY LOGGINS (dp)
PHILIP MALLEY
GLENN FREY (dp)
NOTCEAST
NOTCEAST
NOTCEAST
USA FOR AFRICA 10-5
DEBARGE 9-6
DIANA ROSS 22-10

KX104/Noohville, TN Murphy/Cook

PIONA LIMANL NIE RERSHAM DAVE EDWENDS NOTECHTS USA POR AFRICA 4-1 HADDINA 5-2 DON HENLEY 7-4 TON PETTY 26-16 RUSERY HEAD 29-23

Y107/Nashville, TN Hobbe/Tyler

FOOL & THE GANG HOMARD JONES (dp) MADORNA 4-1 USA POR AFRICA 5-2 COMMODORES 10-5 DIANA MOSS 8-6 CHICAGO 15-10

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USA FOR AFRICA 4-1
PRIL COLLINS 1-2
BRUCE SPRINGSTEEN 6-3
COMMODORS 7-6
SIMPLE MINDS 1)-7

NAME HANDLO PALTERMEYE LIMAND GUENN FREY FRANKIE GOES TO H NOTOR 1 HANDWAY 1

WRNO/New Orleans, LA Costello/Watkins Costde/Watkins
DIAMA ROSS
FICK SPRINGFIELD
ALIROW HOYET
BOY SELFE GIRL
ERIC CARMEN
HOLESE!
FRIL COLLINS 1-1
MADDUMBA 4-2
USA FOR AFRICA 8-3
ARIMOTION 17-9
FOREIGNER 19-13 PARALIFI THREE

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ERIC CLAPTON
HAMM:
EKNNY LODG[NS
SAOE
HOTTER:
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USA FOR AFRICA 6-2
NADONNA 4-3
CHICAGO 11-6
COMMODORES 17-11

MAROLD FALTERMEYE HEO SPEEDMAGON RICK SPRENGTELD HOTCOST: HADOWNA 3-1 USA FOR AFRICA 8-6 FOMER STATION 15-8 MHAMI 26-14 LIMANL 35-25

WRVQ/Richmond, VA

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ECOL & THE GANG
RICE SPRINCFIELD
TEARS POR FEARS
HOWARD JOHES
HOTESEI:
HADOWNA 1-1
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TIME 14-0
DEBARGE 16-10
HADOWNA 17-11

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JULES SHEAR
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NOTCHEST
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MADONNA 3-2
MICE JACGER 7-5
BRYAN ADARS 8-6
COMMODORES 10-9

WCGQ/Columbus, QA Reigh Correll

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SHANHON
DAVID LEE ROTH
GLERN FREY
HARE GIBLS
JOHN PARP (dp)
HOTEST:
USA FOR AFRICA 5-1
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RADORNA 2-5

BRUCE SPRINGSTEEN 13-7

DON HYBLEY 14-9

Tom Kelly

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GLENN FREY

FORTER SISTERS

RUTTIS BLOOM (dp)

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DOM MERLEY 13-8

RICA KNOBSHOMONO. LA

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RICA KNOBSHOMOS LA

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RATHEMA & THE MAY

MOCTORIUS 2-1

USA FOR AFRICA 9-8

BETCH SPRIMCA SPRIMCH 10-6

BETAN RADMS 13-9

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T96/Panama City, FL Stu Patterson BICP SPRINGFIELD JESSE JOHNSON'S B SHANNON

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MARY JANE GIPLS
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PHILIP BAILEY
GOOL & THE GANG
GOOL & THE GANG
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MADDUMBA 7-5
DEBABCE 22-12
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SADE 23-15
ANIHOTION 24-15

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EEHHY LOGGING
BOY MEETS GIBL
HOWARD JOMES
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LIMANIL
RATPINA & THE MAV
LUTHEN VANDROSS
GIAMN PREY
HOMADJONES
USA 170R AFRICA 3-1
MADONNA 2-2
COMMODORES 9-5
RURRAT NEAD 20-11
POMER STATION 28-18

KKQV/Wichite Falls, TX K.J. Stone K.J. Stone

RICK SPR NOTIFICA

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Barry Michaele
RENNY LOGGINS
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HOCLOSI:
HADOWNA 3-1
BRUCE SPRINCATEEN 9-4
BRYAN ADAMS 8-5
FORRIGHER 18-12

254 CHR Reporters 250 Current Reports

The following station reported a frozen playlist this week:

The following stations failed to

KSND/Eugene KFMW/Waterloo Notw: WMAR/Baltimore has changed calls to WMKR, and will be known as K106. KWK/St Louis

DevisiTible Representation Represent WSPK/Poughkeepele, NY Deyton/Anthony

DEVIOUS APPINGFIELD DAVID LEE BOTH GLENN PREY HOTCHS! USA FOR AFRICA 10-1 PRIL COLLINS 2-2 HADDHNA 8-3 TERNN HARIZ 4-4 BRYAN ADAMS 7-6

RI-194/Providence, RI Jonethen Monk Jonethan Menk
TEARS FOR FEARS
PATTI LABELLE
ROOL & THE GAMG
REO SPEEDWAGON
BILLY OCKAN
HOTHER TOR APPICA 2-1
HADONNA 6-4
SIMPLE MINDS 18-12
COMMISSIONES 22-15
FOMER STATION 28-19

QS2/Rechester, NY Stevens/Mesoner

HOTTERT: SCAMOAL 2-1 TEEMA MARIE 6-3 CHICAGO 12-4 USA FOR AFRICA 14-6 DOM HENLEY 11-7

SSPXY/Rochester, NY Tom Mitchell TOM METCHAN

KOOL 4 THE GANG

KAOL 4 THE GANG

HANDLD FALTENIEVE

LIMAHL

MANY JAME GIRLS

ROTE AFRICA 6-1

HADDONA 3-2

SIMPLE MINOS 12-6

DOM HERLEY 6-7

COMMODORES 9-8

DOY MEETS GIRL
LIMANL
GIUPPAIA
DAUTO LEE ROTH
NOTICEST:
USA POR APRICA 10-2
NACOURA 1-3
TEINA MARIE 6-5
CHICAGO 6-5
SIMPLE MINDS 14-11

GLENN PREY TIME TIME HOWARD JONES BOY MEETS GIRL LIMANL PHILIP BAILEY

Jim Retx
Time
Fiona
DAVE EDMUNOS
PHILIP PARILEY
TIL TUESON
HAROLD PALTERMEYE
LIMANL
MORTEGET
HOST SPRINGSTERN
3-2
HARONNA 3-1
PROVEN STAYTON 12-7
CHIECKO 13-4

PRILIT MALLET MOTICES: USA FOR AFRICA 1-1 MADONNA 6-2 BRUCE SPRINGSTEEN 5-4 DEBARGE 15-9 MURRAY HEAD 28-20

Lind/Dunce

MOSTH GEORGE
LUTHER VANDROSS
JULES SMEAR
SMARKOM
BOY REETS GIRL
HARDLO FALEXNMEYE
GLEMN FREY
GLEMN FREY
COMMODORES 16-6
DEBARGE 12-6
CHICAGO 15-10

WPST/Trenton, NJ Tem Toylor

Tem Toyler
PHILIP BAILEY
PRANNIE GOES TO H
HARY JAME CIPLS
HARY JAME CIPLS
UNLES SHPAH
TIME
RUNTIS BLOM
HOLLOST:
DEBANGE 12-5
SIMPLE HINDS 14-5
TEARS FOR FEARS 29-21
WARCK/UPER NY

SHANNON GLENN FREY PHILIP BAILEY

Q196/York, PA Tom Shennon

PARALLEL THREE WFSG/Altoons, PA Stove Kelsey

WZON/Bangor, ME Rick Andrews

WOAY/Beckley, WV

MALL & GATES CHARA SHAN NOV MEETS GIFL

SATYX/Jackson, MS Bill Crown

DERANCE 20-9
WWOK.FRECOMMON. SC
JOHT Clark
POINTER SISTERS
TIME
LIMANL
REG SPECOMAGON
RICK JAMES
PHILIP BALLEY
ROCTURE BALLEY
ROCTURE BALLEY
ROCTURE BALLEY
LURA FOR APRICA 0-5
POMER STATION 29-19

WQUT/Johnson City, TN Stave Taylor

HOTTEST: PHIL COLLINS 2-1 HADOWNA 7-2 DEBARGE 15-9 USA FOR AFRICA 23-10-JOHN POGERTY 26-19

KITE/Corpus Christi, TX Deve Parks Cove Parks CHICAGO POMEN STATION PATTI LABELLE SADE LABELLE SADE LABELLE SADE LABELLE LABELLE

WFMPLexington, KY Fox/Kelly

CHICAGO BRUCE SPRINGSTEN HALL & OATES HOTESET: HADOWNA 1-1 USA FOP AFRICA 9-2 PHIL COLLINS 6-5 DURAN DURAN 10-7 HADOWNA 19-15 DEBANGE ERIC CLAPTON HOTEST: USA FOR APRICA 1-1 TEENA MARIE 13-8 CHICAGO 15-11 BRUCE SPRINGSTEEM 1 HADONNA 22-16 WLRS/Louisville, KY Christopher/Lyone

ROOL & THE GAMG HEM EDITION GIUPPAIA JOHN POCENTY LUTHER VANDROSS BOTTEST

LUTHER VANDROSS Hottest: USA FOR AFRICA 1-1 PHIL COLLINS 2-2 HADOMMA 3-3 BRUCE SPRINGSTEEN 5-4 BRYAN ADAMS 6-5 KAMZ/EI Page, TX Sab Woot CHICAGO

RIPPLE MINDS

RIPPLE MINDS

RIPPLE MINDS

RICE SPRINCPIELD (dp)

ALISON HOYET

LIMANL

KATPINA A THE MAV (dp)

FANKEIE GOES TO H

HOLDRAM 2-1

HADONNA 2-1

FERNA MARIE 5-4

NADONNA 8-5

NADON

KBFM/McAllen Brown

KITY/Sen Amenio, TX MACGARUPTON

BAYID LEE BOTH

BAYID LEE BOTH

BOOL A THE GAME

FRANKIE GOES TO M

BICE SPEINOFIELD

BICE SPEINOFIELD

LIMAN LATEROMYE

MAROUN MONTH

MACHAD JOHES

BOTEAST

BATOMAN 1-2

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MADOMAN 1-2

MADOMAN 1-2

MADOMAN 1-2

DER AFRICA 8-4

DERRORE 21-3

MADOMAN 1-2

MADOMAN

CNICAGO
LUTHER VANDROSS
PHILIP MAILEY
DAVID LEE ROTH
TIME (dp)
RICK SPRINGFIELD (dp)
RAPPIN' DUKE (dp)
RAPPIN' DUKE (dp) HAPPIN DURE (GP)
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USA FOR AFRICA 7-1
PHIL COLLINS 6-5
HADOWA 11-7
BRUCE SPRINGSTEEN 10-8
SADE 20-14

MHAMI LIMANL NOTEST: USA POR APRICA 8-2 MADOWNA 12-3 RENCE SPRIMCSTEEN 6-4 CWICAGO 11-5 REYAN ADAMS 10-8

298/Temps, FL

Raghen/Clare
GLENN FREY
DAVID LEZ ROTH (dp)
HOWARD JONES
ROOL & THE GANG
HOTE-EAT:
USA POR AFRICA 1-1
HARDOWNA 3-2
ANIMOTION 21-15
SADE 29-22
SIMPLE MIMOS 34-23

DON JOSEPH MCTIFLD SHEERN FASTON LOS LODGE (\$9) JOHN PROS (\$9) JOHN PROS (\$9) JOHN PROS (\$9) JOHN PROS (\$10,000 JP.9) POWER STATION 10-19 FOREIGHER 34-22

WSEZ/Wineton-Sale Rob Leonard FOREIGHEW FOREIGHEW BRIC CLAPTON HOTTEST USA FOR AFPICA 6-2 WICE JAGGEB 14-9 REYAN ADAMS 20-12 DEBARGE 25-15 CMICAGO 24-17

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HAROLD FALTERMEYE Idp
GLEMM PREY
HOWARD JONES
GIFFRIA
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USA FOR AFFICA 16-1
PHIL COLLINS 2-2
HADOMNA 4-3
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BRYAN ADAKS 7-6
BRYAN ADAKS 7-6

JOHN PARE MARY JARE GILLS HERE EDITION JULES SHEAR EUSTIS SLOW FRANKIE GOES TO H LUTHER VANDONS HOLDER AND 10-6 CAVID LEE NOTH 18-13 MNAMY 129-21 MNAMY 129-21

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FIL TUESDAY Idp)
Hottest;
PHIL COLLINS 1-1
MADOHNA 2-2
USA FOR AFRICA 3-3
FOREIGHEF 19-12
GLENN FREY D-38

JOHN PARE SHANNOM

John Clay
FIRM
GISPFRIA
LIMANL
SADE
MOTEST
HOTEST
USA POR AFRICA 1-1
HADDHNA 10-2
HURRAY HEAD 14-4
MHAMI 30-23
MEM EDITION 34-24

report this week; therefore their reports were frozen;

PARALLELS

Parallel It Selected stations in major markets that are format dominant and or even a significant national influence. Parallel Its Selected stations in sec-ondary markets that are format domi-nant andor event a significant local or regional influence. This parallel may al-so contain some major market stations

Perallel III: Selected stations in smalle markets that are format dominant an or exert a significant local influence This parallel may contain some second

254 Reports			
JOHN DOE "Hit Song" (Anyl LP Hit Song	abel)		
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	ercentage of reporters ong within each region.		
National Summers			



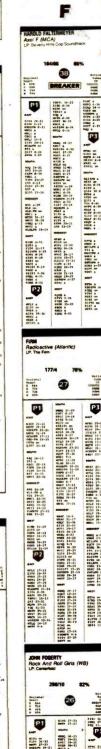


CALL TOWN ***TOWN MAN (***) ***TOWN MAN (***)
Company Comp
238/5 94%
228/5 96% Married Mar



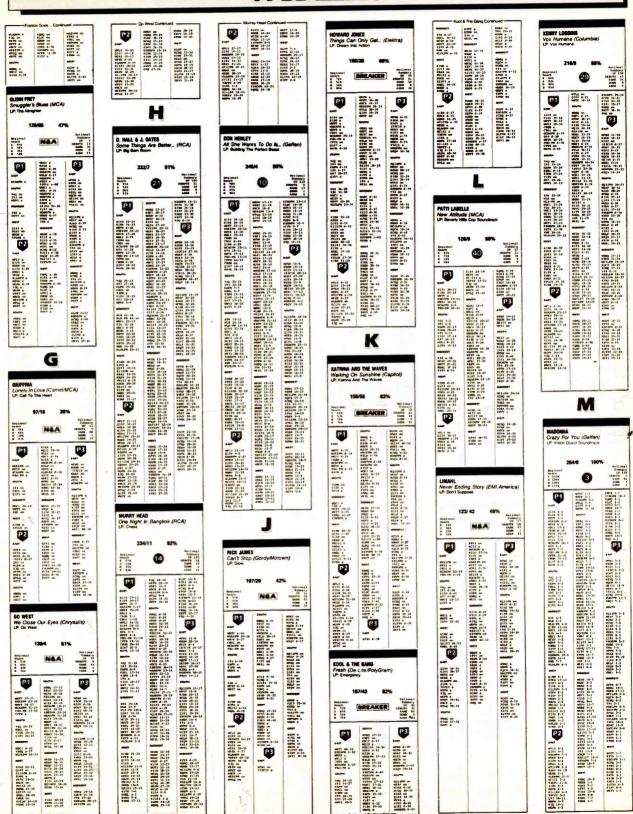
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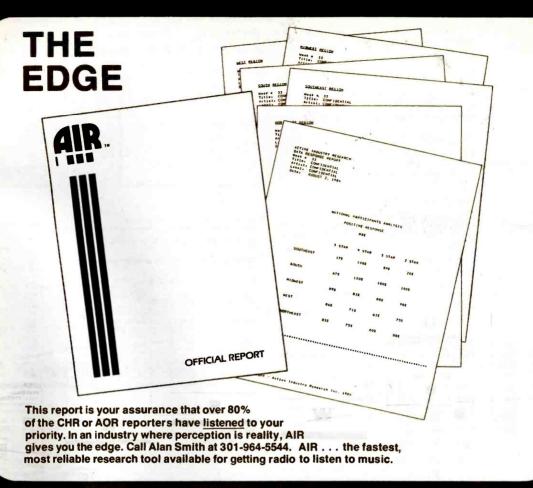
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### A PARTIES COST TO HOLLYWOOD	6AF 1-12 - 13 - 13 - 13 - 13 - 13 - 13 - 13	100/774 100 31-29 100 21-29 100 21-18 1110 5-14 11	CALL 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	### #### #############################	metr 17-15 17-15 17-15 15-16	### 19 20 20 20 20 20 20 20 2	**************************************
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PARALLELS





WEEK #26

AIR Priorities

WEEK #26

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 5pm, Wednesday, April 10, 1985

CHB

(NO MATTER HOW HIGH I GET) I'LL STILL BE LOOKIN' UP TO YOU IN MY HOUSE STEADY

TITLE

STEADY
WALKING ON THE CHINESE WALL
TEARIN' THE DRIVE-IN DOWN

WILTON FELDER (with BOBBY WOMACK) MARY JANE GIRLS JULES SHEAR PHILIP BAILEY

ARTIST

JOHNNY RIVERS

ARTIST

MCA
GORDY/MOTOWN
EMI AMERICA
COLUMBIA

LABEL

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, April 11, 1985

A O R

THE COLLECTION "Loves Great Adventure" STEADY NERVES

"Wake Up" "Break Them Down"

TITLE/CUTS

ULTRAVOX

CHRYSALIS

GRAND PARKER AND THE SHOT

ELEKTRA

"The Weekend's Too Short"

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.

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

PARALLELS



1000 d-29 9772 an 1201076 on 1201076 on 1202 39-30 1776 d-14 1203 4-17 1077 29-23 1277 29-23 1177 29-23 1177 27-23 1177 27-23 1177 27-23

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WARE 6 - 16

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WARE

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Picture

In RaR.

Yourself

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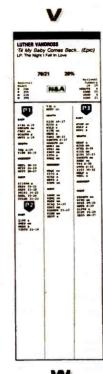
send R&R the

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your station or company —









SIGNIFICANT ACTION



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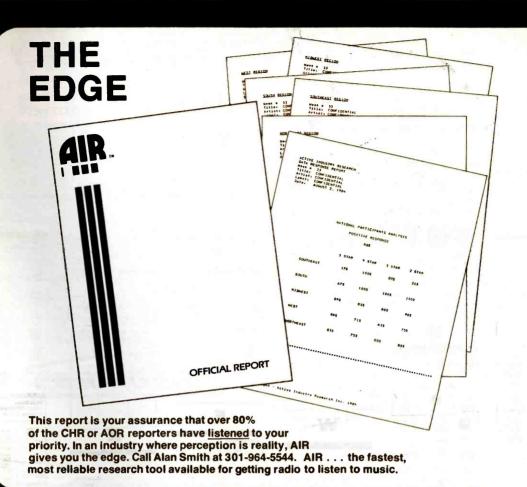
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AIR Priorities

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CHR

TITLE
(NO MATTER HOW HIGH I GET)
I'LL STILL BE LOOKIN' UP TO YOU
IN MY HOUSE
STEADY

WALKING ON THE CHINESE WALL TEARIN' THE DRIVE-IN DOWN WILTON FELDER (with BOBBY WOMACK) MARY JANE GIRLS JULES SHEAR PHILIP BAILEY JOHNNY RIVERS

MCA
GORDY/MOTOWN
EMI AMERICA
COLUMBIA
MCA

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TITLE/CUTS

ARTIST

CHRYSALIS

GRAND PARKER AND THE SHOT

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AIR

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CONTEMPORARY HIT RADIO

BREAKERS

REO SPEEDWAGON

One Lonely Night (Epic)

72% of our reporters on it. Moves: Up 36, Debuts 61, Same 38, Down 0, Adds 48 including K106, WXKS-FM, WAVA, WNVZ, B96, WNCI, KKRZ, Complete airplay in Parallels.

RICK SPRINGFIELD

Celebrate Youth (RCA)

71% of our reporters on it. Moves: Up 10, Debuts 43, Same 51, Down N. Adds 77 including Q107, B96, WGCL, WHYT, KHTR, KIIS-FM, KPLUS, Complete airplay in Parallels.

HOWARD JONES

Things Can Only Get Better (Elektra)

66% of our reporters on it. Moves: Up 49, Debuts 31, Same 50, Down 0, Adds 38, WXKS-FM, WNYS, PRO-FM, Q105, WCZY, KPKE, KITS. Complete airplay in Parallels.

HAROLD FALTERMEYER

Axel F (MCA) 65% of our reporters on it. Moves: Up 34, Debuts 38, Same 27, Down 0, Adds 65 including B94, KEGL, B97, B96, WNCI, KBEQ, KMJK. See Parallels, debuts at number 38 on the CHR chart.

KATRINA AND THE WAVES

Walking On Sunshine (Capitol)
63% of our reporters on it. Moves: Up 18, Debuts 42, Same 44, Down
0, Adds 55 including WHTX, Y100, WGCL, 92X, KDWB-FM, FM102, KMEL. Complete airplay in Parallels.

KOOL & THE GANG

Fresh (De-Lite/PolyGram)
62% of our reporters on it. Moves: Up 42, Debuts 32, Same 40, Down 0. Adds 43 including WBLI, PRO-FM, WLOL-FM, KIMN, FM102, KS103, KWSS. Complete airplay in Parallels.

NEW & ACTIVE

TIME "The Bird" (WB) 134/13 Moves UB 22 Debus 17, Same 20, Down 2, Adds 19, WHITI, WQCL, WKFM, WPST, WRCK, WNOK FM, KTFM, KF95, KISR, KKKL,FM, KKKCK, KTRS, WAYA 11-8, KISF-M 23-17, KIPLUS 11-7, See Parallels, moves 36-33 on the CHR chart.

ON WEST "WE Close Our Eyes" (Chrysalis) 130/4

60 WEST "WE Close Our Eyes" (Chrysalis) 130/4

Moves: UP77 Debuts 9 Same 99, Down 1, Adds 4, CFTR, KBEQ, KOPA, WKFR, WXKS-FM 23-18, WLOL-FM 28-22, KWDD 40-36, KPLUS 26-18, KUBE 22-16, KC101 26-21, WKRZ-FM 39-33, WSSX 23-18, WJZR 34-28, WOMP-FM 11-6, WBNQ 18-14

18-14.

PATTI LABELLE "New Attitude" (MCA) 128/9
Moves. Up 57. Debuis 22. Same 38. Down 2. Adots 9. WHTT. 896. KS103. WBEN-FM, RI104. KHFI. WQID. KITE, KDVV
WKKS-FM 19-15. 293. 4.3. WCVP 40-32. KMEL 27-16. WBBQ 16.8. KXX106 19-10. See Parallelis. debuis all number 40 or

the CHRI chart.

POINTER SISTERS "Baby Come And Get H" (Planet/RCA) 127/18

Moves Up 24. Debuts 37, Same 48, Down O, Aods 18 including WHYT, KBEQ, KHFF, KXX106, WSSX, WNOK.FM, KTKS.
WIRS, WINS: WRON, KCNR, CIDI, WNOZ 37:19, WSNR 30-29, KITE 22:17

LIMANL: "Rever Ending Stery" (EM America) 123/42

Worse: Up 17, Debuts 16, Same 47, Down 1, Aods 42 including WHYS, CKOI, WGCL, WKFM, WNOK.FM, WZPL,
KAY107, KDON FM, KTDY, WBWB, KZZB 31:22, Y106 35:29, WHOT 40-32.

GLENN FREY "Smuggler's Blues" (MCA) 120/85 MM Mores Up 4, Debuts 13, Same 38, Down 0, Adds 65 including KIIK, KZIO, KHYT, WOAY, KTDY, KHTX, KX104 33-26, KDON-FM: uny 124/83 dds 65 including WCAU-FM, WNVZ, B96, Q103, KWOD, KPLUS, WTLQ, 26, KDON-FM 35:26.

RIIK, RZIO, RHYT. WOY, KTDY. KHTZ, KRIOS, 32-8, KDD-M-M-S-2-6.

ALISON MOYET "Invisible" (Columbia) 112/22

Moves: Up 25, Debus 19, Same 46, Down 0, Adda 22 incuding 293, WNVZ, Q103, WERZ, W88Q, KAMZ, KIIK, KZIO, WZON, WAJA, KDVY, KST, WLO, PA 76-50. WILANFE 26-20, KCPK 19-9.

RICK JAMES "Can" \$150p" (Berdy/Robown) 187/28

MOVES Up 11, Debus 19, Same 57, Down 0, Adds 20 including WHTT, KAFM, WNVZ, 92K, KOPA, WNOK.FM, WJXQ, KOYA, GSD-S 103CIR, Y94, KGOT, WXKS.FM 32-28, KJ103.35-31, KNMQ 37-33.

FRANKIE GOES TO HOLLYWOOD "Welcome To The Plessuredome" (ZTT/Island) 192/50
Moves: Up 3. Debuts 8. Same 41. Down 0. Adds 50 including 8104. K106. WXKS-FM. 293. 92K. KIMN. KWOD.
KPLUS, WYST. WANS-FM, WKDD, KZZU, WXLK KCMD, WRON 29-28.

BOY MEETS GIRLS "On Girl" (A&M) 102/40 Moves: Up 4, Debuts 10, Same 48, Down D, Adds 40 Including K104, WLAN-FM, WKFM, WZYP, WNYS, WKAU, HOT, KONR, KHOP, KRO, OK100, KKLS-FM, KBOZ-FM, KPLUS G-36, KCPX 39-34, KTRS 40-36.

WHO! KORK KHOP, KHOP IN CONTINUE CONTIN

MOST ADDED

RICK SPRINGFIELD (77) HAROLD FALTERMEYER (65) Axel F (MCA) GLENN FREY (65) Smuggler's Blues (MCA) KATRINA AND THE WAVES (55) Walking On Sunshine (Capitol) FRANKIE GOES TO HOLLYWOOD (50)

HOTTEST

USA FOR AFRICA (232) We Are The World (Columbia)
MADONNA (210) Crazy For You (Geffe PHIL COLLINS (115) One More Night (Atlan COMMODDRES (76) Nightshift (Motown) DeBARGE (73) Rhythm Of The Night (Gordy/Motown)

HTY 940 KIIS-FM 0100 WERZ WZLD KZIO.

SHEENA EASTON "Swear" (EMI America) 79/4

SMEEMA EASTUM "SWEAT" (CMI AMERICA) 1974 Moves: Up 8, Debuts 7, Same 60, Down 0, Adds 4, CKOI, KTKS, WKZL, WSPT, WCAU-FM d:25, KAFM 36-31, KPLUS d:34 WRCK: 39-36, WTLO 35-26, KITE 30-24, WCKI 39-34, WRNO d:39, WHSL 38-34, WCIL-FM 31-26, KHTX 36-32.

PHILIP BAILEY "Walking On The Chinese Wall" (Columbia) 74/37

Moves: Up 0. Debus 8. Same 29. Down 0. Adds 37 ricksding WHY!. KMEL, WTIC-FM, WTIQ, WANS FM. WKDD.

KOPH, KEYN-FM, KODN-FM, WCGO, WAZY-FM, KOOT, WNZ G-93, PKIUS 6-37 WNSR G-36.

KIIK, KUEM, KEYN, FM, KIDON, FM, WCGO, WAZY FM, KGOT, WNNZ G-39, KE LUTHER YAMDROSS ""TIM MY Baby Comes Home" (Epic) 70/21 MOVES UP 19, Debuts 6, Same 34, Down 0, Adds 21 riculding WCAL/FM, WHI KHYT WHH, WKSF, WGLE S/1956, WCZY 24/19, KAIK/33-38, KFWLS 31-28, MARY JANE GIRLS "In MY HOUSE" (Bordy/Motoum) 56/21 MOVES UP 16, Debuts 11, Same 18, Down 0, Add 21 riculding BIO4 WINYS. WBBQ, KBFM, KISN, Q104, WPPM, 195 31-25, KISFFM 28-11, KMEL 24-18.

WBBD, KBPM, KISN, CIDA, WPFM, ISO 311-25, ANSE/TIN NEW EDITION "Lost In Love" (MCA) 57/11 NEW EDITION "Lost In Love" (MCA) 57/11 NEW EDITION "LOST (MCA) (NEW LOST) (NEW LOST

Moves Up 16, Debuts 13, Same 17, Down Q, Adds 11, WCAU-FM, KWOD, WDCG, 94TYX, KITY, WROC, KOFM, WRQN, WFBQ, WKSF, WDBR, WHYT 25-19 FM102 21-16-KMEL 35-24

SHANNON "Do You Wanna Get Away" (Mivrage/Altco) 55/27

Moves Up 1, Debuts 5, Same 22, Down Q, Adds 27 including WCAU-FM, WGCL, WERRZ, WANS-FM, KOFM, KEYN-FM, KKOMO, KSOK, KNSN, Ysg. 945K, Gibs 246; WICT-WM 32-29, Y108-0-36.

SIGNIFICANT ACTION

JULES SHEAR "Steady" (EMI America) 49/24 Moves: Up 0. Debuts 2, Same 23, Down 0, Adds 24 including W KEYN-FM, KZZU, KHYT, KIST, 94Q on, KKRD d-38, KQCR d-40 ding WCAU-FM WNVZ. WVSR. WERZ. 930. WPST. WOKI, WKFR.

KEYN-FM, KZZU, KHYT, KIST, 940 on KKRD438, KOCR d-40.

SS L0805 "How Will The Worl Survive" (Sash/WB). 44/1

Moves: Up 4 Debuts 5, Same 34. Down 0, Adds 1, WKZL, WCAU-FM d-38, PRO-FM d-34, KKRZ on 930 on WTLQ 36-35.

WZLD on WXD0 on-do, KEYN-FM on WCGQG d-39 yr 38-33. Y94 d-39, KCDQ 33-30, KOZE 34-31, KBIM d-40.

JOHN PARR "Maglical" (Altentic) 41/21

MOVES UD 0, Debuts 4, Same 16, Down 0, Adds 21 mcbuding WCAU-FM, WNVZ, WHYT, WKZL, KOFM, KAY107, KKRD.

KROS, KOMO, KOON-FM, WEBS, WOMP-FM, ZYSP6 d-38, WXDQ -38, KCDR d-39.

RODS, ROMO, NOVATH, WHOSE, WOMEN'THE ZEEP GLISS WAND GLISS, COUNTYS.

ESSEX_DIMENSON'S REVUE "Be Your blass" (A&M) 39715.

Moves: Up 4, Debut 6, Same 16, Down 0, Adds 13, K106, WCAU FM, 195, KIIS FM, KITE, WZYP, KOFM, KISN, T94, KKOV, KCDO, KRIM, 940 30-27, FM102-30-4, KMEJ 31, K106, WCAU FM, 195, KIIS FM, KITE, WZYP, KOFM, KISN, T94, KKOV, KCDO, KRIM, 940 30-27, FM102-30-4, KMEJ 31, ST

FIONA "Talk To Me" (Atlantic) 26/22
Moves Up 0. Debuts 1, Same 3, Down 0, Ados 22 including Q100, WVSR, WRCK WTLQ, KWIC, WOKI, WFMI, KX104, KZIO, WUXQ, KSKD, KCQD, PROFMO, m WLAN-FM 6/37, KZOZ on

TIL TUESDAY "Voices Carry" (Epic) 23/10
Moves: Up 3, Debuis 4, Same 6, Down 0, Adds 10, 93FM, 195, WRCK, WOKI, WFMI, WJAD, KCKO, KOZE, KHTX, KIST,
WHIT 30-09 WKKS, FM 93-30 KDWIN 0, ADD 43M, FM d-38, KZIO d-34, OK95 d-34.

KURTIS BLOW "Basketball" (Polydor/Polygram) 21/16

Moyer Up () Debuts 1. Same 4. Down 0. Adds 16 including Z100, WCAU-FM, KMEL, WPST, WTLO, WBCY, WSKZ, WZLD.

ERIC CARMEN "I'm Through With Love" (Beffen) 21/19
Moves, Up O, Debus O, Same 11, Down O, Adds 10, WTLD, KWIC, WZLD, WRNO, OK100, WOMP-FM, WJAD, KTRS, KHTX,
KRIM, WNN ZO IN K140 on WERZ On, KZZBO on WJAG on B, KMSK, on KOS3 on

ROBIN GEORGE "Heartline" (Bronze/Island) 18/4
Moves: Up 0. Debuts 0, Same 14, Down 0, Adds 4, WHTT, 930, 99KG, OK95, WERZ andb, WRCK andb, WTCQ on, WFMI
andb, WMQC andb, WHOTO n. AGQZ-RM andb, WMAD andb, WCGQ on, Q101 on, WGIL-PM on db, KIST on

MIK KERSHAW "The Riddle" (MCA) 14/7
Moves Up 1. Debuts 1. Same 5. Down 0. A005 7. CKOI. CHUM. WZLD. WFMI. KX104. WJAD. CK95, CFTR 36:35. WVSR on. KKUM on. KK170 1. T94 on. KGOI 0ft-36 DAYE EDMUNDS "High School Nights" (Columbia) 14/5
Moves Up O, Debuts I, Same B, Down O, Adds 5, WRCK, KX104, WJXQ, KSKD, KBM, K104 on, WFMI on, OK100 on 95XIL d-37, WOMP-FM on, WIXV on, WHSL on, OK95 on

CHAKA KHAN "Through The Fire" (WB) 10/8
Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 8, KMEL, Q100, WANS-FM, WFMI, KZIO, KOFM, KKFM, 95XIL, OK100 on.

MORTHERN LIGHTS "Tears Are Not Enough" (Columbia) 18/3 Moves, 3, Debuts 1, Same 3, Down 0, Adds 3, KEGL, 2299, KKXL-FM, CKGM 32-22, CFTR 7-1, CHUM 10-1, K104 d-40, OK100 on, 95XL, on, WIXV on.

TOTO "How Does it Fee!" (Calumbia) 10/9
Moves: Up 0. Debuts 0. Same 10, Down 0. Adds 0, KWIC on KNINQ on, KLUC on dp. 95XIL on, WJAD on, WCGQ on, Q104 on, KNOE-FM on, OK95 on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artisticities (label) designation includes the total numbers, how many added it for the first time the section forces. However includes the top or activity of the veets, Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart active and Adde for the number is a sempting of individual station activity. Complete activity can be found in the Parallella. NOTE: Records that lack the required 6th of our CHR reporters to become Streakers may accomplish somoging from the first positions on those stations reporting them, to debut on the CHR Material Antiquity.

Bryan Adams

The new single

The sky's the limit for Bryan Adams.

Bryan's "World Wide In '85" tour touches down in the U.S. for four solid months beginning May 4th.

RECKLESS

The platinum LP spaces

Available on A&M Records, Compact Discs, and RASE Chrome Cassettes

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AOR TRACKS

BREAKER @ BRUCE SPRINGSTEEN/Trapped (Columbia) 8 6 9 19 FIRM/Radioactive (Atlantic) Se 30 19 @ ENIC CLAPTON/She's Waiting (WB) Complete Tracks Chan If aped no anged It 30 28 23 THM/Satistaction Guaranteed (Atlantic) 31 19 16 FIONA/Talk To Me (Allantic) WAN MORRISON/Tore Down A La Rimbaud (Mercury/PG) 22 16 14 26 17 (Columbia) xo KENNY LOGGINS/Vox Humana (Columbia) 13 DONN FETTY & THE HEARTBREAKERS/Rebels (MCA) 10 BRUCE SPRINGSTEEN/I'm On Fire (Columbia) 15 12 15 CHICAGO/Along Comes A Woman (Full Moon/WB) **● FOREIGNER**√That Was Yesterday (Atlantic) MICK JAGGER/Lonely At The Top (Columbia) 11 10. 10 6 DON HENLEY/All She Wants To Do Is Dance (Getten) JOHN FOGERTY/Rock And Roll Girls (WB) TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) (M&A) (9M huoda bergal you (Forget About Me) (M&A) S ERIC CLAPTON/Forever Man (WB) (MCA) ... O TOM PETTY & THE... / Don't Come Around Here No... (MCA)

BREAKER @ HOWARD JONES/Things Can Only Get Better (Elektra)

KATRINA & THE WAVES/Walking On Sunshine (Capitol)

BLACK/URBAN

47 34 29 50 POWER STATION/Some Like It Hot (Capitol)

6 7 11 25 MICK JAGGER/Just Another Night (Columbia)

23 22 24 LOS LOBOS/Will The Wolf Survive? (Slash/WB)

- 35 25 ANALAN'M A Fighter (Network/Getten)

MEO SPEEDWAGON/One Lonely Night (Epic)

27 23 20 21 GEORGE THOROGOOO.... Drink Alone (EMI America)

(8W) ologið A IZUL/HTOR 331 GIVAO 🚳 👀 00 00

MARY JANE GIRLS/In My House (Gordy/Motown) 15 O USA FOR AFRICA/We Are The World (Columbia) DeBARGE/Ahythm Of The Night (Gordy/Motown) MAZE I/FRANKIE BEVERLY/Back In Stride (Capitol) 1ESSE JOHNSON'S REVUE/Be Your Man (A&M)

e ALEXANDER O'NEAL/Innocent (Tabu/CBS) (Callie/PG) (Callie/PG) MIDNICHT STAR/Scientific Love (Solar/Elektra) 14. 11 SADE/Smooth Operator (Portrait/CBS) **FILLHER VANDROSS/Til My Baby Comes Home (Epic)**

22 18 15 SHALAMAR/My Girl Loves Me (Solar/Elektra) (ACA) 13 PATTI LABELLE/New Attitude (MCA) on 17 S NEW EDITION/Lost In Love (MCA) 11 5 1 1 WILTON FELDER (/BOBBY WOMACK/I'II'Still Be Looking Up To You (MCA)

(ACA) # KING/Into The Night (MCA) 35 24 21 (Gordy/Motown) 15 10 For You) (Gordy/Motown) S 25 TO GAP BAND/I Found My Baby (Total Experience/RCA) MANHATTANS/You Send Me (Columbia) 13 15 JENNY BURTON/Bad Habits (Atlantic)

40 32 GEDRGE BENSON/1 Just Wanna Hang Around You (WB) THE WOODE MEES MY Lips (Capitol) 12 01 4 E COMMODORES/Nightshift (Motown) 30 23 S WHITNEY HOUSTON/YOU Give Good Love (Arista)

(ADM\noilellation) moof eadies from (Constellation\MXXMVIX & GEENN JONES/Bring Back Your Love (RCA) JEFF LORBER I/AUDREY WHEELER/Step By Step (Arista) 39 32 26 66 36 34 28 SEUGENE WILDE/Rainbow (Philly World/Atlantic)

9 19 30 GLADYS KNIGHT & PIPS/My Time (Columbia) Se 29 29 AL JARREAU/Raging Waters (WB) SAM BOSTIC/Cold Tears (Atlantic)

Og abed up suibag VW

HICK 1PMES/Can't Stop (Gordy/Motown) REDDINGS/Where Did Our Love Go (Polydor/PG)

RUN D.M.C./King Of Rock (Prolile) BREAKER @ STEVE ARRINGTON/Feel So Real (Atlantic). BREAKER &

33

61

23 25 56 37 NARADA MICHAEL WALDEN W/PATTI AUSTIN/Gimme, Gimme... (WB) 9E 91 01 01 (InvotoM) IsadhaaH\@MAB XXAO BREAKER CON FUNK SHUN/Electric Lady (Mercury/PG)

40 40 MADONNAN Material Girl (Sire/WB) BREAKER & SHANNON/Do You Wanna Get Away (Mitage/Alco) BREAKER ALLANTIC STARR/Freak-A-Ristic (A&M)

CONTEMPORARY HIT RADIO

BREAKER & HAROLD FALTERMEYER/Axel F (MCA) 32 37 GLENN FREY/The Heat Is On (MCA) 18 25 36 TINA TURNER/Private Dancer (Capitol) 98 ages no enigas A&V IL IL SS 32 PRINCE/Take Me With U (WB) JOURNEY/Only The Young (Gelten) e 15 53 34 OL S SHLLY OCEAN/Sudde **■ 10830** BIFFA OCEVA/2nddeuly (Arisia) TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) 0 TUB30 TOM PETTY & THE HEARTBREAKERS/Don't Come Around Here No... (MCA) BREAKER DON HENLEY/Drivin'r With Your Eyes Closed (Geffen) 0 KENNA FOCCINS Now Humana (Columbia) 15 13 18 28 BILLY JOEL/Keeping The Faith (Columbia) FIRM/Radioactive (Atlantic) 92 ZE SE 02 EE 8E JOHN FOCERTY/Rock And Roll Girls (WB) SADE/Smooth Operator (Portrait/CBS) 4 6 14 24 JULIAN LENNON/Too Late For Goodbyes (Allantic) ERIC CLAPTON/Forever Man (WB) 39 58 7 16 22 SURVIVOR/High On You (Scotti BrosJCBS) (RCA) DARYL HALL & JOHN ONTES/Some Things Are Better Left Unsaid (RCA) 32 51 WHAM I/Everything She Wants (Columbia) 11 8 1 REO SPEEDWAGON/Can't Fight This Feeling (Epic) 9 10 18 MICK JAGGER/Just Another Night (Columbia) POWER STATION/Some Like It Hot (Capitol) (AOR) woy prissim/SSOR ANAIO 51 55 11 1 **E FOREIGNER**/That Was Yesterday (Atlantic) 61 42 6 (RCA) MURRAY HEAD/One Night In Bangkok (RCA) (M&A) ybodsmo2/2MAGA NAYAB Et a 11 (M&A) (9M though fou (Forget About Me) (M&M) 11 TEENA MARIE/Lovergirl (Epic) ODN HENLEY/All She Wants To Do Is Dance (Getlen) (39/V) an Mercury/PG) (Mercury/PG) CHICAGO/Along Comes A Woman (Full Moon/WB) 50 14 6 DeBARGE/Rhythm Of The Night (Gordy/Motown) 13 © COMMODORES/Nightshift (Motown) BRUCE SPRINGSTEEN/I'm On Fire (Columbia), MADONNA/Material Girl (Sire/WB) 0 MADONNA/Crazy For You (Getten) 3 5 1 PHIL COLLINS/One More Night (Atlantic) Z ■ USA FOR AFRICA/We Are The World (Columbia) Meet Weeks Week

ADULT CONTEMPORARY

DEBUT © DAVID LEE ROTH/Just A Gigolof Ain't Gol Modody (WB)

(AUM) SI IN AS DAN HARTMAN/Second Nature (MUK) 24 24 24 TURNER/Private Dancer (Capitol) DEBUT > @ DIONNE WARWICK & BARRY MANILOW/Run To Me (Arista) DEBUT ▶ MAMMI/Everything She Wants (Columbia) 7 11 14 21 WHAMI/Careless Whisper (Columbia) (AOA) uoy prissim/250A ANAIG os er at Ar BREAKER (De-Lite/PG) KOOL & THE GANG/Fresh (De-Lite/PG) BREAKER @ DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA) 8 13 16 17 KENNY ROGERS/Crazy (RCA) - 24 @ DAN FOGELBERG/Go Down Easy (Full Moon/Epic) (Columbia) ar ar BARBAR STREISND\Emotion (Columbia) ST 18 G GEORGE BENSON/1 Just Wanna Hang Around You (WB) 6 9 11 13 BILLY JOEL/Keeping The Faith (Columbia) 13 12 12 DOLLY PARTON/Don't Call It Love (RCA) 10 BIFFA OCEVA\2nddenj\ (Arizia) 9 10 REO SPEEDWAGON/Can't Fight This Feeling (Epic) 6 JULIAN LENNON/100 Late For Goodbyes (Atlantic) 8 MANHATTANS/You Send Me (Columbia) 10 SADE/Smooth Operator (Portrait/CBS) BRUCE SPRINGSTEEN/I'm On Fire (Columbia) COMMODORES/Nightshift (Motown) S DeBARGE/Rhythm Of The Night (Gordy/Motown)
 → (Getten) was Nou (Getten) 15 1 2 17 6 3 S USA FOR AFRICA.We Are The World (Columbia) PHIL COLLINS/One More Night (Allantic)

99 abed no snipad A&V