

I N S I D E :

MUSIC RESEARCH IN THE SPOTLIGHT

Strategic Radio Research's Kurt Hanson compares the leading approaches to music research, while Lon Helton takes a firsthand look at recent RCA focus groups that revealed fascinating attitudes toward country music.

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WHERE ARE THE BLACK CONSULTANTS?

Though Black/Urban has proven successful in many markets, there's a lack of black consultants. Walt Love investigates this confusing case.

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PEOPLE IN THE NEWS THIS WEEK

- Dan Sheldon OM at KMEQ-AM & FM
- Herb Corsack Exec. VP at Island
- Peter Bloom, Tom Tiernan VPs at Mutual
- Ralph Lucas PD at CFRB
- Gary Nolan PD at WGBB
- Barbara Vardin VP/GM at WCKS
- Brian Thomas PD at WBJW-AM & FM
- George Stoltz GSM at KABL-AM & FM
- Jeff Kuether GSM at WTMJ

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DRUNK DRIVING CAMPAIGN ADDS SENSE OF WONDER

Radio PSAs and a video built around Stevie Wonder's "Don't Drive Drunk" represent the strongest government/broadcast effort yet to mobilize voluntary radio and TV anti-drunk driving efforts.

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THE TEN COMMANDMENTS FOR JOCKS

Dan O'Day, the firstest with the moses, returns with ten key guidelines for career-minded air personalities. Not available in tablet form.

Page 33



25 BIG ONES FOR WLS

Chicago's CHR institution celebrates its silver anniversary, and Joel Denver is on the scene with memorable memorabilia and reminiscences galore.

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PERFECTION IN COLLECTION

Michael Hesser provides more techniques of successful collection for the sales executive who wants to follow through . . . all the way.

Page 22

Newsstand Price \$3.50



CHERRY WNOE-FM PD

Robbins Appointed OM at WNOE-AM & FM

WNOE-FM/New Orleans PD Kris Robbins has been upped to OM for WNOE-AM & FM while FM Assistant PD Ralph Cherry moves up to the FM PD spot. WNOE (AM) PD Ron Harper not only continues in that role but also becomes Production Director for both the AM and FM.



Robbins ed as acting PD three times in the past, so we have the utmost confidence in his abilities."

WNOE-AM & FM GM Eric Anderson said, "Since Kris has been here we've had a marked increase in the numbers, primarily 25-54, and this is a reward for that. Ralph has serv-

Robbins told R&R, "In the course of the year and a half I've been here, there have been times where our traditional Country AM and more modern FM have been pulling against one another. With this position, I'm going to be able to coordinate both sides so we're constant-

ROBBINS/See Page 4

KOIT-FM Opts For Light A/C

After nine years as an Easy Listening station, Bonneville's KOIT-FM/San Francisco has announced plans to introduce a "light" A/C format, beginning June 3. At present, KOIT (AM) will retain its Easy Listening direction.

Explaining the change, VP/Station Manager Kari Johnson Winston told R&R, "The reality

is that we didn't get the tonnage of 25-49 numbers we were looking for, and we plan to do that with this new direction. Our VP/Programming Rob Edwards and Bonneville Broadcasting VP/Programming Dave Verdery have a lot of familiarity with this format, and we know it's going to be well-received." Noting that the pre-

sent, KOIT-FM is now auditioning for positions, she added, "We're hoping to take a lot of our people with us."

KOIT-FM/See Page 4

CJFM's Stewart Adds Duties As CJAD VP/GM

Greg Stewart has been named VP/GM at CJAD, Inc., licensee of A/C combo CJAD & CJFM/Montreal. He previously served as VP/GM for CJFM, and takes over the AM duties formerly held by Ralph Lucas, who transferred to Standard Broadcasting sister station CFRB/Toronto as PD two weeks ago.

Stewart joined CJFM in 1978 after four years as MD at neighboring CKGM, and moved up to GM in 1982. Standard Broadcasting Radio Division President Peter Shurman commented, "Greg clearly demonstrated his abilities as PD and then GM of CJFM. I have no doubt that



Greg Stewart he will easily transfer his abilities to CJAD, Inc., and that they

STEWART/See Page 4

Miller WLUM's New PD

After four weeks as interim PD, Bernie Miller has been officially named PD at Suburban-are Urban Contemporary outlet WLUM/Milwaukee.

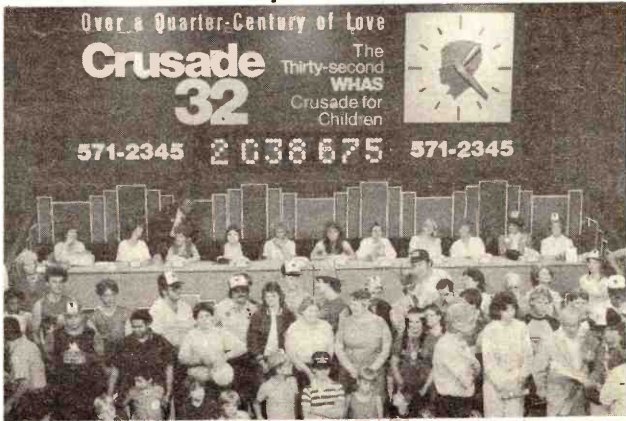
WAWA & WLUM VP/GM Tom Mierendorf remarked, "Bernie has equivalent - if not better - music skills than our previous PD, and has assets in day-to-day people/communications skills that we've been lacking. The programming department as a whole is already straightening out."

A 19-year broadcaster, Miller previously programmed WJPC/Chicago before joining WLUM as morning personality last fall. His radio path includes stops at KDIA/Oakland, New Orleans stations WBOK and WNOE, WOL/Washington, WLOK/Memphis, and WAPE/



Bernie Miller Jacksonville. "It's an opportunity of a lifetime," explained Miller, "simply because we're the only Urban ballgame in town. I'm using a CHR/Urban hybrid formula by playing the top songs on the pop side that are reliable to blacks, along with the Tyrone Davises and James Browns to keep our foundation."

WHAS Crusade Tops \$2 Million Milestone



The 32nd annual WHAS "Crusade For Children," sponsored by WHAS & WAMZ/Louisville and WHAS-TV, raised a record \$2,331,182 to help handicapped children from Kentucky and Southern Indiana. In addition to efforts by church groups, civic organizations, employee groups, and private citizens, 200 fire departments competed to generate the most funds, delivering over \$1 million towards the cause. Crusade Exec. Director Bud Harbsmeier reported that this year's total exceeded last year's record by nearly \$350,000.

Knobler GM At KATT

Bill Knobler has been named GM at AOR KATT/Oklahoma City, replacing Paul Gleiser. Knobler had been National Sales Manager at KEGL/Dallas.

Surrey VP/COO Dick Paye told R&R, "We chose Bill because of his overall experience in programming and management, as well as his eagerness and determination. He's a people person, and came highly recommended by several rep firms."

Knobler commented, "KATT has a reputation as one of the nation's great AORs. It's weathered the tough times that

KNOBLER/See Page 4

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COMPUHIT

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TM

The only testing service that tests only at retail.

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CHR COMPUHITS OF THE MONTH Hit Rated By Active Listeners

The singles listed below have achieved a rating of 8.00 or higher.

ARTIST	SINGLE	LABEL
1. Animation	Let Him Go	PolyGram *****

AOR COMPUHITS OF THE MONTH Hit Rated By Active Listeners

The tracks listed below have achieved a rating of 6.75 or higher.

ARTIST	TRACK	LABEL
1. Taxi	Still in Love	MCA
2. Animation	Let Him Go	PolyGram *****

Next results in R&R in the June 28th issue.

Soon to be available thru BIN.

COMPUHIT

The national pre-release testing service. Inquiries welcomed from radio, records and industry professionals.

Ask for Dan Aaronson (213) 223-8700

MAY 31, 1985

**AOR TODAY:
THE RECORD
PERSPECTIVE**

As AOR courts upper demos by softening up and adding more oldies, record companies might have something new to worry about. **Steve Feinstein** talks to promotion execs to gauge their feelings.

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Lucas Programs CFRB

Standard Broadcasting has transferred CJAD/Montreal VP/Station Manager **Ralph Lucas** to PD at CFRB/Toronto. Lucas, who is soon expected to be named VP/Programming, replaces John Sprague.

Lucas's new appointment marks a return to variety-formatted CFRB; he was in its production department from 1969-72. He was later News Director at CJFM/LUCAS/See Page 4

Stoltz Upped To GSM At KABL-AM & FM



George Stoltz
KABL-AM & FM/San Francisco Local Sales Manager **George Stoltz** has been promoted to General Sales Manager for the Shamrock Easy Listening combo. He succeeds **Ronni Brand**, who joined STOLTZ/See Page 4

Sheldon Heads Operations At KMEO-AM & FM

Easy Listening radio veteran **Dan Sheldon** has been named Operations Manager for Scripps Howard's Bonneville-formatted KMEO-AM & FM/Phoenix.

GM **Steve Wrath** said, "We probably looked at ten potential OMs; they're not easy to come by for Easy Listening, as you need someone who really believes in it. Dan's probably the most qualified OM in this format I've ever seen, from his understanding of the format, to his on-air work, production, and promotion abilities. He also has a tremendous working relationship with our sales manager and sales people."

Sheldon spent five years as OM at Group W's KQXT/San Antonio prior to KMEO, having previously worked on-air at KHOW-FM/Denver (now KPKE) and Houston

outlets KODA and KYND. "This is a beautiful city and a delightful change," said Sheldon. "Steve is an ex-Chicagoan, as I am, and there's a real chemistry between us. We've got a veteran airstaff and a winning syndicator in Bonneville, so I've inherited a very good situation."

Bloom, Tiernan Upped To VP At Mutual



Peter Bloom Tom Tiernan

Peter Bloom and **Tom Tiernan** have been promoted to Vice President at Mutual Radio Network. Bloom, Eastern Sales Manager since July 1984, is now VP/Eastern Sales; Tiernan, who was Manager of the network's Detroit sales office, was named VP/Detroit Sales. Both will continue to report to VP/Sales **Neal Weed**.

Mutual President **Jack Clements** said, "Peter and Tom are dynamic salesmen and managers, and this promotion is due to their exceptional sales performance over the last 12 months."

Weed commented, "Bloom and Tiernan have exhibited outstanding leadership qualities and exceptional sales talent. They are great workers and motivators."

Bloom joined Mutual in 1979 as Director/Sales Administration after 10 years with ABC Radio Sales, and later served as an Account Executive. Before joining Mutual, Tiernan was VP/Midwest Regional

CORSACK/See Page 4

MUTUAL/See Page 4

CASEY ASST. PD

Thomas Takes PD Post At WBJW-AM & FM

Brian Thomas, PD at KCAQ (Q105)/Oxnard-Ventura, CA, has been named PD at Nationwide's simulcasting CHR's WBJW-AM & FM/Orlando. Thomas replaces current PD **Kevin Casey**, who will step down to become Assistant PD.

GM **Rick Weinkauff** told R&R, "We're bringing in one of the rising young stars in programming. His reputation is great, and I think the marriage between his career and BJ105 is perfect. While Kevin is a very talented young man, we moved him a bit too rapidly. He'll be staying on as Brian's Assistant PD, and I'm confident they'll work well together."

Thomas stated, "I've been wanting to join a company like Nationwide for a long time. The station

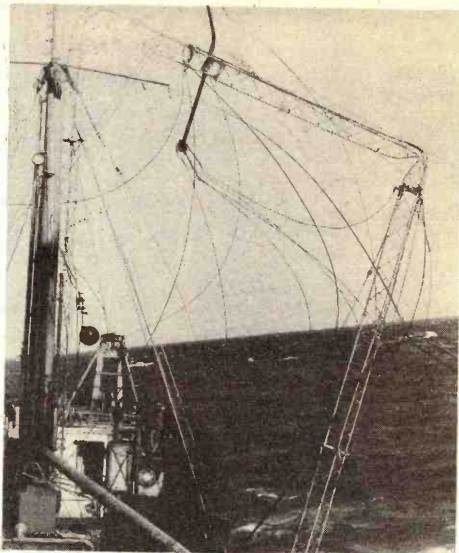


Brian Thomas

will stay CHR, but it needs excitement, and that's what I'm going to instill. The programming and the promotions will all become very aggressive."

Thomas announced that he will continue to consult KCAQ's music, THOMAS/See Page 4

Storm Stops Laser 558 Broadcasts



Situated 30 miles of the Southeast coast of England, American pirate radio station Laser 558 was knocked off the air for two weeks after its 200-ft. forward antenna collapsed from ferocious winds during a recent storm. One DJ, **Erin Kelly**, was thrown from her bunk and found her cabin filling with water from a porthole forced open by the raging sea. Now with a fortnight of idleness behind them, the Laser 558 airstaff is again sailing the airwaves.

NEW CALLS WFSN

Vardin Becomes New VP/GM At WCKS

WGY & WGFM/Schenectady VP/GM **Barbara Vardin** is the new VP/GM at Capitol Broadcasting Co.'s forthcoming acquisition WCKS/Cocoa Beach-Orlando. Capitol has applied for new call letters WFSN ("Sunny 101") when it takes over the A/C station in June.

Capitol President **Jim Goodmon** remarked, "Barbara is an outstanding broadcaster and we are very excited about having her join our team. Barbara's experience and professionalism will be a great



Barbara Vardin

benefit to broadcasting in general, as well as to Capitol."

Vardin held a variety of positions with WGY & WGFM, rising from sales rep in the mid-'70s to VP/GM in 1982. "I have always liked Capitol Broadcasting," she said, "and when the opportunity to join the company in Orlando was offered to me, I jumped at the chance. Jim Goodmon and all of the people at Capitol are among the best in the industry."

Nolan Named WGBB PD



Gary Nolan

Gary Nolan has been promoted to Program Director at A/C-formatted WGBB/Merrick (Long Island), NY. He succeeds **Bill Edwards**, who joined A/C competitor WALK-AM & FM as PD three weeks ago.

Nolan has been WGBB's morning personality since his arrival in the fall of 1982. He was promoted to NOLAN/See Page 4

WQSF-AM & FM Debut Easy Listening

The long-anticipated format changes at WMBG & WQKS/Richmond-Williamsburg (Hampton-Newport News), VA have occurred, following Richmond Radio Ltd.'s recent takeover of the daytimer A/C-Urban Contemporary combo from North Carolina Mutual Life Communications. The stations are now providing an Easy Listening approach, using new call letters WQSF. The AM is retaining its Sunday morning gospel and religious programming.

WQSF/See Page 4

Atlantic Affirms Firm



The Firm played Madison Square Garden in New York recently, with Atlantic executives present backstage. Pictured (l-r) are Atlantic VP Tuic Erim, Sr. VP Vince Faraci, group's Tony Franklin, Jimmy Page, and Paul Rodgers, Atlantic Chairman Ahmet Ertegun, President Doug Morris, group's Chris Slade, and VP Noreen Woods.

Day Time At WB



Morris Day, currently recording his first solo LP for WB, received a platinum award for the Time's "Ice Cream Castles" LP recently. Pictured (l-r front) are WB VP Tom Draper, Day, WB Chairman Mo Ostin, and VP Cortez Thompson; (l-r back) VPs Mark Maitland, Carl Scott, and Lou Dennis, manager Barry Josephson, VP Oscar Fields, Sr. VP Russ Thyret, VP Rich Fitzgerald, and label's Craig Kostich.

Mutual

Continued from Page 3

Manager for Major Market Radio. He has held management positions with Westinghouse outlets KDKA/Pittsburgh and KYW/Philadelphia, and served as an Account Executive in Mutual's Chicago office.

Lucas

Continued from Page 3

Montreal and PD at CFQR/Montreal.

Lucas said the task ahead of him is to "revitalize a giant," which has slipped from a weekly cume of 1.7 million in 1975 to 1.1 million today. "We're not a ship that's dead in the water," Lucas stressed. "We have the most talented staff in the country and an absolutely phenomenal opportunity for growth.

"But sometimes the talent just keeps doing the same things they've always done. Sometimes you need to change for change's sake."

Lucas called CFRB "literally the top station in Canada for years," but added, "It has a lot of your traditional large AM problems." Most of the station's audience is now 50+, he said, and CFRB no longer seems to attract younger demos. "The station needs to redefine the way it reflects itself to the community, and to recognize that Toronto has changed dramatically and become a far more cosmopolitan city in the last ten years."

KOIT-FM

Continued from Page 1

Edwards, who along with Verdery will supervise the programming, said, "The format is music-intensive and 100% vocal, using hits from the past 25 years, including some current product. There's a gaping hole for a 'light' A/C, as other stations have moved towards more contemporary, foreground approaches. It's a natural for KOIT-FM."

Miller

Continued from Page 1

Miller noted that afternoon drive talent/music assistant Dave Marx has been promoted to MD. Also new to the station for evenings is Robert Frankson (aka Mad Max) from crosstown WZUU, while Dan Allen comes aboard from neighbor WBTT for middays and Darlene Raymore (aka Misty) steps in from WAWA for overnights.

Stewart

Continued from Page 1

too will benefit from his unique management style."

Added Stewart, "I view the opportunity to manage both stations as tremendously exciting, certainly my greatest challenge in broadcasting to date."

Thomas

Continued from Page 3

and that KCAQ MD Rooster Rhodes would be joining him as morning man at WBJW. No replacement for Thomas has been named. Prior to serving as PD for two years at KCAQ, Thomas was on-air at KMGG/Los Angeles, programmed at KFOX/Redondo Beach, and was Asst. PD/MD at WZZR/Grand Rapids.

Stoltz

Continued from Page 3

crosstown KQAK (soon-to-be KKCY) as GSM for three weeks ago.

GM Mike Grinsell commented, "I've known George for 15 years, and have nothing but the utmost respect for his professionalism."

A 15-year radio veteran, Stoltz came to KABL as an Account Executive in 1981 and was promoted to LSM last year. He previously spent five years with neighbor KGO as Promotion Director and five more in sales with former competitor KOIT. His background also includes two years in national sales at RKO. "(President) Bill Clark is a super individual," Stoltz told R&R, "and having him based here provides an electric atmosphere all the time. And Mike Grinsell is a no-nonsense pro who understands where we are in the marketplace. It couldn't be a better situation."

WTMJ Advances Kuether To GSM

WTMJ/Milwaukee Account Executive Jeffrey Kuether is the full-service A/C station's new General Sales Manager. He takes over the duties formerly held by Paul LeSage, who stepped up to VP/GM three weeks ago.

LeSage remarked, "During his tenure as a WTMJ salesperson, Jeff has displayed the qualities necessary to guide the WTMJ sales efforts to the new horizons required to reach the goals of the station."

Kuether, who started with WTMJ in 1981, previously served 18 months as an AE/Co-op Coordinator for crosstown WFMR. He said, "The station has a reputation for

excellence in the marketplace in both programming and sales. I'm looking to extend that sales excellence."

Robbins

Continued from Page 1

ly pulling together, which is as it should be."

Before coming to WNOE-FM as PD in September of 1983, Robbins spent ten years with WNDU/South Bend, IN.

Commenting on his new position, Cherry said, "The people here have been great to me over the past four years. The best thing about the promotion is I can continue working with and learning from Kris."

Cherry has been with WNOE for four years, the last year and a half as FM Asst. PD. He'll continue his middle airshift.

Knobler

Continued from Page 1

some AORs weren't able to, which speaks very highly of the station."

Before joining KEGL, Knobler managed KIXS & KIIZ/Killeen, TX and Waco stations KNFO and KKKI. In the sixties he served as PD at KNOW/Austin.

Corsack

Continued from Page 3

him involved in all aspects of Island's management and marketing."

A former Vanguard executive, Corsack will now concentrate on Island's day-to-day sales/marketing activities. He told R&R, "I'm ecstatic. This is the most special company left in this record business. There's certainly no one else like us."

Nolan

Continued from Page 3

Assistant PD early last year. Prior to WGBB, Nolan worked as Asst. PD/MD at WFTQ/Worcester, MA, having earlier been OM/PD at WCNL-AM & FM/Newport, NH. His background also includes stints with WBLI/Long Island and WLTW/New York. Nolan was unavailable for comment at presstime.

It was also announced that three-year staffer and Assistant News Director Soshea Leibler has been advanced to News Director.

WQSF

Continued from Page 3

GM Don Cuthrell, who managed WPDR & WFIR/Roanoke and WLEE/Richmond before taking his new post, told R&R, "Richmond has three — and soon four — stations programming Urban Contemporary or something similar to it, so we didn't see great growth from that area. While the station was doing fairly well in the ratings, the demos were primarily teens, and from a business standpoint, teens do not offer what we feel to be a good opportunity for advertisers. But most important, there isn't an Easy Listening station in the Richmond area. It's a good chance for us to exclusively fill that void, and we're getting some very fine feedback from listeners already."

In other station news, former WTOP/Washington Production Manager John Sutton is the new Programming/Operations Manager, while former coprominal Don Bentley becomes GSM. Bentley most recently was Regional Sales Manager with WRLH-TV/Richmond.

WQSF is a live-assist operation, blending KalaMusic's Easy Listening and Light Contemporary programming into a 50-50 vocal/instrumental mix.

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FROM A&M RECORDS:

Radioactive News

WEATHER
Things will get hotter
and hotter and hotter
and hotter and hotter

MAY 29, 1985

HOLLYWOOD CALIFORNIA

HUNDREDS SET FREE BY STING



Dream Is Real

STING
"If You Love Somebody Set
Them Free" (AM-2738)
from the forthcoming album
THE DREAM OF THE BLUE
TURTLES (SP-3750).
Produced by Sting and
Pete Smith

UNMATCHED DEBUTS
CHR: BREAKER (TRACK) DEBUT **6**
AOR: BREAKER (TRACK) DEBUT
R&B: ONE OF THE MOST ADDED

Radioactive News

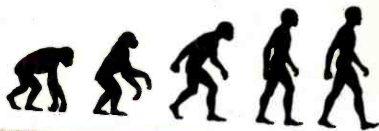


HOLLYWOOD CALIFORNIA

MAY 29, 1985

CANNONBALL IMPACTS RADIO

SUPERTRAMP



Supertramp scores direct hit

SUPERTRAMP
"Cannonball" (AM-2731)
from their new smash
album BROTHER WHERE
YOU BOUND (SP-5014).
Produced by David
Kershenbaum and
Supertramp

CHR: BREAKER 39
AOR: ALBUM 5 TRACK 4

Radioactive News



MAY 29, 1985

HOLLYWOOD CALIFORNIA

UNGUARDED TREASURE

AMY GRANT



Amy Grant finds a way to radio success.

AMY GRANT
"Find A Way" (AM-2734) the
first single from UNGUARDED
(SP-5060). Produced by
Brown Bannister. Executive
Producers: Michael Blanton,
Dan Harrell and Gary
Chapman

A/C: DEBUT 25
CHR: 99/15

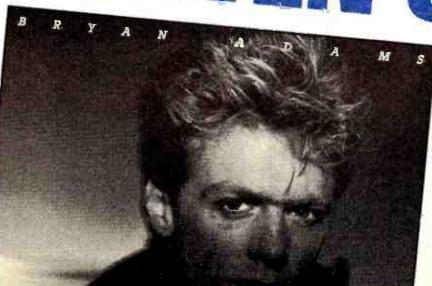
Radioactive News



HOLLYWOOD CALIFORNIA

MAY 29, 1985

HEAVEN ON EARTH



Bryan Adams track soars to #3 CHR

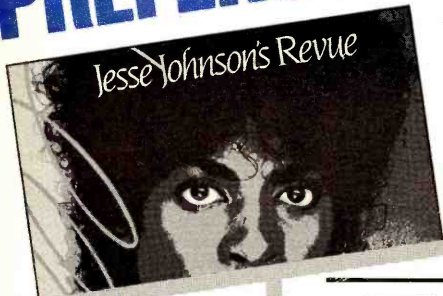
BRYAN ADAMS
"Heaven" (AM-2729), the
third consecutive smash
single from the multi plati-
num RECKLESS (SP-5013).
Produced by Bryan Adams
and Bob Clearmountain

CHR: 3
A/C: 17

Get ready for Bryan Adams
on tour throughout the
summer of '85, and for
Bryan's next AOR track:
"Summer of '69" (AM-2739)

JESSE JOHNSON PREFERS TO BE ON TOP

2nd consecutive single goes to #1 R&B



JESSE JOHNSON
"Can You Help Me"
(AM-2730) from JESSE
JOHNSON'S REVUE
(SP-6-5024). Look for
"I Want My Girl" (AM-2749).
Produced by J. Johnson
for J.W.J. Productions, Inc.

R&B: 1 100% of R&R Black Reporters

Radioactive News

HOLLYWOOD CALIFORNIA



MAY 29, 1985

RED SHOES SEEN CLIMBING BLACK CHARTS



"Freak-A-Ristic" shoots Atlantic Starr
to top 5 R&B.

ATLANTIC STARR
"Freak-A-Ristic" (AM-2718)*
from AS THE BAND TURNS
(SP-5019). Look for
"Cool, Calm, Collected"
(AM-2742)**

Jodaway Productions, Calvin
L. Harris, Joey Gallo, Wardell
Potts Jr. and (Pierre) for
Quad Sync Productions.
Associate producer:
Jonathan Lewis.

*Produced by David and
Wayne Lewis, Associate
Producer: Jonathan Lewis,
A Jodaway Production.
**Produced by Joey Gallo,
Wardell Potts Jr. and (Pierre)
for Quad Sync Productions.
Album produced by: David
and Wayne Lewis for

R&B: 4

Radioactive News

HOLLYWOOD CALIFORNIA



MAY 29, 1985

3 REPS FROM THE HILL CAUGHT IN ALL THAT JAZZ

Braxton, Forman and Story find slots
in top 30 Jazz.

WINDHAM HILL (JAZZ)
ANTHONY BRAXTON
"SEVEN STANDARDS 1985, VOL 1"
MITCHEL FORMAN
"TRAIN OF THOUGHT"
LIZ STORY
"UNACCOUNTABLE EFFECT"



SACRAMENTO, STOCKTON-MODESTO OUTLETS

Commonwealth Buys Three Stations For \$12 Million

Commonwealth Broadcasting has agreed to purchase KENZ & KSAC/ Sacramento and nearby KSJQ/ Manteca (Stockton-Modesto) from Jonsson Communications for approximately \$12 million. The deal also includes Heavenly Recording Studios, a 16-track audio production facility.

Commonwealth already owns KMEN & KGGI/Riverside-San Bernardino, and has a CP for Class A FM KYYH/Yuma, AZ. Its principals include KMEN & KGGI GM Dex Allen, who

serves as managing general partner, and the law firm of Thorsnes, Bartolotta, McGuire, & Padilla. Jonsson Communications retains ownership of KROY & KORY/Reno.

KSAC broadcasts A/C programming with 50 kw on 96.9 mHz at 500 feet; KENZ (formerly KROY) is a 1 kw Transtar "Format 41" affiliate at 1240 kHz; and KSJQ offers an A/C format with 3 kw on 96.7 mHz at 300 feet.

Elliot Evers of Chapman Associates served as broker for the transaction, which is expected to be completed in September.

WJAX-AM & FM/JACKSONVILLE

PRICE: \$5.2 million

BUYER: Statewide Broadcasting, which also owns WVCG/Coral Gables, WAPE/Jacksonville, and WKQE & WBGM/Tallahassee.

SELLER: Silver Star Communications, headed by Dr. John R. E. Lee
DIAL POSITION: 930 kHz; 95.1 mHz
POWER: 5 kw; 100 kw
FORMAT: CHR, Urban
BROKER: Blackburn & Company

KILA/HENDERSON, NV

PRICE: \$1.5 million

BUYER: Columbia Theatre Co., headed by Frederick A. Danz.

SELLER: Faith Communications, headed by Jack G. French
DIAL POSITION: 95.5 mHz
POWER: 100 kw at 1120 feet above average terrain.
FORMAT: Religious

WYUS & WAFM/MILFORD, DE

PRICE: \$1.25 million

BUYER: Pettyman Broadcasting, which retains WICO-AM & FM/Salisbury, MD.

SELLER: WAFM Radio Inc., headed by Herb Schnall and James Kane.
DIAL POSITION: 930 kHz; 97.7 mHz
POWER: 500 w days; 3kw at 240 feet above average terrain
FORMAT: A/C; Country

WKLH-AM & FM/ST. JOHNS, MI

PRICE: \$1.2 million, including a \$100,000 noncompete agreement

BUYER: Lansing Broadcasting Corp., headed by Randall H. Blair, Carl P. Lanci, and Carl Fazio. Blair and Lanci also own WINW & WOOS/Canton.

SELLER: Chase Broadcasting Corp.
DIAL POSITION: 1580 kHz; 92.1 mHz
POWER: 1 kw; 3 kw at 300 feet a.a.t.
FORMAT: Country

KFBC & KFBQ/CHEYENNE, WY

PRICE: \$1 million

BUYER: Capitol Radio Inc., headed by John Shideler and KTCL/FT. Collins Sales Manager Stewart Haskell. Shideler, who is GM of KTCL and sister station KIIH, also has interest in KRAI-AM & FM/Craig, CO.

SELLER: Capitol Media Inc., headed by Donald Jones and Lawrence Birfell
DIAL POSITION: 1240 kHz; 97.9 mHz
POWER: 1 kw days/250 watts nights; 100 kw at 580 feet a.a.t.
FORMAT: A/C

WQBR/ATLANTIC BEACH, FL

PRICE: \$550,000

BUYER: Coastal Airwaves Broadcasting, headed by Raymond Suekoff and William Proctor.

SELLER: First Coast Broadcasting, headed by Harvey J. Fisher
DIAL POSITION: 1600kHz
POWER: 5 kw
FORMAT: A/C-Oldies
BROKER: Chapman Associates

WIRO & WITO/IRONTON, OH

PRICE: \$520,000

BUYER: Spearman Communications, headed by WIRO & WITO Sales Manager Thomas Martin, Forbes Blair, and Gene McCoy. McCoy also has interest in WPMW/Mullens, WY; WGM/D/Rehoboth Beach, DE; and WXVA-AM & FM/Charleston, WV.

SELLER: Tri Radio Broadcasting, headed by Kenneth Auble
DIAL POSITION: 1230 kHz; 107.1 mHz
POWER: 1 kw days/250 watts nights; 3 kw at 125 feet a.a.t.
FORMAT: A/C; Country

WFTP/FORT PIERCE, FL

PRICE: \$700,000

BUYER: INGO Co., headed by Richard S. Ingham, which also owns WTRS-AM & FM/Dunnellon, FL.

SELLER: Media Investors Inc., headed by Harold Grothaus
DIAL POSITION: 1330 kHz
POWER: 1 kw days/550 watts nights
FORMAT: Country

WNOU/WILLAMANTIC, CT

PRICE: \$625,000

BUYER: Nutmeg Broadcasting, headed by Herbert Rice. Nutmeg also operates WLI/Willamantic and WINY/Putnam, CT.

SELLER: Delta Communications, headed by Frank Jacobs
DIAL POSITION: 98.3 mHz
POWER: 3 kw at 300 feet a.a.t.
FORMAT: A/C

KCKN/ROSWELL, NM

PRICE: \$500,000

BUYER: Sudbrink Broadcasting, which also operates KIFH & KPOI/Honolulu, WLAC-AM & FM/Nashville, WYDE/Birmingham, DCB/Tampa, KBCQ/Roswell, and KAAV/Little Rock.

SELLER: Strother Broadcasting Co.
DIAL POSITION: 97.1 mHz
POWER: 100 kw at 360 feet a.a.t.
FORMAT: Country

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\$6.5 Million From USA For Africa



Thanks to sales from the USA For Africa single and LP, Columbia Sr. VP/GM Al Teller (left) and CBS Records Group President Walter Yetnikoff (right) were able to present USA For Africa President Ken Kragen with a check for \$6.5 million from Columbia.

Motown Collects Sylvers



Motown has signed Leon Sylvers as an artist and producer, while Jobete Music will administer Sylvers's six publishing companies. Sylvers has recorded solo and with Dynasty and his family group, the Sylvers, and has produced Shalamar, the Whispers, Gladys Knight, and many others. Pictured (l-r) are Motown's Steve Buckley, Sylvers, and Motown President Jay Lasker.

WESTWOOD ONE PRESENTS
STEREO SIMULCAST WITH HBO®



TINA

TURNER

IN CONCERT FROM ENGLAND

FEATURING GUEST APPEARANCES BY



**DAVID AND
BOWIE**



**BRYAN
ADAMS**

The Westwood One Radio Network and Home Box Office will join forces June 8 at 7:45 p.m. (Eastern and Pacific) to present the premiere of *Tina Turner: Private Dancer*, an exclusive digital stereo concert simulcast starring the Grammy-winning, stiletto-heeled singer of soulful songs. Recorded in Birmingham, England, the exciting show features 25 years of Tina's hits including all the big ones from her blockbuster *Private Dancer* album, plus duets with special guests David Bowie and Bryan Adams. Don't miss *Tina Turner: Private Dancer* - your chance to dance with rock's reigning queen of romance, only from the leader in stereo simulcast exclusives.

JUNE 8

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

STEVIE WONDER PSAs

Push On For Radio Drunk Driving Campaign

A new "Don't Drive Drunk" music video by Stevie Wonder and a series of spinoff radio PSAs from the video are at the heart of a renewed effort to keep radio and television stations active this summer in the fight to curb drunk driving.

The five-minute video was introduced by Wonder last week in Washington at a Kennedy Center press conference enlivened by the attendance of 1000 Washington area high school students. The video features Wonder singing his song "Don't Drive Drunk," from the soundtrack of the movie "Woman In Red," with added lyrics: "No, don't drive drunk... Mothers Against Drunk Driving are MADD."

Wonder/Kasem Radio PSAs In Production

NAB satelited the video and PSAs incorporating portions of the song last week to 700 television stations. WMAL/Washington is currently producing a series of eight radio PSAs drawing from the video soundtrack and a 10-minute interview with Wonder conducted by radio personality Casey Kasem, who also attended last week's press conference.

NAB Sr. VP/Radio Dave Parignoni says he expects the spots to be distributed over all radio networks during the week of June 10. Non-network affiliates can get copies by writing to the NAB Radio Department, 1771 N St. NW, Washington, DC 20036. The spots are specifically tailored for summer airplay.

Joining forces to produce and underwrite the Stevie Wonder video and PSAs were the Department of Transportation, the Ad Council and Chrysler Corp.'s Dodge Division.

This week NAB is also releasing a series of Spanish-language drunk driving PSAs. They'll be mailed to nearly 200 fulltime Spanish stations, and are available to other stations on request.

NRBA May Team Up With PTA

Meanwhile, NRBA President Bernie Mann has proposed a joint

campaign between his association and the National PTA to counter alcohol abuse among young people. Mann conceived the idea last week while listening to Congressional testimony by a PTA official who praised broadcasters for admirable efforts to curb drunk driving, but complained that too little is being done to reach young people.

In a letter to National PTA President Elaine Stienkemeyer, Mann suggested cooperative efforts teaming up NRBA member stations and local PTA chapters.

What Happened To Anti-Smoking PSAs?

Trade association efforts to maintain a high-profile industry role in the front against drunk driving coincide with testimony before the House Telecommunications Subcommittee last week that health-related PSAs can be highly effective. At the same hearing, broadcasters were criticized for virtually ending PSAs on the dangers of smoking after cigarette ads were banned from the airwaves in 1971.

"During the years when

substantial numbers of anti-smoking messages were presented in prime time — 1968, 1969 and 1970 — per capita cigarette consumption plummeted, and no other event or reason would explain it," said George Washington University law professor John Banzhaf, the acknowledged father of the cigarette ad ban.

After the ban took hold, he continued, "The number of anti-smoking messages on radio and television dropped dramatically. Apparently as a result, per capita

cigarette consumption rose during 1971, 1972 and 1973." Banzhaf noted that cigarettes appear to kill five times as many people as alcohol each year, and are far more addictive.

Banzhaf's points are critical, for Congress appears willing to forego mandatory reply time or PSAs if it can be assured that the radio and television industries won't slacken educational efforts on alcohol abuse once their beer and wine ad revenues are no longer in jeopardy.



DON'T DRIVE DRUNK — After introducing his new "Don't Drive Drunk" music video and PSAs last week, Stevie Wonder is joined at the Kennedy Center in Washington by NAB Sr. VP/Public Affairs Shaun Sheehan (left) and radio personality Casey Kasem (right), who will voice radio PSAs based on the video.

SUPER WEEKENDS

SPECIAL NEWS!

July 4-7

Summer Beach Party '85
The Beach Boys Story
The Chicago Story



1985

15 Sizzling
Summer Weekends
through Labor Day

1985

COUNTRY
SIX
PACK

2 Fourth of July
Happy Birthday, America

1-2

Mary Jane Girls

8-9

Katrina and the Waves

15-16

Til Tuesday

22-23

Tina Turner

29-30

Cyndi Lauper

Rick
DEES
WEEKLY TOP 40

1-2

Eddie Heywood, Jr.

8-9

McGuire Sisters

15-16

Joni James

22-23

Henry Mancini

29-30

Jo Stafford

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NEWS BRIEFS

NAB Warns Of Public Backlash To Suggestive Lyrics

In a letter to 800 broadcast group heads, NAB President Eddie Fritts has warned that the sexually explicit nature of some rock music lyrics and videos is "fast becoming a matter of public debate." Taking care not to adopt a stance on the issue, Fritts wrote, "It is, of course, up to each broadcast licensee to make its own decisions as to the manner in which it carries out its programming responsibilities under the Communications Act."

In his letter, Fritts quoted Prince's "Purple Rain" album as one target of criticism for lyrics such as:

*I knew a girl named Nikki
I guess u could say she was a
sex fiend*

*I met her in a hotel lobby
masturbating with a magazine.*

(That song, "Darling Nikki," received very little radio airplay.)

Fritts enclosed a copy of a letter he received from several prominent Washington wives complaining about lyrics by Prince, Sheena Easton, Judas Priest, and W.A.S.P. Signers included the wives of Treasury Secretary James Baker and Sen. Al Gore (D-TN).

President Reagan Hails WGN's Neediest Kids Fund

President Reagan has sent a letter of commendation to WGN/Chicago morning personality Wally Phillips for the enormously successful Neediest Kids Fund charity drive he conducts each Christmas. Phillips's on-air appeals have raised \$1.3 million each of the last two years.

"I have long been convinced that the generous and creative spirit of our citizens can meet an increasing variety of local needs," Reagan wrote. "The Neediest Kids Fund proves that individual initiative and concern can make a difference in community betterment. . . . I am proud to commend your fine example and wish you the very best for the future."

FCC Corrects List Of 152 Vacant FM Channels

The FCC has made several corrections to the list of 152 FM channels that will be opened up for applications on June 13.

It has deleted the channel previously listed in Lajas, PR, as well as one of the two frequencies it said were available

in Elk City, OK (98.5 Mhz). Two new channels have been added, in Gulf

Breeze, FL (95.3) and Grifton, NC (99.3).

The Commission also stresses that the filing window for the channels closes July 12, rather than the previously announced date of July 13. And it noted that the same filing window will apply to "applications from existing stations desiring to modify their facilities."

Quello Derides Alcohol Ad Ban With Drunk Rat Anecdote

Using some of the most colorful language yet heard in the raging debate over beer and wine advertising, FCC Commissioner Jim Quello recently lampooned scientific evidence on the dangers of alcohol.

After telling the Detroit Adcraft Club and Better Business Bureau that an ad ban would be "unconstitutional, discriminatory, and ineffective," Quello added this anecdote:

"Remember, it can be scientifically demonstrated that as little as one-quarter bottle of whiskey can cause dangerous, irrational social behavior. Scientists pour one-quarter bottle of whiskey in a one-pound rat. Depending on his genetics, the rat either passes out, runs amok on his treadmill, or sexually assaults his own litter box."



USA FOR AFRICA — USA For Africa founder Ken Kragen embraces entertainer Lionel Richie last week at a Capitol Hill reception sponsored by the Recording Industry Association of America (RIAA). The project has raised \$45 million for Africa famine relief in less than two months, said Kragen. Richie, co-composer of the hit song "We Are The World," told the congressman and other guests during brief remarks, "We are making a difference."

Rep. Leland Lauds Cap Cities/ABC Minority Spinoff

"As the new kid on the block, Capital Cities Communications should be commended for its commitment to minority ownership of its media holdings," Rep. Mickey Leland (D-TX) said after the company held a special briefing for potential minority buyers of the 15 ABC and Cap Cities stations to be spun off when the two giants merge next year.

"Usually sales of this magnitude are completed before the public is even aware that a sale exists," said Leland, who praised the top executives of both companies for showing "great leadership and foresight in encouraging minority ownership."

Leland added, "What Capital Cities is doing is revolutionary, and we want to make it an example of what can be done to enhance the economic position of minority communities. This puts to rest the myth that minorities are financially unable to purchase major broadcast properties." According to Leland, 25% of the inquiries about buying the 15 spinoff properties have come from minorities.

JUNE 1985

1-2 Steve Wariner

8-9 Alabama

15-16 Vern Gosdin

22-23 Johnny Cash

29-30 Lacy J. Dalton

**THE WEEKLY
COUNTRY MUSIC
COUNTDOWN**

1-2 Monkees

8-9 Helen Reddy

15-16 Abba

22-23 Al Green

29-30 Johnny Mathis

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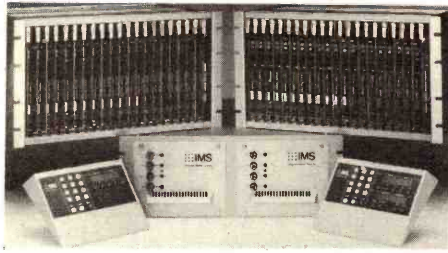
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IMS Intros Improved Audio Switcher

The "IMS 400" is the latest large-frame, intelligent, audio routing switcher available from **Integrated Media Systems (IMS)**. Designed for use by broadcasters and recording studios, the IMS 400 is larger and more versatile than the San Carlos, CA-based company's IMS 200 audio switcher.

Capable of handling routing tasks where the number of cross-points range from 256 to 16,000, the IMS 400 not only can be used for traditional broadcast audio routing operations, but also as an electronic patch bay and multi-router slvable to other manufacturers' systems. Rather than re-



The IMS 400 with dual power supplies (center) and controllers (foreground).

quiring separate cards for inputs, crosspoints, and outputs, the IMS 400 needs only one card to per-

form these functions.

For more information, contact IMS at (415) 592-8055.

"Broadcasters Database" On-Line From Texas

A broadcast-oriented computer network, the "Broadcasters Database" is currently on-line from Houston. Radio engineers, air personalities, newsmen, and management personnel can access the system 24 hours a day for only ten cents a minute or ten cents above the cost of a WATS line minute (approximately 42 cents). The minimum service charge is one hour per month, with a one-month free trial for first-time users.

The brainchild of Houston broadcast engineer and veteran air personality **Dave Biondi**, the Broadcasters Database includes an engineering "door" that allows an engi-

neer working in the field to access complex engineering programs with a small computer, such as a Radio Shack lap model. Artist bios, news items, comedy bits, current record charts, and a broadcast psychiatrist to help you through your latest ratings crisis are available as well.

Additional features include listings of jobs available and used equipment for sale, a resume file, a personal mail service, and a broadcasters' super-market that offers equipment and supplies at discount prices. There are over 650 programs available in all.

For further information, contact the Broadcasters Database at (713) 526-6155. Or if you'd rather talk directly to the computer, call (713) 526-3150.

State Lotteries Pay Off For Radio

State-run lotteries are giving a new meaning to the term "numbers" as it applies to radio. According to a re-

cent study conducted by the **Radio Advertising Bureau**, the nine states currently conducting lotteries in-

creased their radio advertising outlays by 28.9% in 1984, spending \$3.1 million on radio in the process.

Pennsylvania radio was the big winner, as that state increased its radio lottery ad expenditures a mere 245% to \$115,000. New Jersey placed second in the increased radio ad expenditures category, with spending up 128% to \$548,000.

Other states, such as Illinois (+32% to \$444,000), Massachusetts (+21% to \$376,000), Michigan (+56% to \$775,000) and Washington (+93% to \$120,000) all posted significant increases. California and Colorado had just begun their lotteries in 1984 and consequently didn't spend much — \$6000 and \$8000, respectively. New York, where radio lottery ad spending dipped 21% to a still-healthy \$778,000, was the only state running counter to the trend.

Considering that 1984 lottery sales in surveyed states grew 57%, the money put down on radio advertising means a jackpot for radio and advertiser alike. And don't think it isn't going to pay off even bigger in the future.

"Me" Makes You Sick

Unless you're a singer, too much "me, me, me" can make you sick, sick, sick. At least that's the word from researchers at the San Francisco Health Center, which claims that the less you use the first person singular — that's "I," "me," and "my" — to you non-English majors — the lower your risk of coronary heart disease.

Such symptoms of self-centeredness are not only a threat to your physical health, but your mental health as well. University of Utah psychologist **Timothy Smith** told the **Wireless Flash** news service that "people who focus more on themselves and less on the world around them experience deeper depression." So take time to think about the other guy. After all, you might live longer.

Newsroom System Available

Designed for use by radio and TV stations, the "BIAS Newsroom" is a modular newsroom automation system now available from **Data Communications Corporation (DCC)**. Based upon the IBM "PC-XT" or "PC-AT" personal computer, this system's features include: assignment desk automation, wire service management, electronic scriptwriting, on-location story input, automatic reading time calculations, a producer's rundown, and security safeguards.

Touted as an "affordable alternative" to competing systems, the BIAS Newsroom can be linked to any number of IBM PCs in an office automation system network. Modular components may be added by the purchasing station as well, while vital functions can be rotated among the system's modules to provide backup in case of hardware failure. Self-explaining menu selections and help messages that automatically appear when a user makes an error are also included.

For additional info, contact DCC at (901) 345-3544.

Meetings Vs. Memos

Are staff meetings a waste of time? Only 18% of the 900 managers surveyed recently by the **Response Analysis** firm claimed that meetings were a problem, giving them a lower "unhappiness ranking" than many other executive chores. "Take memo writing, please," said 45% of the honchos surveyed, while a full 50% of the managers claimed "supervising minor tasks" as the biggest cost of being the boss.

NEW ENGLAND IS REALLY TAKING OFF.

If you're a New England station, you shouldn't miss out on this incredible new package from **RADIOnortheast**. It's called "LIVE AND LEARN" and it's among the first regionally syndicated programs produced exclusively by and for New Englanders. Eight of the region's best-known broadcast personalities presenting entertaining and informative "TV" spots on everything from Arts & Entertainment and Law to Medicine and Consumer Affairs. Completely advertiser-supported, broadcast-ready and at no charge to you!

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market-bartered basis.

Here are just a few that have already signed up:

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- WMLH-Bangor, ME
- WREB-Holyoke/Springfield, MA
- WKXL-Concord, NH
- WKRI-Warwick, RI
- WRII-Woonsocket, RI
- WXYJ-Osterville/Hyannis, MA
- WDEA-Elsworth, ME
- WCCM-Lawrence, MA
- WEIM-Fitchburg, MA
- WNTY-Southington, CT

• WEMS-Laconia, NH
• WHWB-Rutland, VT
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PRO:MOTIONS

HNW&H Appoints Two VPs

Patrick Byrne has been named VP/Regional Manager of **Hillier, Newmark, Wechsler & Howard's** Chicago office. He joined the firm at its September 1981 inception. Byrne previously served as an AE and Chicago Sales Manager. In related activity, **Jacqui Rossinsky** was appointed VP/Regional Manager of the company's New York office. She also joined HNW&H in 1981 and worked as an AE and New York Sales Manager prior to her promotion.



Patrick Byrne



Jacqui Rossinsky

Satterfield Named WNOX & WNKX LSM



Carol Satterfield

Carol Satterfield joins **WNOX & WNKX/Knoxville** as Local Sales Manager. Carol moves crosstown from **WIVK**, where she served an eight-year stint as an AE.

PolyGram Promotes Pritchitt



Stephen Pritchitt

Stephen Pritchitt has been promoted to VP/International Promotion for **PolyGram**. He was most recently Director/International Promotion for the label. He joined the company in 1984 from **IPS Entertainment**, where he served as VP/GM. Pritchitt is also the former Director/Product Management for **CBS Records/International** in New York.

Churchill Productions Relocates

Churchill Productions has moved its headquarters to 1136 E. Campbell Avenue, Phoenix, AZ 85014; the telephone number remains the same: (602) 264-3331.

Edwards Named Radio Works Exec. VP

Consultant **George Edwards** has been tapped as Exec. VP of **Radio Works, Inc.**, overseeing program development and marketing. He's the former owner of **Edwards Broadcasting Company (KRML/Carmel, CA)**.

Spotwise Moves

Spotwise has relocated. Its new address is 1170 Commonwealth Ave., 3rd Floor, Boston, MA 02134; (617) 232-2002.

PROS ON THE LOOSE

Dwayne Bonds — PD **WOMP-FM/Wheeling, WV** (614) 633-1254

Leslie Juceam — Manager/Advertising & Promotion **WYNY/New York** (212) 581-3253

CBS Raises Brennan

Louise Brennan has accepted the Associated Director, Singles Sales post at **CBS Records**. With CBS since 1977, she began as a secretary in the **Epic/Portrait/Associated Labels** Marketing Department. A year later she advanced to Singles Sales Manager in Core Marketing.

Ringer Joins BMI



Doreen Ringer

Doreen Ringer has been appointed Executive/Motion Picture and Television Relations at **BMI**. Most recently a segment producer for **Alan Landsburg Productions**, Ringer formerly held posts with **MCA, ABC, A&M, and WMOT Records**, as well as the **Montage Music Group**.

Mize Upped To WQIK VP/GM

Bill Mize, GM of **WQIK-AM & FM/Jacksonville**, has been promoted to VP for parent **JACOR Broadcasting**. Mize has been with the outlets for 14 years.

Josephson Forms J-Mark Records

Mark Josephson, founder of **Rockpool Promotions**, has established **J-Mark Records**. The label will be distributed by **Elektra Records**.

Capitol Ups Cole



David Cole

David Cole has been promoted to Staff Producer, A&R at **Capitol Records**. With Capitol for nine years, Cole previously served as first recording engineer for the label's recording studios.

Stephens Raised At MCA



Juanita Stephens

Juanita Stephens has been elevated to Publicist/East Coast for **MCA Records**. During the past 18 months she worked in the label's Artist Development and Publicity Department.

Hartman Segues To JMA

John Hartman has joined **Joe Montione & Associates** as music research consultant. For the past two and half years he was in-house music consultant to **KKBQ-AM & FM/Houston**, which he will retain. His background includes similar consultancy posts at **KGB/San Diego** and **WLCY/Tampa**, plus MD at **Y100/Miami**. JMA has also moved to Yacht Cove, 320 Shoreline Drive, Columbia, SC 29210; (803) 781-2824.

Schlusser Manages WKWK

Tom Schlusser has been named Station Manager for **WKWK/Wheeling**. Schlusser was formerly GM of neighboring **WAJR & WNAR**.

CHANGES

Jarvis (J.D.) Shelton, announced as Field Merchandiser for Warner/Elektra/Atlantic.

Cindy Hagley, former Account Executive at WHLO, named Account Executive at WOAL/Cleveland.

Colleen Doyle, former Accounts Payable Supervisor for Chrysler/Los Angeles, appointed I.R.S. Records' Manager of Accounting.

Steven Schnur, formerly with MTV, appointed Promotion Representative for Elektra/Asylum.

Mike Greenzeig, former AE at WAPP-FM/New York named AE for Republic Radio/New York.



For 25 years now, this has been one of the most recognizable melodies in radio. It's the signature of a great radio station: WLS Chicago. We're proud to be the ones who sing this famous song. And we want to congratulate our friends at WLS, and wish them continued success!

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Reading The Statistics

In the sample SRR music research report below, key findings are in the upper left-hand quarter of the page: 94% of the respondents recognized the hook. (Of 30 titles tested, it was the #2 song in terms of recognition.) When rated on a five-point scale, it received an average score of 3.42, making it the sixth most popular song tested that week. 26% of the respondents said they were getting tired of hearing it on the radio, making it the 11th most-fatigued song.

Additional information is provided in the "Detailed Breakout" boxes, including breakdowns by station cume, demographic, level of radio listening, and format preference. Among men 25-34 in our client's target audience, 100% of the respondents knew the song. They gave it a 3.42 score (#2 in terms of popularity), and 21% said they were getting tired of it.

Graphics illustrate that the song has particularly strong appeal among women and older listeners. Trends at the bottom of the report show how the song fared in the previous weeks it was tested.

Music Research: Several Techniques, One Goal

By Kurt Hanson

Audience research is intended to do one thing — to help you increase the size of your audience. Primarily, it does that by increasing the time spent listening (TSL) from each person in your cume.

While there are many different types of audience research, music research is probably the most useful type for most stations. It is really the only way to know if you're playing the right songs. (After all, ten-year-old playlists may have little or no relevance to current tastes in music. A strange and unrepresentative sample of your audience calls your request line. Record sales figures rarely correspond to mass-audience tastes.)

For a well-managed radio station, music research is the most cost-effective type of research you can buy. Let's assume that good music research, properly implemented, could increase the TSL each week from each person in your cume by ten percent. In a medium-sized market such as San Antonio, that would translate into a \$200,000 increase in station revenues.

(On the other hand, a badly-managed station with serious problems needs perceptual research. Once its major problems are revealed and fixed, it is then possible for music research to help.)

There are two primary types of music research: auditorium music tests and weekly telephone-based music research. Both data-collection techniques have the same goal — to help insure that you're playing the best possible mix of music for your target audience.

Auditorium Music Tests Or Weekly Research?

In doing music research, it is absolutely critical that you allow the respondents to hear a brief portion of each song you're testing. (People who aren't asked to rate the hook itself, it's simply presented as a memory-jogger. It allows respondents to know exactly which song you're asking about.)

You can present hooks over the telephone to one respondent at a time, or you can present hooks over a stereo system in an auditorium to 50-100 respondents at once. Both methods have their own advantages.

Auditorium music tests allow you to get a lot of songs tested in a shorter period of time. That's an advantage if the book is three weeks away and you haven't ever tested any of your oldies. AMT's also allow you the pleasure of seeing the people who are rating the songs.

With telephone-based music research, you can test oldies, and also test currents on a weekly basis. That's a major advantage to any station that plays current music as an important part of its programming.

The weekly, telephone-based methodology has other advantages. You can track listening levels to the stations in your market and ask perceptual and lifestyle questions. Some of our clients use a portion of each week's research to ask about prize preferences, air personality awareness, TV spot effectiveness, leisure activities, and other topics.

No matter which methodology you use, you want to learn three things about each song you test:

- 1) How familiar it is among members of your target audience.
- 2) How popular it is among people who recognize it. (Do people like or dislike it? How strongly?)
- 3) Is fatigue a problem? (Has it become burned-out among your listeners?)

When I started doing music research in the mid-'70s, it was common to collapse all of the above questions into one big question: "Would you say it's one of your favorites; you like it, you feel so-so about it; you're below neutral; you liked it at one time but are getting tired of it; you aren't familiar with it; you hate it; or you're not sure?"

What I like to call the "Hanson scale," as developed over the past

several years by Strategic Radio Research, is a set of three, clearly distinct questions about each song being tested:

- 1) "Are you familiar with it?"
- 2) If yes: "How would you rate it on a 5-point scale?"
- 3) "Are you getting tired of hearing it on the radio?"

This scale works. Respondents are able to tell us exactly how they feel about a song. We are able to calculate clean, reliable statistics.

Who Conducts The Interviews?

For an auditorium music test, you will probably want to work with one of the major research firms. (In a smaller market, you may want to consider recruiting the respondents yourself but using

a professional firm to tabulate the results for you. A sophisticated report may run 500-600 pages in length and take complex computer software to process.)

The least expensive method of doing high-quality music research on a weekly basis is to have a research firm design an in-house operation for you. Of course, you will be faced with all of the problems that come with managing a staff of late-night, parttime employees.

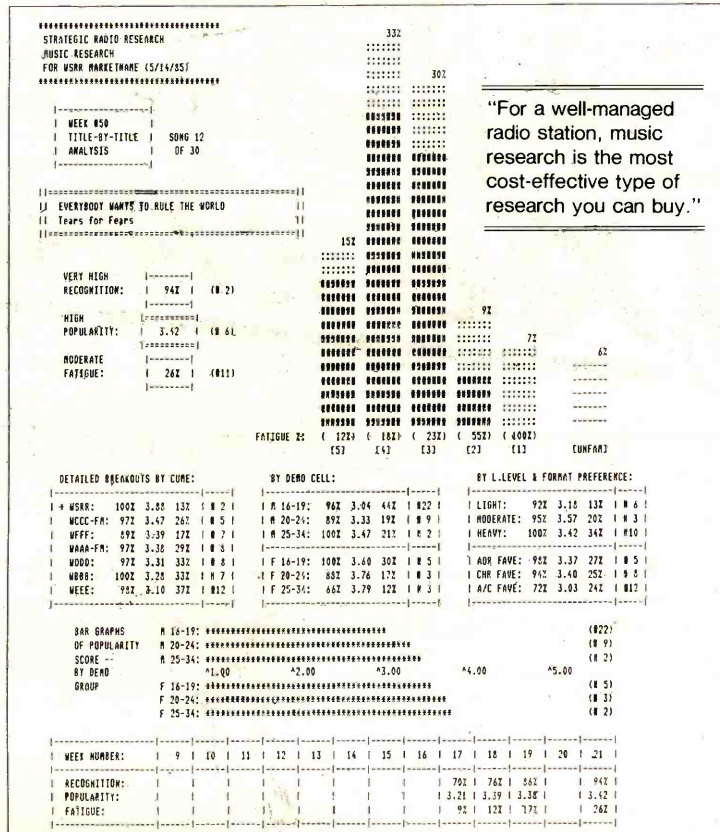
For the majority of our clients, we make the calls each week into their markets via WATS lines from our Chicago phone center. This allows unparalleled quality control. It is the fastest, most flexible, and I think inarguably the best method of doing music research.

Any Method Works

No matter which techniques you use, you will find that music research gives you dependable information about the appeal of the music you're playing. It will give you a competitive edge.

However, if you work with a top-quality firm that does careful recruiting, asks the right questions, and gives you a clear, detailed, easy-to-read report, you will be inordinately satisfied. You'll see a significant increase in the size of your audience and you'll be able to make better decisions in all areas of station programming and marketing.

"For a well-managed radio station, music research is the most cost-effective type of research you can buy."



Kurt Hanson is President of Chicago-based Strategic Radio Research, established in 1980. He holds an MBA from the University of Chicago, specializing in marketing and marketing research. He received his station-level experience at Milwaukee stations WOKY and WZLU, WDAI (now WLS-FM)/Chicago and WLUP/Chicago, where he was Research Director.

Congratulations to



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of Rock 'n' Roll!*

The radio industry's hottest new call letters!

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New York, Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit, Houston,
Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



REED BUNZEL

MEMORIAL DAY SCRAPBOOK

Net Pix Gets Mix

Okay, so Memorial Day was actually this past Monday, and the Indianapolis 500 was run the day before, and the long weekend is over, and there isn't another one until July 4 (or July 6, since Independence Day falls on a Thursday this year). There was a time, however, when Memorial Day was always May 30 — and that seems like a good enough excuse to celebrate the holiday in pictures this week.

Actually owing to the energy and enthusiasm of network programmers and PR people, a "network scrapbook" has become a bit of a necessity. So many black-and-white glossies cross the old network desk each week that, unless they "make the cut" early, weeks may pass before they ever see a dab of printer's ink. Thus, to get the picture file up to date (and to remember the real "Memorial Day"), this week's page takes a pictorial approach to recent network doings, movings, and shakings.



BEIJING THERE — Officials of ABC Radio News hosted a reception earlier this month for their counterparts from Radio Beijing, the radio service of the People's Republic of China. The Chinese delegation, in the United States by invitation of the Voice of America, is studying the American radio industry. Pictured during a tour of ABC's Broadcast Center are (l-r) ABC's Dick Martinez and Peter Flannery, Radio Beijing Director Madame Ding Yilan, interpreter Rita Hechler, and Radio Beijing's Zhang Zhenhua.



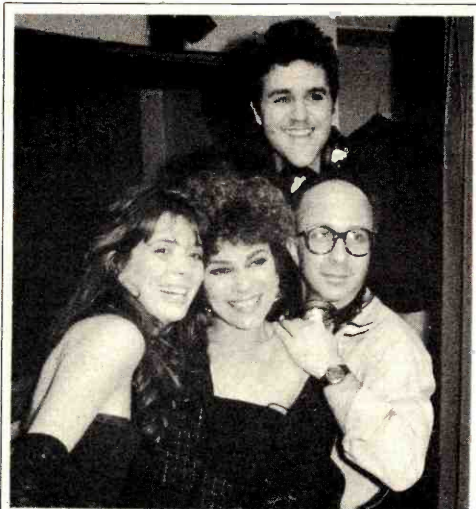
GRIN & BARRETT — Mutual Broadcasting Entertainment Correspondent Rona Barrett dropped by the studios of WTOP/Washington recently to thank the staff for airing her daily "Entertainment Report." Pictured (l-r) are Mutual's Lynn McIntosh, Barrett, and WTOP's Holland Cooke.



SIGN OF THE TIMES — Bonneville VP/Public Affairs Donald Gale (r) signs a contract with AP Broadcast Executive Matthew Hoff, bringing AP's NewsPower 1200 to the group's 12 radio stations.



21 QUESTIONS — CBS Radio Sports recently invited advertisers and the press to New York's 21 Club to ask questions about the network's revival of the "Baseball Game Of The Week." Pictured at the head table are (l-r) MLB Commissioner Peter Ueberroth, and CBS's Dick Brescia, John Rooney, Lindsey Nelson, Johnny Bench, Dick Stockton, and Bill White.



FOUR PLAY — Atlantic recording artist Fiona jokes with NBC's Rona Elliot during a recent broadcast of "Live From The Hard Rock Cafe" in New York. Completing the picture are hosts Jay Leno (standing) and Paul Shaffer (seated).



HE'S SO SHY — RCA recording artists Pointer Sisters recently dropped by the United Stations studios, where they encountered shy Exec. VP/Programming Ed Salamon. Taking a break during an interview for "Hot Rocks," Salamon is flanked (l-r) by Ruth, Anita, and June.



MYSTERY MEET — Columbia recording artist Philip Bailey was featured as the "mystery guest" on a recent segment of MJJ Broadcasting's "Trivia Quiz." Pictured (l-r) after the recording session are MJJ's Jim Green and Dave Schulp, Bailey, and MJJ's Gary Krantz.



THE POSTMAN ALWAYS SINGS TWICE — "Weird Al" Yankovic, who toiled for two years in Westwood One's mailroom before making the big time, recently presented company President Norm Pattiz with a gold record in appreciation for keeping the rock satirist alive long enough to record his "3-D" album. Here (l-r) are Yankovic, Westwood One's Dr. Demento, and Pattiz.

MEMO: To image-minded radio stations who believe in their product and its "power" to motivate an audience!

SUBJECT: FairWest / Jim West Christmas Album. A smash hit promoted by KVIL, selling over 100,000 units in Dallas. Ft. Worth.

CAUTION: A dynamite promotion that needs a "grown up" radio station to make it the success it should be!

INVITATION: Call me, Jim West, in Dallas at 214-644-7800. I'll send you the facts.

FairWest / The Jim West Company, Inc.
2001 N. Collins, Suite 501 • Richardson, Tx. 75080

P.S. The time to consider a Christmas promotion is now, not in November or December!!

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

June 3-7

The Weekend

June 8-9	
The Countdown (WO)	Jesse Johnson/Jeffrey Osborne
Countdown America With John Leader (USR1)	Kim Carnes
Country Report Countdown (WRN)	Lee Greenwood/Alabama/Sylvia
Dick Clark's National Music Survey (MBS)	Whitney Houston
Dick Clark's Rock, Roll, & Remember (US)	Helen Reddy
Don & Deanna On Bleecker Street (CB)	Three Dog Night
Dr. Demento (WO)	"Weird Al" Yankovic
Gospel Line (SI)	Love & marriage
The Great Sounds (US)	McGuire Sisters
Hot Ones (USR1)	Melissa Manchester
Hot Rocks (US)	REO Speedwagon
Lee Arnold On A Country Road (MBS)	Mel Tillis/Dolly Parton/Kenny Rogers
Metalshop (MJ)	Fernando von Arb
Music Of The City (SI)	Black Music Month/Mary Wells
Music! (WO)	John Runt/"Gig"
Musical Starstreams (MS)	Tangina Dream
On The Radio (NSBA)	REO Speedwagon
Power Cuts (GSN)	Robert Plant (6/9)
Rick Dees' Weekly Top 40 (US)	Katrina & The Waves
Rock Album Countdown (WO)	John Cafferty/Supertramp
Rock Chronicles (WO)	"Miami Vice"/Meat Loaf
Rock Over London (RI)	Stewart Copeland
Scott Shannon's Rockin' America Top 30 (WO)	Howard Jones/Whitney Houston/ Anne Lennox
Solid Gold Saturday Night (USR2)	Cruising & hotrodging (6/8)
Street Beat (BRE)	Luther Vandross
Super Gold (TRAN)	School's out/graduation day (6/8)
Superstars Of Rock (BRE)	Santana
Superstars Rock Concert (WO)	Sammy Hagar
Top 30 USA (CBSR)	Temptations
Weekly Country Music Countdown (US)	Alabama

The Week Of

June 10-14	
The Concert (WO)	Chaku Khan
Country Today (MJ)	Lee Greenwood
Earth News (WO)	Sylvester Stallone/Phil Collins/ John Fogerty/Eurythmics
Encore w/ William B. Williams (WO)	1943: Harry James
Live From Gilley's (WO)	Ronnie McDowell
Off The Record (WO)	Eurythmics/Power Station/John Cafferty
Off The Record Special (WO)	Eurythmics/Howard Jones
Shootin' The Breeze (WO)	Klique/Wham!/Natalie Cole
Special Edition (WO)	Midnight Star
Star Trak (WO)	Mick Jagger/Luther Vandross/Spandau Ballet
Star Trak Profile (WO)	Chicago Pt. 2

<p>ABCD = ABC Direction Net ABCE = ABC Entertainment Net ABCR = ABC Rock Net ABCY = ABC Youth Nets AMS = American Media Services AP = Associated Press ASR = All Star Radio BMB = Battle Mountain Broadcasting BRE = Barnett/Robbins CB = Continuum Broadcasting CBS = CBS Radio CBSR = CBS Radio Radio CRN = Creative Radio Net CW = Clayton Webster DCA = DC Audio DIR = Dick Dees' Weekly Top 40 FOCUS = Focus On Youth GSN = Global Satellite Net IN = Interview LBP = Lee Bailey Prod. LW = London Wavelength MBS = Mutual Broadcasting ME = Multimedia Entertainment MJ = MJJ Broadcasting MLI = Musical Starstreams NBC = NBC Radio NBCE = NBC Radio Entertainment NP = Narwood Productions NSBA = NSBA Productions NPT = NPT Inc. PRN = Progressive Radio Network PIA = Public Interest Aff. RI = Radio International SBS = Strand Broadcast SI = Syndicate It SOU = NBC The Source SP = "The Spirit" Productions TRAN = Transtar US = The United Stations USR1 = United Stations Radio Network 1 USR2 = United Stations Radio Network 2 WRN = Westwood Radio Network WO = Westwood One YRN = York Radio Network</p>

MONDAY

June 10	
Country Report w/Ron Martin (WRN)	Judds/Ronnie Milsap
Solid Gold Country (US)	Fan Fair Salute Pt. 1

TUESDAY

June 11	
Country Report w/Ron Martin (WRN)	Dan Seals/Judds
Solid Gold Country (US)	Fan Fair Salute Pt. 2

WEDNESDAY

June 12	
Country Report w/Ron Martin (WRN)	Ronnie Milsap/Dan Seals
Solid Gold Country (US)	Fan Fair Salute Pt. 3

THURSDAY

June 13	
Country Report w/Ron Martin (WRN)	Judds/Ronnie Milsap
Solid Gold Country (US)	Fan Fair Salute Pt. 4

FRIDAY

June 14	
Country Report w/Ron Martin (WRN)	Dan Seals/Judds
Solid Gold Country (US)	Fan Fair Salute Pt. 5

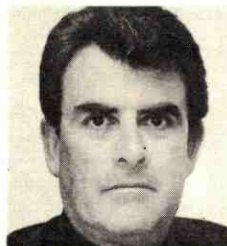
LIFESTYLE

American Focus (FOY)	Alan Cranston (6/1-2)
Ed Busch Talk Show (AP)	John Henckley's parents/Mary Cunningham/ useful robots (6/1) Excellence at work/staying in debt/ financial planning (6/2)
Health Care (PIA)	TMJ (6/2)
Larry King Show (MBS)	Dr. Julian Whitaker (6/3) Harry Blackstone, Jr. (6/4) Stanfield Turner (6/5) Tony Fuller/Peter Goldman (6/6) Gambling (6/7)
Public Affairs (PIA)	Investing in America (6/2)
Waldenbooks Review (WO)	William F. Buckley/"The Frugal Gourmet"/ Gloria Vanderbilt/"No More Vitamins" by Richard Nixon

COMEDY

Daily Feed (DCA)	Admiral Dynamics/Gorbachev-Getz UN meeting/one-half MX per silo/ Alec Guinness rejects SDI/ airport locker scene
Radio Hotline (ASR)	My dog is a comedian/OK, you win/ apartments/where the heck am I? world is coming to an end
Stevens & Grdnic's Comedy Drop-Ins (ASR)	Trash compactors/phone stores/sports brief/ Mr. Fix-it/comedy team

NETWORK SPOTS



Barry Freeman



Dick Kelley

● **Barry Freeman** has been named Director/Artist Acquisitions for **Westwood One**, where he will secure talent for the company's concert programs and interviews for short and long-form programming. Freeman got his career start as Local Promotion Manager for **Coral Records** in 1958, moving on to **Kapp Records** in the early '60s. He joined **Capitol Records** in 1970, moved to **Atlantic** four years later, and later joined **EMI Screen Gems**. Prior to joining Westwood One he formed his own company, **Suspension Productions**.

● **Satellite Music Network** has named **Frank Boehm** to oversee its new West Coast sales office. Prior to joining SMN Boehm was Western Sales Manager for the **RKO Radio Networks**, and held a similar position for **ABC Radio Networks** from 1988 to 1983.

● **United Stations Radio Networks** has promoted **Dick Kelley** to Director/Eastern Sales, moving up from his position as an account executive. Kelley previously worked in sales for five years at **WHN/New York**, then held a similar position with the **USA Cable Network** before coming to United Stations.

● **Mutual Radio's Martha Donovan** has been promoted to news producer, moving up from her former role as news editor. Donovan was a former news writer at **NBC Radio**, and previously served as a producer at **WRC/Washington**.

● **Michael Catena** has joined **Syndicate It** as National Sales Manager. Catena is in charge of all station relations for the company, and will oversee marketing for upcoming production. He comes to Syndicate It from **Jim Brown Productions**, and previously spent five years as the voice of the Harlem Globetrotters.

NETWORK PROMOS

It's A Small World . . .

CBS RadioRadio will broadcast a special half-hour documentary, "Children Of The World," on a non-exclusive basis on Saturday (6/1). The program highlights the efforts of **KMG/Los Angeles** personality **Sonny Melendrez** to coordinate 40 children from 20 countries to assist the USA For Africa project, and features the worldwide debut of their rendition of "We Are The World."

The broadcast, produced by **Rris Erik Stevens**, features interviews with

the children and project producers, and is available to any station with access to Satcom 1-R, T-19.
Call (212) 975-3771 for more information.

Nature Noises

Have you ever wondered what gorillas sound like on the radio, or what noise nuclear particles make when they collide? Well, now you can hear these sounds — and more — on "The Sounds Of Science." Produced by **Jim Metzner**, the 2-minute feature focuses on the importance of sound in

science and engineering. "Sounds Of Science" is sponsored by **DuPont**, and is available to commercial and public radio stations.

For further details call [213] 655-8970.

Eagle Exclusive

Westwood One has signed former **Eagle** (and **Geffen** recording artist) **Don Henley** to an exclusive agreement for radio concert broadcasts through 1986. The pact states that **Westwood One** will record Henley on his forthcoming tour and have the exclusive broadcast rights through the end of next year. Henley's tour is scheduled to begin

June 21 in St. Louis.
Contact (213) 657-2211 for more information.

Belli Button

Nationally-known attorney **Melvin Belli** is slated to begin a series of daily radio commentaries in June. "The World According To Belli," produced and distributed by **Continuum Broadcasting**, draws on Belli's 50 years as a lawyer and will cover a wide range of topics — including social issues, consumer advice, and the virtues of garlic. The '90 features are available on tape or via satellite on a market-exclusive basis.

Contact **Continuum Broadcasting** at (212) 713-5165 for clearance details.

Transtar Opens New Office

Transtar Radio Networks has opened new offices in Manhattan to handle New York-based advertising. Sr. VP/Affiliate Services **Ken Harris** will head up the office, which is located at:

405 Lexington Ave.
59th Floor
New York, NY 10174
(212) 972-3555



Talking Heads

"Road to Nowhere"

(7-29087)

*The New Single
From The Forthcoming Album
Little Creatures
(1/12-25305)
Produced by Talking Heads*



© 1985 Talking Heads Tours, Inc. A Warner Bros. Company Marketed By Warner Bros. Records. Manufactured by Kufirst

DECREASE BAD DEBT

Collecting The Money, Part Two

By Michael Hesser

By training their salespeople and following a system, radio stations can cash in on past-due accounts. Michael Hesser provides additional guidelines in this second installment.

When the account reaches the 60-day column, another letter should be sent. For example:

The "collection call" sheets will consist of all 60-plus accounts with whom each salesperson is to follow up.

Dear Client:
Your account in the amount of \$_____ is over 60 days past due. We, of course, value your business and would like to alleviate this problem. May we please have the past due amount paid in full by _____ (give 10 days from date of mailing). Your payment of the amount past due will insure your continued advertising on our station.

If you have any problems or questions, please contact your account executive or myself.

Thanking you in advance.

Sincerely,



Michael Hesser

son, sales manager and general manager get into the act. The other is following up on deadlines. Both can be handled by a "collection control sheet" and a "tickler file."

The "collection control sheet" will allow anyone to keep up to date on all past-due accounts (see example above, top right).

Thus, anyone speaking to a past-due account can follow its history and the promises made, etc. by the account during the entire collection process. Now let's follow an account with some sample dialogue and begin to learn the "tickler system."

Mr. Jones of "Jones Shoes, etc." owes \$600 in the 60-day column. "Hello Mr. Jones. This is Jim Brown from KXXX calling. Mr. Jones, we have an outstanding bill for \$600 that is 60 days past due. Is there a problem with the bill or any questions, sir?" He says, "No, not that I'm aware of." You reply,

COLLECTION CONTROL SHEET	
Account _____	Salesperson _____
Agency _____	Contact _____
Phone _____	Title _____
As of Date: _____	30 _____
Total Amount _____	60 _____
	90 _____
	120+ _____
Date _____	
Station Emp. _____	Date Pd. _____
Spoke to: _____	Amt. Pd. _____
Results: _____	Bal. Due _____

"Good, when can we expect to clear this up?" You must remain silent after this kind of question — say nothing. Wait for a response of some kind. He may then reply, "I should be able to pay it sometime this month."

Now it's time to get an exact amount and a date when you should expect it in your hands. He may say, "Oh yes, I'm sending a partial payment to you — business has been a bit slow and I'm trying to take care of everyone." You must get an amount and a date. For example, he agrees to pay half now and the balance in two weeks. You must confirm and lock in a date. "Mr. Jones, you'll be sending \$300 tomorrow, so we can expect to receive it (give three business days) no later than next Monday, the 22nd. Correct?" He affirms this, and you thank him. You must record the results and the expected amount and date, then file the sheet in your "tickler file."

Easy Follow-Up

The "tickler file" is the key ingredient to the collection system because it will (when properly used) aid you in never missing a follow-up on deadlines. The "tickler file" can be an expan-

dable folder separated into 31 sections or 31 files kept together in a drawer or box. All follow-ups (checks due, call back dates, letter follow-up, etc.) are kept in the proper date in which it's to occur.

Referring to the preceding example, Mr. Jones's check for \$300 is due in our hands on the 22nd, thus the "collection control sheet" is placed into slot 22. It will be removed that morning with expectations of receiving Mr. Jones's check. If not received, put it into the 23rd. If the check is not received then, Mr. Jones must receive a phone call questioning him on whether he in fact sent the money. If Mr. Jones is local, offer to pick up the check now. If he's out of town, get the exact date it was or will be sent. Thus, the procedure begins again, repeating the exact amount and date.

The two important keys to successful collections are: remain persistent (not necessarily loud or angry) and always follow up on deadlines. Set goals, use the procedure, train your people, and follow the system. Your collections will increase immediately, and you'll decrease the time on your accounts receivable. It will work!

Tickling The Controls

There are two major stumbling blocks that appear while consulting with most stations. One is the verbal fencing that goes on while the bookkeeper, salesper-

This letter is signed by the general manager. It's followed two or three days later by a visit from the salesperson and controlled by a "collection call" system. See sample below:

COLLECTION CALLS

(date to be returned to bookkeeper)		(salesperson's name)	
Client	Balance due	#days past due	Comments
			(how much, date to be received, problems, if any?)

LESSONS ON STATION IMAGE

American Image = Quality Production

Quality Production = Good Image

Good Image = Top Ratings



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In Tennessee 901-320-5126



SO FAST, THE COMPETITION WON'T KNOW WHAT HIT THEM.

From the minute we launched our NEWSPOWER 1200 service, we knew we were on to something hot.

Because it delivers news that people want to hear. It delivers news you can believe. And it delivers it, without a glitch, at 1,200 words per minute.

That's 18 times faster than the AP Radio Wire.

Not only that, NEWSPOWER lets you pre-program your news. So you get only the news you need—state and local reports, sports, financial, world news and weather.

There's something else. With NEWSPOWER 1200, you get a direct line to the most pervasive, precise news staff in the world.

And when you consider all that, you realize something.

You realize that AP NEWSPOWER 1200 can be a tremendous advantage in your business, no matter what kind of competition you run up against.

For details about NEWSPOWER 1200, call Glenn Serafin, at AP Broadcast Services (800) 821-4747.

AP ASSOCIATED PRESS BROADCAST SERVICES WITHOUT A DOUBT.



HARVEY MEDNICK

KABC MAGAZINE CONCEPT

Can We Talk About "Let's Talk"?

OK, here's where you are: your station is sold out, advertisers are standing in line to place buys, and you're looking for a vehicle which generates new revenue sources through the use of direct-marketing techniques. What do you do? Why, start a four-color, 48-page, full editorial station magazine, of course!

If it sounds like a risky, enormous investment for KABC/Los Angeles — both in dollars and effort — it was. If it sounds as if the echo of doom was reverberating through the halls, that too could be heard. If you're hoping this story has a happy ending, it does. I sat down with VP/GM George Green and he talked about his foray into the magazine world.

How It Began

"It all started out as an outgrowth of our highly successful 'Talkradio' card. There were 350,000 of them out and we wanted to keep in touch with the cardholders. So we thought about a newsletter, until I found out about the postage. This led me to ask myself, 'How can I afford the postage?' Which led to, 'Why don't we



sell some ads (in the newsletter)? And, if we do that, why don't we go

a step further and have our own magazine?"

It was a wonderfully synergistic idea because, in Green's opinion, "Radio and print go hand-in-hand." The magazine was a multi-purpose vehicle: it brought to life the KABC talk personalities, helped further image the station, and afforded the opportunity to develop new revenue opportunities.

"The magazine was a horrendous commitment; I was not aware of how major an effort it was. My peers kidded me that if ever my neck was out on a limb, this was it. Considerations such as paper stock, photography, typography, color separations, distribution, promotion, and marketing of print were all new worlds to KABC and carried with them their own unique sets of rules and hazards."

Green was also stunned to discover how small the circulation of city magazines actually was. (Ironically, ABC owns *Los Angeles* magazine, the most successful of its kind; it has a paid circulation of 100,000 and racks 62,000 on newsstands.)

Forward Into Print

Despite all of this, KABC stumbled onward. All of the people in-house were asked to wear two hats and the response, according to Green, was "marvelous." Aided

by a few professionals, KABC introduced the magazine last August, sending 250,000 copies to Talkradio cardholders.

Content was again an advantage to the station inasmuch as many of the personalities were successful authors in their own right. Said Green, "We have been the 'magazine of the air' since 1960, so we had all the necessary ingredients in our own house. The real question was, could we create a magazine that was worthwhile reading and not simply a promotional piece for the radio station? Was there a market for such a magazine and would our readers pay for it?"

The answers were positive and found through research conducted by the station. Here are a couple of key points:

- The station sold ad space in *Let's Talk* separately (not in combination with KABC), but used air time to promote the publication.
- KABC also tied an entertainment package — a variation of the coupon book promotion — into the \$15 annual subscription price for added perceived benefit.
- All of the dollars used for the magazine promotion/marketing came out of the station's creative services budget, although separate accounting was developed to avoid diluting KABC's active creative services effort.

Here's the magic: within four bimonthly issues (by April, '85), the station had 40,000 paid subscriptions and was approaching the break-even point. This highlights the active, responsive nature of the Talkradio listener and advertiser confidence in the publication.

The Downside

But don't all rush out and go into the magazine business... there were downsides. Selling the magazine presented an interesting contrast — different people buy print than radio. The station is sold at a very high rate and the salespeople were out begging for a \$500 ad space in *Let's Talk*. According to Green, most of it was the strain. "First of all, physically you're working yourself into a box. You're managing a radio station, having all of the department heads sharing responsibility, and having everybody at the radio station wearing two hats."

Green noted that although ABC was tremendously supportive and lets each manager "run his own ship," there was pressure as to how much longer the expenses of publication and fulfillment were going to continue. (The station had elected to service the ac-



George Green

counts itself, uncommon in publishing where fulfillment organizations are the norm. But he felt the listeners were too precious to be handled outside.) And so a decision was made — sell the magazine.

The Happy Ending

"We wanted to keep the magazine, which was the most important thing, without having the responsibility for the marketing, which is a full-time job," said Green. By now *Let's Talk* was the second largest-selling "city" magazine around, and discussions were held with a number of national publishing operations about acquisition. As luck would have it, right in nearby San Fernando Valley, the Boeckmann family, owner/publisher of *Valley* magazine, saw an opportunity and, negative cash flow and all, bought *Let's Talk* from KABC. "It has worked out to be a wonderful partnership, a wonderful marriage," Green happily concluded. The first issue is out under the new banner (see cover illustration). KABC contributes editorially and retains a certain number of pages for promotion.

I asked Green a final question, "In light of all the problems you encountered, how would you suggest other broadcasters approach the idea of starting their own magazine?" His face lit up and a stress-free, pixieish smile appeared as he said with a relieved chuckle, "Verrrry carefully, very carefully."

DATELINES

June 6-9

Broadcast Promotion and Marketing Executives/
Broadcast Designers Association, annual seminar.
Hyatt Regency, Chicago.

June 18

Radio Advertising Bureau, 18th Annual Workshop
"A Celebration of Radio Creativity."
Grand Ballroom, Waldorf Astoria, New York.

ONE YEAR AGO TODAY

- JIM PRICE VP/GM AT KSDO-AM & FM/SAN DIEGO
- CHRIS CONWAY VP/MARKETING AT KPZZ & KIIS/LOS ANGELES
- BEAU PHILLIPS NAMED PD AT KISW/SEATTLE
- DAVE HABISCH STATION MANAGER AT KEY & KLBB/MINNEAPOLIS
- #1 CHR: "Time After Time" — Cyndi Lauper (Portrait/CBS)
- #1 A/C: "Time After Time" — Cyndi Lauper (Portrait/CBS) (3rd week)
- #1 B/U: "Let's Hear It For The Boy" — Deniece Williams (Columbia) (4th week)
- #1 Country: "When We Make Love" — Alabama (RCA) (3rd week)
- #1 AOR Track: "Dancing In The Dark" — Bruce Springsteen (Columbia) (2nd week)
- #1 LP: "Heartbeat City" — Cars (Elektra) (11th week)

FIVE YEARS AGO TODAY

- BOB HATTRIK GROUP PD/CONTEMPORARY STATIONS FOR DOUBLE-DAY
- #1 CHR: "Biggest Part Of Me" — Ambrosia (WB) (4th week)
- #1 A/C: "The Rose" — Bette Midler (Atlantic) (2nd week)
- #1 B/U: "Let's Get Serious" — Jermaine Jackson (Motown) (6th week)
- #1 Country: "Don't Fall In Love With A Dreamer" — Kenny Rogers & Kim Carnes (UA) (2nd week)
- #1 LP: "Against The Wind" — Bob Seger (Capitol) (11th week)

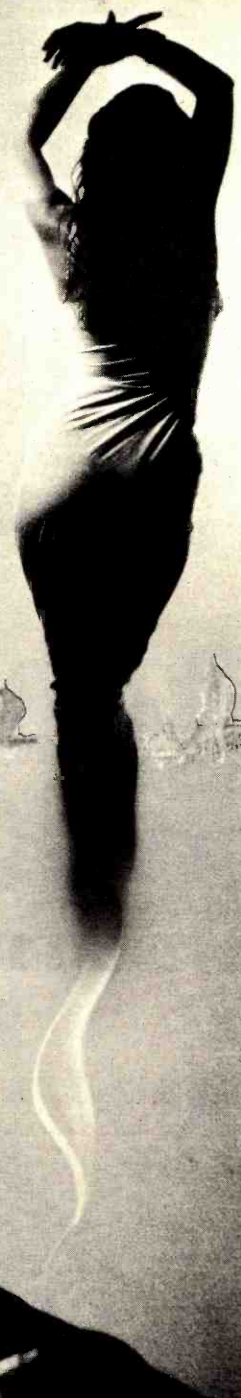
TEN YEARS AGO TODAY

- HARV MOORE NAMED PD AT WYSL/BUFFALO
- PAUL LOVELACE VP/PROMOTION AT 20TH CENTURY FOX
- #1 CHR: "Sister Golden Hair" — America (WB) (2nd week)
- #1 A/C: "Wildfire" — Michael Murphey (Epic) (2nd week)
- #1 Country: "You're My Best Friend" — Don Williams (ABC/Dot)
- #1 LP: "Captain Fantastic" — Elton John (MCA) (2nd week)

BRYAN FERRY

SLAWE TO LOVE

FROM THE NEW ALBUM
BOYS and GIRLS
AVAILABLE JUNE 3



Produced by Rhett Davies and Bryan Ferry.

 The Warner Bros. Records, Cartridges and Compact Discs
© 1985 Warner Bros. Records Ltd. **EG**

New & Active 93/18

WORLDWIDE CENTERFIELD



“CENTERFIELD”

The New Single From John Fogerty



Arranged and Produced by John Fogerty
From the Warner Bros. album Centerfield
© 1985 Warner Bros. Records Inc.

26/R&R FRIDAY, MAY 31, 1985



STREET TALK

ALAN HIRSHFIELD's long-anticipated plan to acquire **POLYGRAM** seems to be imminent. Some last-minute reports at presstime indicate that the former 20th Century Fox executive has completed the deal.

A Greenville, SC state judge has issued a temporary restraining order that prevents **MULTIMEDIA** from restructuring the company through recapitalization. Minority stockholder and Washington Redskins owner **JACK KENT COOKE** filed suit against Multimedia as part of his efforts to seek a controlling interest in the company. He's offered \$1.8 billion for the outstanding stock, a sum which Multimedia rejected.

Citing "confusion" and "unfair competition," Portland's market-leading A/C competitors **KEX** and **KGW** appear deadlocked in a dual lawsuit action against one another, involving two direct mail companies. **KEX** and **KGW** used **UNIDYNE** and **HARTE-HANKS DIRECT MARKETING**, respectively, for recent direct-mail prize catalog promotions. **KEX** unsuccessfully sought a temporary restraining order against **KGW** and its promo piece. The issue appeared over until **KEX** began reading winning numbers from both mailers. **KGW** and parent **King** countersued. It's hoped the situation is resolved before it gets to a court date, most likely within 30 days.

JACK PORTEOUS is the new GM at A/C-CHR combo **KEEL & KMBQ/SHREVEPORT**, coming in from **WING & WGTZ/DAYTON**. He succeeds **CARL HAMILTON**, who's now managing **KOPA-AM & FM/PHOENIX**.



Ray Sasser
provide marketing and promotional assistance to client firms.

After 11 years with **SUMMIT COMMUNICATIONS, WTQR/WINSTON-SALEM GM RAY SASSER** has left to form his own company. Sasser, in addition to his primary business of management consulting, training, and development of training programs, will provide marketing and promotional assistance to client firms.

Look for Buffalo to have an AOR outlet again when **DEVINE BROADCASTING** takes over **WUWU** this summer. A call letter change is expected.

ELLEN HULLEBERG will be acting President of **McGAVREN GUILD** for 60 days this summer while President **RALPH GUILD** organizes **INTEREP's** fifth company. The acting President position is actually a company policy, providing each senior exec a chance to run the company on a daily basis.



A REAL LICORICE PIZZA — Yes, that's former Monty Python star Michael Palin in a TV spot for **WXRT/Chicago**. Michael shows how playing a "tremendous variety of rock" keeps the **WXRT's** records shiny and new, compared to what repeated playing of the same song does to other stations' records. What it does, according to Michael, is turn them into pizza. As proof, he's holding up what used to be "Stairway To Heaven."

Is that **KMET/LOS ANGELES** taking a few potshots at **KIIS's RICK DEES** lately? Occasionally, one can hear the station playing snippets of his voice on-air and asking listeners how boring he is.

LISA CAIAZZO moves from **DOUBLEDAY's** corporate headquarters to become Programming Assistant at **WAPP/NEW YORK**. She replaces **LYNETTE ABRAHAM**.

For the record, Doubleday consultant **BOB HATTRIK** is consulting **WMET/CHICAGO** only for music and research; **GEORGE JOHNS** is the senior consultant. Bob's other company consultancies are full-scale.

Baseball scenario-of-your-dreams comes true: Picture this . . . you're **MOTOWN VP/Promotion MICHAEL LESSNER**, and you've been invited to become honorary batboy at the Los Angeles Dodgers homestand against the Philadelphia Phillies. But who's your batboy adversary from the City of Brotherly Love? None other than **BRUCE WENDELL**, currently promotional consultant to **RCA**, and formerly Michael's boss when they both worked at Capitol. Batter up!

More efforts by **WYSP/PHILADELPHIA** are underway to help those left homeless after police firebombed **MOVE's** headquarters. The station is cosponsoring a five-hour concert June 2, featuring six local bands, with all proceeds going to 60 needy families.

Get-well wishes going to **ELEKTRA-ASYLUM West Coast VP/Promotion DAVID URSO**. He's recovering at home from knee surgery . . . **NAB** President **EDDIE FRITTS** is out of the hospital, making improvement after doctors discovered a bleeding ulcer.

Continued on Page 29

STRATEGIC RADIO RESEARCH

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Dolly PARTON and
KENNY ROGERS

have got the real thing with **REAL LOVE**
—the smash single from the
Dolly Parton album,
"Real Love."

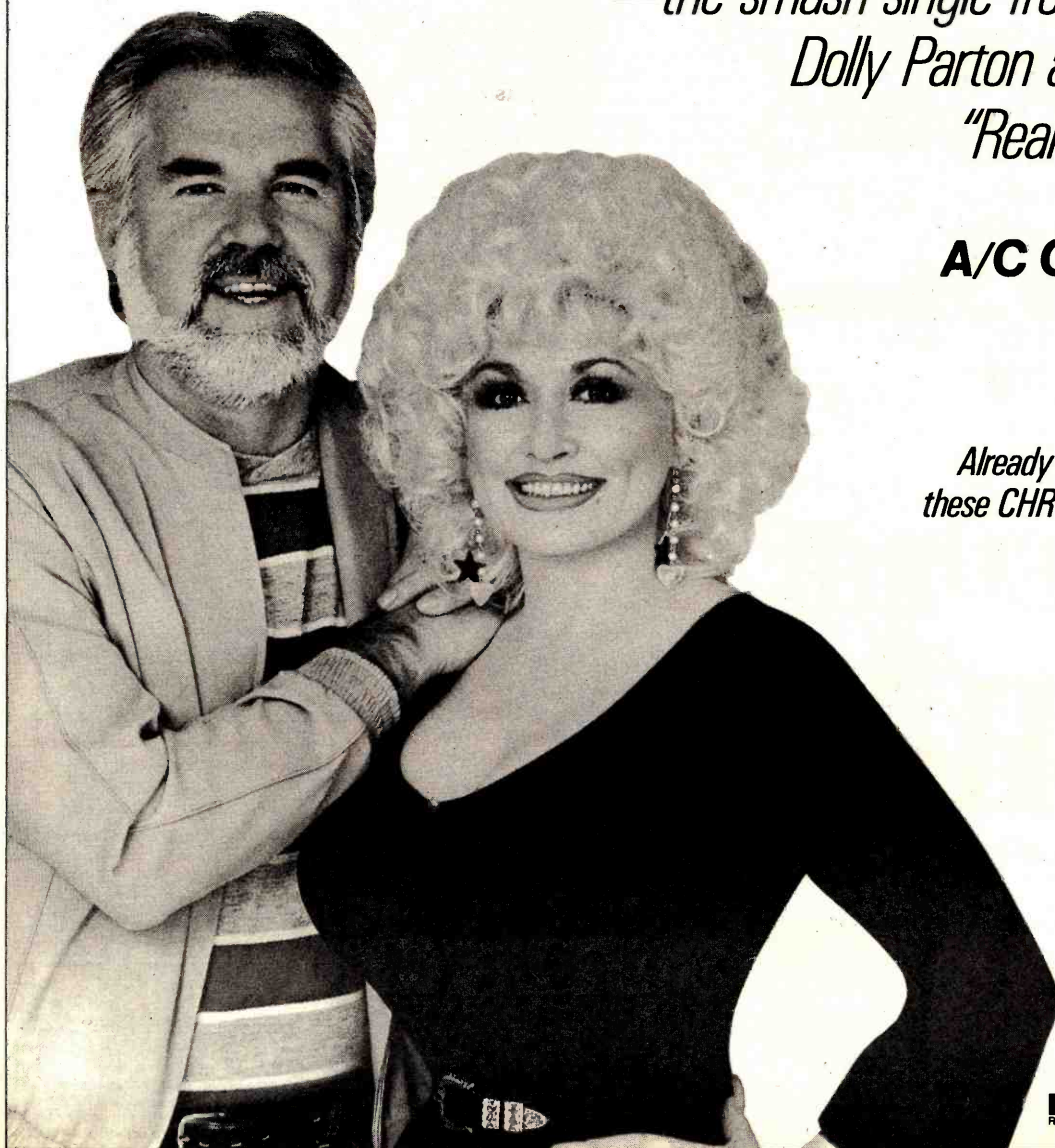
A/C Chart

23

*Already added at
these CHR stations:*

K104
WLAN-FM
WBBQ
KZZB
KITE
KAMZ
KSET-FM
KRBE
KRGV
Y106
WKDQ
KISN
WFBG
OK100
WKSF
WJAD
KFYR
KIST

RCA
Records and Cassettes





GEORGE THOROGOOD
“HAND JIVE”

The First Single from the Gold Album MAVERICK

FIRST CAME “Gear Jammer” **AOR BREAKERS**

THEN CAME “I Drink Alone” **AOR BREAKERS**

NOW . . . “Hand Jive”

DEBUT AOR ALBUMS **39**

DEBUT AOR TRACKS **54**

Watch for a customized version of “Hand Jive” for your radio station.

STREET TALK

Continued from Page 26

Looks like **BURKHART/ABRAMS/MICHAELS/DOUGLAS & ASSOCIATES** are expanding their activity within CHR. They've just inked **Y100/MIAMI** and **KPOP/SACRAMENTO**. What's interesting is that they also consult KPOP's AOR competitor **KZAP**. And in Miami, it's **B/A/M/D** against **RICK SKLAR**, who works with **I95**.

Over the Memorial Day weekend, **B97/NEW ORLEANS** promised the city that if there were no local auto fatalities, there'd be a celebration. And sure enough, **B97**, along with sponsors **Coke** and **Popeye's Fried Chicken**, will soon join to feed and quench the thirst of the entire city (or as many people who come by). Promotions Director "**BOOMER**" said, "There won't be a dry mouth or an empty belly in the city." Photos and enlarged waistlines to follow.

BONNEVILLE BROADCASTING SYSTEM VP/Programming **DAVE VERDERY**, who's helping with **KOIT-FM/SAN FRANCISCO**'s new light A/C format (see Page One), will head **BBS**'s new West Coast office, located at **KBIG/LOS ANGELES**.

Former **KBZT/San Diego** Promotion Director **LINDA FOX** is the new National Programming Coordinator for **FAIRWEST**.

If you're interested in becoming a CHR VJ in Houston, contact **CONNIE WODLINGER** at **TV5**, 1000 Louisiana, Suite 3500, Houston, TX 77002.

ZACK OWEN has left **KJNE/WACO** to take over as PD at **KEAN-AM & FM/ABILENE**. Replacing Zack as PD is **BILL KINDER**, while **JOHN SWAN** assumes the MD duties. . . **BOB KENNEDY** crosses town from **KLOZ** to accept the **KHEY/EL PASO** programming gig left open when **BOB YOUNG** left for Philadelphia and the **WXTU** PD job.

JIM RICHARDS has left the MD slot at **WKQS/MIAMI** and will be forming a partnership in a PR firm in South Florida. . . **WNEW-FM/NEW YORK** late-nighter **DAN CARLYSLE** will be a member of the airstaff at the new **KKCY/SAN FRANCISCO** (presently **KQAK**). **KKCY**'s debut is expected any day now.

WYSP/PHILADELPHIA pm driver **PAM MERLY** has exited. Midday man **STEVE SUTTON** has shifted to afternoons and morning star **ANITA** has moved to middays. Production Director **R.D. STEELE** is filling in on mornings.



RICHARD "LES NESSMAN" SANDERS will have a second chance for radio stardom later this month when he does a two-week guest stint as morning personality at **KENI/ANCHORAGE**. "I

Richard Sanders haven't worked in radio since **WKRP**," says Sanders. "It'll be good to visit a much more professional operation."

PD DWAYNE BONDS has exited **WOMP-FM/WHEELING**. He's replaced by competing CHR PD **BOB FORSTER** from **WZMM**.

DX-ing fans will be able to pick up **KDXU/ST. GEORGE, UT**, which after a modest existence as a 1 kw outlet at 1450, will soon be blasting 10 kw at 890 kHz with a **CHR-A/C** hybrid to most of the Western U.S. Its directional signal protects **WLS**. Former **SLY96/San Luis Obispo** evening man **RIC STRATTON** is PD.

Spring Fever Dept.: Best wishes to **JAM CREATIVE PRODUCTIONS'** veteran Sales Coordinator **JULIE GORSKI**, who will wed Ron Sizemore June 1. . . Here's to independent promoter **KENNY RYBACK** on his marriage to Shell Kepler May 19. . . and cheers to **WKLC/CHARLESTON** PD **REGGIE JONES**, who tied the knot last week.

Babes In Radioland: Congratulations to **KZFM & KEYS/CORPUS CHRISTI** VP/GM **JIM SUMPTER** and his wife Jeannie, who welcomed their fourth child, daughter Casie Christine. . . Best wishes to **KIFM/SAN DIEGO** Jazz Director **BOB O'CONNOR** and his wife Kim, who are proud parents of their first child, Jennifer (5-16). . .

WIRE/INDIANAPOLIS VP/GM **TOM SEVERINO** and wife Linda bring news of Michael Anthony (4-29). . . Happy to report that **WMMS/CLEVELAND** MD **KID LEO TRAVAGLIANTE** and his wife Jackie gave birth to son Dion Anthony (5-17). . . Good tidings to **K101/SAN FRANCISCO** evening personality **MELISSA McCONNEL** and her husband Hassan on the birth of Lucinda Fatemeh, who arrived at — when else? — 2am. . . Here's to **WHJY-PROVIDENCE** PD **RON NENNI** and his wife Carol on the arrival of Chelsea (5-21). . . Just born to **WJZR/CHARLOTTE** MD **JACK DANIELS** and his wife Carla, their firstborn, Adam Christopher, at the respectable hour of 11:30am May 28.

DON HENLEY

NOT ENOUGH LOVE IN THE WORLD



CHR NEW & ACTIVE

Now On Over 80
CHR Reports!

A/C NEW & ACTIVE

One Of The
MOST ADDED
41 Reporters!

AOR Tracks **23**

Produced by Don Henley, Danny Kortchmar and Greg Ladanyi

From the Geffen album *Building The Perfect Beast*

Manufactured and Distributed by Warner Bros. Records Inc.

Direction: Frontline Management • © 1985 The David Geffen Company



B I O	TO	Program Directors	AIR DATE	JUNE 14th	TIME	7:45pm	EST/ PST
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000	
M E S S A G E	JOHN FOGERTY CONCERT SIMULCAST with SHOWTIME						
	his ONLY concert appearance of 1985						
O	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY						



KEN BARNES

ON THE RECORDS

20 YEARS LATER

Sam Cooke: The Legacy Lives On

It's not just another Saturday night. A little more than 20 years after the legendary Sam Cooke's December 1964 shooting death, RCA has released "One Night Stand," a recording of a Cooke live show in Miami. The album shows off Cooke's soulful side, as opposed to the silky smooth stylings that often showed up on record, and is a vivid reminder of how influential a figure he was. Cooke could be called the father of soul, and he cast a long shadow over black music that can be detected to this day.

Otis Redding, another soul star who died tragically young, counted Cooke as his chief influence. Redding and Arthur Conley fitted a Cooke LP track, "Yeah Man," to new lyrics and came up with the R&B anthem "Sweet Soul Music." Rod Stewart was so awed by Cooke that for four years into his solo career he declined to cover a Cooke song, fearing that he couldn't match the original performance.*

Bobby Womack got his start when his group, the Valentinos, recorded for Cooke's SAR label, and retains many Cooke nuances in his songwriting and vocals. Linda Womack of Womack & Womack was also influenced by Cooke — she's his daughter. Even a modern singer like Paul Young is reminiscent of Cooke (perhaps as filtered through Redding, Paul Rodgers, and other soul-style singers).

Cooke songs have been hits in the '60s ("Bring It On Home To Me" by the Animals, "When A Boy Falls In Love" by Mel Carter), '70s (Art



Sam Cooke: New performances from a standout singer

Willie & The Poor Boys — A Call To ARMS



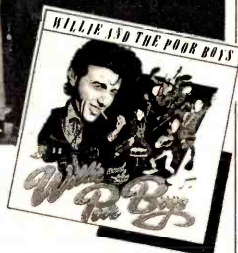
Willie & The Poor Boys' video lineup: (l-r) Geraint Watkins, John Wilson, Andy Fairweather-Low, Mel Collins, Chris Rea, Ronnie Wood, Terry Taylor, Charlie Watts, Bill Wyman, Kenney Jones, Raf Ravenscroft, Henry Spinetti, Micky Gee.

Even before there was **USA For Africa**, the **ARMS** (Action Research into Multiple Sclerosis) album and tour of 1983 demonstrated rock's ability to focus attention on and raise money for a good cause. Ex-**Faces** bassist **Ronnie Lane**, an MS victim, inspired the ARMS benefits, and now the appeal continues with **Willie & The Poor Boys**.

Named after the **Credence** LP title, Willie & The Poor Boys are **Rolling Stones** bassist **Bill Wyman** and a number of seasoned British musicians playing the R&B/blues material they were weaned on. You could describe their album as **Honeydrippers** for charity (though that's a little uncharitable), with the same motif of doing favorite roots material. Songs include the blues

classic "Baby Please Don't Go" (popularized by **Van Morrison & Them**), **Chuck Berry's** "You Never Can Tell," **Otis Redding's** first Volt single "These Arms Of Mine," and the proverbial many more.

The core of Willie & The Poor Boys is Wyman; fellow Stone **Charlie Watts**; longtime solo artist **Andy Fairweather-Low**; **Geraint Watkins**, session keyboardist and



bandleader; and **Micky Gee**, who played with **Dave Edmunds**. Guest appearances on the LP were made, by **Jimmy Page**, **Paul Rodgers**, **Kenney Jones**, **Chris Rea**, ex-**Rockpile** drummer **Terry Williams**, and other notables.

Seven songs from the LP appear on a for-sale video, while a planned radio documentary features two songs not on the LP. Wyman says the lineup of the group may change, but further records and other activities are planned, all to raise money for ARMS.

Garfunkel & friends' "Wonderful World," **Cat Stevens's** "Another Saturday Night," and '80s ("Cupid" by the **Spinners**, "You Send Me" by the **Manhattans**). When he died, the **Supremes**, at the

peak of their popularity, recorded a tribute LP, "We Remember Sam Cooke." As **Peter Guralnick's** fine notes to the "One Night Stand" LP point out, over 200,000 people viewed his body following his death.

Apart from music, Cooke was also immensely influential. Born Sam Cook, his addition of a final "e" caused the young **Marvin Gaye** to do the same. Cooke's operation of his own label set a precedent not only for black artists, but for all pop stars. His cool, assured, stylish persona made him a role model for thousands. And his posthumous hit, "A Change Is Gonna Come," was acclaimed as a classic and is the musical equivalent of a **Martin Luther King** speech.

Cooke's early gospel records with the **Soul Stirrers** are regarded as definitive, and he made the transition to pop with ease, scoring steady hits from "You Send Me" in 1957 to "Shake" in 1965. He was one of the first black artists to pull off the still-rare feat of crossing over to a mainstream audience without sacrificing, as the "One Night Stand" performances demonstrate, his soulful roots. But apart from all the analysis, listening to Sam Cooke again makes me realize anew that he was simply one of the greatest singers of all time.

* This heartwarming story is somewhat marred by Stewart's having recorded a version of "Shake" in 1966 as one of his first solo ventures — but once he left the **Jeff Beck Group** he did hold off on Cooke tunes until 1973's "Twistin' The Night Away."

Cooke's Tour Of Hits

Besides being a consummate singer, **Sam Cooke** was a gifted songwriter, and his compositions continue to be covered for hits (the **Manhattans'** "You Send Me" being the latest). Here's a selective list of Cooke covers:

"A Change Is Gonna Come"
Band
Billy Preston
Brenton Wood

"Another Saturday Night"
Cat Stevens
Gene Vincent
Brenton Wood

"Bring It On Home To Me"
Animals
Dave Clark 5
John Lennon
Little Richard
Dave Mason

Van Morrison
Mitch Ryder
Rod Stewart
Carla Thomas

"Chain Gang"
Jim Croce
Michael Murphey
Otis Redding

"Cupid"
Johnny Nash
Tony Orlando & Dawn
Johnny Rivers
Spinners

"(Ain't That) Good News"
Freddy Cannon

"Good Times"
Rolling Stones
Phoebie Snow
Ike & Tina Turner

"Having A Party"
Claudine Clark
Ovations
Southside Johnny
Luther Vandross

"Meet Me At The Twistin' Place"
Johnny Morissette

"Only Sixteen"
Terry Black
Dr. Hook

"Shake"
Animals
Otis Redding
Small Faces
Rod Stewart

"Soothe Me"
Sam & Dave
Sims Twins

"Sweet Soul Music"
Arthur Conley
John Fred
Jam

"Twistin' The Night Away"
Marvelettes
Rod Stewart

"When A Boy Falls In Love"
Mel Carter
Willie Hutch

"Wonderful World"
Bryan Ferry
Art Garfunkel
Herman's Hermits
Johnny Nash

"You Send Me"
Aretha Franklin
Willie Hightower
Nicolette Larson
Manhattans
Rod Stewart

Prince Of The Paisley Underground

Some of the groups who comprised L.A.'s neo-psychedelic "paisley underground" for the past three years are now defunct. Others, such as the **Bangles** and **Three O'Clock**, have earned national recording contracts. Ironically, however, it looks like one of the first to bring psychedelia back to semi-prominence on CHR radio will be **Prince**.

Unlikely though it may seem, Prince, who turns 25 on Friday, spent some time last year hanging out at Bangles shows (and reportedly hanging out with the group while trying to talk **Susannah Hoffs** into joining his band). Although certain elements of psychedelia were present in "Purple Rain" (specifically the acid-reference title and a lot of strings), it wasn't until this latest LP that Prince's production company was renamed **Paisley Park**. (Prince's influence on the Bangles has apparently affected the way the female band dresses. Those who've seen the new uniforms refer to the band as "Bangleonia 8.")

MONDAY, JUNE 3

1957/RCA releases a rockabilly single from India: "Butter Fingers" b/w "Fingertips" by **Cool Dip** (whose real name is **Kuldip Singh**).

1957/Several years before "Shout" gives them a hit, the **Isley Brothers** first single, "Angels Cried," is released.

1970/Ray **Davies**, while on an American tour with the **Kinks**, rushes back to London to recut one line from "Lola." The song's double entendres don't upset the **BBC** but the use of the Coca-Cola product name does. So now the song's characters drink champagne that tastes just like cherry-cola.

1974/Only a few months after touring ends at the Los Angeles Forum, **Bob Dylan & the Band** release their live "Before The Flood" LP.

1979/**Bruce Springsteen** plays at the Los Angeles wedding reception of his lighting director. Springsteen is joined by **Rickie Lee Jones** and **Boz Scaggs** in a three-hour jam.

Birthdays: **Deniece Williams** 1951, **Ian Hunter** 1946, **John Paul Jones** 1946, **Curtis Mayfield** 1942, Ex-Byrd **Michael Clarke** 1944, **Suzi Quatro** 1950.

TUESDAY, JUNE 4

1942/Capitol Records is launched.

1973/Murray **Wilson**, father of the **Beach Boys**, dies of a heart attack at age 55.

1975/Perhaps in recognition of their calls to revolution, i.e. "Street Fighting Man," "Satisfaction," etc., the **Rolling Stones** become the first Western rockers to receive record royalties from the Soviet Union.

Birthdays: **Gordon Waller** (Peter & Gordon) 1945.



WEDNESDAY, JUNE 5

1954/Largely for the sake of saving money, the seven-inch single becomes the standard for promotional 45s.

1966/Through the pre-video magic of film clips, the **Beatles** perform "Rain" and "Paperback Writer" on **Ed Sullivan's** show.

1968/**Robert Kennedy** is assassinated. That night, **Stephen Stills** writes "Long Time Gone." The next day the **Rolling Stones** record "Sympathy For The Devil," which features references to the slaying.

1969/The 40-minute **Doors** documentary "Feast Of Friends" premieres in Los Angeles on a double bill with **Andy Warhol's** "I A Man."

1974/**Sly Stone** is married on stage at Madison Square Garden.

1977/ **Alice Cooper's** pet/prop snake is eaten by the rat that was supposed to be its lunch.

1979/**Muddy Waters** marries 25-year-old **Marva Jean Brooks**.

THURSDAY, JUNE 6

1962/The Beatles audition for **George Martin**.

1969/**Rod Stewart** signs with **Mercury**.

1972/**David Bowie's** "Ziggy Stardust" LP released.

Birthdays: **Gary U.S. Bonds** 1939.

FRIDAY, JUNE 7

1963/The Rolling Stones release their first British single, a cover of **Chuck Berry's** "Come On."

1966/Roy **Orbison's** wife, **Claudette**, is killed in a motorcycle crash that he witnesses.

1969/**Blind Faith** makes its performance debut with a free concert in London's Hyde Park.

1973/**Rolling Stone** reports the formation of the **Souther/Hillman/Fury** band before **Richie Furay** can tell the other members of his current band, **Poco**.

Sharing Prince's birthday is **Tom Jones** 1940.

SATURDAY, JUNE 8

1961/**Elvis Presley's** first (and only) "highbrow" film, "Wild In The Country," premieres in Memphis. The movie has a **Clifford Odets** screenplay and no Elvis songs . . . at least until the film opens and unfavorable reaction prompts the producers to add a few musical numbers to the soundtrack.

1982/With "Wake Up Little Susie" giving them their first chart single in seven years, **Simon & Garfunkel** begin their European reunion tour.

Birthdays: **Nick Rhodes** (**Duran Duran**) 1962, **Alex Van Halen** 1950, **Nancy Sinatra** 1940, **Boz Scaggs** 1944.

SUNDAY, JUNE 9

1958/**Jerry Lee Lewis** takes an ad in the trades asking for public tolerance of his marriage. Lewis, who has remarried his third cousin in the face of public outcry, writes, "I hope that if I am washed up as an entertainer, it won't be because of this bad publicity."

1969/**Brian Jones** announces his separation from the **Rolling Stones**.

1980/**Richard Pryor** hospitalized in critical condition after accidentally setting himself on fire while freebasing.

Birthdays: **Jon Lord** (**Whitesnake**) 1941, **Jackie Wilson** would be 51; **Johnny Ace** would be 56.

DEPECHE



MODE



CHR NEW & ACTIVE

WXKS-FM add	80/22
Z100 add	
WCAU-FM deb	32
B94 on	KZZP deb 29
WAVA add	KKRZ 34-27
KAFM deb 29	FM102 deb 30
93FM 26-24	KWOD 39-30
195 32-29	KS103 31-18
B97 21-12	KMEL 8-7
Q105 deb 27	KWSS on
KIMN add 40	KPLUS 27-16
KIIS-FM 39-20	KUBE deb 35

For Additional Information

➔ TURN PAGE

Marketed by Warner Bros. Records



DEPECHE



MODE



CHR NEW & ACTIVE

80/22

Q100 deb 39	WQUE-FM deb 30	KDON-FM 30-19
WVSR add	KITY 23-19	KHYT add
WKEE add	KTFM on	WIGY add
WPST deb 37	WKAU on	Q101 deb 37
WRCK add	KZIO on	KWES 30-27
WKRZ-FM add	WZPL 26-22	T94 on
WTLQ 40-35	Z104 35-26	WPFM on
KZZB deb 34	KJ103 deb 38	Z102 deb 36
WAPI 31-25	WRQN 30-28	KKQV on
WJZR add	WHOT on	WHSL on
WZLD add	KKXX 24-19	WCIL-FM 26-19
WDCG add	KQXR 33-19	WRKR deb 30
KSET-FM on	KF95 add	WDBR add
WANS-FM on	KIKX add	KGOT add
WZYP on	KSND on	KCDQ on
WFMI add	KBOS 37-22	KTRS on
WABB-FM add	KMGX deb 30	KOZE add
KX104 on	KLUC 38-31	KZOZ deb 30
Y107 add	KCAQ 15-10	OK95 37-27
	KSKD on	

**For Additional Information
TURN PAGE ←**



Marketed by Warner Bros. Records

32/R&R FRIDAY, MAY 31, 1985



BRAD MESSER

CALENDAR

The Ol' Mushroom Treatment

Ain't no football team going to succeed if only the quarterback knows what play is being run. Ain't no business — radio or otherwise — going to have positive team spirit if the staffers get the Mushroom Treatment, commonly defined as keeping 'em in the dark and feeding 'em generous amounts of manure.

You are getting the mushroom treatment if you don't know who that new employee is, why the shifts got changed, where the boss has been for the past few days... simple stuff like that. Feeding people nothing, or only a diet of manure, produces rumors and negativism.

The single most important tool of business management is effective two-way communication, encompassing communication down through the chain of command as well as communication upward from the pits.

Assuming that the honcho knows where he's trying to steer the station, the peons in the pits, if they are kept informed, can contribute to the overall effort to reach specific goals and will do it with enthusiasm. Information flowing the other way, from employees to employer, gives management the kind of feedback that is necessary for being responsive.

You are getting the mushroom treatment if you first heard you have a new PD by reading about it in the trades, or if you didn't know

your station was looking for a news director until you saw the classified ad, or if you heard about this weekend's station promotion only because you happened to overhear a conversation, or if a record guy told you that you have a new music director.

Human mushrooms can grow to be negative and resentful, maybe rebellious, or worst of all, unresponsive and blandly non-committal.

The most effective people-motivators use two-way communication every day, utilizing varied methods such as staff meetings, bulletin board memos, and short conversations to keep themselves and their employees accurately informed.

People in the dark don't know what direction they're going, and may end up just not caring.

MONDAY, JUNE 3 — Twentieth anniversary of the first American spacewalk, in which astronaut **Edward White** left his two-man Gemini space capsule during a four-day mission in 1965. Although the U.S. spacewalk was cheered and celebrated, much of the thunder was lacking because the Soviets had achieved the same thing 76 days earlier (3-18-65). Twenty-fifth anniversary of the first meter maids, hired by New York City in 1960. 1980 — U.S. computer glitches triggered two false nuclear attack warnings. 1959 — Singapore became self-governing. **Tony Curtis** (Bernard Schwartz) 60.

TUESDAY, JUNE 4 — The Battle of Midway — the most important naval battle of World War II — was being fought 43 years ago (1942*). The Japanese tried to seize the Midway Islands as a jumping-off spot for attacks on the U.S. West Coast. Our Navy lost two ships, but destroyed ten enemy vessels including four Japanese aircraft carriers which had been at Pearl Harbor. About 275 Japanese planes were downed. The Battle of Midway was Japan's first major defeat of World War II. It eliminated their naval superiority in the Pacific and was a major turning point of the war. (*Midway Battle June 3-6). 1984 — Genes from extinct animal cloned in lab. 1937 — 1st supermarket shopping cart. 1896 — **Henry** drove 1st Ford in Detroit. 1783 — **Montgolfier** brothers sent up world's first unmanned balloon, hot air, made of paper, diameter 20 feet. **Gordon Walter** 39. **Bruce Dern** 49. **Dennis Weaver** 61.

WEDNESDAY, JUNE 5 — Everyone knows that the chemical element arsenic is poison, but before our ancestors made that discovery, arsenic was used as medicine. It was the standard treatment for syphilis and was even promoted as a skin-clearing element in cosmetics. ("The patient died, but her skin sure did clear up, yuk yuk!"). Possession of arsenic was first outlawed in England 134 years ago today (1851). 1968 — Sen. **Robert "Bobby" Kennedy** assassinated. 1967 — Israel-Egypt "Six Day War" began; increased Israeli territory 500%. 1940 — Germans began Battle of France (WWII). 1933 — Gold standard ended in U.S. Sprinter **John Carlos** 40. Journalist **Bill Moyers** 51.

THURSDAY, JUNE 6 — **Walter Chrysler** incorporated his car company under his own name 60 years ago today. He had been President of the Buick division of General Motors (1916-1919) and had headed the Willys-Overland and Maxwell car companies (1921-1924) before Maxwell became Chrysler on this date in 1925. 1977 — Fire-eater **Jack Shalomir** shot a flame 23 feet long from his mouth, a Guinness record. 1955 — **Bill Haley's** "Rock Around the Clock" began nine weeks at #1. 1944 — D-Day, world's biggest invasion (WWII). 1933 — 1st drive-in movie theater. 1892 — El train service began in Chicago. 1882 — Electric iron patented. 1816 — Ten-inch snowfall began in New England; the next day Vermont got 20 inches. 1816 — was known as "the year of no summer". **Bjorn Borg** 29. **Joe Stampley** 41. **Larry Taylor** (ex-Canned Heat) 43. **Nathan Hale** born 1755.

FRIDAY, JUNE 7 — This is the date **George Brummell** was born in England in 1778, at the time when men of social standing wore short kneepants and lace shirts. "Beau" Brummell is famous for popularizing two things: personal cleanliness, instead of covering up body odors with perfumes, and long pants for men. 1965 — Supreme Court ruled states cannot outlaw contraceptive. 1955 — **Ike** 1st President on color TV. 1864 — **Abe Lincoln** nominated for second term by GOP. 1769 — **Dan'l Boone** began exploring what's now Kentucky. **Tom Jones** (Thomas Jones Woodward) is 45. **James Simpson** born 1811: father of modern gynecology, used 1st anesthesia in childbirth 1847. Saturday (6-8) **Boz Scaggs** 41. **James Darren** 49. Sunday (6-9) 1934 — 1st Donald Duck movie. 1959 — **George Washington** launched 1st ballistic missile submarine.

WANTED

Consultants who are capable of promoting on local radio and/or TV stations special variety pop record, video clip available.

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DAN O'DAY

AIR PERSONALITIES

Ten Commandments Of Jocks

Legend has it that many years ago a very holy disc jockey ascended a mystical mountain in Beltsville, Maryland. At the top of this mountain, the jock found a fearsome burning bush. Just as the jock was about to flee, the bush spoke unto him, saying, "Do not be afraid." "Do you mean," the flustered personality stammered, "you're . . . you're . . . ?" "Yes," the bush replied, "I am all-powerful, all-knowing. I am . . . a consultant! Now, take these commandments with you back down the mountain. You'll be receiving a bill for my services."

And now, through the miracle of me having to meet my deadline, here are:

The Air Personalities' Ten Commandments

I. THOU SHALT ANSWER THE REQUEST LINE.

It's shocking how many jocks routinely ignore the request line.

This is your best chance to make direct contact with some of your listeners. Instead, however, many jocks prefer to shmooze with whoever happens to be in the studio or to see what's happening in the trades.

Equally shocking is the percentage of jocks who do answer the request line but are unfriendly or even downright rude to the callers. (And I'm not talking about on-air calls here.) Most of us try to build a "nice guy" image, the kind of person our audience would like to listen to and spend some time with. Why blow that image on the phone by being inconsiderate or impatient?

Why do so many jocks have this counterproductive attitude toward answering the request line and taking the time and energy to talk to the people who call? For one thing, it does take energy and effort, and lots of jocks are lazy. For another, they've learned that not all callers are bright, articulate, and interesting; on the contrary, 90% of them seem to be nine-year-old girls whose entire repertoire seems to consist of "Would you play 'Material Girl?'"

But I have a hunch there's another reason so many jocks shun the request line: It just ain't hip. They feel it's beneath their star status to talk to just anyone who calls.

But you can learn, among other things, the following information simply by picking up your telephone:

- Demographic information about your listeners — age, sex, geographic location, education, lifestyle, etc.
- Where they do their listening (home, car, beach, work)
- Whether they listen while working, studying, partying, etc.

• What they're interested in regarding your station and your program ("When will you be reading horoscopes?")

• What elements of your show they repond to ("God, that was a great bit you did about President Reagan!")

• Why they listen to you ("I just want to say you're so funny! Whenever I feel down, I know I can listen to you and you'll make me smile . . .")

• Oh, I almost forgot: You might even find out a little about what music they like!

II. THOU SHALT MAKE IT CLEAR TO EVERYONE THAT THY STUDIO IS NOT FOR SOCIALIZING.

You know the routine. You're on the air, and one of the salespeople pops into the studio to say hello and chat a little. Soon she's joined by the engineer. Next, one of the other jocks wanders in, and you've got a friendly gathering of folks chattering away while you're trying to (or should be trying to) concentrate on your show.

"It's okay to be pleased with today's show. But it's awfully hard to win a race while resting on your laurels."

Unfortunately, tact doesn't always work in trying to make people realize you can't do your job well with others standing around. Initially you might try a soft approach: "Well, I'd really love to talk, but I've got to get back to the show." If that doesn't work, go directly to: "Jeff, I really need to concentrate on what I'm doing and I can't concentrate with anyone else in the studio."

III. THOU SHALT READ A DAILY NEWSPAPER TO KEEP INFORMED ON WHAT IS HAPPENING IN THE COMMUNITY AND IN THE WORLD.

IV. THOU SHALT MAKE AN EFFORT TO ESTABLISH RAP-

Preview: The Morning Radio Roundtable

Recently I received an advance copy of "The Morning Radio Roundtable," a soon-to-be-published book by the American Comedy Network. I'll let you know as soon as it becomes available; in the meantime, here are a few observations about morning shows which you might find interesting.

"Somebody said one time, 'How long did it take you to prepare this morning's show?' And I said, 'About 26 years,' because everything I've ever learned I try to put into every program" — Dr. Don Rose, KFRC/San Francisco.

"The whole show has got to be as great as you can make it. You've got to put out all the time, or someone at some time or another will catch on that you're not as good as the show the day before. Some things will sound better than others, but they all have to be as good as possible" — John Arthur, WNCN/Columbus

"I think the best preparation for a morning show is eight hours sleep" — Larry Lujack, WLS/Chicago

"Don't be discouraged by people who tell you you're not worth a damn. Don't give up. Don't go sell shoes. Stick with it because eventually, if you're any good, it's going to work out. It just takes a long time to get it going."

— John Lanigan, WMGG/Tampa
And one more from Dr. Don Rose: "The most important thing in the morning show is that very first set. The very first word you utter on the radio had better be damn good, because that sets the pace for the whole morning."

A Limit On Characters?

Question from Brian Charlette, Q101/Harrisonburg: "Can a show have too many characters? I currently have four and plan on adding more. (I voice only one of them.)"

My Reply: Yes. If there are so many characters that your listeners are confused as to who is saying what, you've got too many voices on your show.

One way to prevent this from happening is to make sure each voice is distinctly different from the others. If it's easy for your listeners to distinguish one character from another solely by the sound of the voice (disregarding the content), the possibility of confusion will be minimized.

This means, of course, that if you do all or most of the voices yourself, you'd better make sure they don't all sound like a variation of you. You might want to record the voices and play them for people around the station, asking them to identify each character. If they can't tell the difference between your Old Maid and your Disco Dancer, perhaps it's time to reevaluate the effectiveness of your voices.

PORT WITH THY CO-WORKERS.

Instead of turning on your tunnel vision when you enter the station ("I'm here to do my job, that's all I care about, I'm not interested in what anyone else around me is doing"), expand your field of vision to take in the workings of your overall station operation. Talk to the public in sales, engineering, traffic, management, public affairs. Ideally (and I realize this is an ideal that isn't achieved often enough) the people at your station work together as a team. If you establish good working relationships with your fellow team members, you're likely to strengthen your own performance and contributions to that team.

V. THOU SHALT THINK ABOUT THY CAREER.

If you never give any serious thought to where you want to go, you're likely to wander aimlessly forever. If you know where you want to go but don't take the time to map out your route, it's unlikely you'll ever reach your destination.

VI. THOU SHALT MEET THY PUBLIC WHENEVER POSSIBLE.

Hey, it's great being able to hide behind that microphone, isn't it? You can be witty, sarcastic, profound, knowledgeable, silly . . . and completely safe. But probably, you also want good ratings. Everytime you go out and meet people during a public appearance, you've got a chance to convert strangers into new listeners. All you have to do is make an effort to be friendly to them. If you do, then every public appearance you make will add to your listener base.

VII. THOU SHALT WORK THY TAIL OFF TO DO THE BEST JOB POSSIBLE.

This applies to every aspect of your job: on-air, in the production

room, participating in a promotion. Look, this is a competitive business, and if you want to come on top you've got to do your best. I'm reminded of a quote by Ed Macealey. He was referring to his own field, basketball, but I suspect you might be able to apply this to your radio career:

"When you are not practicing, remember, someone somewhere is practicing, and when you meet him he will win."

VIII. THOU SHALT TREAT PEOPLE THE WAY THOU WOULDST LIKE TO BE TREATED.

I'm not going to give you spiritual or moral or even cosmic reasons for acting ethically. I'll simply point out a fact of radio: Throughout your career, you'll bump into familiar faces. Some of them will have the power to help you. Some will have the power to hurt you. If years ago you screwed them over, which choice do you think they'll make?

XI. THOU SHALT BE PREPARED FOR THE WORST.

The word in radio, of course, is being jobless. Prepare by always having a recent, good aircheck safely stashed at home. Read the trades to keep abreast of what's happening in the industry. And try to salt away some money (I don't care how badly paid you are; start saving some of it) to keep you afloat if your station sets you loose without a life raft.

X. THOU SHALT NEVER BE SATISFIED WITH THY SHOW.

It's okay to be pleased with today's show. It's great to pat yourself on the back when you do an especially good job. But as soon as you say to yourself, "Hey, I've got good ratings, I'm paid a lot of money, and I'm a big celebrity in this town; I can afford to sit back and let the other young punks hustle to try to catch up to me now!" Well, it's awfully hard to win a race while resting on your laurels.

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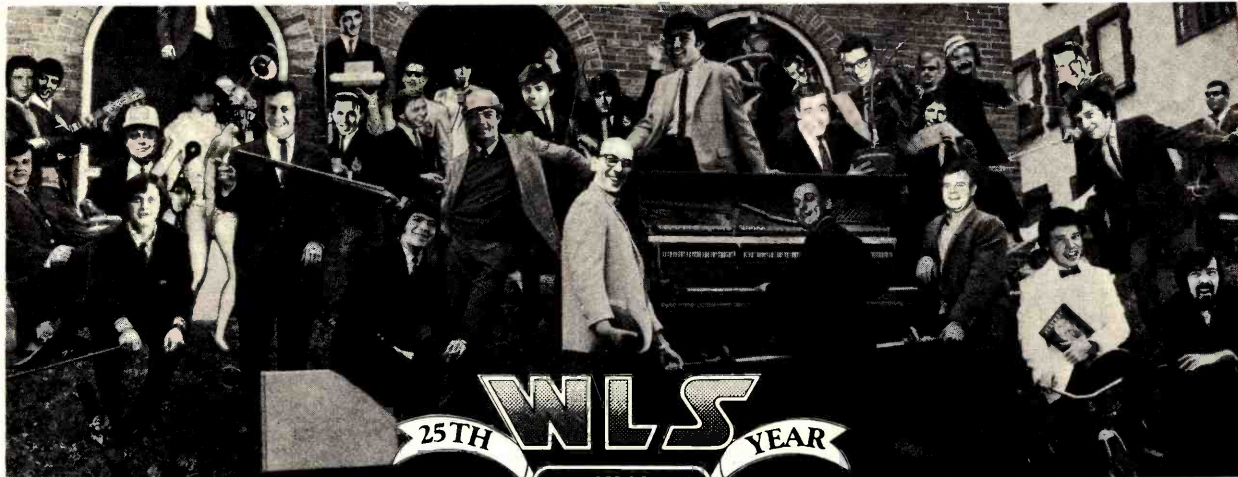
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JOEL DENVER

CONTEMPORARY HIT RADIO

Heritage Of Great Radio Celebrates Its Past



WLS/Chicago has been playing the hits for 25 years now. Think of it, a quarter of a century! There are but a handful of stations who've remained true to a direction for even five years, much less 25.

I can't help but get an excited feeling when I recall the nights spent listening to WLS, as its signal skipped across the ionosphere and into my car radio. As a beginner jock in 1968, WLS helped shape my thinking about what good radio should sound like.

The Celebration Begins

Preparations for celebrating this milestone in broadcasting began back in late March and early April from a programming and promotional standpoint. It was decided to bring in as many of the former air personalities as possible over four separate weekends for on-air reunions. (See "The Gang Is Back" on this page.)

The weekends were put together in chronological order:

• 1960-64 — Mort Crowley, Sam Holman, Bob Hale, Dick Biondi, Gene Taylor, and Jim Dunbar.

• 1965-69 — Clark Weber, Ron Riley, Art Roberts, Don Phillips, and Joel Sebastian.

• 1969-75 — Kris Erik Stevens, Chuck Buell, Scotty Brink, and Gary Gears (who was unable to come at the last minute).

• 1976 to present — Charlie Van Dyke, J.J. Jeffrey, Chuck Knapp, Bob Sirott, Steve King, and John "Records" Landecker.

VP/GM Jeff Trumper and Operations Manager John Gehron were kind enough to invite me in to cover the last reunion weekend May 3-4 and experience the excitement firsthand.

Total Listener Involvement

Prior to the reunion weekends, veteran air personality Jeff Davis began assembling short vignettes featuring airchecks, songs, and other programming features

designed to set the stage for the celebration. Fresh vignettes were made from the on-air reunions for airplay throughout the coming months.

In addition, Jeff assembled a one-hour special that chronicles the entire 25-year WLS history, which is a must for any aircheck collector. Jeff told me, "Putting this together has been not only a labor of love, but a real education into some great radio techniques long forgotten."

As with any birthday, there are prizes, and WLS spared little expense in this department. Through-

out the celebration the audience was told to listen for "Birthday" by the Beatles. The 25th caller would receive great prizes such as:

- A trip for two anywhere in the world
- \$25,000 cash
- a his and hers Mustang convertible
- a trip for two to Las Vegas and \$10,000 cash
- choice of a cruise on the QE2 or an African safari
- choice of a Corvette or Mercedes 300D
- take a year off with pay of \$1000/week

A Weekend To Remember

John gives the credit for the weekend reunions and the 25th Birthday Celebration to Jeff Trumper. "He's provided so much strong encouragement for doing this. He realizes the importance of the station, having once worked here as a salesperson, and now

returning as manager. This is the best birthday celebration any station could hope to do."

And John is right. The reunion weekend I attended was incredible.

On Friday evening, everyone back for the weekend took shifts with Jeff Davis, and took calls from listeners on-air. The most impressive thing was the number of people calling for specific jocks.

A Big Family Reunited

One of the continuing comments was the friendship among the jocks at WLS. J.J. Jeffrey told me, "Not only did we work together, we partied together a lot. We cared deeply for each other's well-being. But perhaps the best part was that we took it all seriously, but not too seriously to get in the way of having a good time."

"I mean, what's wrong with a little in-the-hall basketball, or throwing a wet paper towel at someone while on the air?" he asked. "A well-timed belch was always good for the occasional yuck, and it sure

let the audience know we were human beings."

The on-air atmosphere was loose, casual, and a lot of fun. While I was sitting in on Saturday morning with Chuck, J.J., and Fred Winston, Fred observed, "Today's AM stations are doing what we as jocks always wanted to do. Talk a bit more and entertain at the same time. What an amazing concept!" And that's what WLS is doing — playing the hits and being very personable in its delivery. Not laid back, not A/C; it sounds like your buddy across at the next barstool.

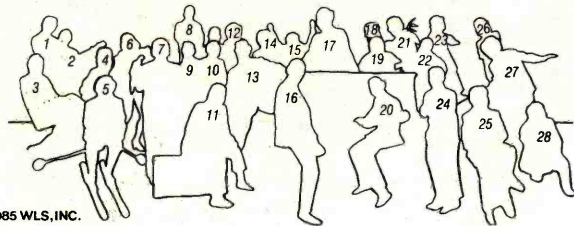
In talking with Steve King, who did late nights from 1973-78 (he now covers swing at WKQX and WGN in addition to his weekly TV show "Chicago '85"), I learned the impressions of a hometown boy. "Growing up listening to radio greatly on WLS like Dick Biondi and finally getting the chance to work here was a real dream situation. It was exciting to be a part of one of the greatest radio battles in history. When we won, it was almost like a bittersweet victory. The competition made it a lot of fun."

Bob Sirott, who did afternoons from 1973-79 (now host of "Late & Live," a local TV show), remarked, "This place has a magic to it that I can still feel. It was a wonderful place to be, and what I've learned here has helped me in every aspect of my life."

Editor's Note

To experience the magic of WLS for yourself, read on through the next few pages of great radio history. The spirit, enthusiasm, and class of the radio station will come shining through and serve as a great model to emulate. A most sincere Happy 25th Birthday to the "Big 89" WLS from all of us at R&R.

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- | | | | |
|------------------|--------------------|------------------|----------------------|
| 1. Garry Meier | 8. Dick Biondi | 15. Brant Miller | 22. Chuck Britton |
| 2. Rich McMillan | 9. Jim Dunbar | 16. Clark Weber | 23. J.J. Jeffrey |
| 3. Steve King | 10. Joel Sebastian | 17. Chuck Buell | 24. Art Roberts |
| 4. Steve Dahl | 11. Fred Winston | 18. Bob Hale | 25. Kris Stevens |
| 5. Bob Sirott | 12. Susan Platt | 19. Dex Card | 26. Mort Crowley |
| 6. Turi Ryder | 13. Larry Lujack | 20. Ron Riley | 27. John Landecker |
| 7. Tommy Edwards | 14. Jeff Davis | 21. Gene Taylor | 28. Charlie Van Dyke |

Today's contemporary audience wants great music and...

Personalities

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The ABC Contemporary Radio Network helps you meet the specific needs of your listeners. Choose from hot programming like American Top 40,* newsbriefs, special coverage of big entertainment events, comedy bits, and the full resources of the largest news gathering service in the world. Give your listeners more of what they want with the ABC Contemporary Radio Network. For details contact Darryl Brown, Director, at (212) 887-5063. *Subject to availability.



ABC

CONTEMPORARY RADIO NETWORK

BIRTH OF A LEGEND

WLS Lights Up A 50-KW Rock & Roll Blowtorch

You probably had to be there to see the disbelief registered on people's faces when WLS/Chicago flipped the switch to begin a new era in its history that would have a profound and lasting effect on radio and the entire music industry.

Originally owned by Sears & Roebuck, WLS signed on in 1924. The calls stood for 'World's Largest Store.' Believe it or not, WLS shared the frequency with another station, WENR. Eventually Sears sold it to a publishing company which owned a popular Midwest journal, the *Prairie Farmer*. WLS became the *Prairie Farmer* Station, and had programming to match. Everyone knew the price of pork bellies on the "Big 89."

By the late 1950s WENR was absorbed by WLS, and in 1960, ABC bought the station and started playing Top 40 music. It went on to become a huge success, and yes, ABC still publishes the *Prairie Farmer* to this day.

Pretty Lonely

When WLS started playing Top 40 music on May 2, 1960, it was Mort Crowley who was the station's original morning man. Today Mort is a White House correspondent for *Gannett Radio News*, and writes and hosts the *USA Today* features on the Mutual Network. "At first it was pretty lonely, but after 90 days the rocket took off and never stopped.

"I remember doing a promotion with ex-Chicago Bears coach Mike Ditka, who was a sales rep for us. We decided to see if we could each throw 20 silver dollars across the Chicago River, which is right outside the station, for *George Washington's Birthday* to benefit some charity. Let me tell you, it's cold in February.



Mort Crowley

"So we're out there on *George Washington's Birthday* dressed in revolutionary garb, and went down with some silver dollars, and one of them ended up beaming someone. We half froze ourselves to death. I think I maybe landed one or two of the coins on the other side."

Santa vs. Ma Bell

And Mort recalled a tangle with Ma Bell. "WLS put a phone number on the air so the kids could talk to Santa Claus. We worked it out with the phone company so

we'd have enough lines, but neglected to stress the area code. Whew, the calls and complaints going to businesses in surrounding areas with the same phone number but in different area codes was amazing. We tied up exchanges and almost had to take the promotion off the air.

"I remember how close we all were, and the reunion brought all of those wonderful memories back again. Once at a record reception in a hotel we got into a fistfight with some of the guys from WIND. Milo Hamilton, in particular, had passed a comment that upset us and we let him and his buddies have it. We were a real two-fisted bunch who really related to Chicago. It's the last city with hair on its chest."

Man Of Many Hats

Part of the original staff, Gene Taylor held many hats while at WLS. Starting out as a night jock, he eventually became the station's second PD when Sam Holman left to program sister station WABC/ New York in 1961. In 1965, Gene was upped to Station Manager and became GM in '66 when Ralph Bodine left to join ABC Corporate. Gene is currently the Director/ Programming Services for MDXE, the world's second commercial shortwave station, owned by Global Radio Service.

Gene recalled the beginnings of WLS. "We started it all off with 'Alley-Oop' by the Hollywood Argyles, and reaction was less than spectacular. The teens loved us, the adults hated us, and the agencies either yawned or said it would never work."

We've Been Hit

He had become GM by the time the station ran what Gene recalled as "the greatest contest we'd ever staged; the 'WLS Mystery Garage.' It was supposed to have run for weeks, but I remember PD John Roek came running into my office screaming, 'We've been hit already.' It had only been on the air for 48 hours.

"The object was to guess which jock would drive one of 12 luxury cars out of the WLS Mystery Garage. John told me the winner was on the phone and wanted to know what options the car (a Pontiac Firebird) came with. Not really thinking, I said, 'Tell him every-



WLS STOPS TRAFFIC — Pictured (l-r) are some of the original jocks of WLS. Art Roberts, Bernie Allen, Ron Riley, Don Phillips, Clark Weber, and Dex Card.

thing.' It turned out the winner was a contest pig.

"This guy went down to the Pontiac dealer and loaded it up with everything. It was now a \$16,000 car. We ended up negotiating it down a bit, but it still cost us a bunch in the late '60s. The funny thing was, this guy heard me talking about it during the WLS reunion and called me."

Like Gene With The Yankees

A ten-year veteran of WLS from 1960-70, serving as MD for many of those years and part of the original staff, Art Roberts remembered how "we took a station which was the 'Prairie Farmer Station' and changed it into a rocker overnight. It was quite a change. The station grew from the outer areas inward."

"What kind of 'drawing power' did WLS have? Art said, "In 1962, 'Puff The Magic Dragon' came out and I was on noon-3pm. I had the idea of having a contest to draw the dragon, breaking up listeners into five age categories. Promoted only on my show, over 10,000 pictures and paintings arrived. Peter, Paul & Mary judged the contest."

Tight-Knit Family

Since the Cubs weren't much to speak of in those days, Art compared his time at the "Big 89" to another baseball team. "WLS was the highlight of my career. It was like being with the Yankees in their heyday during a never-ending trip to the World Series. I went from early rock to the early Beatles and into the Vietnam war during my time there. That was quite a span of experience for me.

"We were very tight knit, and the closeness came through on the air. We were really a big family, and I credit Gene Taylor for having a lot to do with that. I did the music for five years, and it was a lot of fun knowing we helped create a lot of hits.

"The recent on-air reunion was wonderful; I did a remote from a hamburger joint (Ed Debevik's) for five hours. People really remembered me, which was a real Kick. During the reunion, I pulled into a gas station, gave the guy my credit card, and the attendant asked if I was the same Art Roberts. Amazing." Art is now Marketing Manager for Century Analysis, an office automation company headquartered in the Bay Area.

WLS

The bright sound of Chicago Radio

SILVER DOLLAR SURVEY

Chicago's Official Radio Record Survey

WEEK END DECEMBER 31, 1965

TIME	ARTIST	TITLE	WLS RATING
12:00	THE BEATLES	LET IT BE	1
12:30	THE BEATLES	LET IT BE	1
1:00	THE BEATLES	LET IT BE	1
1:30	THE BEATLES	LET IT BE	1
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2:30	THE BEATLES	LET IT BE	1
3:00	THE BEATLES	LET IT BE	1
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10:30	THE BEATLES	LET IT BE	1
11:00	THE BEATLES	LET IT BE	1
11:30	THE BEATLES	LET IT BE	1
12:00	THE BEATLES	LET IT BE	1

20 BEST SELLING 45 RECORDS OF 1965

ARTIST	TITLE	WLS RATING
THE BEATLES	LET IT BE	1
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Dex Card

200 to 300 P.M. Sunday Afternoon

WLS-DIAL 890-24 HOURS-A-DAY

an ABC OWNED RADIO STATION

KEEP YOUR DIAL SET ON RADIO 890 AND HEAR THE "NEW" BEATLES

CLARK ROBYN WILLY

6:30 AM 7:30 9:00 PM

"BEATLE" BERNIE ALLEN

12:30 PM 3:00 PM

"BOB" THE BEATLE

3:00-6:30 PM

ART "THE EXCELSION" BEATLE

9:00-12 MIDDNIGHT

DOE "BEATLE" ALL INIGHT PHILLIPS

MIDDNIGHT-3:00 AM

WLS

The bright sound of Chicago Radio

SILVER BEATLE SURVEY

Chicago's Official Radio Record Survey

WEEK END FEBRUARY 21, 1964

TIME	ARTIST	TITLE	WLS RATING
12:00	THE BEATLES	LET IT BE	1
12:30	THE BEATLES	LET IT BE	1
1:00	THE BEATLES	LET IT BE	1
1:30	THE BEATLES	LET IT BE	1
2:00	THE BEATLES	LET IT BE	1
2:30	THE BEATLES	LET IT BE	1
3:00	THE BEATLES	LET IT BE	1
3:30	THE BEATLES	LET IT BE	1
4:00	THE BEATLES	LET IT BE	1
4:30	THE BEATLES	LET IT BE	1
5:00	THE BEATLES	LET IT BE	1
5:30	THE BEATLES	LET IT BE	1
6:00	THE BEATLES	LET IT BE	1
6:30	THE BEATLES	LET IT BE	1
7:00	THE BEATLES	LET IT BE	1
7:30	THE BEATLES	LET IT BE	1
8:00	THE BEATLES	LET IT BE	1
8:30	THE BEATLES	LET IT BE	1
9:00	THE BEATLES	LET IT BE	1
9:30	THE BEATLES	LET IT BE	1
10:00	THE BEATLES	LET IT BE	1
10:30	THE BEATLES	LET IT BE	1
11:00	THE BEATLES	LET IT BE	1
11:30	THE BEATLES	LET IT BE	1
12:00	THE BEATLES	LET IT BE	1

LISTEN TO THE NEW WLS BEATLES

WLS-DIAL 890-24 HOURS-A-DAY

an ABC OWNED RADIO STATION

FEATURED ALBUMS

THE GREAT HITS OF THE BEATLES - THE BEATLES - CAPITOL

THE BEATLES SINGLES - PHILIPS

THINK TRIPLE

And Put Some Power Into Your Playlist!!



DEAD OR ALIVE

"You Spin Me Round (Like A Record)"



Billboard Dance Chart:

41-31-19

CHR SIGNIFICANT ACTION

KIIS-FM 34-18 I95 33-27

WHTT add

WXKS-FM on

CKOI on

93FM add

KKRZ add

KS103 add 34

KMEL 34-29

KPLUS 33-26

Q100 add
92KTU on
WOKI add
WFMI on

KZIO on
KIKX on
KMGX add
KQMQ on
KCAQ 27-22

KHYT on
WJAD add
Q101 add
KWES 22
WPFM add

WHSL add
WAZY-FM on
SLY96 add
KIST add
OK95 31-21



BEACH BOYS

"Getcha Back"



CHR Chart: **DEBUT** 34 A/C Chart: 14

#2

AOR NEW & ACTIVE



KING

"Love & Pride"



Already A European Smash -
And Crossing To America!!

1977 EDITION WLS RADIO ALBUM 50¢

RON RILEY'S BATMAN CLUB WLS/WBKB-TV

ONE OF THE SPIRITED ONES! RON RILEY

WLS PERSONALITY WHO TUNES YOU IN TO THE CHICAGO BEAT
MONDAY THROUGH FRIDAY 6:30 PM TO 9:00 PM
SATURDAY 6:30 PM TO 9:00 PM
SUNDAY 6:30 PM TO 8:30 PM
WLS RADIO 890 THE PERSONALITY

WLS RADIO 89 The Rock of Chicago

Track on down to Walt Disney World.

THE PIZZA SONG B.W.
KNOCK-KNOCK
DICK BIONDI
PRESENTED BY WLS
PEPSI-COLA
now it's **PEPSI**
for those who think young

Hear Here
WLS RADIO 89

Say WLS and win a Kawasaki spin.

UNITED STATES OF AMERICA ONE DOLLAR

SHIFT	1960-61	SHIFT	1962	1963	1964	SHIFT	1965	SHIFT	1965	SHIFT	1966	1967	SHIFT	1968	SHIFT	1969	1970	SHIFT	1971
6:30-9am	Mort Crowley	6-9am	Mort Crowley	Gene Taylor	Clark Weber	6-9am	Clark Weber	6-10am	Clark Weber	6-10am	Clark Weber	Clark Weber	6-10am	Clark Weber	6-10am	Clark Weber	Bill Bailey, Art Roberts	5-9am	Larry Lujack
10am-12pm	Jim Dunbar	10am-12pm	Jim Dunbar	Clark Weber	Gene Taylor	10-12pm	Gene Taylor	11-12pm	Gene Taylor	11am-2pm	Bernie Allen	Bernie Allen	10am-2pm	Bernie Allen	10-2pm	Art Roberts	Art Roberts	9-12pm	Joel Sebastian
12:30-3pm	Art Roberts	12:30-3pm	Art Roberts	Art Roberts	Bernie Allen	3-6:30pm	Dex Card	2-6pm	Dex Card	7-9pm	Ron Riley	Ron Riley	2-6pm	Larry Lujack	2-6pm	Larry Lujack	Larry Lujack	12:30pm	Chuck Buell
3-6:30pm	Sam Holman	3-6:30pm	Gene Taylor	Clark Weber	Bob Hale	7:30-9pm	Ron Riley	7-9pm	Ron Riley	9-12am	Art Roberts	Art Roberts	6-9pm	Ron Riley	6-10pm	Chuck Buell	Chuck Buell	3-6pm	Scotty Brink
7:15-9pm	Gene Taylor	7:30-9pm	Bob Hale	Bob Hale	Ron Riley	9-12am	Art Roberts	9-12am	Art Roberts	12-5am	Don Phillips	Don Phillips	6-10pm	Chuck Buell	6-10pm	Chuck Buell	Chuck Buell	6-9pm	Kris Stevens
9-mid	Dick Blondi	9-mid	Dick Blondi	Dick Blondi	Art Roberts	12-5am	Don Phillips	12-5am	Don Phillips				10pm-2am	Ron Riley	10pm-2am	Kris Stevens	Kris Stevens	9pm-1am	Steve Lundy
mid-5:30am	Bob Hale	mid-5am	Clark Weber	Joe Kelly	Don Phillips								12-5am	Jerry Kay	2-6am	Jerry Kay	Jerry Kay	1-5am	Gary Gears

WLS vs. WCFL

Decade Of Change Brings Out The Heavy Artillery

As the success of the Top 40 format grew, so did the competition. In virtually every market there was a battle blazing between two or more AM Top 40 stations. FM was just beginning to become a viable band to make a profit in popular music, especially in the early '70s.

Most of the move toward FM for the format didn't begin until the middle-to-late part of the decade. But in Chicago, the biggest battle between two 50-kw rockers was raging. Each night, most of America could tune in to WLS at 890 kHz or WCFL at 1000 kHz and witness the ultimate in one-upmanship in radio.

As one of the PDs locked in mortal combat with then-competing WCFL, Mike McCormick programmed WLS from 1968-69, transferring to ABC's KQV/Pittsburgh

before returning to WLS from 1970-74 as Operations Manager/PD. Mike "Hankins" McCormick is currently President/CEO of First South Broadcasting, owner of WBHY/Mobile, AL.

We Were Blessed With Talent

"We had the greatest talent in the world at that station. We were simply blessed, with people like Larry Lujack and Charlie Van Dyke," he noted. "I'd be hard-pressed to say who was better, as

they were so different from each other. But Larry is the hardest-working jock I've ever seen. We also had greats such as Fred Winston, Gary Gears, and Joel Sebastian.

"When I first got there, the technical facilities made it tough to work; the equipment was out of the 1930s. We eventually upgraded it, and with it, our sound. We had no real promotional budget to speak of, yet we were waging war with WCFL and they were pretty tough."

The Rock Of Chicago

After Mike convinced ABC that he needed promotion parity, the ball was rolling again. He recalled some of the more successful contests. "I remember giving away

a choice of 89 cars to pick from, and 980 color TVs when I moved Larry Lujack into mornings. And when we got Chicago to play a Thanksgiving concert for us — a traditional WCFL promotion — we offered 890 separately packaged Chicago libraries, along with T-shirts and some outrageous brass belt buckles."

He talked about how the jocks always seemed to be swapping jobs across town between WLS to WCFL. "We all stole from each other in those days. I hired Scotty Brink from WCFL because he was a winner, but it all really began when we let Dick Biondi go. He went straight to WCFL. We also hired Joel Sebastian from WCFL, and got Lujack back from them.

"The theme 'Rock Of Chicago'

was something we came up with to distinguish us from the rest of the stations, particularly WCFL. This 50-kw blowtorch, known as WLS, always sounded the best because it had the best talent."

The Thrill Of A Lifetime

As WLS night rocker for eight years and afternoon personality the remainder of his time there, John "Records" (is truly my middle name) Landecker (now doing mornings at neighboring AOR WCKG) holds the distinction of being the host and creator of the often-imitated, never-quite-duplicated "Boogie Check (of Life)."

"The biggest thrill of being at WLS is the power of the station. The thrill of being successful at

HIT RADIO



1972	SHIFT	1973	1974-75	SHIFT	1976	1977	1978	1979	SHIFT	1980	1981	1982	1983	1984	1985
Larry Lujack Charlie Van Dyke	6-10am	Charlie Van Dyke Fred Winston	Fred Winston	5:30-10am	Fred Winston Larry Lujack	Larry Lujack	Larry Lujack	Larry Lujack	5:30-10am 10am-2:30pm	Larry Lujack	Larry Lujack	Larry Lujack	Larry Lujack	Larry Lujack	Larry Lujack
Gary Gears Fred Winston	10am-2pm	Fred Winston J.J. Jeffrey	J.J. Jeffrey	10am-2pm	Tommy Edwards Larry Lujack	Tommy Edwards	Tommy Edwards	Tommy Edwards	2:30-7pm	John Landecker	John Landecker	Tommy Edwards	Chris Shebel	Chris Shebel	Chris Shebel
Fred Winston Dick Saint	2-6pm	J.J. Jeffrey Bob Sirott	Bob Sirott	2-6pm 6-10pm	Bob Sirott John Landecker	Bob Sirott	Bob Sirott	Bob Sirott	7-11pm	Brant Miller	Brant Miller	Tommy Edwards	Tommy Edwards	Steve Dahl, Garry Meier	Garry Meier
J.J. Jeffrey	6-10pm	John Landecker	John Landecker	10pm-2am 2-6:30am	Steve King Yvonne Daniels	Steve King	Jeff Davis	Jeff Davis	11pm-2am 2-5:30am	Jeff Davis	Jeff Davis	Jeff Davis	Jeff Davis	Jeff Davis	Jeff Davis
John Landecker	10pm-2am	Bob Sirott Steve King	Steve King							Yvonne Daniels	Yvonne Daniels	Susan Platt Turi Ryder	Susan Platt Turi Ryder	Steve Dahl, Garry Meier Brant Miller Chuck Britton	Garry Meier Brant Miller Chuck Britton
Bill Bailey	2-6am	Chuck Knapp	Yvonne Daniels												
Joel Sebastian Chuck Knapp															



Mike McCormick

such a big station is amazing. I never really got into the aspect of the signal; I didn't care about the out-of-state stuff. I cared about what happened in Chicago."

Great To Be Number One

He recalled the days in the trenches, slugging it out for rating points. "When I came there, WLS was being beaten by WCFL and WVON. But we eventually owned



John Landecker

the town again. The biggest thrill I ever had was having the highest-rated night book in the country during one sweep — something like a 14 or 15 share and immense teen numbers.

"After I left WLS, I found out how popular the station really was. WLS really touched a lot of people. Every jock should be lucky enough to have worked at such a fine facility."



Charlie Van Dyke

A Treasured Time

One of the best-known voices in radio, Charlie Van Dyke worked at WLS for a year and a half doing mornings when Larry Lujack left for WCFL. Charlie lives in Phoenix and is President of Charlie Van Dyke, Inc., a consultation firm.

In a cab on the way to O'Hare Airport after the WLS reunion weekend, Charlie said, "I almost

feel sad leaving WLS, as it was truly one of the highlights of my career. The station represented one of the major goals I sought to accomplish, and it was a treasured time in broadcasting I'll never forget."

Hello-o-o Out There

"WLS was different from most stations," he compared, "in that we had pros in all shifts. It made for a strong internal growth, as each of us felt a strong desire to contribute, not just do a job.

"When you're on such a big signal you get calls from everywhere. I remember once getting a call from the flight control tower at O'Hare. There was a chartered plane full of people from Chicago, and the pilot wanted to wake them up with WLS. So, they asked me to say good morning to everyone at a specific time. The thing I didn't know was that they were flying 30,000 feet over Iceland when they piped the audio aboard."

My International Scope

A five-year veteran of WLS from 1967-72, Chuck Buell (now host of Y108/Denver Morning Zoo) remembers breaking virgin promotional ground at WLS. "I'd never believed radio could do some of the things we did back then, like give away cars, which knocked everyone in the city on their cans. Also complete Rolling Stones and Elvis collections; that was a big deal at the time.

"WLS was really into the community, but what went on outside the area was an important tool as well. It was amazing to get reports back from all over, showing up #1 in Dubuque and #2 in Nashville. I started out doing nights and eventually moved to afternoons; it was during the Vietnam war. I got a call from some Chicago troops on a carrier off the coast of Vietnam just wanting to say hi to everyone

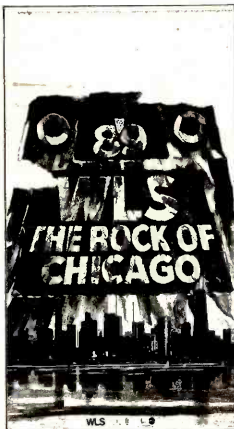
Continued on Page 40

Continued from Page 39

back home. The transmission was terrible, but we did it for them. WLS is a big station, but it has a big heart."

Ultimate Radio Battle

Chuck said, "I always considered WLS as being my college education in radio. I had been in radio ten years already, having started when I was 12 years old in 7th grade. I'd learned a lot already, but that place gave me my degree in radio, and the battles we fought taught me well.



"My biggest thrill was to have joined the station at such a young age and being part of the staff to reverse the down trend we had going, regaining the edge on WCFL. It was the biggest battle between two 50-kw AMs in radio history. WLS was the ultimate, and I continually pinched myself to make sure I wasn't dreaming while I worked there."

The Legendary John Rook

Among the stellar programmers who've called the shots at WLS, none is probably more celebrated than John Rook. John is owner of KCDA-FM/Coeur d'Alene, ID; KEYG & KEYF/Grand Coulee, WA; part-owner of KQLT/Casper; and consultant to radio management on acquisitions. After programming ABC's KQV/Pittsburgh from 1963-66, John joined WLS and ran the programming department until 1970, in and around the time when Mike McCormick came, went, and returned.

"When I got there they still had portions of the old ABC programming, Don McNeil's Breakfast Club and Flare News reports bogging us down. But the staff of jocks was wonderful. We all worked so hard to turn that big monster around."

Awesome Influence

"The national power of the place was awesome. Everything we touched or did had national impact. You could hear ripoffs on what we did, from jingles to slogans to



John Rook

music rotations. Radio today is back to where it was then. When I listen to some of the big ones today, like KIIS-FM and Z100, I hear what WLS was.

"During those days, you could do something different and have management behind you. We looked at programming as a creative



Chuck Buell

venture. Unfortunately, radio got into a period of noncreativity when passive research and such took over. Thankfully, the fun is back again.

"I loved Larry Lujack for his talent and creativity. All of them were very decent, hardworking gentlemen. Larry was a very shy guy in



J.J. Jeffrey

person, but on the air he just came to life. He was spectacular in afternoons. Chuck Buell and Kris Erik Stevens were two of my greatest finds as jocks, and for news I brought Bob Benson and Lyle Dean into the fold as well. WLS was a wonderful period in my career that always makes me smile."

FULL STEAM AHEAD

WLS Rocks Into The '80s

There are a lot of positive feelings toward the future of WLS in 1985. Why? Because as Larry Lujack points out, "We All Bust Our Ass For WLS." When you string the years together from 1967-72, and from 1976 to the present, "Superjock" Larry Lujack has spent more time behind the mike at WLS than anyone else.

"I've often seen WLS referred to as the last of the dinosaurs. I don't know whether or not the station can survive as a rock station forever, but I just have a hunch it can. This station has such a hell of an image in this town that's it's really hard to explain it to someone who's never lived here.

"The key to our success, even through the rough periods, is the fact that we've had better people working here, person for person, than the other stations in town. Having been with this place for 14 years, I'm in a pretty good position to make that kind of statement."

A Lesson In Greed

Larry talked about why he left WLS for WCFL in 1972. "I was greedy and didn't want to do mornings. For someone to pay me more money to do afternoons back then was no contest. But while I was away we beat WLS and John Gehron came in as PD. He didn't clean house; he kept things together and put WLS back together. I've got a lot of respect for him and (former GM) Marty Greenberg.

"I've been at this since age 18, and I'll be 45 soon; that's long enough to know right from wrong.

Having had some great GMs like Don Bouloukas and Marty Greenberg, and some great PDs such as John Rook, Tommy Edwards, and John Gehron, we're still happening.

"I usually get to the station at 3:30-4am. I have to because I don't have a lot of God-given talent. But then, all of us work hard here. I'll say it again: we all bust our ass for WLS."



Tommy Edwards

13 Years And Loving It

While Larry Lujack has more cumulative time at WLS than anyone, Tommy Edwards is the station's "Marathon Man." He discussed his career and what's made WLS continuously successful. "I'm the longest-running jock at the station, coming up on 13 years on June 13. I've had a variety of jobs: Production Director twice, PD once, middays on AM, middays on FM (current shift), and afternoons on AM. I really think the consistency of staff and direction has kept us on top during the tough times. We've never varied too far off the mark."

Over the years Tommy recalled the best promotion from WLS. "In October, 1974, WLS created the original Disney radio promotion,



Larry Lujack

"Track On Down To Disney World." They came to us - the first station ever to do a major promotion with them - because they needed more Midwest impact.

"So with the help of Mike Donovan (now GM at WKQX), Linda Waldman (now President of Waldman & Associates), and our advertising agency, John and I helped put together what was the biggest radio promotion in history at the time. We sent 25 families of four on Amtrak to Disney World. What a promotion!"

Best Is Yet To Come

"Not only did I get to use the entire Disney sound library to create the promos, but I got to work with some of the most creative folks in America. In addition, this promotion set the stage for Ford, American Airlines, and Budweiser to seek us out for promotions of a similar magnitude. This was the beginning of major mega-corporate promotions. Since then we've done it all: houses, cars, safaris, etc., and it all stemmed from the success of the Disney promotions."

Tommy took a moment to reflect on the 25th birthday. "This comes at a time when we're all wondering what's going to happen to us with the impending change in ownership. Well, the past 25 years have seen much success and happiness at WLS. I'm ready to look forward, and was glad to see the 25th birthday be celebrated. Somehow I feel the best is yet to come."

Words Of Praise From A Former Competitor

Of all the WCFL PDs who battled against WLS, Paul Christy is recognized as having made a profound impact on tightening the ratings race between the two. He coined the phrase "All Hit Music, WCFL," which spawned a TM jingle package used nationally, and became the positioning statement which caused WLS to counter with "Good Time Rock & Roll," "The Rock Of Chicago," and "Music Radio."

"We came real close to knocking WLS off. I was at WCFL from 1969 to 1971. I was hired by Joel Sebastian, who was the PD before he went to WLS, and then Jimmy P. Stagg was named PD and I was made MD. I was bumped up to PD in short order."

He recalled often being able to outstep WLS. "Being owned by the Chicago Federation of Labor, WCFL was a non-profit operation, so they reinvested everything back into the station. We almost had unlimited funds to spend for whatever we needed. But we felt that the ABC machine was too well oiled to be beaten, so the only way I saw to do it was with music and image."

The Great Jock Swap

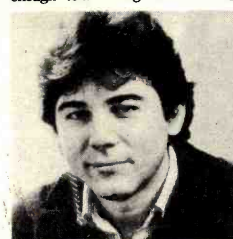
"We were a bit more on the street than they were and we'd grabbed some great folks from them: Clark Weber, Dick Blondi, Ron Britton, Ron Riley, and Barney Pipp. It was amazing the number of jocks that would get fired from either WLS or WCFL, and the next day wind up on the competition. I've never seen it



Paul Christy happen in any other town as much.

"In my mind, though, WLS is the station of consummate pros. They've always set the standard and the pace for people to work toward. I was up against John Rook and Mike McCormick, and they are two of the finest PDs I've ever known. If I had ever really beaten them, it would have been tantamount to going to the moon and back."

President of Paul Christy & Associates, a consulting firm, Paul also owns interests in several radio stations.



Jeff Davis

Gehron Looks At All Sides

When WLS began to slip in the ratings in 1972, it was time for drastic action. ABC had a secret weapon in its back pocket. It was John Gehron. Who was John Gehron? No one knew. J.J. Jeffrey, air personality extraordinaire and now coprincipal in Fuller-Jeffrey Broadcasting, kept asking everyone, "Who is this guy John Gegins?" It became a bit of a station pun. But when John worked his magic, people said, "Oh, that's who John Gehron is!"

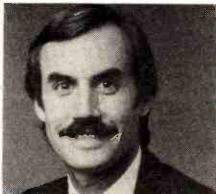
"Marty Greenberg was my manager when I joined the station at the end of 1973," recalled John. "So for the last 11 years I've had a lot of input into this station. In bringing back the talent for these reunions and sharing these things together, it's been a good reminder to me that we've always been personality-oriented."

"Sometimes you get so close to the image becomes blurry. I've been amazed at how many listeners remember things about the talent. This makes doing a birthday celebration so rewarding because the jocks do mean something when they come back. They aren't just voices to the listeners. It's been great to see how they've grown and changed versus when they were on the air here. The calls from listeners have been wonderful. People remember when Kris Eric Stevens slept under the goalpost at their school."

The Gehron Era Begins

"I began as PD of the AM, joining from WCBS-FM/New York. When I came here, Fred Winston was doing mornings, J.J. Jeffrey midday, Bob Sirott afternoons, John Landecker early evening, Steve King late nights, Yvonne Daniels overnight, and Jim Kerr (now mornings at WPLJ/New York) was doing swing for us. Tommy Edwards was Production Director, and I took over from Tommy as PD."

"Joining WLS was a real thrill, but because I wasn't from Chicago, I wasn't intimidated by the competitive situation. When I finally saw the city, the station, and the



John Gehron

type of talent I had to work with, it was pretty tough. No one had heard of me other than J.J., and he knew me only as a management trainee at WFIL/Philadelphia."

John remembers WLS being in a tight squeeze. "WCFL was a big factor, and the reason I was brought in was because we were tied in the ratings with WCFL. PD Paul Christy was just leaving, and Gary Price from our FM sister station WDAI (now WLS-FM) left to program WCFL. It still took us two years to knock them down to the level where they needed to change formats."

Setting A Winning Example

So how did John regain control of the Top 40 ears in Chicago? He did it the old-fashioned way. He got out the pom-poms and danced as hard as he could. John became a one-man dog-and-pony show until the momentum caught hold.

"I simply motivated the jocks. We won with the same jocks that weren't doing as well just a few books before. They had the talent and the abilities; they needed motivation. Jim Smith was my MD, and he was a big help. To beat WCFL it was obvious our promo-

tional posture had to become more up-front. We did a lot of on-air contests, sent some vans out on the streets, handed out T-shirts, bumper stickers, and all the usual things stations do to get visible. Our attitude was to go out and take the town again, and eventually we did.

"WCFL and WLS always sounded different. In my mind we always had more personality but carried a more sophisticated approach. We were more of the 'Yuppie' station, while WCFL was the 'Greaser' station. They sounded scrappier and more renegade than we did. They had more of a 'street sound' to them."

He goes on to point out some advice that still holds true in 1985. "You have to be out on the streets with the listeners, as their tastes and trends change right before your eyes. The moment you stop giving them what they want, they will go elsewhere for it. If it's not available, they will abandon you the moment it is."

Millions In Cash & Prizes.

"Going where no PD had gone before" seemed to be John's game plan. He was ready to try anything. "One of the most fun things we did was to use panels from our leftover billboards. We gave them away as the world's largest posters. They were so huge they could cover a person's bedroom wall and then some. We simply wanted to make the statement, 'WLS is alive and sounding great.'"

"Over the years there hasn't been a thing we haven't tried or given away. In all, we've awarded four houses, 44 Fords, plus other cars. We've sponsored all the major concerts, including exclusives with Styx, REO, Kansas, and the Doobies."

"I would say WLS has probably given away somewhere between \$5-10 million in cash and prizes since I've been here. While research says cash is the listener's favorite prize, I prefer prizes, as



Bob Hale, Gene Taylor, Steve Dahl, Mort Crowley, Sam Holman, and Garry Meier.



Tommy Edwards, John Landecker, Bob Sirott.

they allow you to position your station in a direction."

From Programming To Management

John eventually worked his way into management, first as Station Manager, eventually becoming VP/GM. He reflected, "My years as VP/GM were very tough times for the station. Competition increased manifold, both directly and indirectly. I would like to have a chance to become a GM again. Each role has its advantages of position, but I'm enjoying being back in programming immensely. This is like being a painter who's picked up the brushes again. Instead of selling ideas, I'm creating them again."

"My return to programming has been a challenge, but I've really enjoyed it. My views as to what is really important are much broader now. When you're the PD, you don't often see the big picture. The GM's job is deceiving, and now stepping back into programming I won't get caught in the mechanics of just programming. I'm putting more emphasis on the emotional strengths of the station and how it impresses our listeners."

"Formally we're not as structured as we used to be. The music used to be so important and we were so narrow in our approach because of the lack of competition. We could go for the teens and get the adults. Now we have more substance to our AM programming. I really believe there are more reasons to listen to WLS (AM) now than there have been in many years. Certainly, having Steve Dahl in afternoons and the stability of Larry Lujack in mornings helps back up my statement."

A New Level Of Growth

John went on to categorize his targets for WLS. "This is an 18-49 CHR; we're not going the A/C route. We are active and very involved. Because our audience is active, they still want to know what is new and fresh. Only the heaviest teen-oriented music will not find airplay on WLS. There are very few things our FM will play that our AM won't."

Looking downstream, John remains optimistic and excited about the station's direction. "I envision, having Steve Dahl and Garry Meier, that we are opening ourselves up for a whole new level of growth on AM. Our future will be the new WGN of the young primary adults. "We offer an interesting, stimulating, fun, and controversial station. We are finding a lot of people want to hear more than just the next record."

John was candid about discussing the less-than-smooth dealings with Steve and Garry over the years. "They've been a real challenge, but in the end they've always been a big plus for us."

They want the best so they can become the best. In my position as GM and now as Operations Manager I've got to spread the resources out, and it's been hard for them to understand this at times. They're very creative and proud of this station and their efforts."

We Will Survive

"There is no scarcity of job applicants for the AM," John pointed out. "Those that are here are thrilled to be here. There is a certain kind of magic to our calls, which is hard to explain. Fortunately, it has been very helpful in allowing us to attract some of the finest air talent in America year after year."

It's no secret that there are few successful CHR's left on AM. Despite the huge signal, people aren't listening to music on AM as much with so many choices on FM. But that doesn't deter John. "I see no reason why WLS can't continue successfully as a viable CHR, pulling respectable numbers and demos as long as we offer the right programming."

"We've really turned the corner on the question of survival. There is no longer any doubt in my mind or in anyone else's here about our future... We are still well-positioned in the vital demos we need to continue growing in. As far as the 12+ share - the ego demo - is concerned, it's OK to do well in. But the target demos - 18-34 and 25-44 - are the payoff demos where we will bank our future."

The Legend Of The Ledge

Almost every radio station has a legend or two deep in its history. You know, the kind of legend that always gets a laugh when brought up. In this case, WLS is known for the "Legend Of The Ledge." Mentioning it to the right people gets more than just a quick chuckle. It all started with Chuck Knapp and ended with Chuck and Bill Bailey, who was working 9pm to 1am on the "Gargantuan 89."

It seemed Chuck had discovered two things: an open window at the end of the hallway, and a certain inner courage for walking about 25 feet along a three-foot-wide ledge, around a corner of the Stone Container Building to where the ledge grew wider, five stories above the intersection of Wacker & North Michigan.

At this point, he'd simply pop open the window to the PD's office (now the GSM's office), haul out a telephone to stay in touch with the control room, and during long records catch a bit of fresh air. From what I understand, many problems of the world were solved out there on The Ledge.



Chuck Knapp

A Personal Guided Tour

In any event, Chuck had departed WLS, and was working at WCFL, where else? Old buddy Bill Bailey was on the air late nights at WLS, and Chuck paid him a visit. Well, a security guard wasn't quite as willing to laugh about two

grown men sitting on a ledge of his building at 2am in the morning, so the appropriate folks in management were notified. The rest is history, and so were Bill and Chuck, as both stations frowned on fraternizing with the competition.

While visiting WLS for the reunion weekend, Chuck Knapp took me on a personally guided tour of The Ledge. I don't think I could have left there without doing so. While sitting on the wider (and safest) part of the ledge, feet dangling over the side, looking down five stories at the spectacular skyline of downtown Chicago, it's easy to see the attraction of The Ledge.

Chuck Knapp is GM and half of the morning team of "Knapp & Donuts" at KS95/Minneapolis, and Bill Bailey does mornings at KBEQ/Kansas City. Chuck told me, "I don't know of when I've ever had more fun in radio than when I was just a jock at WLS." Bill added, "It certainly was one of the best times in my career, ledge and all."



STEVE FEINSTEIN

MORE OLD GOLD=LESS NEW PLATINUM?

On Golden Oldies

The nicest thing you can tell many an AOR programmer is that his station's demos resemble a younger, male-skewed A/C. Marketed effectively, that 25+ strength is money in the bank.

Lately, to capture older listeners, AOR has turned to a healthy share of library material. The mix often, though not always, includes around 50% oldies and even more if recurrences are classified as oldies. The oldies provide the format with two elements — depth and variety — that distinguish it from CHR and help attract the older rock fan who's grown up listening to AOR.

This actually marks a return to a more even balance of old/new music. During AOR's supposed heyday, when 12+ shares were fat and there were more stations in the format, the percentage of library material was as high as it is now, if not higher. Only in response to perceived ratings woes in 1983 did the format first adopt a ratio tipped toward currents. That move met with mixed results.

However, there are two healthy differences in AOR libraries these days compared to previous eras:

1) *Greater depth:* No longer do stations limit themselves to the clinically-researched 327 "safe" titles. With a library of 700-1000 titles, songs rotate more slowly and are less subject to the dreaded "core library burnout."

2) *Greater range:* Rather than being restricted to the chainsaw sounds of the modal era, AOR libraries now stretch all the way back to the glorious '60s and even the '50s for that "Oh wow, I haven't heard that in years" effect of unpredictability.

The oldies seem to be shoring up AOR's upper demos (5-17-84 col-

umn), but they also concern record promoters:

• Does AOR's increased use of oldies, when accompanied by shorter current lists and/or slower current rotations, make the format a less effective vehicle for selling records?

• Does the older audience that AOR courts buy significant amounts of records?

"AOR supported Springsteen, ZZ Top, and Van Halen while they honed their styles. They won't be the last acts rock radio develops."

Note that this issue is another in a series of conflicts between the AOR and record camps. For instance, during AOR's modal phase a few years ago, record companies were frustrated by the format's rejection of most of the initial wave of "new wave" music on the grounds that it was too left-field or dance-oriented. Now, through a combination of AOR relaxing its formerly rigid criteria and artists crafting music that programmers find more compatible, AOR overwhelmingly embraces artists

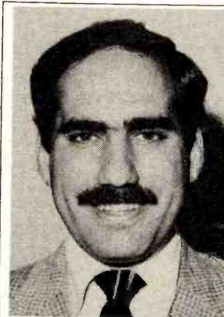
like Simple Minds and Tears For Fears, who previously met resistance.

Given its increased oldies, how does AOR fit into the "star-making machinery behind the popular song," particularly in relation to CHR? Simple — AOR continues to be the breaking ground for rock acts, much the same way Urban starts dance and funk records that cross over to CHR. And this doesn't preclude AOR from building smashes on its own — witness U2 going platinum and Autograph moving over 500,000 copies of its debut, with both receiving the bulk of their radio airplay from AOR.

CHR, offering the greatest hits of other formats, has always been the final link in turning records into monster sellers. The only exception was when it abdicated that role in the late '70s as it went off in search of A/C's upper demos. Rock radio inherited the disenfranchised teens and assumed the role of primary record-breaker.

Now CHR has its youth base back, and AOR is an adult format. The upshot is that much in the same way the two formats complement each other demographically, the same is true with respect to the role they play in exposing new music. The fundamental difference is that CHR plays only singles, while AOR goes deeper on albums, leading the way to the next single and at the same time demonstrating an album's depth to the consumer considering shelling out his \$8.98.

Most important, AOR develops an audience base for rock acts, a base that keeps an act in good stead either until that crossover hit comes along or in between the hits.



Phil Quartararo

"U2's success can be attributed directly to AOR radio. The format still has the power when it takes the initiative."



Sean Coakley

"There's a rift growing, and it will become increasingly difficult for AOR to get the kind of record company support it's accustomed to."



Mike Bone

"It's difficult for me to be critical of guys who are programming a lot of oldies and coming up with incredible numbers."



Vince Faraci

"I hate to see AOR pulling away from the active audience. You can't let the oldies take over."

Artists who have reached mega-status recently — Bruce Springsteen, ZZ Top, Van Halen — all came from an AOR base that supported them as they honed their styles. You can bet they won't be the last acts to be developed by rock radio.

Execs Speak

Record execs are not exactly overjoyed by AOR's higher oldie profile, but neither are they abandoning all hope or support.

Island VP/Promotion Phil Quartararo on AOR vs. CHR as a priority: "The promotion man who locks himself into CHR pigeonholes himself. A smart, contemporary pro-

motion head uses all the tools available to break acts: all radio formats, including college, along with non-broadcast media like touring, merchandising, video, and clubs.

"The only acts that did more concert business than U2 in the past year were Prince and Springsteen. U2's success can be attributed directly to AOR radio, which has had the band for four albums. It proves the format still has the power when it takes the initiative."

Columbia VP/Album Promotion Paul Rappaport:

"It's the album format that gives

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OEDI, ARE YOU KIDDING? "NO!"

WBCN Alleges CHR Favoritism

WBCN PD Oedipus is angry. As he sees it, record companies treat 'BCN as a second-class citizen compared to the market's CHR stations.

Why would anyone treat Boston's top-rated station, one with a long history of breaking new music, in a shoddy manner? Because of the numbers game, says Oedipus, who accuses promotion heads of being so tied to R&R's CHR chart that they'll favor a CHR that contributes to it over a competing AOR with better numbers and a longer history of playing an act.

"AOR is meaningless to record guys whose job is based on getting

CHR breakers," says Oedipus. "They need CHR adds, which then translate to other adds on stations across the country and higher CHR chart numbers which count more than anything else.

"They recognize our importance in testing and starting records, but it's a constant battle to get consideration and promotional dollars. When a CHR wants something, they get it; when a band crosses

over to CHR, suddenly CHR has access to things that you don't even know where they get them."

Asked for examples, he says that while 'BCN did do a Springsteen promotion, CHR stations "came up with phenomenal amounts of tickets out of nowhere, tickets that were extremely difficult for us to get."

Might those tickets have come from the promoter or the artist's management? "We're positive that the promoter or manager would never slight us."

Oedipus says 'BCN also has to battle to get advertising buys, as well as service on records that companies consider CHR.

In some ways, his comments parallel the Los Angeles Black/Urban stations which felt CHR got a disproportionate share of the perks after Prince crossed over. In this case, the injustice is compounded by 'BCN's ratings dominance.

What's the solution? "If there were one major, key chart instead of dividing up the formats, we wouldn't have to deal with this nonsense," he proposes.

All the promotion execs interviewed in this article were incredulous that 'BCN would ever be treated with less than deference. Columbia's Paul Rappaport responded, "Speaking only for Columbia, I respectfully disagree. We have one of the greatest relationships with 'BCN that we have with any station in the country. There is no other radio station in any format that means more to us. We are beholden to them; we're constantly pumping money into them because they're constantly breaking acts for us."

On Golden Oldies

Continued from Page 42

the impetus that takes an artist to CHR. Look how many Atlantic acts, like Ratt, are built on AOR airplay, and then CHR sees the sales and jumps on.

"If somebody at a station puts up their hand and says 'We love this record. We're breaking this band,' we'll be there with money: time-buys, a program, and a promotion."

Elektra VP/Promotion Mike Bone: "It's cyclical. We went through a 'classic rock' period several years ago when AOR burned out its core library. Then it got into new music, and then heavy rock. Now the swing is away from heavy rock and toward older material. It'll come back, as it always has.

"If I were programming a station, I'd be doing it differently. But it's difficult for me to be critical of guys who are programming a lot of oldies and coming up with incredible numbers.

"Our company believes in AOR and supports it wholeheartedly. At a time when the format's doom was being predicted, we went to a four-person, regional AOR staff.

"I'll have more resistance with

the new Motley Crue this year, but I'm prepared — we've got a mass appeal song that will go the distance on both AOR and CHR. If any format wants to totally disenfranchise the active audience that bought three million copies of the last Motley Crue album, then don't play the new one."

Arista National Album Promotion Director Sean Coakley: "I still believe that AOR can be as important as any other format. But let's not kid ourselves — AOR is moving toward Madison Avenue and away from the core record audience. That's a problem for a music company, by the very nature of the fact that while AOR skews to an older audience, teenagers are the biggest part of the record buying population.

"There's a rift growing, and it will become increasingly difficult for AOR to get the kind of support it's accustomed to from record companies. We're going to have to go to alternative marketing plans that won't include AOR for certain acts. Remember that A/C is the most listened to format, but probably gets less attention than others at record companies. This isn't meant in a threatening way, but there is a finite amount of record company dollars to develop new talent."

Atlantic VP/Promotion Vince Faraci: "We all know you need the upper demographics for Madison Avenue, and that radio and records don't always have the same goals. But I hate to see AOR pulling away from the active audience. Like it or not, kids are the movers and the shakers... they're the hippest, they know about things first. You can't overlook that and let the oldies take over.

"With what it's done for us over the years, I put as much emphasis in the mix on AOR as any other format, if not more. I look to AOR to lead, quite often. On this next Ratt album, I'm not going to chase the record CHR until AOR's got it primed.

"If it's going to create goodwill and it sounds like we're going to sell records, I'm open to a promotion regardless of format. And it's the stations that ask for the promotions that get them. The bulk of advertising dollars in my company still goes to AOR."



WHY CAN'T WE BEE FRIENDS — When the B106.7 (CHR WBMM/Washington) mascot began to give away prizes outside the DC101/Washington studios, Promotion Director B.J. Cohen went out to defend DC101's air space. The two are shown after declaring a truce.



BTO TAKES CARE OF BUSINESS — At a Bachman Turner Overdrive club date in Houston are (l-r) concert promoter Paul Beasley, KSRR's Colonel St. James, BTO's Tim Bachman, promoter Steve Moore, and BTO's Gary Peterson, Randy Bachman, and Fred Turner.



AUTOGRAPH HOUNDS WNEW-FM — It's thumbs up for (l-r) RCA Northeast Regional Promotion Director Larry Van Druff, New York rep David Ross, Autograph's Randy Rand, Ken Richards and Steve Lynch, personality Carol Miller, the band's Steve Plunkett and Steve Isham, and National AOR Director Alan Wolmark.

RADIO ACTIVITY

Up With Yuppies

You know you're a true Yuppie if you've ever:

- Wished Europe weren't so full of American tourists.
- Served a catered Thanksgiving dinner.
- Dropped everything so you could attend KVRE/Santa Rosa's First Annual Yuppie Convention.

The event, which spoofed the Cuisinart crowd, was held at an upscale (of course) restaurant. The quality fun included Yuppie yummys like sushi and pasta salad, networking tables for doctors, lawyers, and architects, a BMW drive-up, and a "beep-in" to synchronize the watches that overachievers use to keep track of their busy schedules.

If you were judged to have the lowest body-fat count or came closest to guessing how many BMWs were in the parking lot, you nabbed prizes such as free haircuts, Windham Hill albums, and "Big Chill" soundtracks.

Trip Meter

Part of WRNC/Long Island's "Take The Money And Run" secret-song promotion awarded a caller a trip for two to Jamaica when the station played Eddie Money's "Two Tickets To Paradise."

... KOME/San Jose gave away ten Lake Tahoe trips for two to winners of a "Great Face Off" contest that heralded the opening of a club called "Faces." Categories included the scariest, funniest, and most bizarre mugs.

'HCN's Sweet 16

WHCN/Hartford celebrated its 16th anniversary by treating over 300 listeners to a free dinner at a local country club. The station's also replaying archive concerts and doing "Stuck In The '60s" weekends.

'HCN's book promotion "Name That Noise" updates the old "Secret Sound" contest. Listeners have to identify common household noises: e.g., an unfolding lawnchair, unlocking a window, a squeegee mop being wrung out. The prize starts at \$1000 and goes up \$100 each day the sound hasn't been identified; the contest runs

six times a day. Top prize so far has been \$2900, with over \$10,000 handed out altogether.

Just Causes

Mama's Boys' song "Needle In The Groove" inspired a series of KRQR/San Francisco blood drive tie-ins at local high schools. Donors got a copy of the album... WZZO/Allentown

raised \$1200 for the March of Dimes through a seven-hour radiothon... WRIF/Detroit's fundraiser for the Detroit Zoo gives special T-shirts to donors of at least \$15 to the station's "Adopt An Animal" program. The drive culminates with a "Riff Zoo Day," when Riff Card-holders get an admission discount and the station's morning show broadcasts live from the zoo.

SEGUES

Two MDs upped to Assistant PD posts: WQFM/Milwaukee's Jerry Gavin and KUPD/Phoenix's Curtiss Johnson. Newly-appointed MDs: WEZK/

Scranton morning man Jay Daniels, KRSP/Salt Lake City late-nighter John Florence, and KFMX/Lubbock late-nighter Bill Bateman.



OAKDALE'S OWN AOR — Presenting the staff of new AOR KDJK Oakdale/Modesto: (l-r) Ron Garratt (6-10pm), Dale Kelly (2-6am), AE Ken McCall, weekend Lane Clark, Karla Michaels (10pm-2am), co-owner Wally Huesser, Dale Springfield, PD/afternooner Jerry Longden, and MD/midday man Mark Davis.



INTERVIEWER PROVOCATEUR — Foreigner's Lou Gramm with WARY/White Plains's Lisa Fantino following a recent conversation, parts of which aired on the AP Radio Network.



WALT LOVE

BLACK/URBAN

Black Consultants — Where Are They?

Three and a half years ago I wrote a column pertaining to this subject and I thought it was necessary to re-view it again. Why? Because the same situation — the shortage of black consultants to Black/Urban radio — continues to exist and it shouldn't!

In addition to talking with two blacks who've started working as Black/Urban Contemporary consultants (see accompanying sidebar story), I interviewed Lee Abrams and Don Kelly — two white, established broadcast industry consultants. Before I go any further, you should know this isn't a radical or racially inflammatory column, but one that I hope will show that a lot can be accomplished through togetherness.

Going For The Win

Before getting into the subject of black consultants, let's first take a moment to consider the value of the consultant himself. With the continued success of stations such as WRKS/New York, WKYS/Washington, WUSL/Philadelphia, WGCI-FM/Chicago, and WJLB/Detroit, it seems safe to say that the Urban Contemporary format is pretty solid as a legitimate, mass appeal entity in our industry. Knowing the situation at a number of stations around the country, I'm sure there could be even more success stories if the ownership and management decided to move on to the next phase — a little professional help from the outside.

It's not that I think the answer to programming success lies with having a consultant, but when we all see some Black/Urban outlets earning mediocre ratings with no help, why not go for the entire win?

When I asked Lee Abrams of Atlanta-based Burkhardt/Abrams/Michaels/Douglas & Associates if his organization receives many inquiries about consulting Black/Urban stations (one client is KNOK-FM/Ft. Worth), Lee said, "Yes, but not as we once did a few years ago when Kent Burkhardt was involved with WKTU/New York. I do think the Urban format is one of the most underserved formats there is."

What's The Problem?

Why can't blacks seem to get an opportunity in the consulting field when we all see the successes the format enjoys? Of course, I don't mean to imply that only blacks should consult Black/Urban stations (and naturally, I have no problem with whites doing the job either).

Has B/A/M/D ever thought of taking in a proven black programmer as a partner as a Black/Urban specialist? Lee replied, "Ab-

No One's Made The Move

Lee continued, "I don't know if we've ever received a formal presentation from anyone suggesting that we team up. I don't know who that one person might be who could make it work."

Have all of you brothers and sisters been sitting around saying the same old thing: "White folks won't let us have a shot?" Opportunities don't come to those who wait and never open their mouths!

To this end, Lee said, "If someone can come here and sell us on the idea, we think they then would also be able to sell a client on what we could do for their station. That's one of the main things we look for in any of the Associates — that if they're going to join up with us, they'll be expected to get out there and sell some clients on this service. Any business has to have some place to start to make it profitable. You know what's going to happen? As soon as one consultant does what we're talking about, a number of others will follow."

Is This Reality, Or Not?

Could a black consultancy partner become a reality in the near future? Said Lee, "Sure, but it's only going to happen when somebody gets out there and becomes

really aggressive by knocking on some of these established consultants' doors with a proposal in hand.

"I think about myself back in 1972," he recalled. "Kent had a big

nancing as the key obstacle for a black consultant getting a foothold in the business. "I know when I was starting out it was money. There were people who were interested in my services, but I didn't have the money to fly to their cities and make my formal presentation, which would have gotten me started sooner."

A Talk With Don Kelly

Headquartered in the suburbs of New York City, Don Kelly & Associates also services several formats besides Urban Contemporary. Among his Black/Urban clients are WUSL (Power 99)/Philadelphia, WQQK & WVOL/Nashville, WDMT/Cleveland, and WHQT/Miami, which just took its city by storm in one book. Among Kelly's former clients are WZAK/Cleveland, KKDA-FM/Dallas, WDRQ/Detroit, and KMJQ/Houston. (Barry Mayo and Kelly teamed up to start the Urban format success of WRKS/New York; Mayo is now VP/GM there.)

One Opportunity Is Already On The Horizon

Don mentioned he has already contacted several black individuals about possibly coming aboard. "There's no doubt in my mind that someone will join my organization or one of the others sometime in the near future. I also think that someone might decide to do it on his own in a big way. Unfortunately for me, the people I talked with were already making more money than we could afford to pay at this time, but I'm sure more opportunities will present themselves. My company is very small at this time and I'm a hands-on consultant; that is, I can only have a limited number of clients. Down the road I hope to be able to hire a seasoned black programmer to come in and help me with my Urban radio business."

Lack Of Training As A Stumbling Block

Don continued, "One of the reasons I think there's not many black consultants at this point is because most of the black PDs in past years didn't get the opportunity to work in general market CHR radio; they never were given the opportunity to participate and be privy to CHR techniques. They didn't get the chance to gain the experience and expertise available from that format. This is important, because in the competitive world of modern Urban radio, many CHR program-

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Lee Abrams

solutely. We've discussed doing such a thing in the past. We all agree that the potential of the format is awesome, that it can explode. Putting our general business reputation together with someone who really knows the format and has credibility within it could be a very strong combination."



Don Kelly

name and was already established. With his business expertise and my knowing something about album rock radio, it all worked out OK. That's why I know it could certainly work with Urban."

Financing Is Important Part Of Getting Started

Lee points to the problem of fi-

TURNER, LITTLE COMMENT

Black Consultants Seek Industry Foothold

While checking around the country to find black radio consultants, only a few names surfaced. (There may be many more who've hung out their shingles, but if they have no clients, how much consulting are they really doing?) I contacted two programmers — Chris Turner and Marc Little — who are seeking to consult additional stations, but neither are fulltime consultants; they're presently employed at individual stations.

Not An Easy Business

Chris Turner is the National PD for Norfolk-based Willis Broadcast, an eight-station chain with properties in Trenton, New Orleans, Richmond, Norfolk, Gary, and (in July) Memphis. Chris has consulted up to four stations at one time, in Jacksonville, Memphis, Charlotte, and Beaufort, SC.

Chris presently has one client because he says he doesn't have the time he once had to dedicate to a consulting business. "(College station) WFSU/Fayetteville has been a real pleasure to work with. They're a 100-kw FM with a jazz format. I work with the students, and it's very gratifying. My company supplies the station with music rotations and critiques of the student announcers."

Chris then said, "When I had commercial facilities to work with, it was a much harder job because some of the clients made it that way." What was the problem? "It seems as if no one wants to accept the fact that even if you're black, you just might know what you're talking about when you make a suggestion about things that need to be corrected. It's also hard to get paid after you've done the work. The owners check with one of the established radio consultants to see if what you said makes any sense."

Does Chris feel the situation for black consultants will improve? "In time things will change, but it's hard to get a chance. If there are some

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Black Consultants Seek Industry Foothold

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people out there who want to give it a shot, I think they should. But they should also be realistic with themselves and know it's not going to be easy."



Chris Turner

Millennium Broadcasting VP/ Programming Marc Little programs **WWWZ (Z93) Charleston, SC.** He presently has no clients, but has received "feelers" from some station owners about the services his small company renders.

When asked how he feels about

his situation, Marc said, "I don't think most owners feel that a black can't do the job, but they do have a problem with the connotation of the term *consultant*. Some feel they don't get their money's worth and the personal attention they want their station to have."

Little made a very true statement worth passing along. "Most owners of stations have a two-fold image of consultants. The first image is a Madison Avenue identification, which most blacks in any profession are not usually associated with, even though we know there are blacks qualified in their chosen professions who do exemplify that image.

"Second, there's the feeling that no matter who the consultant is — white or black — few have anything beyond their corporate brochure to say they're an authority at making stations successful."

We all know about the "Consultants" who are really looking for a job to replace the one they just lost! But these people are not to be confused with the real pros who can add the special ingredient that's needed to make a failing station a

winner. Marc concluded, "It's not racism, it's just the facts of life. We haven't positioned ourselves, in some cases, to be viewed in that corporate mold. It's only been in the past ten years that we've begun to



Marc Little

believe in the 'dress for success' doctrine. Let's face it: most of the guys out there who've had any opportunities to do so-called consulting work for a particular company have been no more than glorified out-of-town music directors."

Black Consultants — Where Are They?

Continued from Page 44

ming approaches apply to it. This includes music rotations, promotional strategies, and many other things.

"I also believe there is a real difference in modern Urban Contemporary radio and modern Black-formatted radio. And I think there is a market for both to exist." An example of what Kelly is talking about is in Philadelphia between **WDAS** and **WUSL**. He mentioned that "DAS is more adult-oriented and freeform while WUSL is young adult-oriented and structured formally more like a CHR station.

Black/Urban Radio Could Use Consultants' Help

Don agreed that professionalism in Black/Urban radio could advance with the help of consultants. "Consultants can help this type of radio. An exchange of information between black programmers and white consultants would be invaluable, and such an exchange is one of the reasons I really enjoy doing Urban radio. I've learned a hell of a lot of new things that obviously I need to know about to make myself a more well-rounded professional in more areas of the industry. I've been able to break a lot of new ground in the learning experience about Urban Contemporary."

Black/Urban Format As A Localized Product

Explaining his consulting approach, Don said, "We never go into a market with a prefabricated format. Instead, we let the on-site PD teach us about the market, and between the two of us, we decide how the Urban format should sound in that particular city. It's very important to build a concept for that individual market."

The Great Melting Pot

Don described the audience composition of Urban radio as "melting pot." He said, "It's obvious the format has mass appeal. It attracts many different groups of people:

blacks, Hispanics, Asians, and what I call urban whites." (We could also add gays to the mix.) "In my opinion, all these people like black music and dance music, the mainstay of the format.

"I hope more business will present itself," said Don, indicating that would permit more blacks to participate on the consultant level. "It's only a matter of time. Working with Barry Mayo at **WRKS** really gave me an education about the Urban format. I think what we were able to accomplish together was more than what either of us could have done alone. He's one of the people I've asked to join me, but the great opportunity he was given at **WRKS** was an offer he couldn't refuse."

What does all this mean? Just as the Lord saw to it that I was given the opportunity to work with **RKO** and **NBC**, somebody else's turn is about to present itself. Get aggressive, people!



DUKE RAPS ON WJLB'S DOOR — Shaun Brown, aka the Rappin' Duke and the man responsible for hundreds of otherwise sane people saying "dah-hah, dah-hah" in public places, dropped by **WJLB/Detroit** before that city's Cobo Hall "Rapfest." Standing are Brown, **GM** Verna Green, and **WJLB's** Walter Neal. Kneeling are the station's Earline Zealy and promotion man Chris Jonz.



KOOL & CLOWN ALL FIRED UP — What you see here is not from some *Fellini*-esque concept video, it's actually what happened when **Kool & the Gang**, **WBLS/New York** and **McDonald's** hooked up to sponsor a benefit breakfast for the **United Negro College Fund**. Shown here are two New York firemen, Gang members **Cliff Adams**, **Robert "Kool" Bell** and **James Taylor**, and **Ronald McDonald**.



SARA FINALLY SMILES ON TOLLIVER — Nine years and at least three stations later, **WZAK/Cleveland PD** Lynn Tolliver (c) finally got his gold record for breaking "Sara Smile" when it was still an LP cut. To make up for the long wait, Tolliver is flanked by **Daryl Hall** and **John Oates**.



MIDNIGHT STAR RIDES IN BERKELEY — **KRE/Berkeley** gave the winner of its "You Can Be A Midnight Star" contest a party for 25 friends, who hung out with members of **Midnight Star**, **Shalamar**, and **Klymaxx**. Shown (l-r) are **KRE's** **Hank Thompson Jr.**, **MS's** **Jeff Cooper** and **Reggie Callaway**, contest winner **Shawn Moore**, **MS's** **Vincent Callaway**, and **KRE PD** **Jeff Harrison**.



BOOTSY STRETCHES OUT — **Bootsy Collins** recently dropped by student-operated **KANW/Albuquerque** for an on-air interview. Pictured (standing, l-r) are **KANW's** **Gary Bell**, **Collins**, **KANW ND** **Judy Valdez**, **GM** **Michael Brasher** and **Eric Garcia**; (kneeling, l-r) are **PD** **John Aragon** and **P.C. Proby**.

OUR TIME HAS COME

PEABO BRYSON

"Take No Prisoners (In The Game Of Love)"

THE DEELE

"Material Thangz"

GEORGE DUKE

"Love Mission"

GRANDMASTER FLASH

"Girls Love The Way He Spins"

HOWARD JONES

"Things Can Only Get Better"

LITTLE BENNY AND THE MASTERS

"Who Comes To Boogie"

MIDNIGHT STAR

"Body Snatchers"

TEDDY PENDERGRASS

"Somewhere I Belong"

STARPOINT

"Object Of My Desire"

STEEL PULSE

"Save Black Music"

WHISPERS

"Don't Keep Me Waiting"

WOMACK & WOMACK

"Strange and Funny"



On Elektra/Solar Music Cassettes and Records

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LON HELTON

COUNTRY

BEHIND THE GLASS WITH RCA

Smile, You're On Candid Focus Group

Focus groups never cease to amaze me. You walk away marveling at the general consumer's awareness while also shaking your head and wondering if Thom McAn still has your application on file. These feelings were aroused again after a focus group conducted by RCA/Nashville in Phoenix a couple of weeks ago.

During the last few months I've mentioned that several major Nashville-based record labels have been conducting their own focus groups. These consumer-oriented studies are not only gathering feedback about label artists but also about the public's perception of country as a whole. RCA, which has been very active in this research, extended an invitation to me so I could relay firsthand consumers' comments and how these are being used to shape the label's future direction.

RCA/Nashville VP Joe Galante told me that extensive research on consumers' record-buying habits had already been done. What the label wanted to do now was find out how the public perceived its music and artists. Why? Because record sales can be increased by a better understanding of what the public wants and what they think of what they're getting. According to RCA staffers who were also present during sessions in other cities, many of the responses from the Phoenix focus groups were very similar to those culled from other regional sessions.

The Setup

There were two two-hour sessions. The first, from 6-8pm, consisted of nine women aged 25-40. The second, from 8:15-10:15pm, was made up of nine men also 25-40. These respondents were initially qualified by phone. To be included in the focus group, they must have either purchased three country LPs or cassettes in the previous year or two of their last five record buys must have been country. In addition, they had to be heavy listeners of Country radio. Witnessing the proceedings were Joe Galante, National Promotion Director Jack Weston, marketing chief Dave Wheeler, the entire regional promotion staff, label A&R representatives, and yours truly.

Before I continue, you should bear in mind one thing. Focus groups can be very dangerous. You must avoid reacting in knee-jerk fashion to participants' comments. Certainly, one person in the group bad-rapping what you do can be emotionally devastating, but you must resist the temptation of over-reacting to it. One way to do this is by paying less attention to the



words participants are uttering and spending more time understanding the perceptions which led to those words. You have to dig through what they're saying to figure out what they're trying to tell you.

Listening Habits

The session moderator was a woman who had conducted a num-

ber of these groups for RCA in the past. The early part of the discussion dealt with the participants' overall music listening habits. Areas probed were types of music listened to, the degree to which music is perceived as part of a lifestyle, and where music was used. Radio listening habits and preferences were also actively pursued. Topics ranged from the amount of oldies played to the respondents' preference of hearing four or five in a row or a "personality."

Since both groups were heavy Country radio users, it was no surprise that all of the participants were very familiar with Phoenix's Country stations. All of the respondents were very happy with both KNIX-AM & FM and KJJJ-AM & FM. No one had any complaints. Pushed a bit on the music mix, both groups very strongly indicated they didn't hear "too many oldies" on the radio.

As was the case in other radio station focus groups I've attended, these people said they would rather



THE GANG'S ALL HERE — Sylvia and Mel Tillis meet with radio reps following a recent concert at Harrah's/Lake Tahoe. Pictured l-r are: RCA's Carson Schreiber, Sylvia, RCA's Gary Greenberg, KMIX/Modesto PD Steve Amari, KOLO/Reno PD Tom Thomas, KRAK/Sacramento PD Don Langford, RCA's Jack Weston, Tillis, and KOLO/Reno Promotion Director Cathy Johnson.

hear "four or five in a row" but really didn't have any objections to jocks on the radio who had something to say. While this might seem incongruous, it really does make sense because the responses strongly indicate that most of these people are "mood users" of radio. They want to be talked to in the morning and afternoon, and hear a lot of music during the rest of the day when they are working or doing other things. A couple of people commented that they didn't like to have their concentration inter-

rupted when they were working. They were also very aware of the "flow" (that was the word they used) of records in a set. Pretty amazing for people we don't give credit to for knowing that kind of information.

Lyrically Speaking

As has become expected of Country radio audiences, they are really into song content. Women especially pay close attention to the lyrics. Both groups were very cognizant and vocal about the fact that coun-

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Charting The Course

Following the RCA-sponsored focus group in Phoenix, I talked with RCA/Nashville chief Joe Galante about the ramifications of the label's research. Why do they do it, what do they do with the information, and what is the ultimate effect on Country radio? We'll start with the "why."

"This is no longer a business where you can go along with a roster of 30 acts, put out four records a year on each, and say you broke one. The resources involved in developing an act today are six figures — sometimes without recording. When you get to recording, you could be talking upwards of \$200,000-\$250,000. I don't care what kind of business you're in today, you're not going to spend that kind of money without getting some kind of feedback. Not with that kind of money involved — we need to be sure. In the long run it should help everybody.

"You see, I've always had a problem sitting in a room telling an artist why his record didn't make it. I've felt uncomfortable because I was never sure the feedback I was getting was real or if it was just someone's personal opinion that a certain record 'wasn't a hit.' From this research we get a better perception of what consumers really feel about the music; it's been very helpful. We're then able to go back to the artist



Joe Galante

and give direction based on what's come out of it.

"Our business is based on opinions. Being in an office can often mean not being in touch with the audience for whom you're trying to make and market records. It can get to be a little one-sided. By doing these focus groups and market research projects over the last several years, we've been able to get a better sense of who the audience is and what they want musically. We've also been able to

feel some things a little bit earlier than our competition.

"For instance, we felt the increased openness to the change in the music very early. You could feel that the consumer wanted positive, uptempo songs as opposed to the old 'cheatin' and drinkin' songs."

Tracking the Consumer

"We could see the audience change as they went through the recession. We also saw them change their social preferences. No longer are they 'small-town people.' The mass media has opened up a whole new world to them and they feel like they're just good ol' folks sittin' out there with Ralph Lauren and Yves St. Laurent. They're into everything that's going on in the world. They aren't as isolated as they were just a few years ago, nor as isolated as many people in this business still think they are.

"By becoming involved with them we're able to get a sense of these things and really see who our audience is. You may think you know the country consumers, but once you get in there and listen to what they have to say, you get a truer sense.

"When you combine all the things that come out of this re-

search — the changing use of media in terms of their lifestyles, the emphasis they put on price, the way they shop and the accounts they shop at — you find you're competing in the general marketplace for a more mass ap-

"Flexibility has to be the central operating procedure for any record company because the tastes and opinions of the consumer are constantly changing."

peal audience than ever before. These people are not just into buying a single country record. They're exposed to many different kinds of music and will buy anything they want to."

Now That You Have It . . .

"The information we gather serves as a kind of roadmap; you can make your decisions based upon the signs you see along the way. I wouldn't put all my resources behind the general state-

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Smile, You're On Candid Focus Group

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try has moved away from the "drinkin' and cheatin'" songs. The music now having "less twang" was also a comment which met with much affirmative head-nodding. When talking about the importance of hearing the lyrics, the comment was also made that they were uncomfortable when artists tried to "put in too many words."

A note to personalities looking for between-record rap: The participants were very knowledgeable when it came to which artists were singer/songwriters. As a whole they were impressed with artists whose talents encompassed both fields. It's this kind of stuff they want to know and can get from you.

Sales Influence

Comments were also solicited regarding record sales. Subjects here included what inspired purchases and the effect of the price. The impact of home taping also came under pointed discussion.

It's no surprise to anyone who has attended a focus group, but radio airplay is the major influence when it comes to buying records. This was particularly true when it came to impulse buying. Obviously, when people saw an album with three or four songs they recognized, they were more apt to make the purchase.

Most group members were very aware of the cable channels which

offered country videos. TNN — the Nashville Network — was mentioned most often, followed by VH-1 and HBO. While TV shows with a "country" theme had an effect on artist perception, they didn't seem to be much of a factor in terms of record sales.

By and large, when it came to home taping, the men were most likely to indulge. Interestingly, while the women said they shopped carefully to get the best price, the men said if they wanted a record they'd go out and get it regardless of the price. They were adamant in saying the price was inconsequential if they got the quality of songs they wanted. Yet it was the men who said they would go to all the trouble of getting the albums they wanted to tape from their friends.

Troubling Paradox

As I mentioned at the outset, the participants' music awareness is amazing. In many cases, you'd think these people subscribed to trade publications. Phrases like country/rock, pop/country, and crossover were used with regularity. Artists were referred to in those terms and some were specifically pointed out as having changed their musical direction in recent years in order to "cross over."

Now, given this acute awareness plus the fact that these were all heavy radio users, the lack of awareness of current music was absolutely shocking! A number of "hooks" were played for the group (not just RCA songs), many of which were top five hits of very recent vintage. And yet, the blank look on people's faces clearly indicated they were very unfamiliar with these songs! Here were heavy radio users who were unfamiliar with songs played in heavy rotation in the weeks immediately preceding the session. Is it any wonder sales are suffering?

The exceptions to this were long-established (four to five years) artists with very distinctive sounds. Another interesting perception was that artists who have been around as long as three years — even those with numerous hits over that time — were perceived as "new" artists.

The participants also expressed an openness to new music and artists. Their reaction to questions concerning "new" things was far different from how I've been led to believe this demo is supposed to react. They were most receptive and, in fact, said they wanted to know newer artists' names and backgrounds. They also said they didn't mind hearing new music or artists as long as it/they were good.

Emotional Ties

Being careful not to generalize, I got the very strong impression that the women were much more "emotionally tied" to the music and its artists. During the playing of 30 or 40 seconds of the songs, they'd sing along and sway to the music. They admitted to singing along with songs on the car radio. (No wonder

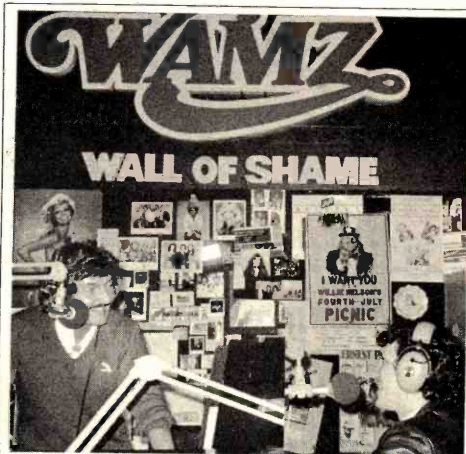
the "Sing-Along" spots have been so successful.) Women were also more in tune with who the artists were as well as more interested in their backgrounds.

It also became obvious the men were less emotionally tied to the music. They were much more analytical in their approach to describing the music they heard. It sounded as if every one of them was a producer — too heavy this, not enough that, etc. They also related monetary motivation to many things done by the artists. This one "sold out" to make movies or "changed his music" to cross over.

When it came to the music in general, both groups seemed a bit predisposed to the uptempo songs. They were quicker to respond to both familiar and unfamiliar tunes that were upbeat. The beat of records, for both men and women, was very important. When listening, they would often mention aloud the particular dance step which could be done to the song being tested. Even the ladies who didn't hang out at clubs responded more positively to music "they could dance to." This struck me as very interesting because in most of the auditorium music testing results I've ever seen, the highest-rated songs are predominantly slow.

Artist Observations

Another interesting paradox is that both groups were at once artist-oriented and "artist-ignorant." Comments such as "I



STEGALL IN LOUISVILLE — Keith Stegall (r) dropped by the WAMZ/Louisville studios for a guest spot during PD Coyote Calhoun's show.

like anything he (she) sings" greeted the hooks of well-known acts. For lesser known artists, especially female vocalists, the attitude was "they all sound alike." Because the songs and production were so similar among the female singers, the focus group members felt nothing was special enough to warrant their attention. We can tell the difference in individual artists' voices, but the audience doesn't even seem to want to unless the music provides the impetus to do so.

It's All C&W To Them

One final note: I'm fast getting the feeling that the only people who have dropped the western from "country & western" are those of

us in the business. This focus group session was similar to others I've seen in that the participants constantly referred to the music as country & western. Ironically, after returning to the hotel following the conclusion of the focus groups, I flipped on the Johnny Carson show just in time to see him introduce that top "country-western star, Roy Clark. Fascinating, isn't it?

My sincere thanks to Joe Galante and the rest of the RCA crew for inviting me to this very enlightening and eye-opening encounter. The best participant quote of the night? "You hear the same songs over and over. But the ones you really like you don't hear at all."

Charting The Course

Continued from Page 48

ments made in these groups, but they can be invaluable tools on a number of fronts.

"We use the information to build our plans and we'll also find that there are opportunities on our roster that we haven't taken advantage of yet. It can help us as we look for new artists and guide us as we build our overall strategic A&R plan for the kind of artist we want.

"Doing this kind of research on product which has been on the air also enables us to get some feedback in terms of what radio station rotations really mean relative to consumer awareness. We can see what concerts and TV mean to artists as they develop in their careers. It's a chance for us to get back some general statements regarding the image of artists, both on our roster and on others.

"As you continue to get input, you begin to see the gaps in your roster. You also know very early how well you've done with your artist development campaign. For instance, as we field-tested the Judts this way, we knew instantly we had a major record act."

What This Means For Country Radio

"Anytime you try to sell something to someone, he'll come up with countless arguments telling you why he won't buy. This is the case when we take some of our product to radio. Our doing research is just one further statement that we believe in our artists

"This is no longer a business where you can go along with a roster of 30 acts, put out four records a year on each, and say you broke one."

and music. When somebody tells us this or that isn't right, we're not going to take it as gospel; we're going to check it out. We're also beginning to see there are other avenues besides radio for exposing our records and artists. We'll take those avenues if radio doesn't want to realize what the future is.

"We're not approaching this saying, 'RCA is 100% correct.' There are things we have to change and we'll go back and change them. Flexibility has to be

the central operating procedure for any record company because of the constantly shifting tastes and opinions of the consumer. We want radio to know we're out there researching the market and spending money developing research projects on country music in general. What we ask of them is to have an open mind when it comes to the product we put out.

"We want to see the country industry grow; we don't want to see it stagnate. I think the radio industry has to open up and be more professional. Not everybody, of course; there are some people who are leaders in research. However, there are a lot more who need to do a hell of a lot more. They have to really understand what's going on in their city because the marketplace is changing right beneath their feet."

The fact that record companies are doing research should be of great comfort to radio programmers. No longer is the burden solely yours. There should be some measure of confidence knowing at least some of the risk is taken out of product because it is being pretested. Many thanks to Joe Galante for his thoughts and candor on the subject of RCA consumer research.

HAVE YOU HEARD?

Catching up on recent personality changes: **Siggy Freud** is now doing afternoons at KEGO/Vienna . . . **Don Roberts** moves across the hall for **WMC/Memphis** middays from **FM100 (WMC-FM)** . . . **KFKF/Kansas City** shifts **John St. John** from middays to afternoons, so **Dave Matthews** is now doing middays. Joining the station for overnights is **Kathi Page** . . . **WXCL/Peoria's** new midday jock is **Dave Hinkley**, while **Doug Adams** crosses town from **WKQA** for evenings . . . **Frank Farrell** is upped from overnights to afternoons at **KRRV/Alexandria, LA** . . . **Steve Morgan** has left **A/C WBNS/Columbus, OH** for afternoons on **WLVK/Charlotte** . . . **Curt Lynch** is now doing evenings at **WOKK/Meridian, MS** . . . Handling evenings for **WESC/Greenville** is **Greg Garrett** . . . **WIRE/Indianapolis** has named **Mark Pope** Production Director . . . **Jay Moore** is new to mornings at **KLIX/Twin Falls, ID** . . . Part-time **KMPS/Seattle** air talent **Jay Hamilton** has been promoted to Promotion Director . . . The new **WUSN/Chicago** lineup starts with **Gary Dee** in mornings, followed by **Don Wade**, **Bill Garcia**, **Nikki Courtney**, **Ken Cocker**, and **Tony Russell**. **All Sellers** is **USN's** new personality . . . And congratulations to **KSSN/Little Rock** MD **Jessica James**, who was recently named "DJ of the Year" by the **Arkansas Academy of Country Music** . . . Call me! I need to know what you have heard!



SHARON ALLEN

... And The Fight Is On!

Earlier this month WSM-FM/Nashville sponsored a sneak preview of the movie "Rustlers Rhapsody." It sounds like a very calm event, but the outcome is probably going to be one of the most unusual fights in wrestling history. The turn of events may have you shaking your head in wonder, so I'll try to fill you in on the details.

The soundtrack features several Warner Bros. artists, and as you might expect, many of those artists attended the preview. While WSM-FM air personalities Marjio Monette and Katie Haas were acknowledging the artists in the crowd and their contributions to the movie, they mentioned that Pinkard & Bowden's soundtrack cut, "Crumblin' Stumbleweed," was not included in the movie. A verbal bout between the duo and the two jocks followed, each claiming to be better hit-pickers. Through all the commotion, a challenge was issued and the foursome decided to settle their dispute in the professional wrestling ring.

So this week, the Music Row Mercenaries, Sandy Pinkard and Richard Bowden, take on Marjio "Mad Dog" Monette and "Killer" Katie Haas (the Back-to-Back Bruisers), in a wrestling match at the Tennessee State Fairgrounds' sports building.

Word has it that Monette and Haas are busy training with their manager/trainer, professional wrestler Tojo Yamamoto (Yamamoto is a favorite of television wrestling fans). Pinkard and Bowden are keeping their trainer under wraps, but rumor has it that they have been seen hanging out at the sports reference section of



WRESTLING RHAPSODY — "The Music Row Mercenaries," Pinkard and Bowden, will take on "The Back-to-Back Bruisers," Marjio Monette and Katie Haas from Nashville's 95 FM, in a wrestling match this week in Music City. Here we see the teams airing a little pre-match hostility. Pictured (l-r): Richard Bowden, Sandy Pinkard, Katie Haas, and Marjio Monette.

the library.

Now the question is, why do Pinkard and Bowden feel the need to prove themselves in the right? To this question Pinkard says, "We've fought our way up through the ranks of the music industry and have voiced our thoughts in 'Music Industry' (their current WB single). Our fighting, up to this point, has been confined to Mu-

sic Row boardrooms, but if stepping into the ring will prove our commitment, that's what we're prepared to do."

Who knows, with their fighting blood stirred, Pinkard and Bowden may challenge other air personalities to similar bouts. Maybe you should get up early Saturday mornings to pick up a few tips from TV wrestling.

Fricke Hosts Benefit

Nashville's own Chet Atkins and Canada's "first lady of classical guitar" Liona Boyd will join George Jones, T.G. Sheppard, Mark Gray, and hostess Janie Fricke for the "Performing Arts Summit — A Meeting of Musical Greats" next week at the Tennessee Performing Arts Center. All proceeds from the CBS-sponsored event will go to the T.J. Martell Foundation for Leukemia and Cancer Research.

The T.J. Martell Foundation was founded by CBS Associated Labels VP/GM Tony Martell. His son T.J. died of leukemia in 1975. Before T.J.'s death Tony promised him that he would raise a million dollars for research. Since then over \$11.5 million has been raised through tennis tournaments, dinners, concerts, a rock & bowl event, sales of a K-Tel record, a day at the races, and college promotions. The foundation supports two major laboratories and three clinical groups doing research internationally.

Fricke became involved in the project after touring the Mt. Sinai laboratory to see the work the

Nashville In Motion

Motown is opening a publishing branch in Nashville. Jobete President Lester Sill has appointed Roger Gordon to head up the new office... Remember the Shoppe? The Texas-based group just signed with MTM Records. You can expect to see a new single and album produced by Fred Foster soon. The group has a new lead singer since you last heard from them. Roger Golden joins previous members Jack Wilcox, Clark Wilcox, Kevin Bailey, and John Decker... President of Nationwide Sound Joe Gibson signed an agreement with Genesee Records of Litchfield, MI to market and distribute the soundtrack for the movie "In The Name Of Freedom." Genesee is a new label headed by President Jay Cole. FYI, its address is: P.O. Box 467, Litchfield, MI 49252... "Coal Miner's Daughter" will be one of five American movies sent to China as part of a cultural exchange program. Sissy Spacek, the actress who portrayed Loretta Lynn, will travel to China for the event

Crystal Gayle's sister Peggy Sue is traveling with Crystal "these days" singing background vocals and harmony. If you're a newcomer in Country radio, you won't remember Peggy Sue's charted records in the late '60s and early '70s on Decca. The single that comes to my mind is "I'm Dynamite"... The United Stations' Tom Roland, Country Music Magazine's Russ Barnard, and WHN/New York's Joel Raab recently guested on Cable News Network's "Show Biz Today"... The BGM Network, consisting of Zone 7 Records, BGM Records, and Texas Great Productions, has relocated. You can reach them at 10452 Sentinel, San Antonio, TX 78217... The Gatlin Brothers hosted the annual Metro PGA Assistants Celebrity Golf Tourney in Dallas. They were joined by four members of the cast of "Hill Street Blues," Charles Haid, Bruce Weitz, James Sikking, and Ed Marinaro. The tourney benefitted Muscular Dystrophy. Just thought you'd like to know!

foundation was doing. During her early years as a jingle singer in Memphis she did volunteer work as a candy-striper at a hospital for the terminally ill. Because of her involvement with the project, CBS has proclaimed June Janie Fricke Month and is launching a tour encompassing its branches and accounts.

A Bar With No Beer

There's an interesting story behind Tom T. Hall's new single, "A Bar With No Beer." Bill Cosby originally pitched the song to Tom T. while the two were chatting backstage at a Sammy Davis Jr. concert. Not long after, Johnny Cash sent Tom T. a tape of the song and suggested he record it.

The lyrics come from a poem written in 1944 by an Australian sugar cane farmer named Dan Sheahan. It later became Australia's first country gold record when it was recorded by Slim Dusty. Considering its track record and the caliber of the people who felt it was "right" for him, Hall recorded it. But instead of just doing a cover, Tom T. rewrote the song a bit. The tune is on Hall's "Song in a Seashell" LP.

CMF Elections Held

At the Country Music Foundation's quarterly meeting, a new category of board participation was created, and officers and trustees for 1985-1986 were elected. Connie B. Gay, Roy Horton, and Brad McKeun were named as the CMF's first trustees emeritus, a title Director Bill Ivey said was designed to honor "individuals who have made significant contributions to the foundation over long periods of time."

BMI Sr. VP Frances Preston was reelected Chairman of the Board of Trustees. Bradley Productions' Jerry Bradley was voted President. Warner Bros./Nashville Exec. VP Jim Ed Norman joins the board as VP, and Emmylou Harris was voted a trustee and named Exec. VP.

All other officers and trustees were reelected. They are: First VP Irving Waugh, VPs Bob Krish, Brenda Lee, Frank "Pee Wee" King, Ralph Emery, Joe Galante, and Lynn Shults, Secretary Rick Blackburn, and Treasurer Joe Talbot. In addition to Harris, the Board of Trustees includes: J. Will Denny, Frank Jones, Richard Frank, Jim Fogelsgon, Grelun Landon, Wesley Rose, Talbot, and Preston.

Officers and trustees reviewed plans for the new Country Music Hall of Fame and Exhibit Museum. The current Dolly Parton exhibit, which opened in June of 1984, will be replaced with a salute to Willie Nelson in October 1985. Nelson is the next in a series of biographical salutes honoring country artists.

CMA Board Makes Changes

The creation of a new video award, election of two new officers, plans for the autumn point-of-purchase campaign, and a new concept for the Talent Buyers Seminar highlighted the second quarterly CMA Board of Directors meeting in Australia and New Zealand.

The video award is the first new award established since the Horizon Award in 1981. The CMA Awards Criteria Committee is establishing the criteria for the new award, which will be presented on the CMA Awards Show October 14.

Bill Anderson and Don Nelson resigned from the Board of Directors. Bill Sherard of WPKK/Washington, DC will step in to fill Nelson's VP term. KJJJ/Phoenix's Charlie Ochs will replace Anderson as Assistant Secretary.

A country album chart in the United Kingdom will be compiled by the Gallup Organization, reflecting research gathered from regular chain stores, as well as 39 specialty shops which will receive extra weighting. The CMA initiat-

ed this project after a survey indicated a viable market for country product in England.

A campaign aimed at promoting this year's awards show was also on the agenda. New graphics and theme are in the works for the CMA/NARM point-of-purchase campaign. There will be separate kits for rack jobbers and retail. As usual, Kraft and the major record labels will actively participate in the campaign, which will include a display contest.

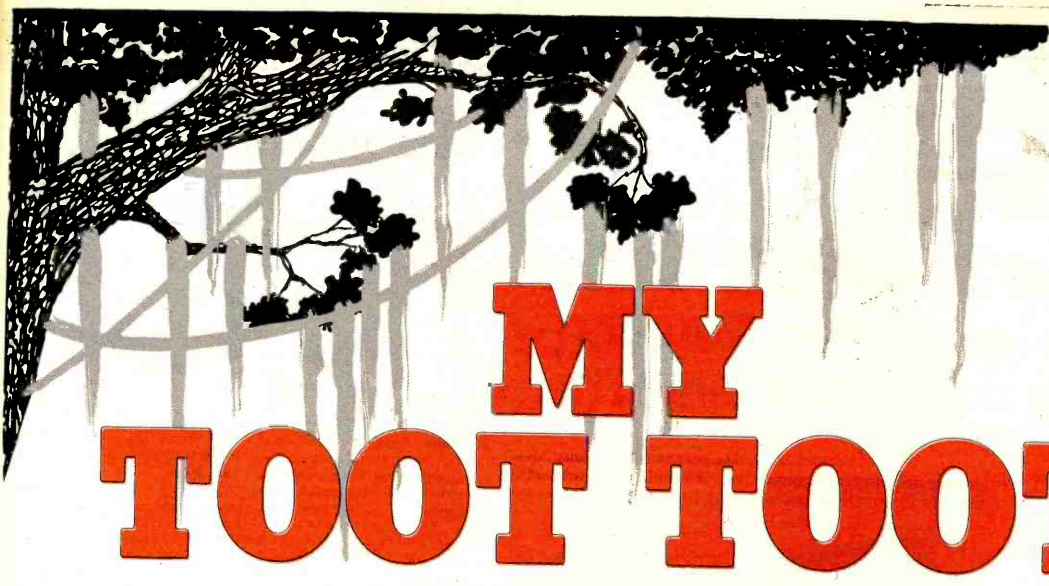
A new concept for the annual Talent Buyers Seminar was also discussed. The new concept, unveiled in October, will blend the successful features of the past with some innovations. Changes are as follows:

- Agents' Alley will become Agents' Marketplace, where actual business will be conducted
- Two hourlong panels will be held, entitled "The Process — From First Phone Call to Curtain Call" and "The Promotion — Putting Bodies in the Seats"
- Syndicated columnist and author Lewis Grizzard will serve as keynote speaker
- 15 performers are scheduled for the three showcases
- Outstanding talent buyers or promoters will be recognized with the SRO (Standing Room Only Award) during the Talent Buyers Entertainment Marketplace, held at the Hyatt Regency October 11-13. Ballots for nominations will be mailed to the Artist/Musician, Artist/Manager/Agent, and Talent Buyer/Promoter membership categories.

The next CMA Board of Directors meeting is scheduled for July 17-19 at the Adams Mark Hotel in Charlotte, NC.



M-M-MORGAN MEETS M-M-MEL — Morgan Fairchild stopped backstage to say hello to Mel Tillis following his appearance at the Star-garden in Dallas.



MY TOOT TOOT

The Original Smash Record By
Rockin' Sidney

— On Epic Records —

Comments from some leading programmers about this infectious record!

"I haven't had a record like this that has created so much excitement and so many phones in ten years."

Joe Ladd, Music Director
KIKK-FM Houston, Texas

"With just a few plays, the phones haven't stopped ringing! We took a chance on it and it is the perfect summertime record. It is a lot of fun!"

Barry Mardit, Program Director
WWWW Detroit, Michigan

"Strong, strong phones from both younger and older demos . . . even though Odessa is not Cajun country."

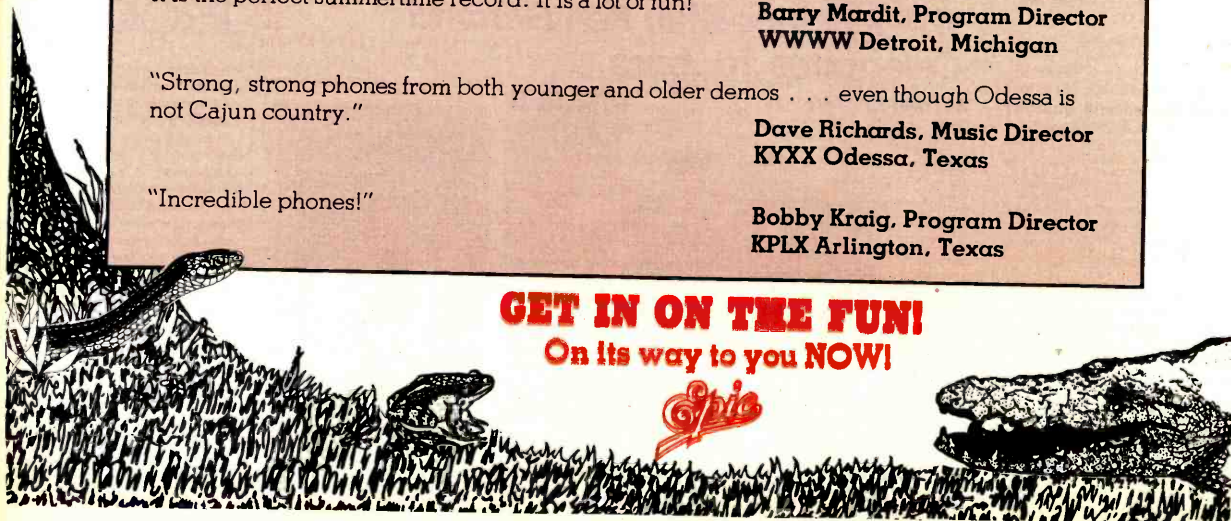
Dave Richards, Music Director
KYXX Odessa, Texas

"Incredible phones!"

Bobby Kraig, Program Director
KPLX Arlington, Texas

GET IN ON THE FUN!
On its way to you NOW!

Epic





DONNA BRAKE

ADULT/CONTEMPORARY

A STATION TRAVELOG

K101's Hometown Reunion Parties: Just Like Being There

San Francisco, like many major cities, is a melting pot of people transplanted from all over the world. K101 created a series of promotions called "Hometown Reunion Parties," designed to give its listeners the feeling that they're "back home" for a night.

Tasting The Big Apple

Director of Marketing Cindy Spodek is the ball of fire who insures that the parties feel authentic to the listeners. So far, K101 has held two hometown reunion parties — New York and Chicago. To give you an idea of just how far the station goes to create the right atmosphere, K101 flew in plenty of Rheingold Beer, Yoo-Hoo chocolate drink, and Sabrett hot dogs to give a genuine "taste" of the "Big Apple." Proceeds from the sale of those items will be donated to the Statue of Liberty Restoration Fund.

Hundreds of displaced and misplaced New Yorkers crowded the party location and spilled out onto the streets and sidewalks. One of the best parts of the party were the giveaways, which included pairs of "Bloomies" (Bloomingdale's most famous underwear), an autographed copy of Mayor Koch's book, and a trip for two to York. The Mayor also provided recorded promos for the party.



Gino, Jay, & Wally

For the Chicago festivities, Cindy arranged for Gino's East Pizza, Jay's potato chips, White Castle hamburgers, Canefield diet chocolate soda, and Old Style Beer to be shipped in. Vintage "gangster" cars were on display at the party (held at "The Original Chicago Bar and Grill"). Chicago mementos were given away all night long, including Chicago Cubs equipment, tickets to Cubs and Bulls games, and a trip to Chicago. PD Bill Gardner, who also handles morning drive at K101, had Wally Phillips on his show (via telephone) to talk about the party, and Cindy reported that listeners showed up in everything from gangster attire to Cubs uniforms.

Some of the other parties slated include one for the entire state of Texas and one for Los Angeles before winding up with a San Francisco blowout. But Bill told me he doesn't plan to limit it to those three. "We're going to let our audience tell us what to do, and we have a promo on the air asking for



GUYS AND MOLLS — San Francisco's ex-Chicagoans certainly know how to dress for a reunion party.

suggestions. If we get 100 requests for a Terre Haute, Indiana party, for example, we'll have it."

Putting It All Together

According to Bill, the hometown parties are the brainchild of K101 VP/GM Jack McSorley. "I really have to give all of the credit for the idea to Jack," said Bill. "He's really very creative and a zany,

fun guy to work with. We wanted to do some parties, but we wanted to have a good reason to party. We didn't want to be "just another A/C station having just another party. Jack came up with the idea and we ran with it."

The K101 parties serve as great examples of how a little creativity can make a big difference in a station promotion. The hometown reunion parties could be done in



YANKEES FEEL AT HOME IN SAN FRANCISCO — Listeners show their New York roots at K101's New York reunion party.



HOT DOG! — K101 personalities hold down an authentic New York hot dog stand and wash 'em down with Rheingold beer.

almost any large city, but Bill warns that the success of the party requires going that extra mile to make it as authentic as possible for the guests. A station shouldn't try to do the parties if it can't do them right.

Are the hometown reunion parties translating into new come and quarter-hour? Bill quipped, "We think so, but if I knew the answer

to that question I'd be in a big office on Madison Avenue predicting the book and making a million dollars."

Though I'm not a Los Angeleno, K101 has been gracious enough to invite me to the L.A. hometown party. I have been warned, however, that the party could be held on an unused section of freeway. Oh well, if the Perrier is cold . . .

WIP Morning Man Ken Garland Celebrates 20 Years



Ken's 20th anniversary at WIP/Philadelphia was an event the whole city could celebrate. While the station held a party at the Franklin Institute Museum, serving up pieces of a 250-pound cake to guests, the Philadelphia Electric Company lit up its building for all to see.



PROGRESS

Chuck Boozer signs a two-year contract renewal to stay on as morning man at WEZC/Charlotte . . . Larry Bessler (Larry Bee) joins Transtar as evening talent . . . Dan Steinberg is new overnight personality at WNJI/Cleveland . . . Ted Rose is back on afternoons and sounding better than ever at KAAK/Great Falls after recovering from brain surgery . . . Mike Sommers becomes MD at WLTE/Minneapolis . . . Mark Lewis replaces Mike Ford as MD at KFQD/Anchorage; Al Peterson will consult . . . Gary Chodes adds Assistant PD to morning shift duties at KNDE/Visalia . . . Pamela Getz moves cross-town from WDJY/Washington to become Promotion Director at WASH . . . Craig Andrews becomes KHYL/Sacramento's new MD . . . Gary Nolan moves up to PD at WGBB/Long Island . . . At WRAL/Raleigh, Ken Matthews is new evening personality, while Marty Callaghan will assume overnights.

MARKETPLACE

AIRCHECKS

Current and Classic Airchecks!

VIDEO #2 is now available, featuring KFRC/Dr. Don Rose, KFRC-KKRR/Jack Armstrong, KFI-KIIS/Big Ron O'Brien, KLZZ/Magic Christian, KFMB/Hudson & Bauer, KIIS/Bruce Vidal, plus more! 2 hours on VHS or BETA, \$39.95.

Current Issue #62 features WAVA/Don Geronimo-Charlie & Harrigan, KHTZ/Charlie Tuna, KIIS/Big Ron O'Brien, Atlanta CHR's 293 & 94Q, Salt Lake City CHR's KCPCX, KFMY & KISN, Houston CHR's KKBQ & KRBE, KITS/Ed Volkman, plus Odesa's market leader KWES. 90-minute cassette, \$5.50.

Current Issue #61 features WRBQ/Q Morning Zoo, KTFM/C.K. Cooper, KMEL/London & Engelman, Denver's Y108/Chuck Buell, KJR/Gary Lockwood, KMGG/Robert W. Morgan, plus WWDC/Greaseman. 90-minute cassette, \$5.50.

Special Issue #5-56 features ORLANDO & NEW ORLEANS! ORLANDO CHR's WBWJ & WHLY, AOR WDIZ & A/C WJYO, & NEW ORLEANS' CHR's B97, WQUE & WRNO, A/C's WTX & WAJY plus Urban WYLD-FM. Cassette, \$5.50.

Special Issue #5-57 features ATLANTA, with CHR's 293 & 94Q, A/C's WSB, WSB-FM, WRNFM, Urban WVEE, AOR WKLS and Oldies WQXI. Cassette, \$5.50.

Classic Issue #C-55 features KFRC/Dave Diamond-1970, KJMN/Jack Merker-1960, KHJ/Machinegan Kelly-1975, WOR-FM (last day)-1972, WXLO (first day)-1972, KFRC/Kevin McCarthy-1973, KGBS/Roger Christian-Dick Lyons-1969, & KHJ/True Don Bleu-1978. Cassette, \$10.50.

CALIFORNIA AIRCHECK

Box 4408 — San Diego, CA 92104 (619) 460-6104

COMEDY

NEW! BRIGHT FRESH!
Write on station letterhead to:
CHEEP LAFPS
1111 W. El Camino Real
Suite 109-212
Sunnyvale, CA 94087

You're weird, powered, and demotivated. That's why I like your stuff!

Dr. Don Rose
KFRC
San Francisco

Free Sample

BRADCOM

BRADBURY COMMUNICATIONS

Response to the COMEDY GARAGE ad has been unreal! We're providing stations around the country with pre-recorded material. Including drop-ins, joke commercials and gaffers of other gaffers. Send \$2.00 for your demo cassette to: BRADCOM, Suite 211, 3387 N. Del Rose Ave., San Bernardino, CA 92404.

O'Liners

FREE SAMPLE ISSUE

of radio's most popular humor service

For sample, write on station letterhead to: O'Liners

1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$50.00
6 Insertions	\$45.00
13 Insertions	\$40.00
26 Insertions	\$35.00

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace**

RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

Disk Jockey Comedy

KRAZY KOMMERCIALS... 100 of the wildest things ever sold on radio. Everything from a police dog that licks to a telethon to combat excess body hair to a free loaders home study course. Fore FREEBEE, write: **HYPE, INK**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.



ELECTRIC WEENIE

RADIO'S MOST RESPECTED

DJ GAG SHEET SINCE 1970

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

FOR FREE SAMPLES WRITE
The Electric Weenie, P.O. Box 882
Honolulu (Pearl City), Hawaii 96782 (808) 671-6500

DIAL-LOG

FREE SAMPLES

Humor, Conversation, Calls, Calendar & More

From WAVA/Washington, DC to KIIS-AM/Los Angeles — thanks for the help!!! J.J. McKay

Write on station letterhead to:
(804)270-7206 9AM-5PM EST

10918 Foxmoore Ave
Richmond, VA 23233

Contemporary COMEDY

Hundreds renewed again!

Free sample!

Write on station letterhead to:

Contemporary Comedy

5804-D Twining
Dallas, TX 75227



The Funny Business

"Guaranteed To Be Fairly Funny Or Else"

The only humor service written by a current Billboard Comedy Personality of the Year. Remember, we beat the competition and disk jockeys who don't pay their bills. FREE SAMPLES. The Funny Business

210 Hollywood St., Fitchburg, MA 01420-6134
(617) 342-1074

FEATURES

THE M STREET JOURNAL

A new, authoritative weekly newsletter for:

Format News * FCC/CRTC Files * CP Activity

Free sample: Box 540381, Houston, TX 77254

(713) 660-5260



FREE FREE FREE

Famous PSYCHIC David Guardino, Psychic to the Stars, is available FREE for talk shows, phone interviews and news actualities... 24 hr. phone... just call... (702) 386-0702 or (702) 386-0827.

GALAXY

write:
Box 20093R,
Long Beach, CA 90801

*Indicate COUNTRY or CONTEMPORARY Format

Free Sample Of
RADIO'S DAILY ON-AIR PREPARATION SERVICE!

Airshift-ready music notes, star facts, calendar, more!

THE INDUSTRY AT YOUR FINGERTIPS!



Includes:

Rock Radio • Hit Radio • Non Commercial Radio • Major Record Distributors • Major Record Labels • Independent Labels, Promotion, Marketing • Broadcast Groups, Networks, Consultants • Artist Management, Talent Buyers, Agents • Rock Video Programs, Producers •

Plus — A Travel Guide To 51 Cities

SPECIAL ONE TIME OFFER! — \$60.00 (Reg. \$75.00)

For More Info: **Album Network**
8265 Sunset Blvd., Hollywood, CA. 90046
(213) 656-9910

Exp. 6/28

World's Greatest Living Expert



63 Interviews with "experts" on wacky subjects: "Time Travel," "The Car Wash," and more. About 2 minutes each with listener-grabbing intro, spot break, wildly funny and... "entertaining interview!"

Real Funny Stuff!

1164 BISHOP STREET, SUITE 124
HONO, HI 96813

Free demo, write on letterhead or call (808)524-5411

COCONUT CREATIONS

CONSULTANTS

"DROPINZ"

New, fresh wild tracks for your show each month, only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Aircheck critique and production by a 21-year market veteran. Call or write for rates.

Stu Collins Broadcast Services

174 King Henry Court, Palatine, IL 60067 (312) 991-1522

DIARY REVIEW

Give your sales and programming departments the winning edge with listener information that you can't get anywhere else.

CALL 609-845-4040

DE Diary Experts

1001 Jefferson Plaza Suite 112 Wilmington, DE 19801

EMPLOYMENT/INSTRUCTION

Need A Major Market Sound?

Now a special service for air talent, DJs, News Announcers, Radio & TV. Also production coaching. Special rate for aircheck consulting. Improve your diction, your timing, your style & delivery. All inquiries confidential. Get the help you need today for a major market job tomorrow!

THE KINCAID COMPANY

Our staff is waiting for your call at
(612) 871-8224

Mesa Kincaid, 10 years major market experience.

R&R FRIDAY, MAY 31, 1985/53

MARKETPLACE

You've gotten your degree in radio ... but **not a job** in radio ... Maybe your audition samples aren't spliced to your advantage. I can help. (216) 725-1902.

PROFESSIONAL SERVICES

Le Chateau

Gifted psychic reader and adviser. Advice on all problems of life. Call for appointment (213) 475-2953 Or write: 10751 Wilshire Blvd., Suite 807 Westwood, CA 90024

PROGRAMMING

Adult/Contemporary Music Supply Service

You'll get 13 new releases each week. Bonus LP cuts, too!
Mono or stereo with 25 Hz toning.



"THE MUSIC DIRECTOR"
PROGRAMMING SERVICE
Box 103 • Indian Orchard,
Massachusetts 01151 • 413-783-4626

N.Y.P.D. (New York Parody Department)

Pre-recorded comedy bits including parody commercials, slice-of-life skits, drop-ins and more. Send \$5 for information and sample cassette you can use on the air.

... Jocks! Call for details on our aircheck service, "Check Works"



BROADCAST PRODUCTIONS EAST, INC.
23 Rustic Ave., Medford, NY 11763
(516) 286-8125

Play 'em or Cart 'em!

CHR or Country library, 7 1/2ips Stereo 10" reels with 25Hz tones for live-assist or automation or without tones for cartridge dubbing.

1000+ selections —
\$1,200.00 (reel to reel)

BLACKSTONE
ENTERTAINMENT GROUP
Radio Program Services
(303) 685-9563

PERSONALITY

INFO-BITS

FOR MODERN AIR TALENTS, THERE'S NEVER BEEN A SHEET LIKE IT. AT LAST A SERVICE FOR THE 1980s! FREE SAMPLE: INFO-BITS, % KFMB, SAN DIEGO, CALIFORNIA 92138. GREAT SHOWS EVERYDAY!!

RECORD SERVICES

We specialize in

PHONO NEEDLES

Toll Free: 800-368-3506

In VA: 703-661-8868 Send for a free catalog!

Needle in a Haystack, Inc.
P.O. Box 17435 • Washington, DC 20041
"We're Needling the World"



OLDIES BY THE THOUSANDS

NEW EXPANDED UP-TO-DATE CATALOG of 45-rpm oldies from the past 40 years. Fast, reliable service. Credit card accepted; send \$2 for comprehensive catalog to:

American Pie

Box 66455, Dept. #RR, Los Angeles, CA 90066
(213) 391-4068

REAL ESTATE

Looking for a great office in Century City???

SUBLET from us!

Radio & Records has completed its consolidation to the 5th floor at 1930 Century Park West (corner of Constellation and Century Park West) which leaves about 3500 square feet on the 4th!

Call Us: **213-553-4330**
It's really pretty spiffy!

Casino's Only Minutes Away!

"Fantasyland" 5-acre estate has a private pond w/lighted fountains and is secured by a privacy fence w/remote controlled gates. LG house w/ 4 BR + 3 BA. Ultra mod. kitchen, Jacuzzi, sensational glass-enclosed pool. Only min. from A.C. via Garden St. Pkway or Cape May City. Airport. \$695,000. For info & terms call sales agent **Joe Baitzell**.

PHILIP GUBER R.E., INC.

(609) 344-2811 ask for "Joe B" (609) 347-8815 evenings

OPPORTUNITIES

OPENINGS

NATIONAL

Frank N. Magid Associates

Nation's leading research and consultation firm looking for promotion directors to be placed with our radio clients in the top ten markets. These people should be innovative, strong in contesting, self-starters, and detail-oriented. To explore the possibilities, send resume and examples of your work to: Frank N. Magid Associates, One Research Center, Marion, Iowa 52302 EOE M/F.

OPERATIONS MANAGER

If you know the market you'd respond quickly! We're a 100,000kw CHR in a great and rapidly growing Southeastern market (well within the Top 100). Our facility has had consistent up books. Now it's time for a hard working, committed winner to push us over the top. If you've got the drive and ability to win, send us your tape, resume and photo. Radio & Records, 1930 Century Park West, #005, Los Angeles, CA 90067. EOE

AIR PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



BROADCAST TALENT COORDINATORS
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

OPENINGS

OPENINGS

WANTED:

ON-AIR OPERATIONS MANAGER FOR TOP 50 MARKET URBAN LEADER

Leadership, organization, administrative abilities — documented and supported by references — necessary for consideration. Salary \$18-24,000 based on experience. Are you the promotion-oriented motivator who can handle this task? A great company, people and facility will support the right candidate. Apply only if you have the professional background and personal growth plan that matches the requirements. T&R to: Radio & Records, 1930 Century Park West, #007, Los Angeles, CA 90067. EOE M/F

GM FOR FAST-GROWING BROADCAST COMPANY

Looking for sales-oriented general manager for an AM/FM combination in rapidly-growing, medium-size Sunbelt market. Previous general or general sales management required. Respond to: Radio & Records, 1930 Century Park West, #006, Los Angeles, CA 90067. EOE

EAST

Aggressive killer night personality for B94/Pittsburgh. T&R: Scott Alexander, 1715 Grandview Avenue, Pittsburgh, PA 15211. EOE M/F (5-31)

OPENINGS

OC-104 FM is now accepting T&Rs for possible future openings. T&R: Dave Allan, Box 1850, Ocean City, MD 21842. EOE M/F (5-31)

50kw FM, 30 miles outside of D.C., seeks mature, experienced morning announcer. Production skills necessary. T&R: Seth Warner, Box 2108, Manassas, VA 22110. (5-31)

WCMF/Rochester accepting T&Rs for future fulltime openings & immediate parttime. AOR/CHR experience preferred. John Larson, 259 Monroe Avenue, Rochester, NY 14607. EOE M/F (5-31)

WNCN 104.3 FM

Classical Music Announcer for New York City station. Must have at least five years commercial radio experience and a very solid knowledge of classical music pronunciation. Having worked other formats a big plus. No beginners. WNCN is a different type of Classical music radio station looking for a very special type of announcer. No calls. Tapes and resumes only to: **MARIO MAZZA**
WNCN Radio
1180 Ave. Of The Americas
New York, NY 10036 EOE

OPPORTUNITIES

OPENINGS

WANTED: Today's Top Talk Radio Talent

We're looking for the best and brightest of today's talkers. Longtime pro, or hot up-and-comer. We'd like to hear from you. If you're an original... a one-of-a-kind, ready to move up to one of America's premier talk stations and join a select circle of broadcast personalities, start talking... we're listening. Please send representative cassette, resume, references (indicate confidential if desired), and ratings (if available) to: POST OFFICE BOX 915 NEW YORK, NY 10018

WAXX radio is interested in an experienced salesperson. Send T&R: Director of Sales, Box 6000, Eau Claire, WI 54702. EOE M/F (5-31)

WVPO/WBSB, PA, needs fulltime experienced combo person, news & air personality. T&R: BOB MATTHEWS, ND, 22 South 8th street, Stroudsburg, PA 18360. EOE M/F (5-31)

Y94 FM/Syracuse Northeast's A/C Powerhouse

Has a rare opening for an uptempo, bright and adult personality for 7-midnight. Katz Broadcasting, #1 radio station, and a great place to work! Tapes & resumes ASAP to: Phil Locascio, Program Director, Y94FM, 2 Clinton Square, Syracuse, NY 13202. Katz Broadcasting is an equal opportunity employer.

ND for suburban NY market. AM/FM combo. Seriously committed to news. T&R/salary: GM, WNNJ/WXIL-FM Box 40, Newton, NJ 07860. EOE M/F (5-31)

WNNJ/WXIL-FM seeking tapes for future openings. Send to: GM, Box 40, Newton, NJ 07860. EOE M/F (5-31)

Pete Salant BROADCAST CONSULTANT

Box 575
Cheshire, CT 06040

Unusual morning show host for Top 25 Northeast A/C leader. Desired qualities include extreme creativity, warmth, relatability, humor, and insatiable need to win. Send cassette, resume and letter. No calls please.

Supersits 94CGY looking for parttime announcers who know odds. T&R: Skot Pare, OM, WCGY, 33 Franklin Street, Lawrence, MA 01840. EOE M/F (5-24)

AM/FM combo seeks aggressive news reporter/anchor. T&R: Elyse Sommers, WMID, 1825 Murray Avenue, Atlantic City, NJ 08401. Minorities encouraged. EOE M/F (5-24)

Need Sales Manager ASAP to establish department for new FM in Delaware. Dan Dayton: 25 Chestnut Street, Middletown, NY 10940, with results, references, earnings history. (5-24)

Station Manager needed ASAP for new Class A FM in Delaware. Dan Dayton: 25 Chestnut Street, Middletown, NY 10940. Resume, references, & salary history first letter. (5-24)

SOUTH

Need experienced on-air PD to lead top-rated Country station in Tallahassee, FL. Send T&R: GM, WMMX, Box 1110, Tallahassee, FL 32302. No calls. EOE M/F (5-31)

Capital Cities Communications

Capital Cities is expanding in Atlanta. Personality air talent needed for future openings: 10am-3pm; 7pm-Midnight; Midnight to 5am. Tapes and resumes to: Neil McGinley, WKHX, 360 Interstate North, Suite 101, Atlanta, GA 30339. EOE

OPENINGS

Mountain resort area needs experienced MOR air personality. T&R/salary requirements: Tim Baxter, WATA, Box 72, Boone, NC 28607. No calls. (5-31)

Growing AM cross-country station has opening for afternoon. Production skills a must. T&R: WLAG, Box 1429, La Grange, GA 30241. EOE M/F (5-31)

Newsperson needed: Jimmy Olson need not apply. Need superman or Lois Lane. Rush T&R to: Doug Walker, WHYY AM-FM, Box 2744, Montgomery, AL 36196. (5-31)

Gulf coast Country leader has three openings: PD, jock, & news anchor. T&R/photo: Box 1808, Harlingen, TX 78551. EOE M/F (5-31)

Pete Salant BROADCAST CONSULTANT

Box 575
Cheshire, CT 06040

On-air PD for top 50 South-Central A/C. Finely-tuned air talent/format management skills and promotional sparkle essential. Send letter, resume and cassette or air & production work. No calls please.

WTB Vero Beach FL. Live on famous treasure coast. Need professional dedicated broadcasters. T&R: Greg Sherloch, 2015, 38th Avenue, Vero Beach, FL 32962. (5-31)

East TX AM Country station near Houston, seeks experienced midday talent with good production skills. T&R: Curt Lewis, "KKNX/Huntsville, TX 77340. (409) 295-1413 (5-31)

STEREO KBST/1490

America's number three condensed market station looking for personality beginning June 20th. Good money for great talent. Air-shift plus production. We're looking for mature, dedicated professionals. Tape and references to: P.O. Box 1632, Big Spring, TX 79720. EOE

Top rated South TX CHR FM needs strong afternoon personality with good production skills. T&R: Bob Bishop, KVIC, Box 3487, Victoria, TX 77903. (5-31)

100kw continuous Country accepting T&Rs from experienced air talent. Love radio, love winning? Kujun 103-FM, 3029 South Sherwood Forest, Baton Rouge, LA 70816. EOE M/F (5-31)

Q96-FM, San Antonio's fastest-growing CHR, has graduated its second air talent to a major market. Now we're looking for a dynamic entertainer to create excitement during the six-to-ten PM shift. If you're that person, send T&R to Neal Hunter, 5430 Fredericksburg Rd. Suite 517, San Antonio, TX 78229. EOE M/F

Q96 FM

Program Director

Professional with Country and Full-Service experience needed for Florida Giant. (813) 576-6090 or send resume - 9720 Executive Center Drive, Suite 200, St. Petersburg, FL 33702. EOE



A TAFT COMPANY

OPENINGS

Can you handle 4-track production, & being #1? Send T&R: Peter Stewart, PD, KQIZ-FM, Box 7488, Amarillo, TX 79114. EOE M/F (5-31)

Aggressive sunbelt properties need aggressive copywriter. If you are highly motivated & organized, send T&R: John Hagler KXKX/KIZ, Box 880, Killen, TX 76541. (5-31)



Attention Major Market Personalities

Tampa Bay's All-New Hot Hits Z98 is searching for just the right person for afternoon drive. If you're a major market talent looking for a place where you can have fun on the radio and be part of a team in a competitive, growing major market on the beach. Rush your tape and resume to Bob Kaghan, WZNE, Box 4809, Clearwater, Florida 33518. No calls. EOE M/F.

FM-96 WOVV

Morning Show Entertainer

One morning personality is leaving. It'll be tough to fill his shoes. Can YOU do it? Entertaining/humor essential. Top-notch production a must. No time and temp types, please. Four years' minimum experience. Live and work on beautiful coastal Florida. Tape, resume, and salary requirements to: Bill James, WOVV, P.O. Box 3032, Fort Pierce, FL 33448 EOE M/F.

News person needed for Gulf Coast CHR. Smooth delivery, prefer female for morning and/or afternoon news. T&R: Leslie Framm, WA8B, Box 2148, Mobile, AL 36652. EOE M/F (5-24)

Immediate opening for AE at our CHR/AOR AM/FM. Mid-five figure & potential in challenging upscale market. Resume: Laura Canada, Box 957 Hanover, NH 05735. (5-24)

MORNING PERSONALITY

If you are witty, personable and good, top rated deep South A/C FM needs you. Send T&R, photo, salary requirements to: Radio & Records, 1930 Century Park West, #008 Los Angeles, CA 90067. EOE M/F

Innovative company needs experienced radio copywriter with desire to learn and create copy that sells. Production voice a plus but not mandatory. Tapes, samples and resume to: Janet Kennedy, Box 3257, Spartanburg, S.C. 29301.

TOP 50 SOUTHEAST CHR

Needs talent now. Looking for killer AM and PM drive talent. Needing to go to the top with us. Rush T&R to: Radio & Records, 1930 Century Park West, #003, Los Angeles, CA 90067. EOE

MIDWEST

KWTC seeking announcer who loves Country music & community involvement. T&R: Steve Bridges, OM, 3218 mulberry, Muscatine, IA 52761. (319) 263-2442 EOE M/F (5-31)

TOP 100

Midwest Gold/CHR outlet seeks entertaining morning person who understands local relatability and can follow direction. We offer above-market pay, great working conditions. Send T&R to: Radio & Records, 1930 Century Park West, #002, Los Angeles, CA 90067. EOE

OPENINGS



Promotions within the 14-station MID-WEST FAMILY group have created outstanding opportunities at WYMG in Rockford, WTDY in Madison and at WYFG and WDFW.

We are now accepting applications for current and future openings. Various airshifts, including mornings.

If you're a true communicator who can relate one-on-one, identify with the community, have fun on the air in a hit-oriented Adult/Contemporary format, and you're a team player, then you'll want to learn more about the Midwest Family.

Tapes and resumes to Bill Vancil, VP/Programming, WMG/NWTDY, Box 2058, Madison, WI 53701 EOE

Production pro for the great 108. 4-track experience & airshift required. No calls. T&R: OM, KSYZ, 3280 Woodridge, Grand Island, NB 68801. EOE M/F (5-31)

Now accepting T&Rs for future full & parttime openings at NB's great 108. No calls. OM, KSYZ, 3280 Woodridge, Grand Island, NB 68801. EOE M/F (5-31)

Help wanted "GM." Small market FM in NW Ohio. Proven sales background a must. Excellent potential for growth. Write: Station, Box 352, Ottawa, OH 45875. (5-31)

Staff announcing positions. Parttime on News/Talk & easy listening combo. Some experience necessary. T&R: Jim Schlichting, WTRU, Box 85, Muskegon, MI 49443. EOE M/F (5-31)

The New 95FM, Lansing's premier CHR, is looking for the perfect News Director/Morning Anchor to augment one of the nation's best morning shows. You must be personal, communicative, and have the ability to deliver the news with a contemporary lifestyle approach. Females and minorities encouraged. No calls, please. Tapes and resumes to Mark Maloney, Program Director, WVIC-FM, 2517 E. Mt. Hope, Lansing, MI 48910

PM drive open at 11th highest rated CHR. Must be an entertainer. No calls. T&R: DeWayne Bonds, WQMP-FM, Box 448, Belleaire, OH 43806. EOE M/F (5-31)

Northern Michigan's top rated WTCM-AM/FM needs air personality with production skills. Send T&R: Ryan Dobry, Box 472, Traver City, MI 49685. (5-31)

Immediate opening. 7-midnight CHR cooker. T&R: Charlie Stone, KSEZ, Box 177, Sioux City, IA 51104. (712) 268-6740 (5-31)

WOW seeking production manager for Country combo. Must have strong voice, medium/major market track record. T&R: Ken Faarnow, 615 North 90th, Omaha, NB 68114. (5-31)

AE needed for growing station in growing market. If you can generate new business, call us. Attractive commission plan. WAKE, Valparaiso, IN. (219) 462-8111 EOE M/F (5-31)

ND opening at KVQX. Good pay & staff. Must be motivated & people oriented. T&R: Dick Johnson, Box 97, Moorhead, MN 56560. EOE M/F (5-31)

We're BIG Enough To Hire The Best And Keep Them Happy!

If you qualify, we'd like two cassettes: one of what you do now, and one of what you'd do if you could do radio the way you really want to. P.O. Box 411118, Chicago, IL 60641. EOE

OPPORTUNITIES

OPENINGS

Chicago metro A/C accepting T&Rs for experienced air talent. Good production necessary. Jim Holly, 2107, 1000 East 80th Pl., Merrillville, IN 46410. (5-31)



Flint's #1 Country searching for PM drive talent. Relatability a must. Minimum three years' experience. T&R to Ops. Manager Mark Thomas, WKMF, Box 1470, Flint, Michigan 48501 EOE M/F

WEST

San Francisco's K-101 accepting airchecks for weekend openings. Up-tempo, A/C format. Must be available for any shift. Bill Gardner, PD, 700 Montgomery, SF 94111. (5-31)

Need evening production & voice track person for young company in beautiful Southern OR, 100kw FM. Mc Ryan: KBIG, Box 1400, Cave Junction, OR 97523. (5-31)

KCBQ is accepting on-air/news applications for future openings/vacation relief. T&R: Lee Rogers, Box 1629, San Diego, CA 92112. EOE M/F (5-31)

10Kw clear channel? All of western America? Chance of a lifetime for good overnight announcer. Ric Stratton, KDXJ-AM, Box K, St. George, UT 84770. No calls. EOE M/F (5-31)

KSMA (MOR) & KSNI (Country) have immediate openings for experienced, versatile, creative, adult, communicators. C&R: Tim Shaw, Box 1240, Santa Maria, CA 93454. EOE M/F (5-24)

KS103FM
KSTU-FM

Where Has All The Talent Gone?

Still searching for bright, up tempo, late night personality to join our team. Rush cassette & resume to: Parks & Preston, KS-103, Box 103 San Diego, Calif. 92104. EOE M/F No Calls!

Rare opening at Spokane's top rated A/C, PM drive/Production Director. Warm, one-to-one communicator. T&R: PD, Box 141146, Spokane, WA 99214. EOE M/F (5-31)

Announcer with strong production background wanted for 100kw stereo Country station in Grand Junction. T&R: Paul Aaron, 1440 Ethan Way, Sacramento, CA 95825. EOE M/F (5-31)

KFBK/Sacramento news/talk needs PD/ND. Strong, administrative/promotional experience necessary. T&R: Paul Aaron, 1440 Ethan Way, Sacramento, CA 95825. EOE M/F (5-31)

Opportunity for parttime DJ in ventura county. Call Steve Iker: (805) 856-3696 weekdays, 8-5pm. (5-31)

Overnight opening at Las Vegas' premiere Country outlet. T&R: KVEG, Doug Shane, Box 15223, Las Vegas, NV 89114. EOE M/F (5-31)

Pending maternity leave requires we recruit ND. Gather, write, deliver news. True radio journalism position. T&R: Manager, KARS, Box B60, Belem, NM 87002. EOE M/F (5-31)

Looking for female air talent & production people for Country AM/FM. Send T&R: Dennis Goodnight, Box 998, Las Cruces, NM 88004. (505) 524-8589 (5-31)

Rare opening in Las Vegas for ND with big voice. T&R: Doug Shane, KVEG, Box 15223, Las Vegas, NV 89114. EOE M/F (5-31)

Central CA lite-hit FM looking for experienced announcer, & also seeking salesperson. T&R: Garry Brill, KIQO, Attascadero, CA 93423. (805) 466-6115 EOE M/F (5-31)

ALASKA

Expanding AM/FM station looking for experienced announcers. Market of 30,000 but in a dynamic environment. This is not your average ho-hum small town. Alaska's capital requires talent and involvement. KINY-AM is 50 years young. Send T&R to: Paul Ryder, KINY, 1107 W. 8th St., Juneau, AK, 99801. EOE

OPENINGS

Morning drive jock needed for southern CA AM Country station. Bob Mitchell: (714) 882-2575. EOE M/F (5-31)

Rocky Mountain CHR

Needs morning entertainer. Quick wit, humor, character voices, telephone interplay essential for our "zoo". We are a growth market for your career. Cassettes, resumes and salary history to: Fred Laemhuis, KATI, P.O. Box 2006, Casper, WY 82602. EOE

POSITIONS SOUGHT

Here ya, here ya! Dependable team player looking to relocate in the West. Seven years in Country & A/C. ROB: (406) 652-6454 (5-31)

Oldies/Country former PD/MD, nominated CMA DJ of the year in 1980, seeking afternoon drive or middays. Currently KCEE/Tucson. BOB JONES: (602) 889-6296 (5-31)

News announcer, 7 years experience. Excellent references & a good rapport with the local community. DAVE: (716) 679-1278 (5-31)

Major market pro with 15 years experience wants chance at OM/PM. Learned from the best. Country, A/C, competitive must win attitude. TED: (619) 561-3856 (5-31)

Look here. Hard working team player, 2 1/2 years at a top rated A/C. will go anywhere, but prefer MW CHR, A/C, or AOR. CRAIG: (319) 266-1000 (5-31)

Eight years in the business. Knoxville PD/MD seeks fulltime air/MD in medium to major markets. MAURICE TURK: (615) 523-8693 (5-31)

OM/PM, four years experience, on-air, new & heavy promotions. Community oriented. DAN DUBONNET: (207) 282-4922 (5-31)

I'm not a sportscaster, I'm a personality with four years experience. You need me. Call STEVE: (806) 293-9145 (5-31)

Excellent on air/production & possible PD material. 17 year pro looking to relocate in FL. Can you help? (203) 355-3896 (5-31)

Professional experienced in all phases of radio, seeking a change in markets. T&R upon request. (704) 437-0521 or 274-3684 (5-31)

I can't work for Fotomat forever! KCRK-FM Walnut Creek Saturday jock, seeking fulltime gig. Call FRANK BUTERA: (415) 223-1534 or 453-2076 (5-31)

Savvy GM/PM/air talent Prolific professional, excellent background. Baltimore/Washington area preferred. MOA, 9019 Bruno Road, Randallstown, MD 21133. (301) 655-9613 (5-31)

Recent broadcasting/advertising graduate with three years parttime experience & a hot aircheck, looking for a good full-time position. BOB: (402) 477-8106 (5-31)

Sales-oriented programmer seeks PD slot in West P-3 CHR, A/C. Experience: research, promotions, sales, news, AM drive. Degree. Employed. WAYNE: (406) 252-3347 (5-31)

Mobile, self-contained, computerized, biological DJ unit looking for new place to plug in. For T&R call BRETT HAMILTON: (901) 363-1711 (5-31)

Major market news anchor formerly with WNEW, KFWB & KFI. Call: (602) 266-9229 (5-31)

Energetic, hard working, experienced female broadcasting announcer looking for a position with a progressive radio station. CINDY: (619) 365-9681 (5-31)

WEAM/Washington (AOR-A/C), WLP/Baltimore (CHR), at WCBC/Cumberland one year. Prefer East coast. BOB MOHR: (301) 777-2988 (5-31)

12 year pro leaving top 20 market for Southern CA. Superb production, solid news, strong air personality, major/medium market. Call FRANK (503) 667-0698 (5-31)

Wanted air talent or news position. Prefer college town. Call DAVE YOUNG: (701) 258-6248 (5-31)

OM/PM, four years experience, on-air, new & heavy promotions. Community oriented. DAN DUBONNET: (207) 282-4922 (5-31)

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Wanted air talent or news position. Prefer college town. Call DAVE YOUNG: (701) 258-6248 (5-31)

Dynamic southern CA air talent with 3 years L.A. experience seeks relocation in Bay Area/Pacific NW. Experience in production/news/copywriting. TIM: (213) 839-3929 (5-31)

13 year radio veteran, experienced PD & MD in CHR & A/C. Formerly at WHY? & PM drive 2 1/2 years at KHTR. JOHN FROST: (314) 441-9460 (5-31)

Currently doing on-air DJ show at broadcasting school & intern work at KRLA/Los Angeles. JACK PARKER (213) 234-9458 or 985-6915 (5-31)

I work. Pro newsway with four years experience wants medium/major market news slot. BS from Syracuse, MA from Ohio. DIANNA (203) 467-1439 or (603) 673-4874 (5-31)

Award winning entertainment life style ND interested in talking about your opportunities. Call T.J. ALLEN: (205) 432-0102 (5-31)

Need someone smooth & easy-going, fast? MARK's your man! Over five years on-air/production/copy/MD experience. (305) 444-9431 (5-31)

Air personality, 14 years experience, eclectic AOR & contemporary Country. Strong production skills. Baltimore, Washington area preferred. STEVE: (301) 363-2269 (5-31)

SW CHR needs air personality. Good production skills a must. Must be a communicator. T&R/production samples. KBIM-AM & FM, Rich Edman, Box 2306, Roswell, NM 88201. (5-31)

Radio/TV-Talk entertainer! 12 years in majors, "talk show of the year," ratings, references, team-player. CHARLIE DONOVAN: (301) 444-5328 (5-31)

Former MD/air talent at WIRE/Indianapolis needs work. Ready to relocate. A great team-player. A plus for you. Contact: TERRY FULLER: (317) 927-4200 (5-31)

GUS KRUEGER, former Production Manager at KMET for 8 years. Audio video with Fred Ratten. (213) 471-1703 (5-31)

Experienced air personality/copywriter wants to make strong contribution to CHR, A/C station with good management. Will relocate. For T&R contact NORRIS: (817) 535-3593 (5-31)

Available now. Announcer with PD/ND experience. 35 & stable. Resume & references upon request. RICK GRANDI: (619) 365-9672 (5-31)

Production/PM drive air personality looking for new challenge in S/W. 8 years CHR, A/C experience. PD/MD slots considered. SHAWN: (505) 722-9029 or (713) 728-1348 (5-17)

Owners/managers. You're a call away. Morning entertainer, major market experience seeks on-air/PM position with great FM. Become the next #1. (205) 928-8015 (5-31)

Top 50 parttime seeks fulltime position. No gigs. CHR stations with same attitude. call DENNIS: (716) 235-0817 (5-24)

Ambitious young announcer looking for a position in the South, West, or NW. MATT: (216) 261-6238 (5-24)

Right-hand man, PD, OM, Production Director, telephone-talk host, with 15 years experience in all phases of radio operations/programming. ANDY BUDNICK: (804) 744-5750 (5-24)

BOB SCHMIDT: Hot CHR screamer, mellow A/C or Country. Eight years experience including Chicago. Message: (312) 354-9535, after 3pm CDT. (5-24)

Broadcast school graduate with not much experience is ambitious & willing to learn. Can relocate anywhere for any format. Available now. MARK: (714) 917-1616 (5-24)

You can pick your nose & your friends, but it's hard to pick a good female jock. Call STACEY: (602) 951-8730 (5-24)

Creative mornings/PM, relocatable. Original characters & voices. 16 years management experience. Enthusiastic about working with a winning team. TOM: (313) 694-8762 (5-24)

Creative broadcasting school graduate seeks sales/air/production position with B/U, CHR, A/C stations. Will relocate. TROY SAVAGE: (215) GL5-2229 (5-24)

PM drive/Production Director looking for new challenge in SW, CHR, A/C formats, PD/MD/production positions considered. 8 years experience. SHAWN: (505) 722-9025 (5-24)

POSITIONS SOUGHT

Original characters, voices & great morning entertainment. Creative & enthusiastic. Mornings &/or PD. 16 years experience in management, relocatable. TOM: (313) 694-8762 (5-24)

Going brain dead in west Michigan. A happening kind of guy with B/EZ, CHR, and talk experience. Need better gig. Let's do talk. TONY: (616) 696-1631 (5-24)

Female DJ, will go anywhere, write good sales copy, and can do production, any airshift, have license, available now! Call LORI: (319) 355-4212 or 328-4358 (5-24)

Is it possible to earn a living without having to receive food-stamps? Any format... I need to eat! Let's talk turkey! JOHN QUAYLE (412) 228-0563 (5-24)

Beginning position sought in radio. Broadcasting school graduate. Sharp, talented & hard working. Willing to relocate. JOHN: (715) 627-7534 (5-24)

Stable ND, with 6 1/2 years experience, seeks medium market, good pay opportunity. 4 1/2 years at current ND position. WAYNE BYERS: (701) 251-2336 (5-24)

Talk show personality-host, and B/nd specialist, with extensive experience in radio & TV. Outstanding achievements with spectacular ratings. (619) 353-6033 (5-24)

ND with experience, in administrative & organizational skills, seeks medium/major market in NW, SW, or MW. (307) 235-1483 (5-24)

Glib, provocative, entertaining, available July 1st. ALAN SWAN, veteran Philly personality/PD seeks CHR/God station in top 10 market. (215) 574-0989 or (609) 829-1770 (5-24)

Dependable DJ, CHR, A/C. Professional, with outstanding voice, delivery, and production skills. SCOTT: (513) 528-5793 (5-24)

Creative morning air personality with heavy news experience looking to relocate. (717) 252-4144 (5-24)

MISCELLANEOUS

Commercial A/C FM needs Jazz record service for forthcoming four-hour nightly jazz show. Call Bill Elliott, WCMJ/Cambridge, OH: (614) 432-5605 (5-31)

KBCB needs A/C record service from all labels. Contact: George Fella, 7985 West & 1200 North, Tremonton, UT 84337 (801) 257-7407 (5-24)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities

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

Deadline

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

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

NATIONAL MUSIC FORMATS

Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

SURVIVOR "The Search Is Over"

Rock 'N' Hits

HANK WILLIAMS JR. "I'm Fdr Love"
BELLAMY BROTHERS "Old Hippie"

Country Coast-To-Coast

MADONNA "Into The Groove"
STING "If You Love Somebody Set Them Free"
POWER STATION "Get It On (Bang A Gong)"
BRUCE SPRINGSTEEN "Glory Days"
HEART "What About Love?"
DARYL HALL & JOHN OATES
"Possession Obsession"

BPI

John Sherman/Bob English (800) 426-9082

Adult Contemporary

MADONNA "Angel"
BEACH BOYS "Getcha Back"
PAUL YOUNG "Everytime You Go Away"
DOLLY PARTON with KENNY ROGERS "Real Love"
DARYL HALL & JOHN OATES
"Possession Obsession"

Modern Country

NITTY GRITTY DIRT BAND "Modern Day Romance"
JUDDS "Love Is Alive"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

MADONNA "Into The Groove"
AIR SUPPLY "Just As I Am"
BRUCE SPRINGSTEEN "Glory Days"

Contempo 300

PHIL COLLINS "Sussudio"
WHITNEY HOUSTON "You Give Good Love"

Great American Country

T.G. SHEPPARD "Fooled Around And Fell'n Love"
JUDDS "Love Is Alive"
RESTLESS HEART "I Want Everyone To Cry"
MICHAEL MARTIN MURPHEY "Carolina In The Pines"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

MERLE HAGGARD "Make-Up And Faded Blue Jeans"
JANIE FRICKE "She's Single Again"

The Great Ones

PAUL YOUNG "Everytime You Go Away"
BEACH BOYS "Getcha Back"
WHITNEY HOUSTON "You Give Good Love"
CHAKA KHAN "Through The Fire"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

MEN AT WORK "Everything I Need"
DeBARGE "Who's Holding Donna Now?"

Your Country

JUDDS "Love Is Alive"
HEART OF NASHVILLE "One Big Family"
NITTY GRITTY DIRT BAND "Modern Day Romance"
RESTLESS HEART "I Want Everyone To Cry"
ROSANNE CASH
"I Don't Know Why You Don't Want Me"

Hit Rock

MADONNA "Into The Groove"
BRUCE SPRINGSTEEN "Glory Days"
SUPERTRAMP "Cannonball"
WHITNEY HOUSTON "You Give Good Love"
HEART "What About Love?"
AIR SUPPLY "Just As I Am"

Radio Arts

John Benedict (818) 841-0225

Country's Best

JUDDS "Love Is Alive"
SAWYER BROWN "Used To Blue"
MICHAEL MARTIN MURPHEY "Carolina In The Pines"
ROSANNE CASH
"I Don't Know Why You Don't Want Me"

Soft Contemporary

DeBARGE "Who's Holding Donna Now?"
PAUL YOUNG "Everytime You Go Away"

Sound 10

MADONNA "Into The Groove"
DeBARGE "Who's Holding Donna Now?"
DARYL HALL & JOHN OATES
"Possession Obsession"
PAUL YOUNG "Everytime You Go Away"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

STING "If You Love Somebody Set Them Free"
DARYL HALL & JOHN OATES
"Possession Obsession"
HEART "What About Love?"
AIR SUPPLY "Just As I Am"
DeBARGE "Who's Holding Donna Now?"
DEPECHE MODE "People Are People"
POWER STATION "Get It On (Bang A Gong)"

Country

JUDDS "Love Is Alive"
REBA McENTIRE "Have I Got A Deal For You"

Transtar

Tom Casey (213) 460-6383

HANK WILLIAMS JR. "I'm For Love"
BELLAMY BROTHERS "Old Hippie"
GARY MORRIS "Lasso The Moon"
WILLIE NELSON, KRIS KRISTOFFERSON,
WAYLON JENNINGS & JOHNNY CASH
"Highwayman"

NO RUBBER CHICKEN. NO BORING AWARDS CEREMONIES.

... just the most informative, exciting
and essential meeting of the world's
leading music professionals.



For the past five years, the most innovative, vital and successful professionals in the progressive music business have made the **NEW MUSIC SEMINAR** their meeting place of choice every year in New York City. Last year 3,600 of these leaders attended, and this year even more of them will be there.

The **NEW MUSIC SEMINAR** is UNIQUE because it is the only meeting of its kind that brings together rock and black music's most progressive and productive elements, and it is the only convention where major and indy labels, A&R people, marketing people, publishers, lawyers, booking agents, promoters, college radio people, retailers, distributors, hardware manufacturers, managers, artists, producers, songwriters, club dj's, journalists, publicists, and others come together to meet, form new alliances, and maximize their esthetic and business potential. It is the ideal place for established movers and shakers as well as neophytes to come and chart the future course of music and the music business.

This year's meeting takes place on Wednesday, Thursday, Friday and Saturday, September 25-28 at the Marriott Marquis in New York City. In addition to great panels, every delegate is invited to attend the best showcases at any convention, as well as a host of other special events. All delegates are entitled to free access to the stand and exhibition area, and all delegates receive copies of the **New Music Seminar Directory Guide**, a vital year-round information resource that everyone in the business should have and be listed in. To appear in the book, all you have to do is register early.

For \$140.00 (until July 4) or \$175.00 (after July 4) there is no better way for you to expand your horizons. Write or call today for your registration application or to be put on the mailing list to receive the **NMS Update** that will keep you informed of every development in our plans.

For information on stands, inserts and Directory advertising call (212) 255-7408

NEW MUSIC SEMINAR

1747 First Avenue, New York, NY 10128

(212) 722-2115



BLACK/URBAN

BREAKERS

DIANA ROSS
Telephone (RCA)

78% of our reporting stations on it. Rotations: Heavy 3/1, Medium 28/5, Light 32/11, Total Adds 17 including WVEE, WBXM, WGCI, WBLZ, WTKL, WATV, WENN, WFXX, WJMI, WLOU, WJJS, WORL. Debuts at number 30 on the Black/Urban chart.

NILE RODGERS
Let's Go Out Tonight (WB)

75% of our reporting stations on it. Rotations: Heavy 1/0, Medium 16/1, Light 44/14, Total Adds 15 including KRNB, WYLD-FM, WOWI, WBXM, WBLZ, WZAK, WJLB, KQXL, WXOK, JET94, WKXI, WKWM. Debuts at number 38 on the Black/Urban chart.

COMMODORES
Animal Instinct (Motown)

72% of our reporting stations on it. Rotations: Heavy 4/0, Medium 27/1, Light 27/10, Total Adds 11, KNOK-FM, K94, WOWI, WBLZ, WZEN-FM, OC104, WXOK, WFXX, WBXM, WJYL, KHYS. Debuts at number 33 on the Black/Urban chart.

FORCE MO'S
Itchin' For A Scratch (Tommy Boy/Atlantic)

64% of our reporting stations on it. Rotations: Heavy 1/0, Medium 11/0, Light 40/19, Total Adds 19 including WVEE, K94, WGCI, WZAK, WJLM, KDAY, XHRM, JET94, WPLZ, KAPE, WTLG. Debuts at number 40 on the Black/Urban chart.

NEW & ACTIVE

LISA-LISA & CULT JAM w/FULL FORCE "I Wonder If I Take You Home" (Columbia) 48/15
Rotations: Heavy: 11/0, Medium 18/5, Light 19/10, Total Adds 15, WHUR, KKDA-FM, KMJQ, WHRK, WYLD-FM, KMJM, XHRM, OC104, WATV, WENN, WPDQ, WLOU, WPLZ, KHYS, KAPE, Heavy: WILD, WRKS, WDAS, K94, WOWI, KACE, KDAY, KJLB, WKND, WHHC, WANN. Debuts at number 34 on the Black/Urban chart.

GEORGE CLINTON "Double Oh-Oh" (Capitol) 48/6
Rotations: Heavy: 5/0, Medium 31/0, Light 22/6, Total Adds 6, WWIN, WJLB, WBXM, WJYL, WBLX, WORL, Heavy: KMJQ, WZEN-FM, KDAY, KJZ, KJCB. Debuts at number 37 on the Black/Urban chart.

DEBARGE "Who's Holding Donna..." (Gordy/Motown) 45/43
Rotations: Heavy: 2/2, Medium 11/9, Light 32/32, Total Adds 43 including WWIN, WXYV, WHUR, WAOK, KKDA-FM, WJLB, WEDR, K94, WBXM, WGCI, WBLZ, WDMT, WZAK, WJLM, KMJM, KACE, KDAY, XHRM, WBLX, WDAO.

LOVEBUD STARKS "Rappin'" (Atlantic) 45/7
Rotations: Heavy: 0/0, Medium 18/3, Light 27/4, Total Adds 7, WDAS, WOWI, WZEN-FM, KSOL, WPDQ, WBXM, KDOK. Medium include WWIN, WAOK, KRNB, WDMT, KDAY, WATV, WJLB, WBLX, WORL, WEAS, WOKA, WANN.

STANLEY CLARKE BAND "Born In The U.S.A." (Epic) 44/9
Rotations: Heavy: 0/0, Medium 12/3, Light 32/6, Total Adds 9, WDAS, WXOK, WENN, Z93, WPDQ, WBXM, WLOU, WPLZ, KHYS. Medium: WHUR, WDCI, WJLM, KSOL, KJCB, KOKA, WTLG, KDOK, WZAK.

SISTER SLEDGE "Frankie" (Atlantic) 42/38
Rotations: Heavy: 1/1, Medium 9/7, Light 32/30, Total Adds 38 including WWIN, WDAS, WJLS, WHUR, WAOK, KMJQ, WJLB, WEDR, WDMT, WJLM, WZEN-FM, KACE, KSOL, WQOK, WORL, WEAS, WOKA, WANN.

MENUDO "Hold Me" (RCA) 42/5
Rotations: Heavy: 1/0, Medium 16/0, Light 25/5, Total Adds 5, WXYV, WILD, KNOK-FM, WHRK, WDDM, Heavy: WHHC. Medium include WRKS, WDAS, WJLS, WVEE, KRNB, WDMT, WZAK, XHRM, KSOL.

CAMEO "Attack Me With Your Love" (Atlanta Artists/PolyGram) 41/39
Rotations: Heavy: 1/0, Medium 10/9, Light 30/30, Total Adds 39 including WWIN, WXYV, WDAS, WHUR, WAOK, KKDA-FM, KMJQ, KRNB, WJLB, WHRK, WJMI, WTMP, WBXM, WBLZ, KMJM, KDAY, KJLB, XHRM, WPEP.

MIDNIGHT STAR "Body Snatchers" (Solar/Elektra) 3/0
Rotations: Heavy: 3/0, Medium 22/4, Light 16/7, Total Adds 11, WXYV, KKDA-FM, K94, WDMT, KDAY, OC104, WFXC, WBXM, WBLX, WORL, WHUR, WDCI, WJLM, WANN.

HOWARD JONES "Things Can Only Get Better" (Elektra) 41/3
Rotations: Heavy: 10/0, Medium 20/2, Light 11/1, Total Adds 3, KRNB, WXOK, KOKA, Heavy: WJYL, WVEE, K94, WJLM, KMJM, KQXL, JET94, WJAX, WKWM. Moves 38-35 on the Black/Urban chart.

WHISPERS "Don't Keep Me Waiting" (Solar/Elektra) 36/8
Rotations: Heavy: 0/0, Medium 17/0, Light 19/8, Total Adds 8, WWIN, WZAK, WHHC, WTKL, WPEP, WLOU, KHYS, WANT. Medium: WILD, WAMQ, WAOK, WYLD-FM, WYLD, WJLB, WEDR, WZAK.

PENNY FORD "Dangerous" (Total Experience/RCA) 36/4
Rotations: Heavy: 0/0, Medium 13/1, Light 23/3, Total Adds 4, WDAS, WBXM, Z93, WPEP. Medium: WILD, WRKS, WAOK, WJLB, WZAK, WLOU, WJJS, WBLX, KHYS, KAPE, WANN, WATV.

FOUR TOPS "Sexy Ways" (Motown) 35/10
Rotations: Heavy: 0/0, Medium 12/0, Light 23/10, Total Adds 10, KKDA-FM, WTMP, WBXM, WZEN-FM, XHRM, WKXI, WBXM, WJYL, WDR, WFLZ, Medium: WWIN, WJLB, WAOK, KRNB, WDMT, WZAK.

VOYEUR "Paradise" (Cameo/MCA) 35/3
Rotations: Heavy: 1/1, Medium 14/1, Light 20/1, Total Adds 3, WZAK, KQXL, WENN, Medium: WXYV, KRNB, WEDR, WDMT, WJLB, WHHC, WRDQ, WKXI, WPDQ, KJCB, KAPE, WANN, WWWW.

AT&T "If You Love Somebody, Set Them Free" (A&M) 32/32
Rotations: Heavy: 0/0, Medium 7/7, Light 25/25, Total Adds 32 including WXYV, WDAS, WAMQ, WVEE, WJLB, WHRK, WEDR, K94, WBXM, WGCI, WZEN-FM, KACE, KDAY, KJLB, WFXC, WZAK.

CHERYL LYNN "Fidelity" (Columbia) 31/16
Rotations: Heavy: 2/0, Medium 11/2, Light 18/14, Total Adds 16, WXYV, WJLB, WEDR, WZAK, XHRM, WTKL, WQMG, WKXI, KJZ, WBXM, KJCB, WJYL, WLOU, WJJS, WDDM, WJOL, Heavy: WAOK, WJMI.

NEWCLEUS "I Want To Be A B-Boy" (Sunnyside) 29/3
Rotations: Heavy: 0/0, Medium 9/1, Light 17/2, Total Adds 3, WZEN-FM, WPDQ, WJJS, Heavy: KMJQ, KRNB, KJZ, Medium: WHUR, KKDA-FM, WDMT, KMJM, XHRM, WKXI, WEAS, WANN.

WILL KING "I'm Sorry" (Total Experience/RCA) 28/2
Rotations: Heavy: 1/0, Medium 8/0, Light 19/2, Total Adds 2, WHRK, WPEP, Heavy: WFXC, Medium: WAOK, WVEE, WJLB, WENN, KJCB, WBLX, KAPE, KOKA.

GRANDMASTER FLASH "Girls Love The Way He Spins" (Elektra) 26/3
Rotations: Heavy: 6/0, Medium 10/0, Light 10/3, Total Adds 3, K94, WDMT, WZEN-FM, Heavy: KMJM, WKND, WLOU, WPLZ, WDDM, WKWM, Medium: WWIN, WDAS, WJLS, KMJQ, WZAK, WAOK, WKXI, WEAS, WTLG, WVOI.

PAUL HARDCASTLE "19" (Chrysalis) 25/21
Rotations: Heavy: 4/2, Medium 2/1, Light 19/18, Total Adds 21 including WILD, WRKS, WDAS, WHUR, KNOK-FM, WEDR, WBXM, WGCI, WZAK, WJLB, WJLM, WZEN-FM, KJLB, Heavy: K94, WAOK.

CHEYNE "Call Me Mr. Telephone" (MCA) 25/4
Rotations: Heavy: 1/0, Medium 7/0, Light 17/4, Total Adds 4, WJLB, KJLB, WATV, Z93, Heavy: WJMI, Medium: WDAS, WDMT, KACE, KSOL, KJCB, WTOY, WANN.

MADONNA "Angel" (Sire/WB) 25/3
Rotations: Heavy: 9/0, Medium 7/1, Light 9/2, Total Adds 3, WHRK, WBXM, WJYL, Heavy: WVEE, K94, WJLM, OC104, JET94, WJAX, WJJS, WYKO, WKWM, Medium: WAMO, KKDA-FM, KNOK-FM, WRDQ, WPLZ, WDDM.

MOST ADDED
DEBARGE (43)
Who's Holding Donna... (Gordy/Motown)
CAMEO (39)
Attack Me With... (Atlanta Artists/PG)
SISTER SLEDGE (38)
Frankie (Atlantic)
STING (32)
If You Love Somebody (A&M)
PAUL HARDCASTLE (21)
19 (Chrysalis)

HOTTEST
FREDDIE JACKSON (52)
Rock Me Tonight (For Old...) (Capitol)
MARVIN GAYE (48)
Sanctified Lady (Columbia)
WHITNEY HOUSTON (47)
You Give Good Love (Arista)
JESSE JOHNSON'S REVUE (32)
Can You Help Me (A&M)
CON FUNG SHUN (26)
Electric Lady (Mercury/PolyGram)

SIGNIFICANT ACTION

NARADA MICHAEL WALDEN "The Nature Of Things" (WB) 24/3
Rotations: Heavy: 2/0, Medium 13/1, Light 9/2, Total Adds 3, WDAS, KNOK-FM, WJLB, Heavy: WATV, WENN, Medium: WWIN, WXYV, WAOK, WVEE, WRDQ, KQXL, WFXC, WPDQ, WBXM, WORL, WTOY, WANN.

MANHATTANS "Don't Say No" (Columbia) 22/8
Rotations: Heavy: 0/0, Medium 3/0, Light 14/8, Total Adds 8, WWIN, WDMT, WATV, WQMG, WBXM, WJYL, WPLZ, KAPE, Medium: KRNB, WJLB, WYLD-FM, WFXC, WJMI, WDDM, WANN, WDAO.

MAJESTY "Tell Me What You Want" (Golden Boy) 20/5
Rotations: Heavy: 0/0, Medium 4/1, Light 16/4, Total Adds 5, WJLB, WBLX, WLOU, WTOY, WVKO, Medium: WEDR, WJYL, WEAS.

JEAN KNIGHT "My Toof Toof" (Mirage/Atco) 20/2
Rotations: Heavy: 7/0, Medium 7/1, Light 6/1, Total Adds 2, WMMQ, KDOK, Heavy: WJYL, WAOK, WEDR, WRDQ, WAOK, WJMI, WANN, Medium: WYLD-FM, WZAK, WPEP, KHYS, KOKA, WWWW.

LONNIE HILL "You've Got Me Running" (Urban Sounds) 20/1
Rotations: Heavy: 0/0, Medium 11/0, Light 9/1, Total Adds 1, WENN, Medium: WAMO, WXOK, WPEP, WFXC, WKXI, KJCB, WLOU, WORL, WEAS, WTLG, KDOK.

ONE WAY "Let's Talk" (MCA) 19/12
Rotations: Heavy: 1/0, Medium 3/2, Light 13/9, Total Adds 12, WTMP, WZAK, WJLM, XHRM, WFXC, WQMG, WPLZ, KHYS, WANN, WAAA, WWWW, WVOI, Heavy: WQOK, Medium: WDMT, KDOK.

NOLAN THOMAS "One Bad Apple" (Mirage/Atco) 19/6
Rotations: Heavy: 1/0, Medium 10/6, Light 10/6, Total Adds 6, WILD, WHRK, KMJM, XHRM, WHHC, KOKA, Heavy: WJMI, Medium: WRKS, WJLS, WDMT, KDAY, WKND, KAPE, WTLG, WWWW.

CARL ANDERSON "Can't Stop This Feeling" (Epic) 19/5
Rotations: Heavy: 0/0, Medium 5/1, Light 13/4, Total Adds 5, WOWI, KJLB, XHRM, WKXI, KDOK, Medium: KSOL, WQMG, WJMI, WPDQ, WJJS.

SMOKE CITY "I Really Want You" (Epic) 19/3
Rotations: Heavy: 0/0, Medium 7/1, Light 12/2, Total Adds 3, WXYV, WYLD-FM, WTLG, Medium: WVEE, KSOL, WENN, WPDQ, WLOU, WEAS.

JEFF LORBER I/GAVIN CHRISTOPHER "Best Part Of The Night" (Arista) 18/12
Rotations: Heavy: 0/0, Medium 3/2, Light 15/9, Total Adds 11, KRNB, WZAK, KACE, KSOL, WPEP, WKXI, WBLX, WDDM, WANN, WDCI, WTLG.

LARRY GRAHAM "What We All Need Is More Love" (WB) 18/3
Rotations: Heavy: 0/0, Medium 5/0, Light 13/3, Total Adds 3, WTKL, WENN, WQMG, Medium: WZAK, WZEN-FM, WKND, WATV, WFXC.

TEMPTATIONS "How Can You Say That It's Over" (Gordy/Motown) 18/3
Rotations: Heavy: 1/0, Medium 6/0, Light 11/3, Total Adds 3, WTMP, WZEN-FM, WJJS, Heavy: WHUR, Medium: WXYV, KRNB, OC104, WFXC, WYLD, WANN.

GEORGE HOWARD "Love Will Find A Way" (TBA/Palo Alto) 18/2
Rotations: Heavy: 1/0, Medium 4/0, Light 13/2, Total Adds 2, WWIN, WAAA, Heavy: KACE, Medium: KJLB, WXOK, WQMG, WDAO.

SHIRLEY BROWN "Boyfriend" (Sound Town) 17/4
Rotations: Heavy: 2/0, Medium 5/1, Light 10/3, Total Adds 4, WXOK, WKXI, WLOU, WEAS, Heavy: KRNB, WBLX, Medium: WZEN-FM, WATV, WPEP, KAPE.

DIVINE SOUNDS "How Fast Money Goes" (Specific) 14/4
Rotations: Heavy: 0/0, Medium 3/0, Light 11/4, Total Adds 4, KRNB, WPLZ, WANT, WKWM, Medium: WPDQ, WORL, WWWW.

BILLY GRIFFIN "Systematic" (Columbia) 14/4
Rotations: Heavy: 0/0, Medium 2/1, Light 12/3, Total Adds 4, WXYV, XHRM, WENN, KDOK, Medium: KOKA.

MELBA MOORE "When You Love Me Like This" (Capitol) 12/12
Rotations: Heavy: 0/0, Medium 3/3, Light 9/9, Total Adds 12, WAOK, KRNB, WJLB, WDCI, WJMI, WANT, KAPE, KOKA, WDDM, WJLB, WKXI, WWWW.

PEABO BRYSON "Take No Prisoners (In The Game Of Love)" (Elektra) 11/11
Rotations: Heavy: 0/0, Medium 2/2, Light 9/9, Total Adds 11, WAOK, WJLB, WHRK, WEDR, WBXM, KQXL, WQMG, WQOK, WANT, WANN, WDAO.

TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 11/3
Rotations: Heavy: 5/2, Medium 5/1, Light 1/0, Total Adds 3, WJLM, WZEN-FM, WJJS, Heavy: K94, JET94, WJAX, Medium: WBLZ, KJLB, WRDQ, WKWM.

ISLEY, JASPER & ISLEY "Serve You Right" (CBS Associated) 11/2
Rotations: Heavy: 2/0, Medium 3/0, Light 6/2, Total Adds 2, WRKS, WORL, Heavy: WXOK, WKXI, Medium: WTMP, KOKA, WANN.

ANGELA "All Hung Up" (Sutra) 10/3
Rotations: Heavy: 0/0, Medium 3/0, Light 7/3, Total Adds 3, WHRK, K94, WPLZ, Medium: WWIN, WJLS, WJLB.

PRINCE "Pop Life" (WB) 10/1
Rotations: Heavy: 3/1, Medium 2/0, Light 5/0, Total Adds 1, WVKO, Heavy: KMJM, WQOK, Medium: KKDA-FM, WGCI.

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.

A SOLO RECORD FROM THE PRODUCER OF
DAVID BOWIE'S "LET'S DANCE,"
DURAN DURAN'S "THE REFLEX,"
MICK JAGGER'S "SHE'S THE BOSS" AND
MADONNA'S "LIKE A VIRGIN" . . .

NILE RODGERS
LET'S GO
OUT
TONIGHT

(7-29049)

PRODUCED BY NILE RODGERS
AND TOMMY 'ROCK' JYMI
THE FIRST SINGLE FROM HIS
WARNER BROS. ALBUM **B-MOVIE MATINEE**

T.C. CURTIS

JUST BREAKING...

**"YOU SHOULD
HAVE KNOWN
BETTER"**

PRODUCED BY WILLIAM ALEXANDER SMITH
7" AND 12" SINGLES ON SIRE RECORDS

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

MAY 31, 1985

- 1 **DIZZY GILLESPIE**/New Faces (GRP)
- 2 **STANLEY JORDAN**/Magic Touch (Blue Note)
- 3 **RARE SILK**/American Eyes (Palo Alto)
- 4 **EARL KLUUGH**/Soda Fountain Shuffle (WB)
- 5 **MILES DAVIS**/You're Under Arrest (Columbia)
- 6 **STANLEY TURRENTINE**/Straight Ahead (Blue Note)
- 7 **WEATHER REPORT**/Sportin' Life (Columbia)
- 8 **SPECIAL FX**/Modern Manners (GRP)
- 9 **ERNESTINE ANDERSON**/When The Sun Goes Down (Concord)
- 10 **TANIA MARIA**/Made In New York (Manhattan)
- 11 **KEVIN EUBANKS**/Opening Night (GRP)
- 12 **KENNY BURRELL/GROVER WASHINGTON JR.**/Together (Blue Note)
- 13 **GEORGE HOWARD**/Dancing In The Sun (TBA/Palo Alto)
- 14 **PATRICK PLUNKETT**/Plunketts' Safari (Noran)
- 15 **ANTHONY BRAXTON**/Seven Standards 1985, Vol. 1 (Magenta/Windham Hill)
- 16 **MITCHEL FORMAN**/Train Of Thought (Magenta/Windham Hill)
- 17 **POCKET CHANGE**/Colors Of The Wind (Branchilid)
- 18 **TOM GRANT**/Just The Right Moment (GRP)
- 19 **EMILY REMLER**/Catwalk (Concord)
- 20 **INDRA LESMANA W/NEBULA**/No Standing (Zebra)
- 21 **JACK DeJOHNETTE**/Jack DeJohnette Piano Album (Landmark)
- 22 **JIMMY PONDER**/So Many Stars (Milestone/Fantasy)
- 23 **LIZ STORY**/Unaccountable Effect (Windham Hill)
- 24 **MAYNARD FERGUSON**/Live From San Francisco (Palo Alto)
- 25 **RANDY BERNSEN**/Music For Planets, People & Washing Machines (Zebra)
- 26 **YELLOWJACKETS**/Samurai Samba (WB)
- 27 **ANDY NARELL**/Slow Motion (Hip Pocket/Windham Hill)
- 28 **DEXTER GORDON W/JUNIOR MANCE**/Live At Montreux (Prestige)
- 29 **DAVE GRUSIN & LEE RITENOUR**/Harlequin (GRP)
- 30 **RAY BROWN TRIO**/Soular Energy (Concord)

- DEBUT 24
- DEBUT 27
- DEBUT 28
- DEBUT 29

Black/Urban stations contributing to Jazz: WKND/Hartford, Melrose McLean; KJCB/Lafayette, Beatrice Evans; WYLD/FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myers; XHRM/San Diego, Duff Lindsay.

NEW & ACTIVE

- DAVE VALENTIN** "Jungle Garden" (GRP) 15/15
Rotations: Heavy 3/2, Medium 2/2, Light 4/4, Extra Adds 14, WBFO, WEBR, WYRS, KERA, WFPL, WMOI, WLCO, KTJZ, KKGO, KJAZ, KPUL, WFSB, KRVS, WLVE, KFRM.
- GARY BURTON** "Real Life Hits" (ECM) 15/13
Rotations: Heavy 3/2, Medium 2/2, Light 5/4, Extra Adds 5, Total Adds 13, WEBR, WYRS, WFPL, WMOI, WBGY, WKSU, KLON, KJZZ, KPUL, WNUJ, KLCC, KRML, KPXR, Heavy: KJAZ.
- PHILLY JOE JONES** "Drum Song" (Galaxy) 13/6
Rotations: Heavy 1/0, Medium 9/5, Light 2/0, Extra Adds 1, Total Adds 6, WUWM, KLON, WMID, WFSB, WHRC, KRML, Heavy: WNUJ, Medium: WRTI, WMOI, KTJZ, WYRC.
- HILTON RUIZ** "Crosscurrents" (Stash) 13/2
Rotations: Heavy 5/1, Medium 3/0, Light 5/2, Extra Adds 0, Total Adds 3, KCSC, WYBC, WYFE, Heavy: WBGO, WFPL, WBEI, KPUL, Medium: WKSU, WH-RO, KLCC.
- PASSPORT** "Running In Real Time" (Atlantic) 13/2
Rotations: Heavy 2/0, Medium 4/0, Light 7/2, Extra Adds 0, Total Adds 2, WZAM, KCSC, Heavy: WNOP, WFSB, Medium: WEBR, KERA, KFRM, XHRM.
- DEE BELL/EDDIE DURAN** "One By One" (Concord) 12/6
Rotations: Heavy 2/1, Medium 6/3, Light 3/1, Extra Adds 1, Total Adds 6, WUWM, KLON, KMHD, WYBC, KRML, KPXR, Heavy: WYRS, Medium: WBEI, WMID.
- RAY BROWN TRIO** "Soular Energy" (Concord) 12/3
Rotations: Heavy 5/0, Medium 5/2, Light 2/1, Extra Adds 0, Total Adds 3, WUWM, WUSF, WNUJ, Heavy: WBGO, WYRS, KJAZ, Medium: WGBH, WBEI, WKSU, KLON, WMID.
- TOMMY FLAHEGAN & HANK JONES** "More Delights" (Galaxy) 11/9
Rotations: Heavy 3/2, Medium 2/2, Light 4/3, Extra Adds 2, Total Adds 5, WBFO, WRTI, WDET, KLON, WMID, WFSB, WH-RO, WUSF, Heavy: WYRS.
- BARRY HARRIS** "For The Moment" (Uptown) 11/5
Rotations: Heavy 3/1, Medium 3/1, Light 2/1, Extra Adds 1, Total Adds 5, WDET, KADX, WUSF, WNUJ, KPXR, Heavy: WBGO, WH-RO, Medium: WRTI, KPUL, KJAZ, Light: WYRC, Extra Adds 1, Total Adds 5, WDET, KADX, WUSF, WNUJ, KPXR, Heavy: WBGO, WH-RO, Medium: WRTI, KPUL, KJAZ, Light: WYRC.
- BUDD JOHNSON & PHIL WOODS** "The Old Dude & The Fundance Kid" (Uptown) 11/3
Rotations: Heavy 3/0, Medium 7/3, Light 1/0, Extra Adds 0, Total Adds 3, WKSU, KBEM, WNUJ, Heavy: WMID, WFSB, WH-RO, Medium: WYBC, KLON, KPUL, WUSF.
- AL DIMEDOLA** "Cielo E Terra (Manhattan) 10/2
Rotations: Heavy 1/1, Medium 7/0, Light 1/0, Extra Adds 1, Total Adds 2, WDET, KRVS, Medium: WEBR, WRTI, WFPL, WNOP, WKSU, KLCC, WFSB.
- RODNEY FRANKLIN** "Columbia" (Columbia) 9/7
Rotations: Heavy 0/0, Medium 3/2, Light 1/0, Extra Adds 5, Total Adds 7, WBGO, WBEI, WNOP, KTJZ, KMHD, KRVS, KPXR, Heavy: KKGO.
- KEITH JARRETT** "Standards, Vol. 2" (ECM) 9/7
Rotations: Heavy 2/1, Medium 2/2, Light 1/0, Extra Adds 4, Total Adds 7, WBFO, KLON, KJZZ, KMHD, KJAZ, KPUL, KLCC, KRML, KPXR.
- GENE AMMONS** "Night Lights" (Prestige) 9/4
Rotations: Heavy 3/0, Medium 5/3, Light 0/0, Extra Adds 1, Total Adds 4, KBEM, WMID, WYBC, KPXR, Heavy: WBEI, KJAZ, Medium: WKSU, WFSB.
- KRONOS QUARTET w/RON CARTER** "Monk Suite" (Landmark) 9/4
Rotations: Heavy 2/0, Medium 2/1, Light 3/1, Extra Adds 1, Total Adds 4, WNOP, KLON, WUSF, KLCC, Heavy: WKSU, KPXR, Medium: WBGO.
- MICHAEL FRANKS** "Skin Dive" (WB) 8/5
Rotations: Heavy 2/0, Medium 2/2, Light 3/2, Extra Adds 1, Total Adds 5, WBFO, WEBR, WKSU, WYBC, WGCI, Heavy: WYRS.
- ANDY JAFFE SEXTET** "Manhattan Projections" (Stash) 8/2
Rotations: Heavy 4/1, Medium 1/1, Light 3/0, Extra Adds 0, Total Adds 2, WYBC, WFSB, Heavy: WFPL, KPUL, WH-RO.
- WYNTON MARSALIS** "All American Hero" (Who's Who) 7/4
Rotations: Heavy 2/1, Medium 3/1, Light 1/1, Extra Adds 1, Total Adds 4, KJZZ, KPUL, WUSF, KLCC, Heavy: WBFO, WNUJ, Medium: WEBR.

MOST ADDED

- ANDY NARELL (19)**
Slow Motion (Hip Pocket/Windham Hill)
- DAVE GRUSIN & LEE RITENOUR (16)**
Harlequin (GRP)
- DAVE VALENTIN (14)**
Jungle Garden (GRP)
- GARY BURTON (13)**
Real Life Hits (ECM)
- KEVIN EUBANKS (11)**
Opening Night (GRP)

HOTTEST

- DIZZY GILLESPIE (24)**
New Faces (GRP)
- STANLEY JORDAN (22)**
Magic Touch (Blue Note)
- RARE SILK (19)**
American Eyes (Palo Alto)
- STANLEY TURRENTINE (18)**
Straight Ahead (Blue Note)
- WEATHER REPORT (15)**
Sportin' Life (Columbia)

- CLEO LAINE** "That Old Feeling" (Columbia) 7/3
Rotations: Heavy 1/0, Medium 1/1, Light 5/2, Extra Adds 0, Total Adds 3, WBEI, WUWM, KKGO, Heavy: WFPL.
- LESLIE DRAYTON** "Love Is A Four-Letter Word" (Esoteric) 7/2
Rotations: Heavy 2/1, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 2, KTJZ, WYFE, Heavy: WBGO, Medium: WGH, WVOI.
- DAVE MCKENNA** "The Key Man" (Concord) 7/0
Rotations: Heavy 3/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WYRS, WFAE, WMID, Medium: WFPL, WH-RO.
- CASIOPEA** "Zoom" (Fantasy) 6/5
Rotations: Heavy 0/0, Medium 5/4, Light 0/0, Extra Adds 1, Total Adds 5, KERA, WZAM, KJZZ, WYBC, WMOI, Medium: KFRM.
- MARK MURPHY** "Sings The Nat King Cole Songbook" (Muse) 6/2
Rotations: Heavy 1/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, KKGO, KJAZ, Heavy: WYRS, Medium: WH-RO, WUSF.
- JOSHUA BREAKSTONE** "Four Over Four Equals One" (Sonora Records) 6/1
Rotations: Heavy 1/1, Medium 2/0, Light 3/0, Extra Adds 0, Total Adds 1, WYFE, Medium: KADX, WUSF.
- BILLIE HOLIDAY** "Billie Holiday Songbook" (Verve) 6/1
Rotations: Heavy 2/1, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 1, KLCC, Heavy: WBFO, Medium: WYRS, WUWM.

REGIONALIZED ADDS & HOTS

EAST	MIDWEST	WEST
WMOI/Toledo Bill Hopkins ANDRUS VOLLENHEIM FELLY JOE JONES JACKSON JANAGAN & JONES ROSELEY STANLEY TURRENTINE RAY BROWN TRIO DIZZY GILLESPIE RARE SILK ERIC JACKSON JIMMY PONDER LIZ STORY FRED SANCHEZ TRIO LARRY GORDON DORIS VIGORIE TERRY PROCTOR RANDY BERNSEN RANDY BERNSEN RAY BROWN TRIO LIZ STORY ANDRUS VOLLENHEIM FELLY JOE JONES JACKSON JANAGAN & JONES ROSELEY STANLEY TURRENTINE RAY BROWN TRIO DIZZY GILLESPIE RARE SILK INDRA LESMANA WYBC/Indianapolis (*) Terry Erb ANDY JAFFE SEXTET YAN DAVE BURSICK LARRY GORDON MICHAEL FRANKS CHARLIE PARKER JESSE BELLS ERIC THORNTON WYRS/Sanford GUS PATRON GUS PATRON DAVE VALENTIN RAY BROWN TRIO ERNESTINE ANDERSON DAVID ALVIN GARY BURTON TOMMY FLAHEGAN HANK JONES DAVE VALENTIN JILL GILLESPIE FEATHER HARRISVILLE JAZZ TA 	WBGO/Charlotte Bill Hopkins ANDRUS VOLLENHEIM FELLY JOE JONES JACKSON JANAGAN & JONES ROSELEY STANLEY TURRENTINE RAY BROWN TRIO DIZZY GILLESPIE RARE SILK ERIC JACKSON JIMMY PONDER LIZ STORY FRED SANCHEZ TRIO LARRY GORDON DORIS VIGORIE TERRY PROCTOR RANDY BERNSEN RANDY BERNSEN RAY BROWN TRIO LIZ STORY ANDRUS VOLLENHEIM FELLY JOE JONES JACKSON JANAGAN & JONES ROSELEY STANLEY TURRENTINE RAY BROWN TRIO DIZZY GILLESPIE RARE SILK INDRA LESMANA WYBC/Indianapolis (*) Terry Erb ANDY JAFFE SEXTET YAN DAVE BURSICK LARRY GORDON MICHAEL FRANKS CHARLIE PARKER JESSE BELLS ERIC THORNTON WYRS/Sanford GUS PATRON GUS PATRON DAVE VALENTIN RAY BROWN TRIO ERNESTINE ANDERSON DAVID ALVIN GARY BURTON TOMMY FLAHEGAN HANK JONES DAVE VALENTIN JILL GILLESPIE FEATHER HARRISVILLE JAZZ TA 	WYBC/Indianapolis (*) Bill Hopkins ANDRUS VOLLENHEIM FELLY JOE JONES JACKSON JANAGAN & JONES ROSELEY STANLEY TURRENTINE RAY BROWN TRIO DIZZY GILLESPIE RARE SILK ERIC JACKSON JIMMY PONDER LIZ STORY FRED SANCHEZ TRIO LARRY GORDON DORIS VIGORIE TERRY PROCTOR RANDY BERNSEN RANDY BERNSEN RAY BROWN TRIO LIZ STORY ANDRUS VOLLENHEIM FELLY JOE JONES JACKSON JANAGAN & JONES ROSELEY STANLEY TURRENTINE RAY BROWN TRIO DIZZY GILLESPIE RARE SILK INDRA LESMANA WYBC/Indianapolis (*) Terry Erb ANDY JAFFE SEXTET YAN DAVE BURSICK LARRY GORDON MICHAEL FRANKS CHARLIE PARKER JESSE BELLS ERIC THORNTON WYRS/Sanford GUS PATRON GUS PATRON DAVE VALENTIN RAY BROWN TRIO ERNESTINE ANDERSON DAVID ALVIN GARY BURTON TOMMY FLAHEGAN HANK JONES DAVE VALENTIN JILL GILLESPIE FEATHER HARRISVILLE JAZZ TA

56 Reporting Stations
51 Current Reports

KWUU/St. Louis; WKND/Hartford, and WVOI/Toledo called in a frozen playlist.

KSAX/Dallas-Ft. Worth failed to report this week; its playlist was frozen.

WJZZ/Detroit failed to report for two consecutive weeks, and was not used in this week's data.

COUNTRY

TOP 50

MAY 31, 1985

Three Weeks Last
Weeks Weeks

Three Weeks	Last Weeks	Rank	Artist/Song	Label
3	1	1	1 RONNIE MILSAP/She Keeps The Home Fires Burning (RCA)	RCA
8	3	2	2 OAK RIDGE BOYS/Little Things (MCA)	MCA
10	5	4	3 CRYSTAL GAYLE/Nobody Wants To Be Alone (WB)	WB
14	7	5	4 EXILE/She's A Miracle (Epic)	Epic
17	9	6	5 WILLIE NELSON/Forgiving You Was Easy (Columbia)	Columbia
18	11	8	6 LEE GREENWOOD/Dixie Road (MCA)	MCA
1	8	7	7 RICKY SKAGGS/Country Boy (Epic)	Epic
7	4	3	8 MERLE HAGGARD/Natural High (Epic)	Epic
20	15	11	9 STATLER BROTHERS/Hello Mary Lou (Mercury/PG)	Mercury/PG
16	12	10	10 MEL McDANIEL/Let It Roll (Let It Rock) (Capitol)	Capitol
21	17	13	11 STEVE WARINER/Heart Trouble (MCA)	MCA
32	25	17	12 ALABAMA/Forty Hour Week (For A Livin') (RCA)	RCA
25	20	16	13 EDDY RAVEN/Operator, Operator (RCA)	RCA
22	18	15	14 DAN SEALS/My Old Yellow Car (EMI America)	EMI America
29	22	18	15 EARL THOMAS CONLEY/Love Don't Care (RCA)	RCA
31	26	20	16 BELLAMY BROTHERS/Old Hippie (MCA/Curb)	MCA/Curb
27	23	19	17 LOUISE MANDRELL/Maybe My Baby (RCA)	RCA
1	2	9	18 CONWAY TWITTY/Don't Call Him A Cowboy (WB)	WB
40	32	23	19 W. JENNINGS/W. NELSON/J. CASH/K. KRISTOFFERSON/Highwayman (Columbia)	Columbia
37	31	24	20 HANK WILLIAMS JR./I'm For Love (WB/Curb)	WB/Curb
19	14	12	21 EMMYLOU HARRIS/White Line (WB)	WB
—	39	30	22 DOLLY PARTON w/KENNY ROGERS/Real Love (RCA)	RCA
30	27	25	23 JOHN SCHNEIDER/It's A Short Walk From... (MCA)	MCA
34	30	27	24 GARY MORRIS/Lasso The Moon (WB)	WB
33	29	26	25 JOHN ANDERSON/It's All Over Now (WB)	WB
38	35	29	26 RAY CHARLES w/MICKEY GILLEY/It Ain't Gonna Worry My Mind (Columbia)	Columbia
12	10	14	27 BARBARA MANDRELL/There's No Love In Tennessee (MCA)	MCA
36	34	32	28 GEORGE JONES & LACY J. DALTON/Size Seven Round (Made Of Gold) (Epic)	Epic
35	33	31	29 CHARLEY PRIDE/Down On The Farm (RCA)	RCA
49	44	36	30 ANNE MURRAY/ Don't Think I'm Ready For You (Capitol)	Capitol
—	43	38	31 JANIE FRICKE/She's Single Again (Columbia)	Columbia
46	41	37	32 JOHNNY LEE/Save The Last Chance (Full Moon/WB)	Full Moon/WB
26	24	21	33 ED BRUCE/When Givin' Up Was Easy (RCA)	RCA
—	41	35	34 GEORGE STRAIT/The Fireman (MCA)	MCA
2	6	22	35 CHARLY MCCLAIN/Radio Heart (Epic)	Epic
9	19	28	36 SYLVIA/Fallin' In Love (RCA)	RCA
—	49	44	37 T.G. SHEPPARD/Fooled Around And Fell In Love (Columbia)	Columbia
—	47	42	38 GLEN CAMPBELL/Love Always Letter To Home (Atlantic America)	Atlantic America
—	46	43	39 VERN GOSDIN/Dim Lights, Thick Smoke... (Complet/PG)	Complet/PG
5	13	33	40 MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)	Columbia
4	21	39	41 RONNIE McDOWELL/In A New York Minute (Epic)	Epic
—	48	45	42 BANDANA/It's Just Another Heartache (WB)	WB
—	50	46	43 CHANCE/To Be Lovers (Mercury/PG)	Mercury/PG
6	16	34	44 JOHN CONLEE/Working Man (MCA)	MCA
—	DEBUT	45	45 LANE BRODY/He Burns Me Up (EMI America)	EMI America
—	48	46	46 NICOLETTE LARSON/When You Get A Little Lonely (MCA)	MCA
—	DEBUT	47	47 JUDDS/Love Is Alive (RCA/Curb)	RCA/Curb
39	37	35	48 DAVID ALLAN COE/Don't Cry Darlin' (Columbia)	Columbia
—	DEBUT	49	49 MICHAEL MARTIN MURPHEY/Carolina In The Pines (EMI America)	EMI America
—	DEBUT	50	50 HILLARY KANTER/We Work (RCA)	RCA

Total Reports/Adds	Heavy	Medium	Light
162/0	150	10	2
161/0	139	17	5
160/0	128	28	4
160/0	131	26	3
160/0	122	33	5
162/0	119	38	5
150/1	109	23	18
141/0	115	19	7
154/1	94	55	5
146/0	94	37	15
159/1	69	78	12
161/1	49	96	16
159/0	53	95	11
147/1	66	67	14
160/2	50	93	17
157/3	41	94	22
153/5	54	73	26
124/0	76	26	22
156/8	22	108	26
153/7	31	95	27
127/1	48	57	22
155/15	16	93	46
151/2	28	87	36
155/5	18	99	38
140/3	22	79	39
146/5	10	99	37
105/0	51	34	20
124/3	24	73	27
103/1	21	63	19
143/13	4	87	52
134/10	13	72	49
135/8	6	77	52
99/1	29	45	25
129/19	5	59	65
84/0	33	31	20
77/1	24	34	19
111/16	7	53	51
119/13	1	57	61
97/8	10	51	36
62/0	22	20	20
62/0	15	31	16
88/4	5	46	37
93/8	2	38	53
59/0	14	31	14
91/6	2	38	51
76/7	1	40	35
82/55	2	26	54
63/0	2	49	12
87/25	0	29	58
69/3	4	28	37

MOST ADDED

- JUDDS (55)**
 Love Is Alive (RCA/Curb)
NETTY GRITTY DIRT BAND (32)
 Modern Day Romance (WB)
SAWYER BROWN (32)
 Used To Be (Capitol)
ROSANNE CASH (26)
 I Don't Know Why You Don't... (Columbia)
RESTLESS HEART (25)
 I Want Everyone To Cry (RCA)
MICHAEL MARTIN MURPHEY (25)
 Carolina In The Pines (EMI America)
GEORGE STRAIT (19)
 The Fireman (MCA)
KEITH STEGALL (18)
 Pretty Lady (Epic)
KENDALLS (17)
 If You Break My Heart (Mercury/PG)
T.G. SHEPPARD (16)
 Fooled Around And Fell In Love (Columbia)

HOTTEST

- RONNIE MILSEAP (76)**
 She Keeps The Home Fires... (RCA)
OAK RIDGE BOYS (54)
 Little Things (MCA)
WILLIE NELSON (47)
 Forgiving You Was Easy (Columbia)
RICKY SKAGGS (46)
 Country Boy (Epic)
EXILE (45)
 She's A Miracle (Epic)
MERLE HAGGARD (40)
 Natural High (Epic)
LEE GREENWOOD (34)
 Dixie Road (MCA)
ALABAMA (28)
 Forty Hour Week (For A Livin') (RCA)
CRYSTAL GAYLE (26)
 Nobody Wants To Be Alone (WB)
STATLER BROTHERS (23)
 Hello Mary Lou (Mercury/PG)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

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 Friday, 5-24-85.

No records qualified for Country Breaker status this week.

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RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

JANE BRODY "He Burns Me Up" (EMI America) 9/8

Rotations: Heavy 2, Medium 38, Light 51, Total Adds 5, WKZ, KIKK, WKIX, WSLR, WXCL, KULJY, Heavy: WTSV, WOKK, Medium: WWVA, KMML, KRMD, WUSO, KXKY, KVVO, KGA, Debuts at number 45 on the Country chart.

MICHAEL MARTIN MURPHY "Carolina In The Pines" (EMI America) 8/25

Rotations: Heavy 0, Medium 29, Light 58, Total Adds 25 including WJNA, WAJR, WDSY, WVM, WZZK, WUSY, WCOS, WAMZ, WLWI, KFKF, WTL, KTKP, KGH, KQIL, KCBO, Debuts at number 49 on the Country chart.

JUDDS "Love Is Alive" (RCA/Curb) 8/25

Rotations: Heavy 2, Medium 26, Light 54, Total Adds 55 including WCAO, WXTU, WPOR, WZZK, WSO, WKIX, WWW, WMIL, KTTT, KRKT, KUGN, KFRE, KRKA, KMPS, KCIJB, Debuts at number 47 on the Country chart.

RESTLESS HEART "I Want Everyone To Cry" (RCA) 7/25

Rotations: Heavy 0, Medium 14, Light 59, Total Adds 25 including WQBE, WKY, WLO, WXBO, WUSY, WPAP, WSLR, WMNL, WMIL, KKAL, KULJY, KUGN, KEIN, KCBO, KMPS.

HILARY KANTER "We Work" (RCA) 6/9

Rotations: Heavy 4, Medium 28, Light 37, Total Adds 3, WJNA, KVOC, KYEG, Heavy: WTSV, KEAN, WOLZ, KCCY, Medium: WWVA, WEZL, WFNC, WLVI, WPAP, WTL, KTTT, KUGN, Debuts at number on the Country chart.

ROSANNE CASH "I Don't Know Why You Don't..." (Columbia) 6/28

Rotations: Heavy 0, Medium 20, Light 42, Total Adds 26 including WAJR, KEAN, KXYL, WCOS, WESC, KIKK, WKSJ, WONE, WXCL, KIOY, KTTT, KFDD, KRKY, KTO, KMPS.

MAC DAVID "I Never Made Love..." (RCA) 6/11

Rotations: Heavy 0, Medium 23, Light 41, Total Adds 11, WJNA, WCAO, CHOW, WMIL, KYXX, WUSJ, WTL, WOV, WXCL, KKAL, KUGN, Medium: WEZL, WUSY, KFDD, KCCY.

NITTY GRITTY DIRT BAND "Modern Day Romance" (WB) 5/32

Rotations: Heavy 0, Medium 19, Light 40, Total Adds 32 including WTSV, WRKZ, WYII, KASE, WSO, WLVI, KYXX, KSO, WOV, KVVO, KUGN, KWSJ, KCCY, KOKC, KGA.

NEL TILLIS "You Done Me Wrong" (RCA) 5/16

Rotations: Heavy 1, Medium 19, Light 38, Total Adds 16, WJNA, WVAM, WLO, WYII, WVM, WFNC, WESC, WDXE, WOKK, KYXX, WKIX, WMNL, WANI, WAXX, KCJB, KRKT, KWJJ.

KENDALLS "If You Break My Heart" (Mercury/PolyGram) 5/17

Rotations: Heavy 0, Medium 16, Light 38, Total Adds 17, WJNA, WVAM, CHOW, KMML, WESC, WPAP, KRMD, WIRK, WOV, WTD, KYAK, KKAL, KUGN, KEIN, KWJJ, KTO.

TOM T. HALL "A Bar With No Beer" (Mercury/PolyGram) 5/18

Rotations: Heavy 0, Medium 17, Light 34, Total Adds 6, WJNA, CHOW, WEZL, KIKK, WMNL, KKAL, KYEG, KCOB, Medium: WWVA, WUSY, KYXX, WIRK, KTTT, KFDD, KRKY.

SAWYER BROWN "Used To Be" (Capitol) 5/32

Rotations: Heavy 0, Medium 10, Light 40, Total Adds 32 including WVAM, WCAO, WIXY, WYII, KMML, WSO, WESC, KYXX, WQEE, WTSO, KTKP, KVVO, KUGN, KCCY, KCBO.

SIGNIFICANT ACTION

BILL MEDLEY "Women In Love" (RCA) 4/6

Rotations: Heavy 0, Medium 20, Light 26, Total Adds 2, WRNL, KVEG, Medium: WYII, WESC, WTL, WOV, KVVO, KEIN, KGA, KIGD.

CARL JACKSON "Dixie Train" (Columbia) 4/15

Rotations: Heavy 0, Medium 7, Light 36, Total Adds 15 including WPOR, WYII, KMML, WGTG, KIKK, KYXX, WTSO, WWJQ, KRKT, KEIN.

SOUTHERN PACIFIC "Someone's Gonna Love Me Tonight" (WB) 3/6

Rotations: Heavy 0, Medium 1, Light 35, Total Adds 6, WCAO, WEZL, WFNC, KFDD, KRKT, KTO, Medium: KRMD, Light: WQBE, KCIJB, KCCY.

HEART OF NASHVILLE "One Big Family" (Compaq/PolyGram) 3/11

Rotations: Heavy 2, Medium 4, Light 28, Total Adds 11, WKY, CHOW, WLVI, WKIX, WTL, WSO, WBCS, KYXX, KTKP, KVVO, KRKY.

LACY J. DALTON "You Can't Run Away From Your..." (Columbia) 3/16

Rotations: Heavy 0, Medium 9, Light 34, Total Adds 16 including WQBE, WDXE, WOKK, KYXX, WTL, KVVO, KFDD, KUGN, KFRE, KQIL.

OSMOND BROTHERS "Any Time" (WB/Curb) 3/9

Rotations: Heavy 1, Medium 7, Light 22, Total Adds 9, WYII, KMML, WPAP, WKIX, KRMD, WOYK, WTL, KRKT, KRKY.

NARVEL FELTS "If It Was Any Better" (Evergreen) 2/6

Rotations: Heavy 0, Medium 4, Light 23, Total Adds 6, WJNA, WFNC, WESC, WKIX, KRMD, KIGO, Medium: WVAM, KMML, WOV.

SHELLY WEST "Don't Make Me Wait On The Moon" (Viva) 2/13

Rotations: Heavy 0, Medium 6, Light 20, Total Adds 13 including CHOW, KASE, WEZL, WPAP, WIRK, WOV, KTTT, KVVO, KRKT, KIGO.

DOTTIE WEST "We Know Better Now" (Parلمان) 2/6

Rotations: Heavy 0, Medium 8, Light 18, Total Adds 5, WYII, WESC, WAXX, KVEG, KGA, Medium: KMML, KRMD, WOYK, WTL, WQW.

HOLLY DUNN "Playing For Keeps" (MTM) 2/3

Rotations: Heavy 0, Medium 0, Light 25, Total Adds 3, WJNA, WCAO, WOV, Light: WVAM, WFNC, KYXX, KFDD, KRKT, KRST, KIGD.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	Don't Call Him A Cowboy
HANK WILLIAMS, JR./This Ain't Dallas (WB/Curb)	Five-O
BUDDY EMMONS/Steel Guitar Rag (Step One)	Singin' 40's - 80's
EMMYLOU HARRIS/Rhythm Guitar (WB)	The Ballad Of Sally Rose
OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)	Step On Out
CRYSTAL GAYLE/Touch And Go (WB)	Nobody Wants To Be Alone
SHELLY WEST/I'll Dance The Two-Step (Viva)	Don't Make Me Wait On...
OAK RIDGE BOYS/Love Is Everywhere (MCA)	Step On Out
RESTLESS HEART/She's Coming Home (RCA)	Restless Heart
JUDDS/Bye Bye Baby Blues (RCA/Curb)	Why Not Me?
ALABAMA/Can't Keep A Good Man Down (RCA)	40 Hour Week
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?
STATLERS/Memory Lane (Mercury/PG)	Partners In Rhyme

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ADULT/CONTEMPORARY

BREAKERS

JOHN FOGERTY Centerfield (WB)

61% of our reporters on it. Rotations: Heavy 19/0, Medium 49/1, Light 18/3, Total Adds 4, WNIC, WIVY, 3WM, WTKO. Heavy: WKBW, WSB, WOMC, WCCO, WICC, WKYE, WAVE, WNNR, WEIM, WCKQ, WCHV, WORG, WAEV, WZLQ, KTYL, KRBS, KMGQ, KALE. Moves to number 20 on the A/C chart.

NEW & ACTIVE

DOLLY PARTON with KENNY ROGERS "Real Love" (RCA) 83/6

Rotations: Heavy 6/1, Medium 47/2, Light 30/3, Total Adds 5, WKBW, KHQW, KMJI, WING, KOIL, KDUK, Heavy: WGY, WJSN, WTKO, KRLB, WZLQ. Mediums include: WFBR, WRHM, WSB, WARM98, WCCO, KOST, KGW, KFMB, WJWM, WAEW, WKYE, WKGW, WBT, WMAZ, WSPF, WRVA, WHBY, KIOA, KFI, KSL. Moves 25-23 on the A/C chart.

AMY GRANT "Find A Way" (A&M) 80/6

Rotations: Heavy 0/0, Medium 53/2, Light 27/4, Total Adds 6, WICC, WEZC, WGGW, CK101, WRVA, KSL. Mediums include: WFBR, WPRO, WSB-FM, KVIL-FM, KLSI, KOST, KGW, KFMB, WKGW, KEY103, WBT, WMAZ, WLAC-FM, WSPF, WAVE, WNAM, WMGN, WHNN, KDUK, KIFM. Debuts at number 25 on the A/C chart.

PAUL YOUNG "Everytime You Go Away" (Columbia) 75/13

Rotations: Heavy 5/0, Medium 34/3, Light 35/10, Total Adds 13, WRMC, KUDL, WMYX, KOST, KGW, KFMB, WKGW, WCCO, KGW, K106, WMAZ, WSPF, WRVA, WNAM, WHBC, WMGN, WLTE. Mediums include: WKBW, WSB-FM, WLTS, 2WD, KMGQ, WAEW, WICC, K106, WBT, WMAZ, KELT, WHBY, KIOA, WMGW, KSL.

DeBARGE "Who's Holding Donna Now" (Gordy/Motown) 74/22

Rotations: Heavy 2/0, Medium 27/8, Light 45/14, Total Adds 22, WSB-FM, 97A1A, WARM98, KLSI, KUDL, K MJI, B100, KFMB, WAEW, WKGW, WBT, WGGW, WKJJ, WRVA, WAVE, WHBC, KIOA, KLYF, KBOI, KDUK, WTKO, KRNO, Heavy: WKBW, WSB-FM, WLTS, 2WD, KMGQ, WAEW, WICC, K106, WBT, WMAZ, KELT, WHBY, WRVA, WHBY, WHBC, WMGN, KWAV.

GRAHAM PARKER "Wake Up (Next To You)" (Elektra) 70/2

Rotations: Heavy 18/0, Medium 32/1, Light 20/1, Total Adds 2, KLSI, WGGW, Heavy: WKBW, WAEW, WMAZ, WSPF, KLV, KWAV, WNNR, WEIM, WSKI, WPPA, WCKQ, WCHV, WORG, WZLQ, KTYL, WCIL, KEEZ, KRBS, KALE.

EVELYN "CHAMPAGNE" KING "Till Midnight" (RCA) 67/4

Rotations: Heavy 3/0, Medium 35/1, Light 29/3, Total Adds 4, WLTS, KOIL, KIFM, WTKO. Heavy: WKNE, KRBS, KALE. Medium: WFBR, WSB, KSL, KOST, WKYE, K106, WGGW, WMAZ, WSPF, WRVA, WHBY, WHBC, WMGN, KWAV.

KENNY LOGGINS "Forever" (Columbia) 61/10

Rotations: Heavy 1/0, Medium 26/3, Light 34/7, Total Adds 10, 97A1A, WNIC, B100, KFMB, WBT, WRVA, WHBC, KIOA, WKUS, KEEZ. Mediums include: WFBR, WPIX, KVIL-FM, WJMJ, WMAZ, KELT, WSPF, WAVE, WMGN, KSL.

ANNE MURRAY "I Don't Think I'm Ready For You" (Capitol) 57/1

Rotations: Heavy 5/0, Medium 35/1, Light 16/0, Total Adds 1, KCNR, Heavy: WKBW, WCCO, WGY, WHBY, WTKO, WAHR. Mediums include: WSB, WAEW, KEY103, K106, WBT, WMAZ, WRVA, WNAM, WHBC, WTRX, WSN, KSL, KPFL.

KATRINA AND THE WAVES "Walking On Sunshine" (Capitol) 47/7

Rotations: Heavy 4/0, Medium 20/1, Light 23/6, Total Adds 7, KSLI, B100, WAEW, WAVE, WKYE, WFFX, KKLK, Heavy: WNNR, WSKI, WPPA, KALE. Mediums include: KVIL-FM, 2WD, KJR, WICC, V100, WKJJ, WMAZ, WHBC, WENS, WMGN, KLUK, KWAV.

DARYL HALL & JOHN OATES "Possession Obsession" (RCA) 44/23

Rotations: Heavy 0/0, Medium 13/5, Light 31/18, Total Adds 23, WSB-FM, 97A1A, WNIC, WOMC, KOST, KEY103, WBT, WRVA, KFI, KIFM, WNNR, WEIM, WSSG, WORG, WZLQ, WCIL, WMT-FM, KFSB, KEEZ, WBOW, KKLK, KOSW, KMGQ. Medium: WFBR, V100, WAVE, WMGN, WSKI, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 HAROLD FALTERMEYER	136/0	119	13	4
2 BILLY OCEAN	127/0	107	17	3
3 TEARS FOR FEARS	125/0	92	30	3
4 SURVIVOR	130/3	85	39	6
5 KOOL & THE GANG	122/0	88	28	6
6 WHAMI!	113/0	82	27	4
7 JULIAN LENNON	123/1	79	39	5
8 SADE	109/1	65	36	8
9 RED SPEEDWAGON	115/1	62	49	4
10 MADONNA	116/4	55	51	10
11 ALAN PARSONS PROJECT	111/2	55	48	8
12 LIMAH!	119/6	33	66	20
13 CHAKA KHAN	103/3	42	55	6
14 BEACH BOYS	127/11	8	89	30
15 MADONNA	96/0	35	45	16
16 WHITNEY HOUSTON	115/6	20	72	23
17 BRYAN ADAMS	93/1	32	48	13
18 AIR SUPPLY	106/16	3	64	39
19 DeBARGE	66/0	16	33	17
20 JOHN FOGERTY	86/4	19	49	18
21 GEORGE BENSON	66/0	19	34	13
22 DAN FOGELBERG	63/0	20	32	11
23 DOLLY PARTON w/KENNY ROGERS	83/6	6	47	30
24 BRUCE SPRINGSTEEN	61/0	13	36	12
25 AMY GRANT	80/6	0	53	27

MOST ADDED

DARYL HALL & JOHN OATES (23)
Possession Obsession (RCA)
DeBARGE (22)
Who's Holding Donna Now (Gordy/Motown)
DON HEILEY (16)
Not Enough Love In The World (Geffen)
AIR SUPPLY (16)
Just As I Am (Arista)
ROSANNE CASH (13)
I Don't Know Why (Columbia)
PAUL YOUNG (13)
Everytime You Go Away (Columbia)

HOTTEST

HAROLD FALTERMEYER (104)
Axel F (MCA)
BILLY OCEAN (73)
Suddenly (Jive/Arista)
TEARS FOR FEARS (69)
Everybody Wants To Rule (Mercury/PG)
KOOL & THE GANG (58)
Fresh (De-Lite/PG)
SURVIVOR (57)
The Search Is Over (Scotti Bros./CBS)

PHIL COLLINS "Sussudio" (Atlantic) 44/2

Rotations: Heavy 8/0, Medium 28/1, Light 8/1, Total Adds 2, KIOA, KTYL. Heavy: KJR, WKYE, WMGN, WNNR, WSKI, WPPA, WKYX, KALE. Medium include: 2WD, WAEW, WICC, V100, CK101, WKJJ, WSPF, WAVE, WNAM, KOIL, KRVA, KDUK, KKUA, KWAV.

KIM CARNES "Crazy In The Night (Barking At The Moon)" (EMI America) 43/3

Rotations: Heavy 0/0, Medium 21/0, Light 22/3, Total Adds 3, CK101, WHBC, KIOA. Mediums include: WFBR, WKBW, WCCO, V100, WKYE, WMAZ, WNNR, WEIM, WSKI, WPPA, KORO, WSKY, WCKQ, WCHV, KFSB, KEEZ, KKLK, KTVW.

PAUL YOUNG "Everytime You Go Away" (Columbia) 75/13

Rotations: Heavy 0/0, Medium 11/3, Light 30/13, Total Adds 16, WRMC, WLTS, WARM98, WCCO, KFMB, KEY103, WKJJ, KIFM, WCHV, WAHR, WKYX, WAEV, KFSB, WJON, KOSW, KALE. Medium: V100, KWAV, WSKI, WZLQ, WFFX, KTYL, WMT-FM, KRBS.

BILL WITHERS "Oh Yeah!" (Columbia) 39/0

Rotations: Heavy 0/0, Medium 21/0, Light 13/0, Total Adds 0, Heavy: WHBY, KSL, WTKO, WKNE, WAHR. Medium: WNIC, WCCO, KGW, K106, WMAZ, WSPF, WRVA, WNAM, WHBC, WMGN, WLTE.

JACK WAGNER "Lady Of My Heart" (Quest/WB) 33/0

Rotations: Heavy 8/0, Medium 18/0, Light 7/0, Total Adds 0, Heavy: 97A1A, WLTS, WSNY, WCCO, WHBY, WEIM, WAHR, KRBS. Medium: WKBW, WPIX, K106, WMAZ, WLAC-FM, WRVA, KIOA, WTRX, WHNN.

SIGNIFICANT ACTION

MEN AT WORK "Everything I Need" (Columbia) 26/6

Rotations: Heavy 0/0, Medium 5/0, Light 21/6, Total Adds 6, KEY103, KIFM, KORO, KFSB, WBOW. Medium: WMAZ, KWAV, WTKO, KMGQ, KALE.

HOWARD JONES "Things Can Only Get Better" (Elektra) 25/1

Rotations: Heavy 8/0, Medium 8/0, Light 9/1, Total Adds 1, CK101, WKJJ, WMGN, WNNR, WSKI, WPPA, WCKQ, KKLK, KOSW. Heavy: WKJJ, WMGN, WNNR, WSKI, WPPA, WCKQ, KKLK, KOSW. Medium: B100, V100, WHAS, WENS, KKUA, WTKO, KRBS.

SOUTHERN PACIFIC "Someone's Gonna Love Me Tonight" (WB) 24/1

Rotations: Heavy 0/0, Medium 8/0, Light 16/1, Total Adds 1, WZLQ. Medium: WMAZ, WBY, WNNR, WEIM, WTKO, WSKI, WAVE, KRBS.

JANEY STREET "How Long Till My Ship Comes In" (Arista) 21/8

Rotations: Heavy 0/0, Medium 2/0, Light 19/8, Total Adds 8, KORO, WKYX, WZLQ, KEEZ, WJON, KOSW, KMGQ, KALE. Medium: WAHR, KRBS.

SIMPLE MINDS "Don't You (Forget About Me)" (A&M) 21/0

Rotations: Heavy 0/0, Medium 11/0, Light 4/0, Total Adds 0, Heavy: KYKY, WKJJ, WAVE, WMGN, KKUA, KKLK. Medium: 2WD, KMGQ, B100, K101, V100, KOIL, WHHE, WTRX, KRBS, KOSW.

AL CORLEY "Square Rooms" (Mercury/PolyGram) 20/1

Rotations: Heavy 0/0, Medium 7/0, Light 13/1, Total Adds 1, WJON. Medium: KVIL-FM, WNNR, WEIM, WSKI, WAGE, KKLK, KOSW.

ROSANNE CASH "I Don't Know Why You Don't Want Me" (Columbia) 19/13

Rotations: Heavy 0/0, Medium 2/1, Light 17/12, Total Adds 13, WCCO, WMAZ, WTKO, KORO, WORG, WKYX, WAEV, WFFX, WCIL, WMT-FM, KEEZ, KRBS, KMGQ. Medium: WAHR.

DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody" (WB) 19/0

Rotations: Heavy 5/0, Medium 5/0, Light 9/0, Total Adds 0, Heavy: WTKO, WAVE, KKUA, WPPA, WCKQ. Medium: KVIL-FM, WTNV, WCHV, WORG, KEEZ.

MARY JANE GIRLS "In My House" (Gordy/Motown) 18/4

Rotations: Heavy 4/1, Medium 9/2, Light 5/1, Total Adds 4, K101, CK101, WHAS, KRLB. Heavy: WKJJ, KKUA, WCKQ. Medium: 2WD, B100, V100, WMGN, WNNR, WKYX, KOSW.

ALISON MOYET "Invisible" (Columbia) 18/0

Rotations: Heavy 3/0, Medium 10/0, Light 5/0, Total Adds 0, Heavy: WEIM, WSKI, KKLK. Medium: KVIL-FM, 2WD, WICC, KEY103, WKJJ, WMGN, WNNR, WPPA, KTYL, KMGQ.

W. JENNINGS/W. NELSON/J. CASH/K. KRISTOFFERSON "Highwayman" (Columbia) 16/0

Rotations: Heavy 0/0, Medium 7/0, Total Adds 0, Medium: WCCO, WTRX, WMAZ, WEIM, WAHR, WJBC, KEEZ.

SISTER SLEDGE "Frankie" (Atlantic) 14/6

Rotations: Heavy 0/0, Medium 4/2, Light 10/4, Total Adds 6, WICC, WRVA, WEIM, WSKI, WAHR, WORG. Medium: WMAZ, KALE.

COMMODORES "Animal Instinct" (Motown) 13/2

Rotations: Heavy 0/0, Medium 1/0, Light 12/2, Total Adds 2, KORO, WORG. Medium: WMAZ.

PRINCE "Raspberry Beret" (WB) 13/0

Rotations: Heavy 0/0, Medium 8/0, Light 5/0, Total Adds 0, Medium: V100, WKJJ, WSPF, WNNR, WSKY, WCKQ, KRLB, WKYX.

STING "If You Love Somebody Set Them Free" (A&M) 11/11

Rotations: Heavy 0/0, Medium 0/0, Light 11/11, Total Adds 11, KEY103, WKJJ, WAVE, KWAV, WNNR, WEIM, WSKI, KORO, KTYL, KOSW, KRBS.

CYNDI LAUPER "The Goonies 'R' Good Enough" (Portrait/CBS) 11/2

Rotations: Heavy 0/0, Medium 4/0, Light 7/2, Total Adds 2, KEEZ, WJON. Medium: WKYE, WAVE, WCKQ, WKYX.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 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 A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

AOR TRACKS

154 REPORTS

Prev. Week	Two Weeks	Last Week	Rank	Artist/Track	Total	Hot	Medium	Total Adds
6	1	1	1	ROBERT PLANT/Little By Little (Es Paranza/Atlantic)	146	+131	+14	1
3	2	2	2	EURYTHMICS/Would I Lie To You? (RCA)	140	+119	+21	1
10	5	3	3	JOHN CAFFERTY & THE BEAVER...Tough 'All Over (Scotti Bros./CBS)	140	+113	+27	0
58	9	4	4	SUPERTRAMP/Cannonball (A&M)	142	+95	+47	1
17	8	5	5	NIGHT RANGER/Sentimental Street (Camei/MCA)	132	+70	+62	2
DEBUT	6	6	6	STING/If You Love Somebody Set Them Free (A&M)	132	66	50	121
53	15	11	7	BRUCE SPRINGSTEEN/Glory Days (Columbia)	120	+72	+45	15
8	7	8	8	PHIL COLLINS/Sussudio (Atlantic)	110	+96	+14	2
24	10	9	9	'TIL TUESDAY/Voices Carry (Epic)	117	+63	+53	3
5	8	7	10	TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)	105	+68	+37	1
4	4	5	11	MICK JAGGER/Lucky In Love (Columbia)	100	+71	+29	1
20	15	12	12	JOE WALSH/The Confessor (Full Moon/WB)	119	+45	+73	3
28	20	15	13	HOOTERS/All You Zombies (Columbia)	119	+37	+81	5
—	37	14	14	HEART/What About Love? (Capitol)	118	+24	+89	34
47	40	27	15	TEARS FOR FEARS/Shout (Mercury/PG)	105	+48	+54	20
42	38	17	16	PAUL YOUNG/Everytime You Go Away (Columbia)	103	+55	+47	7
22	14	17	17	KIM MITCHELL/Go For Soda (Bronze/Island)	109	+38	+71	0
31	23	18	18	GRAHAM PARKER & THE SHOT/Wake Up (Next To You) (Elektra)	113	+20	+92	7
44	29	19	19	VAN ZANT/You've Got To Believe In Love (Network/Geffen)	100	+22	+77	6
33	31	24	20	ERIC CLAPTON/See What Love Can Do (WB)	87	+37	+49	9
—	60	38	21	DIRE STRAITS/Money For Nothing (WB)	92	+23	+62	23
1	3	9	22	BRUCE SPRINGSTEEN/Trapped (Columbia)	74	+53	+21	0
—	51	35	23	DON HENLEY/Enough Love In The World (Geffen)	91	+28	+62	12
2	8	13	24	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)	67	+56	+11	0
18	19	25	25	HOWARD JONES/Things Can Only Get Better (Elektra)	77	+48	+29	1
15	22	21	26	PHIL COLLINS/Inside Out (Atlantic)	69	+46	+23	1
26	25	25	27	POWER STATION/Get It On (Bang A Gong) (Capitol)	87	+30	+57	5
16	12	16	28	GLENN FREY/Smuggler's Blues (MCA)	68	+41	+27	1
35	34	31	29	LONE JUSTICE/Ways To Be Wicked (Geffen)	87	+16	+71	3
50	42	36	30	PAUL HYDE & THE PAYOLAS/You're The Only Love (A&M)	92	+8	+81	7
29	26	28	31	DOKKEN/Alone Again (Elektra)	70	+27	+43	2
37	36	33	32	WILLIE & THE POOR BOYS/Baby Please Don't Go (Ripple/Passport)	81	+11	+70	5
34	32	30	33	DIRE STRAITS/Raspberry Beret (WB)	74	+35	+39	0
—	54	44	34	DIRE STRAITS/Walk Of Life (WB)	78	+20	+56	13
46	45	43	35	GINO VANNELLI/Black Cars (HME/CBS)	83	+12	+68	7
49	44	42	36	DURAN DURAN/A View To A Kill (Capitol)	73	+34	+39	1
—	51	47	37	ROBERT PLANT/Sixes And Sevens (Es Paranza/Atlantic)	71	+27	+41	21
11	11	20	38	HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)	62	+38	+24	1
14	21	26	39	KATRINA & THE WAVES/Walking On Sunshine (Capitol)	66	+32	+34	1
DEBUT	40	20	40	TOM PETTY & THE HEARTBREAKERS/Make It Better (Forget...) (MCA)	66	+23	+41	27
—	57	47	41	MEN AT WORK/Everything I Need (Columbia)	75	+7	+67	11
7	10	22	42	JULIAN LENNON/Say You're Wrong (Atlantic)	56	+26	+30	0
12	13	29	43	JOHN FOGERTY/Centerfield (WB)	55	+27	+28	1
30	30	32	44	BON JOVI/Only Lonely (Mercury/PG)	65	+7	+58	0
29	33	39	45	BRYAN ADAMS/Heaven (A&M)	49	+29	+20	0
—	58	46	46	BOB DYLAN/Tight Connection To My Heart (Has Anybody Seen...) (Columbia)	67	+10	+51	17
DEBUT	47	49	47	RATT/Lay It Down (Atlantic)	67	4	50	67
9	16	34	48	DON HENLEY/Drivin' With Your Eyes Closed (Geffen)	46	+23	+23	1
—	55	50	49	JOE WALSH/Rosewood Bitters (Full Moon/WB)	50	+17	+31	3
17	24	41	50	FIRM/Satisfaction Guaranteed (Atlantic)	42	+21	+21	0
40	43	45	51	MAMA'S BOYS/Needle In The Groove (Jive/Arista)	54	+3	+51	1
—	55	52	52	HELIIX/Deep Cuts The Knife (Capitol)	54	+4	+48	10
DEBUT	53	53	53	FOREIGNER/Reaction To Action (Atlantic)	53	+5	+44	35
DEBUT	54	54	54	GEORGE THOROGOOD &...Willie And The Hand Jive (EMI America)	55	+4	+48	15
52	50	52	55	SHOOTING STAR/Summer Sun (Geffen)	47	+8	+39	1
DEBUT	56	56	56	ROBERT PLANT/Pink And Black (Es Paranza/Atlantic)	37	+17	+19	10
DEBUT	57	57	57	COREY HART/Never Surrender (EMI America)	59	5	37	55
DEBUT	58	58	58	BRYAN FERRY/Slave To Love (WB)	49	+14	+27	21
54	53	54	59	JOHN FOGERTY/Searchlight (WB)	43	+16	+26	6
DEBUT	60	60	60	U2/Three Sunrises (Island)	43	+6	+28	30

BREAKERS

STING If You Love Somebody Set Them Free (A&M)

86% of our reporters on it. 132/121 including adds at: WNEW, WMMR, DC101, KZEW, KL0L, WLUP, WRIF, KMET, KGB, KOMI. Debuts at #6 on the Tracks chart.

DIRE STRAITS Money For Nothing (WB)

60% of our reporters on it. 92/23 including adds at: WIYY, WHJY, KGON, WOUR, WAAF, WRDU, WIBA. Moves 38-21 on the Tracks chart.

DIRE STRAITS Walk Of Life (WB)

51% of our reporters on it. 78/13 including adds at: WKLS, KQRS, WYSP, KMJX, WTKX, KISS, KQDS, KEZO. Moves 44-34 on the Tracks chart.

NEW & ACTIVE

REO SPEEDWAGON "Gotta Feel More" (Epic) 47/18 (31/19)
Adds: WHJY, WEZZ, WOUR, WQJZ, WWCT, WKDJ, KEZE, WRKI, WRUF. Hots: 3 WMMR, WARK, KRQJ. Mediums: 36 include WBCN, KSRR, WBBN, WLVO, WRIF, KUPD, KGB.

BEACH BOYS "Getcha Back" (Caribou/CBS) 45/3 (46/13)
Adds: WBAB, CFOX, WZZO. Hots: 7 WMMR, KAZY, WDHA, KRIX, WOOS, WBSW, WCPZ. Mediums: 36 include WIYY, WNOR, KBPI, KMET, WZZO, WAQY, WPHY, WWCT.

ROBERT PLANT "Pink And Black" (Es Paranza/Atlantic) 37/10 (27/25)
Adds: include KZEW, WLVO, WPHY, KOMP. Hots: 17 include WMMR, WHJY, WRKI, KMET, KUPD, WCCC, WHCN, KISS, KATT. Medium: 19 include WIYY, WBAB, WNEW, KTXO, KGB, KOMI, WEZZ, WWCT, WIOT, KZEL, KEZE.

FIONA "Hang Your Heart On Me" (Atlantic) 36/10 (25/11)
Adds: include WBBN, WZZO, WHEB, WEZZ, WQMF, WWCT, KMJD, KLPX, WGR. Hots: 5 WHJY, WDHA, WRCN, WYSP, KTYD. Mediums: 29 include WBAB, WQFM, KZAP, KISS, WAPL, WTLT.

DIRE STRAITS "So Far Away" (WB) 34/6 (32/10)
Adds: 91X, WPHY, K97, KOMP, WHMD, KFMY. Hots: 11 include KZEW, KBCO, KFOG, WDHA, KILO. Mediums: 23 include WNEW, WNOR, WQFM, WRDU, WFBQ, KEZE, KWHL.

CHINA CRISIS "The Highest High" (WB) 33/3 (32/5)
Adds: CFOX, KMOD, WZEW. Hots: 6 WLUR, CHEZ, KTCZ, WIZN, KSPN, KRQJ. Mediums: 25 include WBAB, WXRT, WQFM, KRQJ, WEZZ, WDJZ, WLAV, KKKJ.

FIRM "Someone To Love" (Atlantic) 26/16 (10/1)
Adds: include WNOR, WYNY, WBBN, WQMF, WIOT, KILO, KWHL. Hots: 4 KSRR, WRIF, WQFM, WAQX. Mediums: 19 include KL0L, KISS, KICT, KZEL, WRKI.

SUPERTRAMP "Better Days" (A&M) 24/5 (21/14)
Adds: CFOX, KRIX, KXZL, WAPL, WCKT. Hots: 8 include CHOM, KAZY, KFOG, WHCN, WLAV. Mediums: 15 include WNOR, KZAP, WPHY, WDJZ, WWCT, KILO.

PHIL COLLINS "Only You Know And I Know" (Atlantic) 21/6 (16/1)
Adds: WLVO, WKLC, WIOT, KZEL, WKLT, KOZZ. Hots: 8 include WBBN, KUPD, KFOG, KISW, WQMF, WLAV, KTYD. Mediums: 13 include WBAB, KTXO, KQAK, KQDS, KILO.

TEXTONES "Midnight Mission" (Gold Mountain/A&M) 20/12 (11/11)
Adds: include KL0L, WQFM, KBCO, WCCC, WRCN, WAOY, WWWV. Hots: 0. Mediums: 13 include WBCN, WPHY, WTLT, WIZN, WZZO, KSPN, KTYD.

ROBERT PLANT "Easily Lead" (Es Paranza/Atlantic) 20/4 (26/26)
Adds: KSHS, KSSJ, WDHA, KNCN. Hots: 5 include WBBN, WLAV, KP01. Mediums: 15 include WBAB, KGB, WQMF, WTLT, KQDS, KEZO, WBLM.

SUPERTRAMP "Still In Love" (A&M) 20/4 (17/8)
Adds: WLUP, KTCZ, KEZE, WIZN. Hots: 7 include WXRT, KAZY, KMET, WRCN, WOBK. Mediums: 13 include WNOR, WDHA, WAQX, WWCT, KLPX.

ANIMATION "Animation" (Mercury/PolyGram) 18/5 (11/2)
Adds: WZZO, KMJX, WIZN, WHMD, KOZZ. Hots: 0. Mediums: 17 include KRQJ, KQAK, WCCC, WHEB, WKDF, WWWV.

JASON & THE SCORCHERS "Shop It Around" (EMI America) 17/3 (20/5)
Adds: CHEZ, KLPX, KUFO. Hots: 1 WQFM. Mediums: 16 include WBCN, KBCO, WHFS, WYSP, WAQX, WIBA, WWWV.

NILS LOFGREN "Secrets In The Street" (Columbia) 16/16 (0/0)
Adds: include WNEW, KBCO, KMET, WDHA, WOUR. Hots: 0. Mediums: 6 KZEW, WXRT, WAAF, WDJZ, KFME, KVRE.

PAUL HARDCASTLE "19" (Chrysalis) 16/7 (13/9)
Adds: WBCN, CHUM, WQFM, WCCC, WBSW, KFMY, KSPN. Hots: 3 KQAK, WLUR, KQGL. Mediums: 6 include 91X, WHFS, KTCL.

MICK JAGGER "Half A Loaf" (Columbia) 16/2 (17/3)
Adds: include WZZO, WIZN. Hots: 7 include KFOG, KSDJ, KFMY, KQAK, WWWV, KZAM. Mediums: 9 include WIOT, KICT, WKLT, KOZZ.

PRINCE "Pop Life" (WB) 16/1 (15/0)
Adds: KP01. Hots: 7 include KQAK, WLUR, WHMD, KSPN, KQGL, KVRE. Mediums: 9 include WBAB, WDHA, WCKK, KTCZ, WGR, WBLM.

HOWARD JONES "Life In One Day" (Elektra) 15/4 (9/0)
Adds: 91X, KXZL, WQJZ, WTKR. Hots: 8 include WXRT, KQAK, WLUR, WIZN, KSPN, KQGL. Mediums: 6 include WBAB, KAZY, WDHA, KVRE.

WILLIE & THE POOR BOYS "These Arms Of Mine" (Ripple/Passport) 15/2 (17/2)
Adds: KLPX, KMBY. Hots: 3 KAZY, WDHA, WCCC. Mediums: 12 include DC101, KMET, WRCN, WQMF, WWCT, WWWV.

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, EPs, and 45s. Shows four-week trend of chart movement. Records showing significant upward momentum are bulletted. 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.

MOST ADDED

- STING (121)
If You Love Someone Set Them... (A&M)
- RATT (67)
Lay It Down (Atlantic)
- COREY HART (55)
Never Surrender (EMI America)
- FOREIGNER (35)
Reaction To Action (Atlantic)
- HEART (34)
What About Love? (Capitol)

HOTTEST

- ROBERT PLANT (131)
Little By Little (Es Paranza/Atlantic)
- EURYTHMICS (119)
Would I Lie To You? (RCA)
- J. CAFFERTY & BEAVER BROWN BAND (113)
Tough All Over (Scotti Bros./CBS)
- PHIL COLLINS (96)
Sussudio (Atlantic)
- SUPERTRAMP (95)
Cannonball (A&M)

AOR ALBUMS

154 REPORTS

MAY 31, 1985

Three Weeks Two Weeks Last Week

Total Reports Hot Rotation Medium Rotation Total Adds All Rotations

1	1	ROBERT PLANT /Shaken 'N Stirred (Es Paranza/Atlantic)	"Little" (146) "Sixes" (71) "Pink" (37)	149+	133+	15-	1-
2	1	PHIL COLLINS /No Jacket Required (Atlantic)	"Sussudio" (110) "Inside Out" (69) "Don't Lose" (29)	141+	126=	15+	1+
3	3	EURHYTHMICS /Be Yourself Tonight (RCA)	"Would I Lie" (140) "Sisters" (10)	143-	120-	23=	0-
4	4	JOHN CAFFERTY & THE BEAVER... /Tough All Over (Scotti Bros./CBS)	"Tough All Over" (140) "Voices" (11)	142=	114+	28-	0-
5	7	SUPERTRAMP /Brother Where You Bound (A&M)	"Cannonball" (142) "Better" (24) "Still" (20)	143+	96+	47-	1-
6	6	TOM PETTY & THE HEARTBREAKERS /Southern Accents (MCA)	"Rebels" (105) "Make It Better" (66) "Don't Come" (42)	138+	86-	52+	3+
7	8	TEARS FOR FEARS /Songs From The Big Chair (Mercury/PG)	"Shout" (105) "Everybody" (67)	134+	82-	50+	9+
8	11	NIGHT RANGER /7 Wishes (Camel/MCA)	"Sentimental" (132) "Seven Wishes" (13)	134+	72+	62-	3-
9	7	BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)	"Glory Days" (120)	122+	74+	46-	11-
10	10	DIRE STRAITS /Brothers In Arms (WB)	"Money" (92) "Walk" (78) "So Far" (34)	139+	44+	91+	12-
11	10	JOE WALSH /The Confessor (Full Moon/WB)	"The Confessor" (119) "Rosewood Bitters" (50)	130+	50+	79=	2=
12	12	MICK JAGGER /She's The Boss (Columbia)	"Lucky" (100) "Lonely" (22) "Half" (16)	111-	79-	32+	0-
13	14	TIL TUESDAY /Voices Carry (Epic)	"Voices Carry" (117)	117+	63+	53-	3-
14	15	HOOTERS /Nervous Night (Columbia)	"All You Zombies" (119) "And We Danced" (10)	120+	37+	83-	4-
15	15	DON HENLEY /Building The Perfect Beast (Geffen)	"Not Enough Love" (91) "Drivin'" (46)	114-	47-	66+	5=
16	17	GRAHAM PARKER & THE SHOT /Steady Nerves (Elektra)	"Wake Up" (113) "Weekend's" (11) "Break" (10)	121+	25-	95+	7=
17	10	ERIC CLAPTON /Behind The Sun (WB)	"See What Love" (87) "She's Waiting" (29) "Tangled" (14)	102-	50-	52-	3=
18	21	PAUL YOUNG /The Secret Of Association (Columbia)	"Everytime" (103)	105+	55+	49-	5-
19	19	KIM MITCHELL /Akimbo Alago (Bronze/Island)	"Go For Soda" (103)	110+	38+	72+	0=
20	9	USA FOR AFRICA /We Are The World (Columbia)	"Trapped" (74) "Trouble" (62)	89-	60-	29-	0-
21	24	VAN ZANT /Van-Zant (Network/Geffen)	"You've Got" (100)	104+	24+	79-	5=
22	22	POWER STATION /The Power Station (Capitol)	"Get It On" (87) "Some Like" (22)	95-	37-	58-	2+
23	23	JOHN FOGERTY /Centerfield (WB)	"Centerfield" (55) "Searchlight" (43)	85-	42-	42-	3-
24	24	HOWARD JONES /Dream Into Action (Elektra)	"Things" (77) "Life In One Day" (15)	84-	51-	32-	4+
25	26	PRINCE /Around The World In A Day (WB)	"Raspberry" (74) "Paisley" (17) "Pop" (16)	83-	38-	45-	0-
26	31	LONE JUSTICE /Lone Justice (Geffen)	"Ways To Be Wicked" (87)	90-	16+	74-	2-
27	27	WILLIE & THE POOR BOYS /Willie & The Poor Boys (Ripple/Passport)	"Baby Please" (81) "These Arms" (15)	89-	11-	78-	3+
28	28	GLENN FREY /The Allnighter (MCA)	"Smuggler's Blues" (68)	68-	41-	27-	1-
29	35	PAUL HYDE & THE PAYOLAS /Here's The World For Ya (A&M)	"You're The Only" (92)	94+	9+	82+	7-
30	37	GINO VANNELLI /Black Cars (HME/CBS)	"Black Cars" (83)	86+	13+	70+	9-
31	30	DOKKEN /Tooth And Nail (Elektra)	"Alone Again" (70)	70-	27-	43-	2+
32	32	KATRINA & THE WAVES /Katrina & The Waves (Capitol)	"Walking" (66)	72-	34-	38-	1-
33	33	BRYAN ADAMS /Reckless (A&M)	"Heaven" (49)	62-	34-	28-	0=
34	34	BON JOVI /7800 Fahrenheit (Mercury/PG)	"Only Lonely" (65) "Hardest Part" (10)	75-	8-	66-	1=
35	35	FIRM /Firm (Atlantic)	"Satisfaction" (42) "Someone To Love" (26)	60-	25-	32+	6+
36	36	JULIAN LENNON /Valotte (Atlantic)	"Say You're Wrong" (56)	57-	26-	31-	0=
37	37	FOREIGNER /Agent Provocateur (Atlantic)	"Reaction To Action" (53) "Yesterday" (11)	62+	11-	47+	31+
38	38	U2 /Wide Awake In America (Island)	"Sunrises" (43) "Tumbling" (14) "Bad" (13)	60+	10+	38+	42+
39	39	GEORGE THOROGOOD & THE DESTROYERS /Maverick (EMI America)	"Willie" (55) "I Drink Alone" (11)	61+	5=	53+	14-
40	37	REO SPEEDWAGON /Wheels Are Turnin' (Epic)	"Gotta Feel" (47) "One Lonely" (15)	59+	7-	44+	16+

THE TEXTONES

Michelle Williams

AOR NEW & ACTIVE

Over 40 stations added in just two weeks!

Special Remix by Jimmy Iovine & Joe Chiccarelli
Harmony and Background Vocals by Don Henley

AM

68/R&R FRIDAY, MAY 31, 1985

BREAKERS

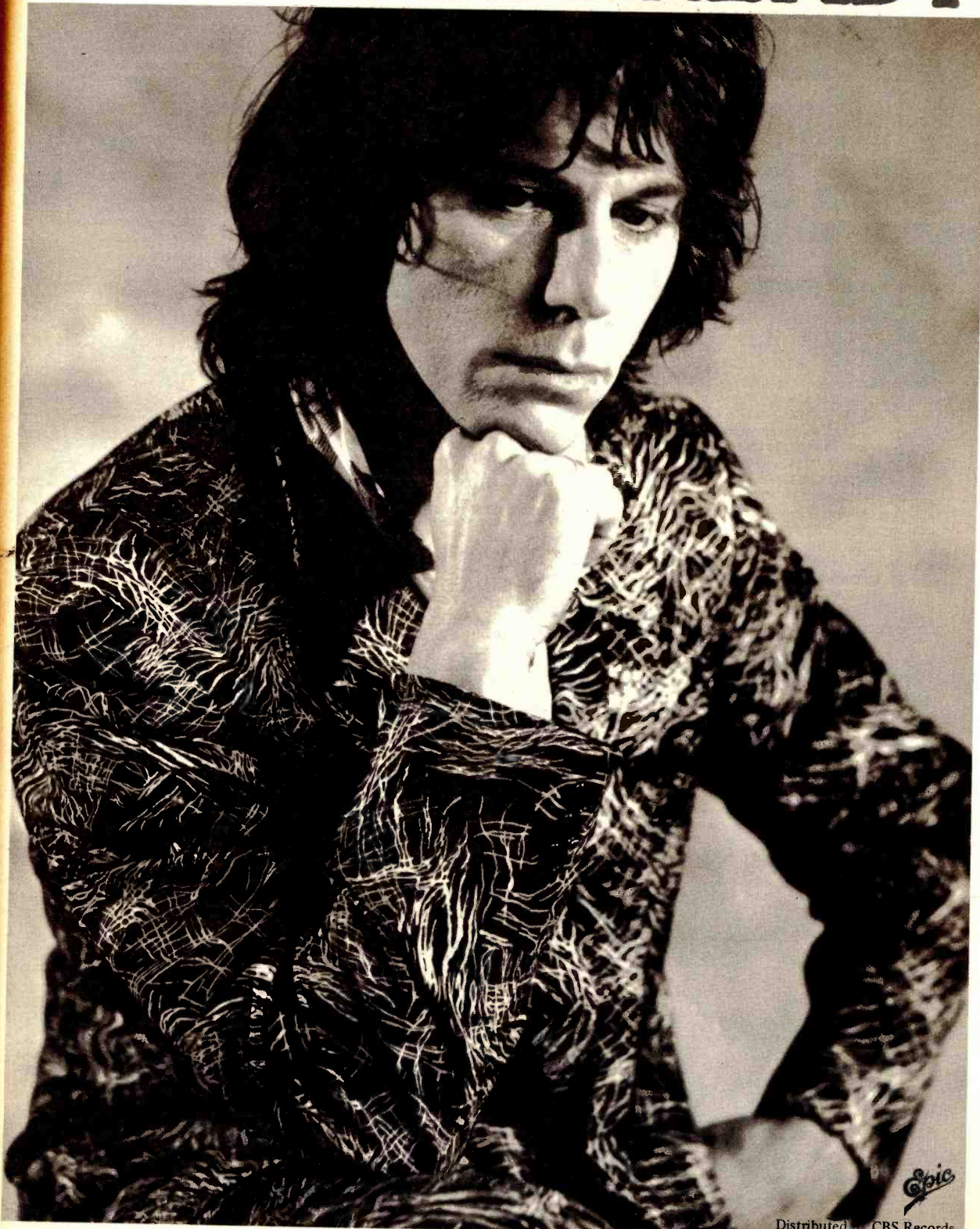
No AOR albums qualify for Breaker status this week.

AOR BREAKERS — A record is a Breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

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.

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, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

PEOPLE GET READY



Epic

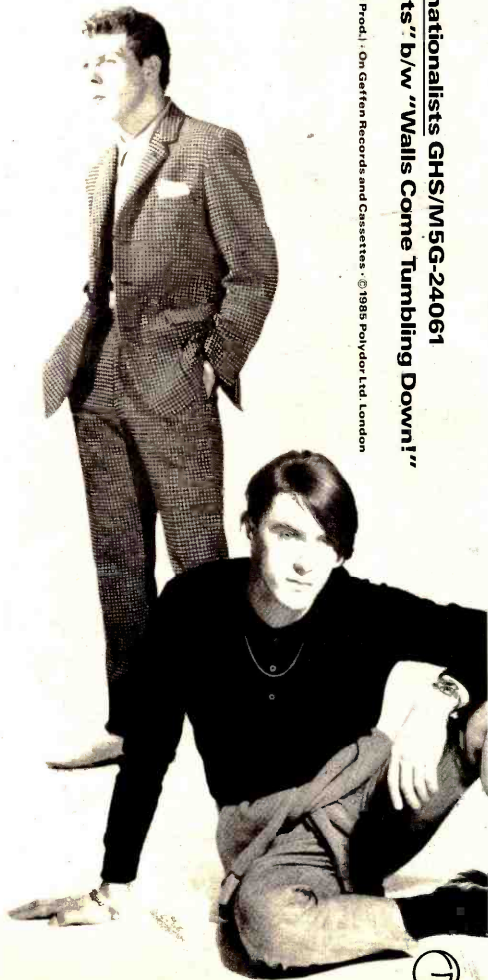
Distributed by CBS Records

AOR ALBUMS

The Style Council

The New 14-Cut Album Internationalists GHS/M5G-24061
The AOR Pro "Internationalists" b/w "Walls Come Tumbling Down!"

Produced by Peter Wilson & Paul Weller for Solid Bond Prod. On Geffen Records and Cassettes. © 1985 Polydor Ltd. London



70/R&R FRIDAY, MAY 31, 1985

MOST ADDED

UZ (42)
Wide Awake In America (Island)
FOREIGNER (31)
Agent Provocateur (Atlantic)
RED SPEEDWAGON (16)
Wheels Are Turnin' (Epic)
G. THOROGOOD & THE DESTROYERS (14)
Maverick (EMLAmerica)
DIRE STRAITS (12)
Brothers In Arms (WB)
TEXTONES (12)
Midnight Mission (Gold Mountain/A&M)

HOTTEST

ROBERT PLANT (133)
Shaken 'N Stirred (Es Paranza/Atlantic)
PHIL COLLINS (126)
No Jacket Required (Atlantic)
EURHYTHMICS (120)
Be Yourself Tonight (RCA)
J. CAFFERTY & BEAVER BROWN BAND (114)
Tough All Over (Scotti Bros./CBS)
SUPERTRAMP (96)
Brother Where You Bound (A&M)

NEW & ACTIVE

FIONA/Fiona (Atlantic) 47/7 (45/9)

Adds: WZZO, WHEB, WEZX, WWCT, KLPX, WIZN, WGIR. Hots: 6 WHJY, WDHA, WRCN, WYSP, WAAF, KTYD. Mediums: 39 include WBCN, WBAB, WMMR, KZEW, WYFN, WEBN, WQFM, KZAP, KGB.

CHINA CRISIS/Faunt The Imperfection (WB) 41/4 (42/5)

Adds: CFOX, KMOD, CITI, WZEW. Hots: 7 WLIR, CHEZ, KTCZ, KEZX, WIZN, KSPN, KRQU. Mediums: 32 include WXRT, KBGO, KROQ, WEZX, WAQY, WDIJ, WOOS.

THE GOONIES/Soundtrack (Epic) 41/3 (46/3)

Adds: KSHE, 91X, WSKS. Hots: 13 include WBCN, WBAB, KDKB, WPLR, WTKX, WOOS, KPOI. Mediums: 27 include WNEW, KBPI, KROQ, WZZO, WLIR, WFYV, KGGO.

ANIMATION/Animation (Mercury/PolyGram) 25/4 (20/2)

Adds: WZZO, WIZN, WHMD, KOZZ. Hots: 2 K97, KFMM. Mediums: 22 include WYFN, KROQ, WCCC, WRCN, WHEB, WKDF, WWWW, KLYV.

TEXTONES/Midnight Mission (Gold Mountain/A&M) 20/12 (12/12)

Adds include KLOL, WQFM, KBGO, WHFS, WCCC, WRCN, WAQY, WWWW. Hots: 0. Mediums: 13 include WBCN, WPHY, WTUE, WIZN, WZZO, KSPN, KTYD.

TRUTH/Playground (IRS/MCA) 17/6 (17/13)

Adds: WMMR, KQAK, WOOS, WZEW, KOZZ, KTYD. Hots: 1 KCGL. Mediums: 12 include KBGO, WHFS, WDHA, WLIR, WBSW.

LONNIE MACK/Strike Like Lightning (Alligator) 16/5 (12/1)

Adds: KNCN, WHMD, KUFO, KFMM, KVRE. Hots: 2 KBGO, KTCL. Mediums: 12 include KZEW, KLOL, WXRT, KAZY, WHFS, KISS.

KING/Steps In Time (Epic) 14/3 (12/3)

Adds: WKQQ, WCXT, WCPZ. Hots: 2 KRQU, KCGL. Mediums: 10 include KBGO, KROQ, KQAK, WDHA, WLIR, CHEZ.

NEW ORDER/Low-life (Qwest/WB) 14/2 (13/8)

Adds: WBCN, KSPN. Hots: 6 KQAK, WHFS, WLIR, KTCL, KRQU, KCGL. Mediums: 6 include WXRT, KBGO, KROQ, 91X, CHEZ.

JOAN ARMATRADING/Secret Secrets (A&M) 12/2 (12/0)

Adds: KFQG, WQBK. Hots: 6 KBGO, 91X, KZAM, KTCL, KCGL, KVRE. Mediums: 5 include WXRT, KAZY, WHFS, KSPN.

VITAMIN Z/Rites Of Passage (Geffen) 12/1 (12/1)

Adds: KCGL. Hots: 3 WLIR, KTCZ, KRQU. Mediums: 8 include KBGO, 91X, WHFS, WBSW, KZAM, KVRE.

TRANSLATOR/Translator (Columbia) 11/2 (10/5)

Adds: KFMM, KVRE. Hots: 1 KRQU. Mediums: 10 include WXRT, KBGO, KQAK, WHFS, KZAM, KCGL.

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, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

TRACKS — Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown four-week 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.

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.

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

253 Reports

JOHN DOE
"Hi Song" (Anylabel)
LP: Hi Song

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

EXAMPLE

100/25 — 100 CHR reporting stations on 10 the week including 25 new adds.

44% — Percentage of this week's reports playing it.

Regional Reach — Percentage of regions playing the song within each region.

National Summary

Up 51 — Number of stations moving it up on the charts.

Down 20 — Number of stations debuting the song this week.

Same 4 — Number of stations reporting no movement this week (In to On, Add on On, 31-31, etc.)

Down 0 — Number of stations moving down on their charts.

Adds 25 — Total number of stations adding it this week.

ANIMATION

Let Him Go (Mercury/PolyGram)
LP: Animation

Regional	National
W 18%	U 3%
M 12%	D 1%
S 1%	Other 0%
W 1%	W 1%

BRYAN ADAMS

Heaven (A&M)
LP: Reissues

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

BEACH BOYS

Getcha Back (Caribou/CBS)
LP: The Beach Boys

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

JOHN CAFFERTY & BEAVER

Tough All Over (Scotti Bros./CBS)
LP: Tough All Over

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

PHIL COLLINS

Atlantic (Atlantic)
LP: No Jacket Required

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

DEBARGE

Who's Holding (Gordy/Motown)
LP: Rhythm Of The Night

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

DEBARGE

People Are People (Sire/WB)
LP: Some Great Reward

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

AIR SUPPLY

Just As I Am (Arista)
LP: Air Supply

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

KIM CARNES

Crazy In The Night (EMI America)
LP: Darling At Airplanes

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

NATALIE COLE

Dangerous (MCA/Motown)
LP: Dangerous

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

JOHN CAFFERTY & BEAVER

Tough All Over (Scotti Bros./CBS)
LP: Tough All Over

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

DEBARGE

Who's Holding (Gordy/Motown)
LP: Rhythm Of The Night

Regional	National
W 32%	U 5%
M 21%	D 2%
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W 1%	W 1%

BRYAN ADAMS

Heaven (A&M)
LP: Reissues

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W 1%	W 1%

BEACH BOYS

Getcha Back (Caribou/CBS)
LP: The Beach Boys

Regional	National
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JOHN CAFFERTY & BEAVER

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W 1%	W 1%

PHIL COLLINS

Atlantic (Atlantic)
LP: No Jacket Required

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People Are People (Sire/WB)
LP: Some Great Reward

Regional	National
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M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

BEACH BOYS

Getcha Back (Caribou/CBS)
LP: The Beach Boys

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

KIM CARNES

Crazy In The Night (EMI America)
LP: Darling At Airplanes

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

NATALIE COLE

Dangerous (MCA/Motown)
LP: Dangerous

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

JOHN CAFFERTY & BEAVER

Tough All Over (Scotti Bros./CBS)
LP: Tough All Over

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

DEBARGE

Who's Holding (Gordy/Motown)
LP: Rhythm Of The Night

Regional	National
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M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

BRYAN ADAMS

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Atlantic (Atlantic)
LP: No Jacket Required

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NATALIE COLE

Dangerous (MCA/Motown)
LP: Dangerous

Regional	National
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S 1%	Other 0%
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JOHN CAFFERTY & BEAVER

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LP: Tough All Over

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DEBARGE

People Are People (Sire/WB)
LP: Some Great Reward

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

COMMODORES

Animal Instinct (Motown)
LP: Night Shift

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

JOHN CAFFERTY & BEAVER

Tough All Over (Scotti Bros./CBS)
LP: Tough All Over

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

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Dangerous (MCA/Motown)
LP: Dangerous

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M 21%	D 2%
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M 21%	D 2%
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BRYAN ADAMS

Heaven (A&M)
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Regional	National
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LP: The Beach Boys

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Dangerous (MCA/Motown)
LP: Dangerous

Regional	National
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JOHN CAFFERTY & BEAVER

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LP: Tough All Over

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DEBARGE

Who's Holding (Gordy/Motown)
LP: Rhythm Of The Night

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LP: The Beach Boys

Regional	National
W 32%	U 5%
M 21%	D 2%
S 1%	Other 0%
W 1%	W 1%

JOHN CAFFERT

PARALLELS

K

KATRINA AND THE WAVES

Walking On Sunshine (Capitol)
LP: Katrina And The Waves

242/2	96%	National
Regional	Chart	Chart
10	10	10
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
53	53	53
54	54	54
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57	57	57
58	58	58
59	59	59
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61	61	61
62	62	62
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64	64	64
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66	66	66
67	67	67
68	68	68
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70	70	70
71	71	71
72	72	72
73	73	73
74	74	74
75	75	75
76	76	76
77	77	77
78	78	78
79	79	79
80	80	80
81	81	81
82	82	82
83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

L

CYNDI LAUPER

The Goonies... (Portrait/CBS)
LP: The Goonies Soundtrack

228/5	90%	National
Regional	Chart	Chart
23	23	23
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
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56	56	56
57	57	57
58	58	58
59	59	59
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67	67	67
68	68	68
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74	74	74
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83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

M

LIMAH

Never Ending Story (EMI America)
LP: Don't Suppose

201/5	79%	National
Regional	Chart	Chart
21	21	21
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
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90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

M

MADONNA

Angel (Sire/WB)
LP: Like A Virgin

248/1	98%	National
Regional	Chart	Chart
7	7	7
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
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87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

M

MARY JANE GIRLS

In My Own Words (Gordy/Motown)
LP: Only For You

233/4	92%	National
Regional	Chart	Chart
9	9	9
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
53	53	53
54	54	54
55	55	55
56	56	56
57	57	57
58	58	58

PARALLELS

SIGNIFICANT ACTION

C

DOCK ROBIN
When Your Heart Is Weak (Columbia)
LP: Cock Robin

P1	P2	P3
EAST WESTERN 8 SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

AL CORLEY
Square Rooms (Mercury/PG)
LP: Square Rooms

P1	P2	P3
EAST WESTERN ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

D

DEAD OR ALIVE
You Spin Me Round (Like A Record)
LP: Youmade

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

G

GO WEST
Call Me (Chrysalis)
LP: Go West

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

J

FREDDIE JACKSON
Rock Me Tonight ... (Capitol)
LP: Rock Me Tonight

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

JERMAINE JACKSON
Closest Thing To... (Arista)
LP: Perfect Soundtrack

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

K

GREG KINN
Boys Won't (Leave Girls Alone)
LP: Cazen Kinn

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

KLYMAXX
Meeting In The (Constellation/MCA)
LP: Here's The Work For You

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

JEAN KNIGHT
My Toot Toot (Mirage/Atco)

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

PATTI LABELLE
Str' Up (MCA)
LP: Beverly Hills Cop Soundtrack

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

HUEY LEWIS & THE NEWS
Trouble In Paradise (Columbia)
LP: USA For Africa

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

M

MENUDO
Hold Me (RCA)
LP: Menudo

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

KIM MITCHELL
Go For Soda (Bronze/Bland)
LP: Numbie Kops

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

P

DOLLY PARTON & KENNY ROGERS
Real Love (MCA)
LP: Real Love

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

TOM PETTY & HEARTBREAKERS
Make It Better... (MCA)
LP: Southern Accents

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

R

NILE ROGERS
Let's Got Out Tonight (WB)
LP: B-Movie Matinee

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

S

BELOUIS SOME
Imagination (Capitol)
LP: Belouis Some

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

R

RICK SPRINGFIELD
State Of The Heart (RCA)
LP: Tao

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

BRUCE SPRINGSTEEN
Trapped (Columbia)
LP: We Are The World

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

V

VITAMIN Z
Burning Flame (Golfen)
LP: Vitamin Z

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

W

JACK WAGNER
Lady Of My Heart (Owest/WB)
LP: All I Need

P1	P2	P3
EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST	EAST WEST ON SOUTH MIDWEST WEST

AIR-STAT #2

98.4%

In the two-year history of AIR, 98.4% of all records which received a 60% or better positive response from AIR participants charted in R&R.

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WEEK # 34

AIR Priorities

WEEK # 34

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, June 5, 1985

CHR	TITLE	ARTIST	LABEL
	LET'S GO OUT TONITE	NILE ROGERS	WB
	WIDE BOY	NIK KERSHAW	MCA
	NEVER SURRENDER	COREY HART	EMI AMERICA
	GET IT ON	POWER STATION	CAPITOL
	IF YOU LOVE SOMEBODY SET THEM FREE	STING	A&M

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, June 6, 1985

AOR	TITLE/CUTS	ARTIST	LABEL
	BROTHER WHERE YOU BOUND	SUPERTRAMP	A&M
	"Still In Love With You" "Better Days"		
	PLAYGROUND	THE TRUTH	IRS/MCA
	"Exception Of Love"		

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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AIR

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CONTEMPORARY HIT RADIO

BREAKERS

BRUCE SPRINGSTEEN Glory Days (Columbia)

81% of our reporters on it. Moves: Up 22, Debuts 70, Same 40, Down 0, Adds 72 including K106, Q107, Z93, Q105, B96, WKTI, KMEL. See Parallels, debuts at number 36 on the CHR chart.

STING

If You Love Somebody Set Them Free (A&M)

69% of our reporters on it. Moves: Up 0, Debuts 2, Same 3, Down 0, Adds 170 including B104, B94, B97, 92X, KBEO, KIIS-FM, KUBE. Complete airplay in Parallels.

SUPERTRAMP

Cannonball (A&M)

67% of our reporters on it. Moves: Up 40, Debuts 48, Same 58, Down 0, Adds 23 including WNY5, PRO-FM, 93FM, KHTR, Q103, KKRZ, KITS. Complete airplay in Parallels, debuts at number 39 on the CHR chart.

AIR SUPPLY

Just As I Am (Arista)

61% of our reporters on it. Moves: Up 35, Debuts 51, Same 48, Down 0, Adds 21, CKGM, CKOI, KKRZ, KITS, KMEL, KC101, KLUC. Complete airplay in Parallels, debuts at number 38 on the CHR chart.

NEW & ACTIVE

- DARYL HALL & JOHN OATES "Possession Obsession" (RCA) 147/62**
 Moves: Up 5, Debuts 39, Same 41, Down 0, Adds 52 including CKOI, B94, WAVA, KAFM, WGCL, KBEO, KHTR, Q103, KKRZ, FM102, KPLUS, 93Q, KFRX, Z93 d-28, WCZY 38-26, WITC-FM 31-28.
- MICK JAGGER "Lucky In Love" (Columbia) 147/1**
 Moves: Up 106, Debuts 5, Same 31, Down 3, Adds 2, WNCI, KRQ, WKXS-FM 27-23, WNY5 30-25, WGCL 32-27, KPLUS 26 21, WJOU 31-27, KWIC 29-23, WNOX-FM 36-31, WOKI 20-17, WNSY 23-18, WGTZ 40-34, KDON-FM 20-16, WKIZ 27-23, KTRS 31-26.
- MADONNA "Into The Groove" (Sire/WB) 144/45**
 Moves: Up 72, Debuts 9, Same 18, Down 0, Adds 45 including WHTT, CKOI, CHUM, KINN, KOPA, KZZP, K104, WABB-FM, WZPL, WCIL-FM, B94 4-1, Q107 2-1, KHS-FM 1-1. Complete airplay in Parallels, moves 33-27 on the CHR chart.
- GRAHAM PARKER "Wake Up (Next To You)" (Elektra) 147/6**
 Moves: Up 85, Debuts 7, Same 43, Down 0, Adds 6, WNYZ, WGCL, KITS, WZOU, Z104, KOIZ-FM, WHTT d-39, WKXS-FM 34-28, PRO-FM 35-29, WAVA 28-26, KPLUS d-36, KUBE 34-32, WYFR 35-29, WPST 40-35, WBBQ d-37. See Parallels, debuts at number 40 on the CHR chart.
- ROBERT PLANT "Little By Little" (Es Paranza/Atlantic) 135/9**
 Moves: Up 48, Debuts 21, Same 57, Down 0, Adds 9, KEG, WNSY, KITS, WSPK, RH04, WGF, KPDP, Z102, WNY5 3-28, Z93 35-29, WNCI d-22, KPLUS 36-31.
- HEART "What About Love" (Capitol) 133/43**
 Moves: Up 4, Debuts 37, Same 49, Down 0, Adds 43 including WNY5, Z93, KEG, Z299, KHTR, KINN, KS103, 98PY, WGRD, KSN, WYKS, KIST, KUBE d-28, WJXQ 34-27, KIXX 39-30.
- DeBARGE "Who's Holding Donna Now" (Gordy/Motown) 121/63**
 Moves: Up 2, Debuts 24, Same 32, Down 0, Adds 63 including B104, K106, WKXS-FM, WCAU-FM, WHTT, Q105, WHYY, Z299, KIML, KKRZ, KJMK, KMEL, B97, WNSY, KBEO 26-20, WERZ 40-36.
- COMMODORES "Animal Instinct" (Motown) 118/15**
 Moves: Up 18, Debuts 30, Same 55, Down 0, Adds 15 including PRO-FM, Q107, KBEO, Q103, KS103, KX104, WKFR, KEYN-FM, KO93, WZON, WBWB, KWTO-FM, SLY96, WJXQ 37-31, KMEL 38-32.
- COREY HART "Never Surrender" (EMI America) 116/111**
 Moves: Up 0, Debuts 2, Same 3, Down 0, Adds 111 including WHTT, WKXS-FM, WNY5, WHTT, PRO-FM, Q107, Z93, KEG, 996, WLS-FM, 92X, KHTR, WLOL-FM, KPLUS, KUBE.
- MEN AT WORK "Everything I Need" (Columbia) 115/13**
 Moves: Up 32, Debuts 23, Same 47, Down 0, Adds 13 including Q100, WGF, WKFM, WDGC, WZPL, KRFM, KPDP, KRO, WYGO, Q101, KHTR, KZDZ, SLY96, WCZY 38-32, Q103 32-27.
- GINO VANHELLI "Black Cars" (HME/CBS) 101/7**
 Moves: Up 34, Debuts 14, Same 46, Down 0, Adds 7, K106, KAFM, WLOL-FM, WLFM, WTLQ, KOIZ-FM, KKAZ, WKXS-FM d-26, CKGM 15-11, CKOI 14-11, CFTR 13-8, CHUM 7-4, WKEE 39-29, KSKD 37-29, WKHI 33-25.
- AMY GRANT "Find A Way" (A&M) 100/16**
 Moves: Up 20, Debuts 13, Same 51, Down 0, Adds 16 including WNYZ, KPKE, Q100, WRCK, KSET-FM, KRGV, Y106, WKFR, KSN2, WFBG, KISR, WBNO, K93-FM, WJXQ 34-28, WLOL-FM 30-24.
- POWER STATION "Get It On (Bang A Gong)" (Capitol) 97/97**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 97 including Z100, WAVA, KAFM, B97, WNYZ, B96, WLS-FM, KBEO, Z299, KKRZ, KWOD, KMEL, KWS, KPLUS.
- JOHN FOGERTY "Centerfield" (WB) 93/18**
 Moves: Up 28, Debuts 13, Same 34, Down 0, Adds 18 including KZZP, Q92, WTLQ, KWIC, WNOK-FM, WFMJ, KRGV, WRCC, WIOG, WRQN, WZON, WHTX 29-19, WLOL-FM 21-15, KPLUS 35-30, KISN 33-33.
- FOREIGNER "Reaction To Action" (Atlantic) 88/44**
 Moves: Up 2, Debuts 18, Same 24, Down 0, Adds 44 including B104, WHTT, WCAU-FM, WNYZ, WGCL, KHTR, KOPA, WKFM, KAY107, KLUC, KSKD, KTDY, KSM, WNY5 d-36, B96 40-36.
- ANIMOTION "Let Him Go" (Mercury/PolyGram) 86/39**
 Moves: Up 1, Debuts 8, Same 38, Down 0, Adds 39 including CKOI, WCAU-FM, Z93, WGCL, KHTR, KKRZ, WKRZ-FM, WSSX, WSEZ, WRCC, KBOS, KISN, T94, KISN d-40, KITY 34-10.
- DOKKEN "Alone Again" (Elektra) 84/5**
 Moves: Up 36, Debuts 8, Same 34, Down 1, Adds 5, K104, WGF, KOFM, WJX, WBWB, KEG, 14-11, KPLUS d-39, Q100 35-30, WRCK 30-26, WFMJ 37-30, WJXQ 12-9, WHIO 36-21, WAZY-FM 29-25, KCDD 31-27, OK95 23-16.
- KENNY LOGGINS "Forever" (Columbia) 83/13**
 Moves: Up 18, Debuts 17, Same 35, Down 0, Adds 13 including KAFM, KTKS, KWOD, WERZ, WKEE, WSEZ, KSN2, KPDP, KZOU, WGLF, SLY96, KIST, WNY5 39-33, KEG, 19-12, WKDD 26-21.
- DEPECHE MODE "People Are People" (Sire/WB) 80/22**
 Moves: Up 24, Debuts 16, Same 18, Down 0, Adds 22 including WKXS-FM, Z100, WAVA, B96, KIML, WRCK, WZLD, KF95, KIXX, KHYY, WJY, WGT, B97 21-12, KIS, FM 39-20, KMEL 8-7.
- NOV HENLEY "Not Enough Love In The World" (Gaffan) 80/17**
 Moves: Up 13, Debuts 17, Same 33, Down 0, Adds 17 including WHTT, WHYY, Z299, WERZ, 93Q, KX104, WKFR, KSN2, KO93, KPDP, 95XIL, WJXV, SLY96, KHTR 35-27, KLUC 37-33, WFBG 40-33.

MOST ADDED

- STING (170)**
 If You Love Somebody Set Them Free (A&M)
- COREY HART (111)**
 Never Surrender (EMI America)
- POWER STATION (97)**
 Get It On (Bang A Gong) (Capitol)
- BRUCE SPRINGSTEEN (72)**
 Glory Days (Columbia)
- DeBARGE (63)**
 Who's Holding Donna Now (Gordy/Motown)

HOTTEST

- BRYAN ADAMS (135)**
 Heaven (A&M)
- PHIL COLLINS (120)**
 Sussudio (Atlantic)
- TEARS FOR FEARS (104)**
 Everybody Wants To Rule... (Mercury/PG)
- WHAMI (87)**
 Everything She Wants (Columbia)
- PRINCE (86)**
 Raspberry Beret (WB)

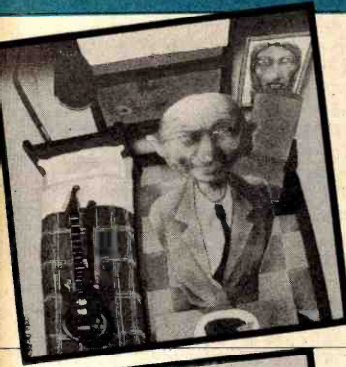
- PAUL HARDCASTLE "19" (Chrysalis) 59/23**
 Moves: Up 0, Debuts 20, Same 8, Down 0, Adds 29 including K106, WKXS-FM, 93FM, Q105, WCZY, K5103, KMEL, KPLUS, WYFR, WFMJ, WQCM, KBIM, 955 d-19, B96 30-17, KBEO 18-11, WAPI 30-24.
- HOOTERS "All You Zombies" (Columbia) 59/7**
 Moves: Up 11, Debuts 6, Same 35, Down 0, Adds 7, Q103, KWIC, KIKX, WQCM, Q101, KCDD, SLY96, WCAU-FM 8-3, Q100 19-13, Z106 9-5, WPST 32-22, KQXR 35-27, KBOS 39-35, WIKZ d-39, OK95 35-28.
- NATALIE COLE "Dangerous" (Modern/Atco) 57/10**
 Moves: Up 16, Debuts 1, Same 30, Down 0, Adds 10, PRO-FM, WERZ, 94TY, WFMJ, WHOT, KSKD, KHHT, KWES, WCLF-FM, KTRS, Z93 31-25, WITC-FM 30-27, WJZR 36-30, KSET-FM 35-32, WCGO 37-29.
- PAUL HYDE & THE PAYOLAS "You're The Only Love" (A&M) 52/0**
 Moves: Up 9, Debuts 1, Same 41, Down 1, Adds 0, WKXS-FM on, WCAU-FM 36-34, CFTR on, CHUM 23-18, 93Q on, WJZR 40-36, WFMJ on, WJXQ d-35, WJY on, KOIZ-FM on, WXLK 37-33, WHSL, 40-36, KKAZ 32-27, KBIM 33-28, OK95 32-24.

SIGNIFICANT ACTION

- RICK SPRINGFIELD "State Of The Heart" (RCA) 40/40**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 40 including CKOI, WCAU-FM, KBEO, KHTR, KOPA, Q100, WKRZ-FM, WBBQ, KZZB, KSET-FM, KMBQ, KIK, WJXQ, KSKD, KDON-FM, KISN.
- GO WEST "Call Me" (Chrysalis) 39/19**
 Moves: Up 4, Debuts 1, Same 15, Down 0, Adds 19 including WCAU-FM, WERZ, WLFM-FM, WTLQ, WZLD, KAMZ, WFMJ, WKDD, KBOS, WDBR, KBIM, KBEO 32-30, 94TY 39-34, KKF, KQEA 28-22, KCAQ 34-32, OK95 d-40.
- JEAN KNIGHT "My Toot Toot" (Mirage/Atco) 39/4**
 Moves: Up 13, Debuts 3, Same 16, Down 3, Adds 4, WCZY, WJZR, KRGV, KMGX, KC101 21-19, WTLQ 3-2, KAMZ 20-18, WQVE-FM 3-2, WRNO 16-13, KITY 30-28, Z98 17-15, KCAQ, 30-26, WDAY 3-2, WJAD, 37-35, Q104 30-27, Z102 12-9.
- MENUDO "Hold Me" (RCA) 38/3**
 Moves: Up 15, Debuts 3, Same 17, Down 0, Adds 4, WBLI, WPST, WRVQ, WCAU-FM 32-27, KMEL 30-28, Q100 37-32, WLFM-FM 39-37, WTLQ 22-19, WJZR 30-28, KITE 30-24, KAMZ 21-19, KRGV 16-8, KITY 36-34, KTFM 17-14, KTRS 32-27.
- KLYMAXX "Meeting In The Ladies Room" (Constellation/MCA) 43/1**
 Moves: Up 12, Debuts 4, Same 17, Down 0, Adds 1, WKXS, K106 d-28, WKXS-FM d-29, 95 39-31, WHYY 31-30, FM102 16-12, KMEL 19-16, WITC-FM 29-26, KZZB 23-19, WFMJ 17-12, WABB-FM 27-21, KMGX 27-26, KCAQ 29-27, KWES 20-17, Z102 37-31.
- TRM PETTY "Make It Better (Forgot About Me)" (MCA) 31/31**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 31 including WHTT, WCAU-FM, 94Q, KHTR, WERZ, 93Q, KWIC, KX106, KX104, KIK, WJXQ, WHOT, KRFM, KBOS, KSD on, KSD on, T94.
- DEAD OR ALIVE "You Spin Me Round (Like A Record)" (Epic) 29/13**
 Moves: Up 7, Debuts 0, Same 9, Down 0, Adds 13 including WHTT, 93FM, KKRZ, KS103, Q100, WOKI, KMGX, WJAD, Q101, WPFM, SLY96, KIST, 955 33-27, KIIS-FM 34-18, KMEL 34-29, KPLUS 33-26.
- NILE RODGERS "Let's Go Out Tonight" (WB) 27/0**
 Moves: Up 4, Debuts 1, Same 22, Down 0, Adds 0, WNY5 30-30, Q100 38-31, WERZ on, 98PY on, WZLD on, Y106 35-31.
- WOLFGANG PEETERZ "I'll Be Back" (MCA) 27/0**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 27 including WNY5 30-30, Q100 38-31, WERZ on, 98PY on, WZLD on, Y106 35-31.
- KIM MITCHELL "Go For Soda" (Bronze/Island) 24/0**
 Moves: Up 7, Debuts 0, Same 17, Down 0, Adds 0, WNY5 40-34, Q100 40-34, K104 33-30, WRCK 40-36, WOKI on, WFMJ on, WJXQ on, WHOT on, KPDP on, OK100 35-33, WJXV, 37-33, OK95 29-20.
- JERMAINE JACKSON "Closest Thing To Perfect" (Arista) 19/19**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including CKOI, WCAU-FM, PRO-FM, WHYY, FM102, KWSS, KUBE, KZZB, WJZR, 106, WKZ, KCFM.
- BRUCE SPRINGSTEEN "Trapped" (Columbia) 19/0**
 Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 0, B96 on, WLS-FM on, WNCI 7-4, WLOL-FM 20-18, K104 12-9, Q92 d-26, WFMF 26-23, WKDD 30-29, WRGD 23-20, ok100 16-11, WJXV 10-7.
- COCK ROBIN "When Your Heart Is Weak" (Columbia) 18/7**
 Moves: Up 8, Debuts 1, Same 7, Down 0, Adds 7, WKXS-FM, K104, WZLD, WHOT, OK100, 95XIL, WJXV, WYFR on, KTFM on, WJXQ on, KQOS on, T94 d-38, WPFM d-40.
- DOLLY PARTON w/ KENNY ROGERS "Real Love" (RCA) 18/2**
 Moves: Up 2, Debuts 1, Same 13, Down 0, Adds 2, WLFM-FM, WBBQ on, KZZB 37-33, KITE on, KAMZ 30-27, KSET-FM on, KRGV d-34, KISN on, KFYR on, KIST on.
- JACK WAGNER "Lady Of My Heart" (West/WB) 18/1**
 Moves: Up 6, Debuts 1, Same 7, Down 1, Adds 1, WANS-FM, WBLI 29-27, Z100 18-17, 94Q on, Y108 23-21, WKRZ-FM 22-20, WFBQ 28-23, WSSX d-28, WOCF 34-30, Z98 32-29, KPDM on, WLOL-FM 34-30.
- FREDDIE JACKSON "Rock Me Tonight (For Old Time's...)" (Capitol) 17/6**
 Moves: Up 5, Debuts 1, Same 5, Down 0, Adds 6, WCZY, KMEL, KZZB, WFMJ, KMOY, KHHT, WKXS-FM on, 94Q 24-21, 95 31-28, WHYY 25-28, WBBQ 30-25, KSET-FM on, KTFM on, Q104 d-30, WPFM d-40-36.
- BELOUSI 308 "Imagination" (Capitol) 17/0**
 Moves: Up 5, Debuts 0, Same 12, Down 0, Adds 0, WKXS-FM on, CKGM 37-29, CFTR on, KZZB on, WZLD on, WOKI on, KPDP on, KDON-FM, KSN, KISR 29-29, WJXV 30-28, WDBR on, OK95 26-22.
- AL CORLEY "Square Rooms" (Mercury/PolyGram) 17/0**
 Moves: Up 2, Debuts 3, Same 12, Down 0, Adds 0, WKXS-FM on, CKOI on, PRO-FM on, Q107 d-30, 95 on, WGCL on, KIMN on, KKRZ on, WTLQ d-40, WZLD on, WOKI on, KCPX 29-26, WQCM 40-37, Q101 d-40.
- VITAMIN Z "Burning Flame" (Geffen) 14/3**
 Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 3, WHSL, WAZY-FM, OK95, WKXS-FM on, CKOI on, 95 40-36, WFBG on, KOIZ-FM on, KKL5-FM on, KTRS on.
- HUEY LEWIS & NEWS "Trouble In Paradise" (Columbia) 12/5**
 Moves: Up 5, Debuts 1, Same 5, Down 1, Adds 0, B96 on, WLS on, WLS-FM on, WLOL-FM 8-7, WKDD 17-16, WGRD 21-18, WIOG 11-6, KAY107 d-37, WXLK 30-25.
- PATTI LABELLE "Strut It Up" (MCA) 11/11**
 Moves: Up 1, Debuts 1, Same 9, Down 0, Adds 11, 94Q, Z93, WBBQ, KSET-FM, WFMJ, Z96, KSKD, KCPX, KISN, WJAD, WGLF.
- GREG KINN "Boys Won't Leave Girls Alone" (EMI America) 10/1**
 Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 1, KITY, WKRZ-FM on, WTLQ on, WFMJ on, WHOT on, KSKD on, KQOV on, WHSL on, WDBR on, KIKAZ on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves include the type of activity this week; Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity; and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay 40.

THE SONIC BOOM



MEN AT WORK

"Everything I Need"

CHR NEW & ACTIVE

115 Reporters

Strong -- And

BREAKER BOUND!

WHTT

WCAU-FM

WHTX

PRO-FM

Z93

KEGL

WNVZ

WCZY

KIMN

Q103

KIIS-FM

KWOD

KS103

KMEL

KPLUS

AOR Tracks: 41



BRUCE SPRINGSTEEN

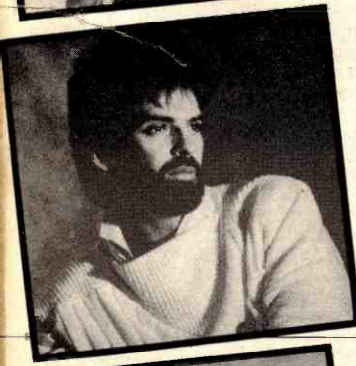
"Glory Days"

CHR BREAKERS

204/72 - 81%

One Of The
MOST ADDED

AOR Tracks: 7



KENNY LOGGINS

"Forever"

CHR NEW & ACTIVE

WNYS 39-33

WCAU-FM deb 39

94Q on

Z93 on

KAFM add

KEGL 19-12

KTKS add 40

WGCL 35-29

92X 35-32

ZZ99 deb 35

Q103 on

KIIS-FM deb 38

KKRZ deb 35

KWOD add

WERZ add

WKEE add

WSEZ add

KSND add

KPOP add

KDON-FM add

KZZU add

WGLF add

SLY96 add 39

KIST add



HOOTERS

"All You Zombies"

CHR NEW & ACTIVE

WCAU-FM 8-3

Q100 19-13

Z106 9-5

93FM

195

92X

Q103

KPLUS

K104

WERZ

WKEE

WLAN-FM

93Q

WPST

WRCK

WKRZ-FM

WTLQ

KWIC

WZLD

WFMI

KX104

WRNO

KITY

KTFM

WKZL

WJXQ

KEYN-FM

WHOT

KQXR

KIKX

KBOS

KMGX

KSKD

KDON-FM

KHYT

AOR Tracks: 13

An **EXPLOSION** of Great Summer Music from
COLUMBIA RECORDS



CONTEMPORARY HIT RADIO

Three Weeks Last
Weeks Weeks

- 4 3 2 1 **TEARS FOR FEARS/Everybody Wants To Rule...** (Mercury/PG)
- 3 2 1 2 **WHAMI/Everything She Wants** (Columbia)
- 12 8 6 3 **BRYAN ADAMS/Heaven** (A&M)
- 14 9 7 4 **HOWARD JONES/Things Can Only Get Better** (Elektra)
- 10 6 5 5 **BILLY OCEAN/Suddenly** (Jive/Arista)
- 6 4 3 6 **HAROLD FALTERMEYER/Axel F** (MCA)
- 20 12 8 7 **MADONNA/Angel** (Sire/WB)
- 31 19 11 8 **PHIL COLLINS/Sussudio** (Atlantic)
- 17 13 9 9 **MARY JANE GIRLS/In My House** (Gordy/Motown)
- 19 15 10 10 **KATRINA AND THE WAVES/Walking On Sunshine** (Capitol)
- 34 21 15 11 **PRINCE/Raspberry Beret** (WB)
- 16 14 12 12 **KOOL & THE GANG/Fresh** (De-Lite/PG)
- 30 22 16 13 **SURVIVOR/The Search Is Over** (Scotti Bros./CBS)
- 1 1 4 14 **SIMPLE MINDS/Don't You (Forget About Me)** (A&M)
- 21 20 15 **DURAN DURAN/A View To A Kill** (Capitol)
- 35 30 24 16 **EURYTHMICS/Would I Lie To You?** (RCA)
- 24 20 17 17 **JULIAN LENNON/Say You're Wrong** (Atlantic)
- 5 5 13 18 **SADE/Smooth Operator** (Portrait/CBS)
- 13 11 14 19 **DAVID LEE ROTH/Just A Gigolo/I Ain't Got Nobody** (WB)
- 28 24 21 20 **GLENN FREY/Smuggler's Blues** (MCA)
- 29 25 22 21 **LIMAH!/Never Ending Story** (EMI America)
- 38 33 25 22 **'TIL TUESDAY/Voices Carry** (Epic)
- 40 29 23 **CYNDI LAUPER/The Goonies 'R' Good Enough** (Portrait/CBS)
- 38 30 24 **JOHN CAFFERTY & BEAVER BROWN.../Tough All Over** (Scotti Bros./CBS)
- 2 7 18 25 **MADONNA/Crazy For You** (Geffen)
- 18 17 19 26 **REO SPEEDWAGON/One Lonely Night** (Epic)
- 33 27 **MADONNA/Into The Groove** (Sire/WB)
- 34 28 **PAUL YOUNG/Everytime You Go Away** (Columbia)
- 39 29 **WHITNEY HOUSTON/You Give Good Love** (Arista)
- 38 30 **KIM CARNES/Crazy In The Night** (Barking At Airplanes) (EMI America)
- 7 10 23 31 **POWER STATION/Some Like It Hot** (Capitol)
- 40 32 **NIGHT RANGER/Sentimental Street** (Camel/MCA)
- 9 16 26 33 **MURRAY HEAD/One Night In Bangkok** (RCA)
- DEBUT** ▶ 24 **BEACH BOYS/Getcha Back** (Caribou/CBS)
- 32 28 28 35 **ALISON MOYET/Invisible** (Columbia)
- BREAKER** 36 **BRUCE SPRINGSTEEN/Glory Days** (Columbia)
- 40 39 37 37 **MICK JAGGER/Lucky In Love** (Columbia)
- BREAKER** 38 **AIR SUPPLY/Just As I Am** (Arista)
- BREAKER** 39 **SUPERTRAMP/Cannonball** (A&M)
- DEBUT** ▶ 40 **GRAHAM PARKER/Wake Up** (Next To You) (Elektra)

N&A Begins on Page 86

ADULT CONTEMPORARY

- 3 2 1 1 **HAROLD FALTERMEYER/Axel F** (MCA)
- 1 1 2 2 **BILLY OCEAN/Suddenly** (Jive/Arista)
- 11 7 4 3 **TEARS FOR FEARS/Everybody Wants To Rule The World** (Mercury/PG)
- 15 8 6 4 **SURVIVOR/The Search Is Over** (Scotti Bros./CBS)
- 6 4 3 5 **KOOL & THE GANG/Fresh** (De-Lite/PG)
- 5 5 5 6 **WHAMI/Everything She Wants** (Columbia)
- 12 9 7 7 **JULIAN LENNON/Say You're Wrong** (Atlantic)
- 2 3 8 8 **SADE/Smooth Operator** (Portrait/CBS)
- 13 10 9 9 **REO SPEEDWAGON/One Lonely Night** (Epic)
- 21 16 11 10 **MADONNA/Angel** (Sire/WB)
- 17 14 12 11 **ALAN PARSONS PROJECT/Days Are Numbers** (Arista)
- 25 19 13 12 **LIMAH!/Never Ending Story** (EMI America)
- 20 17 14 13 **CHAKA KHAN/Through The Fire** (WB)
- 16 14 **BEACH BOYS/Getcha Back** (Caribou/CBS)
- 4 6 10 15 **MADONNA/Crazy For You** (Geffen)
- 24 19 **WHITNEY HOUSTON/You Give Good Love** (Arista)
- 23 21 18 17 **BRYAN ADAMS/Heaven** (A&M)
- 24 18 **AIR SUPPLY/Just As I Am** (Arista)
- 7 13 15 19 **DeBARGE/Rhythm Of The Night** (Gordy/Motown)
- BREAKER** 20 **JOHN FOGERTY/Centerfield** (WB)
- 8 12 17 21 **GEORGE BENSON/I Just Wanna Hang Around You** (WB)
- 9 11 20 22 **DAN FOGELBERG/Go Down Easy** (Full Moon/Epic)
- 25 23 **DOLLY PARTON w/KENNY ROGERS/Real Love** (RCA)
- 10 25 21 24 **BRUCE SPRINGSTEEN/I'm On Fire** (Columbia)
- DEBUT** ▶ 25 **AMY GRANT/Find A Way** (A&M)

N&A Begins on Page 65

AOR TRACKS

Three Weeks Last
Weeks Weeks

- 6 1 1 1 **ROBERT PLANT/Little By Little** (Es Paranza/Atlantic)
- 3 2 2 2 **EURYTHMICS/Would I Lie To You?** (RCA)
- 10 5 3 3 **JOHN CAFFERTY & THE BEAVER.../Tough All Over** (Scotti Bros./CBS)
- 58 9 4 4 **SUPERTRAMP/Cannonball** (A&M)
- 17 8 5 **NIGHT RANGER/Sentimental Street** (Camel/MCA)
- BREAKER** 6 **STING/If You Love Somebody Set Them Free** (A&M)
- 53 35 11 7 **BRUCE SPRINGSTEEN/Glory Days** (Columbia)
- 8 7 6 8 **PHIL COLLINS/Sussudio** (Atlantic)
- 24 14 10 9 **'TIL TUESDAY/Voices Carry** (Epic)
- 5 8 7 10 **TOM PETTY & THE HEARTBREAKERS/Rebels** (MCA)
- 4 4 5 11 **MICK JAGGER/Lucky In Love** (Columbia)
- 20 15 12 12 **JOE WALSH/The Conessor** (Full Moon/WB)
- 28 20 15 13 **HOOTERS/All You Zombies** (Columbia)
- 37 14 **HEART/What About Love?** (Capitol)
- 47 40 27 15 **TEARS FOR FEARS/Shout** (Mercury/PG)
- 42 38 17 16 **PAUL YOUNG/Everytime You Go Away** (Columbia)
- 22 18 14 17 **KIM MITCHELL/Go For Soda** (Bronze/Island)
- 31 23 18 18 **GRAHAM PARKER & THE SHOT/Wake Up** (Next To You) (Elektra)
- 44 29 23 19 **VAN-ZANT/You've Got To Believe In Love** (Network/Geffen)
- 33 31 24 20 **ERIC CLAPTON/See What Love Can Do** (WB)
- BREAKER** 21 **DIRE STRAITS/Money For Nothing** (WB)
- 1 3 9 22 **BRUCE SPRINGSTEEN/Trapped** (Columbia)
- 51 35 23 **DON HENLEY/Not Enough Love In The World** (Geffen)
- 2 6 13 24 **TEARS FOR FEARS/Everybody Wants To Rule The World** (Mercury/PG)
- 18 19 19 25 **HOWARD JONES/Things Can Only Get Better** (Elektra)
- 15 22 21 26 **PHIL COLLINS/Inside Out** (Atlantic)
- 26 25 25 27 **POWER STATION/Get It On** (Bang A Gong) (Capitol)
- 16 12 16 28 **GLENN FREY/Smuggler's Blues** (MCA)
- 35 34 31 29 **LONE JUSTICE/Ways To Be Wicked** (Geffen)
- 50 42 36 30 **PAUL HYDE & THE PAYOLAS/You're The Only Love** (A&M)

Complete Tracks Chart
Begins on Page 67

BLACK/URBAN

- 20 9 6 1 **JESSE JOHNSON'S REVUE/Can You Help Me** (A&M)
- 7 6 2 2 **FREDDIE JACKSON/Rock Me Tonight** (For Old Time's...) (Capitol)
- 2 1 1 3 **MARVIN GAYE/Sanctified Lady** (Columbia)
- 6 5 4 4 **ATLANTIC STARRS/Freak-A-Ristic** (A&M)
- 33 13 5 **PRINCE/Raspberry Beret** (WB)
- 1 2 5 6 **WHITNEY HOUSTON/You Give Good Love** (Arista)
- 13 11 9 7 **READY FOR THE WORLD/Deep Inside Your Love** (MCA)
- 11 8 8 8 **CON FUNK SHUN/Electric Lady** (Mercury/PG)
- 19 14 10 9 **NATALIE COLE/Dangerous** (Modern/Atco)
- 34 21 15 10 **LOOSE ENDS/Hangin' On A String** (Contemplating) (MCA)
- 23 13 11 11 **CHAKA KHAN/Through The Fire** (WB)
- 18 15 12 12 **WHAMI/Everything She Wants** (Columbia)
- 5 3 3 13 **BILLY OCEAN/Suddenly** (Jive/Arista)
- 22 18 14 **PHIL COLLINS/Sussudio** (Atlantic)
- 4 4 7 15 **SHANNON/Do You Wanna Get Away** (Mirage/Atco)
- 38 25 22 16 **DEELE/Material Thangz** (Solar/Elektra)
- 32 26 17 **MAZE f/FRANKIE BEVERLY/Too Many Games** (Capitol)
- 28 18 19 **RENE & ANGELA/Save Your Love** (For #1) (Mercury/PG)
- 21 14 14 19 **BILL WITHERS/Oh Yeah!** (Columbia)
- 40 29 20 **SKIPWORTH & TURNER/Thinking About Your Love** (4th & Broadway/Island)
- 37 28 25 21 **KENNY G & KASHIF/Love On The Rise** (Arista)
- 25 19 19 22 **POINTER SISTERS/Baby Come And Get It** (Planet/RCA)
- 29 23 23 23 **ASHFORD & SIMPSON/Babies** (Capitol)
- 35 30 27 24 **KLIQUE/A Woman, A Lover, A Friend** (MCA)
- 31 24 24 25 **GLADYS KNIGHT & PIPS/Keep Givin' Me Love** (Columbia)
- 39 35 30 26 **JOHNNY GILL/Can't Wait Til Tomorrow** (Cotillion/Atco)
- 34 32 27 **RUN D.M.C./You Talk Too Much** (Profile)
- 38 31 28 **PAUL HARDCASTLE/King Tut** (Profile)
- 37 35 29 **TINA TURNER/Show Some Respect** (Capitol)
- BREAKER** 30 **DIANA ROSS/Telephone** (RCA)
- 33 31 **PHILIP BAILEY/Walking On The Chinese Wall** (Columbia)
- 3 7 16 32 **KLYMAXX/Meeting In The Ladies Room** (Constellation/MCA)
- BREAKER** 33 **COMMODORES/Animal Instinct** (Motown)
- DEBUT** ▶ 34 **LISA-LISA & CULT JAM w/FULL FORCE/I Wonder If I Take...** (Columbia)
- 38 35 **HOWARD JONES/Things Can Only Get Better** (Elektra)
- 16 16 21 36 **HAROLD FALTERMEYER/Axel F** (MCA)
- DEBUT** ▶ 37 **GEORGE CLINTON/Double Oh-Oh** (Capitol)
- BREAKER** 38 **NILE RODGERS/Let's Go Out Tonight** (WB)
- 12 12 17 39 **STEVE ARRINGTON/Feel So Real** (Atlantic)
- BREAKER** 40 **FORCE MD'S/Ich'n' For A Scratch** (Tommy Boy/Atlantic)

N&A Begins on Page 58