N 2 D E:

A/C: TWO FORMATS IN ONE?

Donna Brake finds that sentiment in the A/C format, as expressed by programmers' letters, leans toward a division between full-service and musicintensive stations.

Page 41

LIVE AID: A BILLION WORLDWIDE LISTENERS

Reed Bunzel gives you a backstage look at the bits and pieces that went into the making of the biggest radio broadcast ever

Page 22

COUNTRY ROTATIONS: THE LONG AND SHORT OF IT

Continuing his investigation of changing Country rotation patterns, Lon Helton relates the phenomenon to playlist lengths at Country stations.

Page 44

PEOPLE IN THE **NEWS THIS WEEK**

- . Dave Brown VP at WWDC-AM &
- Randy Kabrich PD at Q105
- . Sam Sherwood GM at WWTC
- Chris Andrews OM/PD at WZUU-AM & FM
- . Jerry Gavin PD at WQFM
- Ian Grace PD at WHJY
- . Mark McKay PD at KBKC
- Richard Harlow VP/GM at WMFR & WMAG
- · Alan Edwards OM, Jim Ballard PD at WSTR
- Sarah Taylor GSM at WTOP & WTKS
- · Lee Clear GSM at WYLD-AM & FM Page 3, 4, 5, 8

RADIO'S MIAMI VIRTUES

Joel Denver and Steve Feinstein team to profile the Miami market, featuring AOR institution WSHE and the metro's four distinctive CHR contenders. Page 34, 39

MAY THE TASKFORCE

BE WITH YOU

Jhan Hiber sets out to discover what the NAB Ratings Taskforce was designed for and what it hopes to accomplish

Page 16

PUT A CALENDAR ON YOUR CALENDAR

If you're looking at a merchandising item for '86, Harvey Mednick relates the virtues of the promotional calendar with notable examples.

Page 25

CONVENTION PREVIEW

Brad Woodward provides an advance look at the expectations and concerns for the NAB-NRBA convention in September.

Page 12

NEXT WEEK IN R&R

Sports are a prestige item for radio networks, but are they a profitable proposition? Reed Bunzel checks it out from his front-row seat

Newsstand Price \$3.50



MOSHER NEW VP/GM AS WILSON EXITS

Six-year KIQQ/Los Angeles

VP/GM George Wilson has been replaced by GSM Tom

Mosher, as the Outlet station

ends CHR programming for Transtar's "Format 41" A/C of-

fering, beginning July 29. KIQQ

had been playing hit music

since 1973, when it became the

original FM alternative to then-

Outlet VP/Radio Joseph Chairs noted, "We're embark-

ing on a new format that will

entertain a different audience.

We feel it will be more con-

ducive to the demands of the

FM/Providence, where he was VP/GM. Mosher has also been

VP/GM at WDRQ/Detroit and

KVOR & KSPZ/Colorado Springs. "I'm happy that

everyone at Outlet has put their

confidence in me," he said. "I

must say, however, the people

here have worked their hearts

Herron

WCLR's

New PD

Jim Herron

Coming off a strong ratings

performance, KLTR/Houston programmer Jim Herron has

accepted the Program Director

position at WCLR/Chicago. Al-

though MD Suzy Mayzel had

been acting PD, Herron re-

places Lee De Young, who ap-

nounced his resignation several

HERRON/See Page 4

advertising community. An Outlet veteran of WSNE-

dominant KHJ.

FM Nets Gain Ground In Latest RADAR

FM-oriented networks continued to gain ground in radio network listenership, according to the RADAR 31 spring '85 estimates released last week. For the first time since RADAR has measured audiences, three of the top five networks are primarily targeted to FM radio Among persons 12+ (average audience per commercial), the ABC FM Network experienced the greatest growth (+14), while NBC's Source also showed a marked increase (+8). In addition, AM-oriented US2 (formerly RKO2) demonstrated considerable improvement

At presstime, Mosher an-

nounced that no decisions had

been made regarding the future

of PD Paula Matthews (who is

married to Wilson) or the air-

WSSH Takes Format 41

the Transtar Format 41 ranks,

switching from its current soft

A/C direction. Station Chairman/GM Arnold Lerner

commented, "We felt that join-

ing Transtar would do two

things: it would give us very

good product and, frankly, it

would keep Transtar off other

TRANSTAR/See Page 4

WSSH/Boston has also joined

staff

Both 24-hour satellite networks - Transtar and Satellite Music Network - continued to grow in audience measurement, posting increases of 49% and 22%, respectively. Networks experiencing the sharpest declines were National Black (-14), US1 (-11), NBC (-10), and ABC Contemporary

The improved showing of FM networks may indicate that the distribution of overall FM listenership is finally making an impact on the network level. "FM networks seem to have come into their own," Radio VP/Research Nick Schiavone told R&R. "Clearly ABC-FM, the Source, and US1 have taken their apparently rightful places in the top five. This has not happened by chance - it's simply a function of the nature of the network business today. 70% of the time spent listening is on the FM band, and it's only natural that the FM networks should be strengthening.

RADARSER FOR SONOK LICRARY SON STATE LAWYERSIT

Evans .00 po 1035 WSON, MARYLAND 21204

As anticipated, KOME/San Jose PD Pat Evans has assumed the programming duties at Infinity sister AOR station WXRK/New York (formerly WKTU). She had been acting PD during the station's switch

from CHR to AOR last week. VP/GM Tom Chiusano remarked, "When Pat set up the format, she did two months' work in one week. She came into an intense situation and took over immediately. Pat's disciplined, has a good musical ear and promotional brain, and the airstaff has responded to her.

Evans brings over ten years' experience to New York, having served the last two as PD at KOME. In addition to programming KSFX/San Francisco for ABC, she has also been Asst. PD at KYA-AM & FM/San Francisco and MD at WMET/-Chicago, "I'm excited about programming in New York," Evans told R&R, "and am looking forward to engineering WXRK's rise to the top of the



KIQQ Drops CHR For

Transtar's Format 41

Tom Mosher

sibilities. They are a great bunch of professional broad-

out at their given respon-

Capobianco Joins WPIX As PD

Consultant Joe Capobianco is the new Program Director at WPIX/New York. The A/C station had been operating without a programmer since this spring. when Alan Anderson joined Robbins & Ries as VP/National PD

A former PD at WAAF/Worcester and Senior Consultant to Bonneville, Capobianco formed **Cross-Country Communications** four years ago. Among his clients were HBO, ABC Radio, and Al Ham. For several months until this past March, he had been programming WMJC/Detroit in a hands-on capacity.



loe Capobianco

WPIX VP/GM Marvin Seller told R&R, "Joe's a New York guy with an excellent sense of CAPOBIANCO/See Page 4 rock.

Habisch GM At KRXY-AM & FM

KRXY-AM & FM/Denver VP/ GM Jim Gregori has exited the CHR stations to pursue other interests, and has been replaced by David Habisch, Station Manager at Malrite Country sister properties KEEY (K102) & WDGY/Minneapolis

Malrite President/Radio Gil Rosenwald remarked, "Dave did an outstanding job for us in Minneapolis, and now he's earned the opportunity to captain his own ship. I think we'll have a David Habisch

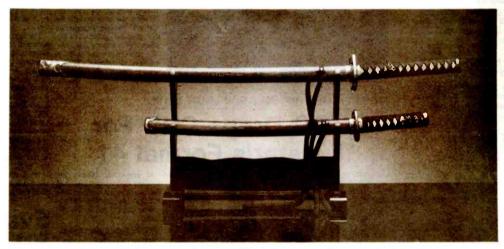


great management team with Dave and (OM) John Driscoll, who'll deliver us great ratings. We are out to be number one in Denver - that's our goal.'

Habisch's background includes a sales stint at WCCO-TV/Minneapolis before joining Malrite. "This is a very 'up' situation I'm coming into," he said, "with John Driscoll having delivered such a strong book in Milwaukee at WZUU. The only

HABISCH/See Page 4

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



Competition for ratings in the radio business is like war. Everybody fights for the same 100 points. And one thing the winners have in common is the ability to plan and execute a successful strategy. This year The Research Group honors the management of eighteen of our client stations by electing them to the rank of Master Class Strategist. Each management team has proven itself worthy of this recognition by its outstanding performance in strategic achievement.

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JULY 26, 1985

A MAGIC **ACT FOR** KANSAS CITY

Urban Contemporary comes to Kansas City. Wait Love takes a look at the factors shaping the decisions made by KCMG to introduce its new format.

Page 42

Transactions	.10
Washington Report	
What's New	14
Ratings & Research: Jhan Hiber	16
Ratings Results	
Ratings Healins	22
Networks: Reed Burgel	.22
Sales	29
Image & Marketing:	
Harvey Mednick	
Street Talk	. 26
On The Records: Ken Barnes	.31
Datebook: Seen Ross	.32
CHR: Joel Denver	
Calendar: Brad Messer	
AOR: Steve Feinstein	
A/C: Donna Brake	
Black/Urben: Walt Love	42
Country: Lon Helton	
Nashville: Sharon Allen	40
Marketplace	.47
Opportunities	48
National Music Formats	
Jazz Chart	55
Country Chart	56
A/C Chart	
AOR Chart	80
Black/Urban Chart	80
CHR Chart	

Gavin PD At WQFM



Jerry Gavin

Assistant PD Jerry Gavin has been upped to Program Director at Shamrock AOR WQFM/Milwaukee. He had been acting PD since Andy Bleem left for the programming chair at WYSP/Philadelphia

GM Ralph Barnes said, "I'm imreased with how Jerry's handled the department since Bloom left. He's well-respected among the staff and community, and came up with excellent spring ratings

A former PD at WXKE/Ft. Wayne, Gavin has been at WQFM for five years as Research Director, MD, and Assistant PD "I'm elated to be working for Shamrock one of the few companies that still believes in AOR radio," he told R&R. 'The support from (VP) Bill Lynett and Ralph Barnes has been incredible. This station's on a roll, and with the latest Birch showing us #1 12+, I expect continued growth for 93QFM."

In addition, personality Dans Brown has been named Music Di-

PAGE THREE Brown Elevated To WWDC **VP/Programming** A ten-year station veteran.

WWDC-AM & FM/Washington Music Director/midday personali ty Dave Brown has been prom to VP/Programming for the Canttel Breadcasting Nostalgia-AOR combo. Brown had been serving as interim PD for WWDC-FM nce mid-March, when Den Davis left to program WCKG/Chicago.

Andrews New OM/PD At WZUU-AM & FM

After five years as PD at WZYP/ take the Operations Manager/PD post at WZUU-AM & FM/Milwaukee August 5. Andrews replaces John Driscell, who transferred from the CHR combo to Mairite's co-owned KRXY-AM & FM/Denver five weeks ago.

WZUU Station Manager Steve Schram told R&R he reviewed a wide field of candidates. "But Steve's abilities, programming and managerial qualities, plus the sound of WZYP, really impressed us." he said, "I'm firmly convinced he's the one to help us in our quest for CHR dominance in Milwau-

Discussing the upcoming owner-ship transition from Malrite to Ames Broadcasting, Schram noted, "Until the transfer happens, John Driscoll will assist Chris's orientation to the station and market. Once the change occurs, all will be business as usual here."

Said Andrews, 'The city is starving for some real excitement, and that's what I'm going to give it. ANDREWS/See Page 10

Brown played the first rock record aired on WWDC-FM when it aged to AOR. This is his second stint at PD; he also served for two years between 1979-81. Brown, who will retain his airshift, noted, "it's nice that (President/GM) Geff (Lehhar) believes in mv capabilities a second time around '

Promotions Director B.J. Cehen will add Assistant PD duties on the FM, while Production Director Bill Scanlan takes on Assistant PD chores for the AM side.

FORMAT TO CHANGE

Sherwood Returns To Twin Cities As WWTC GM

Longtime radio manager Sam oed has returned to Minne apolis-St. Paul as GM at Urban AM outlet WWTC, succeeding exiting GM Chartie Loufek. Following a disappointing ratings performance, WWTC has announced plans to switch formats in the near future, and PD Roger Bullis exited

Most recently President Of Radio Group, Inc., Sherwood helped establish CHR outlet KDWB/Min apolis in the late '50s and '60s, and also launched the market's first Beautiful Music station, WAYL (FM). He left the Twin Cities as First VP of Entercom (owner of WAYLAM & FM) to manage KHOW/Deaver, later working for Metramedia before his most recent

Coprincipal Brian Short explained to R&R, "Sam's the best there

is. Every station he's been associated with has been exciting. served its community, and gone on to become a winner. I hope to see his amazing track record continue

at this station." Sherwood, who declined to outline WWTC's future course, explained, "I want to get closer to our September start-up date before naming a programmer or divulging details about the format. We thed last in the book, so there is no place to go but up. WWTC will change to a format never done before - a niche designed for AM radio and for Minneapolis-St. Paul in particular.



Randy Kabrich

Kabrich PD At WRBQ-AM & FM

Randy Kahrich, who resigned as PD at WROQ-AM & FM/Charlotte five weeks ago over a programming dispute, has become the new PD at Edens Brondcasting's CHR combo WRBQ-AM & FM/Tampa. Kahrich succeeds Steve Rivers, who left two weeks ago to program KMEL/San Francisco.

VP/GM Michael Osterhout commented, "We lost a good one in Steve Rivers, and found one equally good in Randy. Randy will be able to take us even higher, which is tough to do since we are way up there already.

OM Mason Dixon added, "Randy's abilities as a programmer are unquestioned, and his growth in managerial skills over the next several months will not only surprise everyone, but will demonstrate his strengths as a wellrounded broadcaster."

Kabrich, who has also programmed WAVA/Washington and WDCG/Durham-Raleigh, told KARRICH/See Page 10

AUSTRALIA TO PROVIDENCE MOVE

Grace Programs WHJY

In a rare Australia-to-America move, lan Grace, PD of CHR 28M/ ney, has been named PD at Federal Communications Corp. AOR WHJY/Providence, beginning August 19. He'll replace Ron Nenni, who is resigning at the end of this month.

Commented WHJY & WHJJ VP/ GM Janet Karger, "(Consultant) Jeff Pollack put me in touch with Ian, who is an impressive young man. He's a student of radio - every vacation he's had for the last four years, he's beaten a path to the U.S. and driven around the country knocking on doors. When he visited Providence, he gave me a detailed critique of 'HJY, including some things he thought could be improved. We're a good fit in management style, as Ian is oriented towards people development as well."

McKay Upped To PD At KBKC



Mark McKay

KBK((B95) Kansas City Assistant PD/afternoon drive personality Mark Mckay has been elevated to Program Director of the newly converted CHR station

OM Gerry Cagle commented. "Mark and I have worked together At KFRC/San Francisco and we will continue our relationship in just as fine a manner here at B95. This new position will give Mark added input and authority to help implement the winning CHR format we're about to launch."

McKay, who was earlier Asst. PD at KDWB-FM/Minneapolis,

McKAY/See page 10

SELLS 10% SHARE

Cooke Ends Multimedia Takeover Campaign

Financier Jack Kent Cooke has ended his efforts to take over broadcast/newspaper glomerate Multimedia by offering to sell his 10% stake in the company to a corporation formed by management and founding families to recapitalize the company. The terms call for Cooke to receive \$70 a share, or \$113.9 million - a profit of \$24.5 million in only 17 months.

Over the past few months, Multimedia has rejected several takeover offers, including two by Cooke and recently offered stockholders \$41 26 a share cash plus a bond with a \$26 54 face value It is also offering the option of a bond with a \$125 face value instead of

Owner of the Washington Redskins and the Chrysler Building. Cooke had filed suit to block the recapitalization plan. But he said, The prospect of protracted litigation is unacceptable to me. Rather than continue it, I've decided it's better for all concerned to allow (the recapitalization) to become effective

In addition to 57 newspapers and

100 cable TV systems, Multimedia owns eight radio stations in Milwaukee, Macon, Shreveport, Asheville, and Greenville. Radio Presi-dent Paul Fiddick told R&R, "Because the stock was trading much lower than its real value, we were an attractive buyout candidate. I can't say that at any time the situation had any effect on our operations, but having this resolved certainly relieves the uncertainty

Harlow Upped To VP/GM At WMFR & WMAG

Dick Harlow, GSM at WMFR & WMAG/High Point, has been promoted to VP/GM, replacing George Francis, who resigned to form a broadcast investment firm.

Voyager Communications President Jack McCarthy stated, "Dick Harlow joined Voyager on day one and has earned his new position."

Harlow told R&R, "We're a very young company. We've been at it for not quite three years, and all the major openings have been fill-

ed from inside which speaks very highly of the people who run the place.

Prior to joining Voyager in 1963. Harlow was GSM at WYYD/Raleigh for five years and Account Executive at WGLD/High Point for two and a half years.

It was also announced that WMAG afternoon personality Bill Gable has been upped to PD, replacing Jim Ballard, who becomes PD at WSTR/Orlande (see separate story, Page 4).

GABLE NEW WMAG PD

Edwards Upped To OM, Ballard Named PD At WSTR

Alan Edwards has been promoted from PD to Operations Manager and Jim Ballard takes over as PD at WSTF (Star 101)/Orlando (formerly WCKS (CK101)/Cocoa Beach). Ballard had been PD and morning sports personality at WMAG/High Point. The changes go into effect August 12.

Edwards told R&R, "I'm glad to be involved with Capitol in this very exciting venture into the city of Orlando. We're looking forward to a winning radio station, and I'm glad to be part of the team."

Commenting on Ballard, WSTF GM Barbara Vardin said, "With his experience and track record, we feel sure that Jim will be a great asset to our station and our company."

Ballard told R&R, "This was just one of those situtations that was too good to pass up. It's Orlando, Florida. It's Capitol Broadcasting. It's George Johns. It's Jon Coleman and Barbara Vardin. It's such a good chance to do this all over again like we did in Greensboro.

"Alan has already been doing a terrific job there. I'm more a tool for Alan and he is a tool for me, considering his knack for detail and knowledge of the market. I think we'll learn from each other, and I'm looking forward to working with him."

Before joining WMAG in 1983, Ballard was PD at WROQ/Charlotte for seven years. He will be replaced at WMAG by afternoon drive personality Bill Gable, who

Capabianco

Continued from Page 1

this city, and that's what I wanted. He knows what New York is missing in an A/C station, and has a sensational sense of music. To make it here you must have a unique sound, and you'll hear that very quickly now."

While retaining a few client projects. Capobiance plans to concentrate on "redefining A/C in this market." He declined to elaborate, but noted, "There is no true A/C in New York. It won't be a drastic change, but when you've got a 1.6 you don't say. "We're gonna keep everything the way it is."

has been with the station two years following a stint at WLW/Cincinna-

Transtar

Continued from Page 1

Boston stations. This format is hot and lots of stations are signing up with the network. We're happy to be partners with them in Boston to build our adult demos even more."

Additionally. sister AM WLLH is changing format from CHR to Century 21's "Super Country" format. OM Brad Shepard cited the pervasive problem of programming CHR to a dwindling AM audience as central to the decision. He told R&R, "We've long had a rock 'n' roll stronghold on much of the Boston area, but like many AMs facing problems, we found our audience eroding. We decided to drop the rock format and go with Century 21's Country, which has a good success rate in situations like ours."

Both Boston format changes are also effective July 29, and are not expected to affect personnel at either station.

Clear Chosen As GSM At WYLD-AM & FM

Eighteen-year broadcaster Lee Clear is the new General Sales Manager at Urban-formatted WYLD-AM & FM/New Orleans. He moves up at the Inter-Urban station after only two months as Sales Manager, having joined the station as an Account Executive in April.

Clear brings an extensive programming and sales background to his new position, with PD experience at WNOE-AM & FM/New Orleans, WDIA/Memphis, and WVON/Chicago. In addition to several on-air stints and a brief stop at London Records, he has also managed KQXL/Baton Rouge and WLOK/Memphis. "To have the opportunity to be the GSM at a station of this size and billing is probably a much bigger respon-sibility than that of managing a smaller station," Clear told R&R. "It's been difficult, but my programming background has made it a lot easier. I'm excited about

Habisch

Continued from Page 1

thing we can do is get more exciting than we are now. We're looking to make Denver really hum and pop with our programming." working with Inter-Urban Broadcasting."

Herron

Continued from Page 1

months ago to join the Reformed Church of America in Michi-

President/GM Chet Redpath observed, "There were a lot of fine candidates, but what gave Jim the edge was his obvious track record. He took KLTR from its ethnic format (KRLY) to the top A/C in the market. We were looking for a leader, a motivator, and someone who was computer-literate so he could work with research. Jim fills those objectives better than anyone else."

À former consultant, Herron served 16 months at the helm in Houston. Earlier he programmed Washington stations WAVA and WXTR-FM and worked as VP/Programming for Jeff Pollack Communications. He commented, "(Incoming owner) CBS is inheriting a great team at KLTR, and VP/GM John Hlatt is the finest GM I've worked with. I am fired up to be working with Chet Redpath and the rest of the "CLR team in winning in Chicago."

SUPER WEEKENDS

SPECIAL NEWS!



1985

August 3-4 Culture Club
August 10-11 Huey Lewis & The News

August 17-18 Chicago
August 24-25 Kim Carnes
August 51-1 Cyndi Lauper

1985 COUNTRY

3 Labor Day
The Award Winners

LABOR DAY 1985

THE BEATLES
YESTERDAY

3-4 Power Station

10-11 John Parr

17-18 Huey Lewis

24-25 Billy Ocean

Go West

HALLES" WEEKLY TOP 40 **3-4**Eddie Fisher

10-11 Fifth Dimension

17-18 Eartha Kitt

24-25 Arthur Prysock

31-1 Georgia Gibbs

GREAT SOUNDS

New York
astrington, B.C.
Chicago
Detroit
Datas
Los Angeles



NEWS

Taylor GSM At WTOP & WTKS

Sarah Taylor has been promoted to General Sales Manager at WTOP & WTKS/Washington, filling a vacancy created when Garry Lewis exited the all-News/Easy Listening combo in May.

Taylor has been with the stations for seven years, the last four as Local Sales Manager. Noting her commitment to excellence at both stations, VP/GM Michael Douglass commented, "I'm confident that Sarah will continue her record of success as she embarks upon her new role '

Said Taylor, "WTKS is still growing and solidifying its place in the market with Transtar's 'Format 41,' while WTOP has had a tremendous year. I'm sure we can maintain that growth." Taylor added that no major changes in the sales department are expected except "internal promotions to fill the middle management tier."

Taking over as LSM is National Sales Manager Jerry Cave, whose slot will be filled shortly.



Owest staffers recently convened to plan strategy for future efforts. Shown here (I-r) are Bob Gooding, Ava Wright, President Harold Childs, founder Quincy Jones, Manny Freiser, and John Brown.

Buckinghams Are Back



'60s hitmakers the Buckinghams are back, signed to Red Label Records, and recently released an album. Celebrating the signing (I-r) are Buckinghams members John Cammelot, Laurie Beebe, Tom Scheckel, Carl Giammarese, and Nick Fortuna. manager Larry Sode, and Red Label Exec. VP Rick Tufo.



HERE COMES THE BRIDE — Once again, the KEZK/St. Louis annual Bridal Fair was a success, attracting over 3000 people. Among the highlights was a fashion show, with models parading onstage in everything from casual wear and luxurious furs to that piece de resistance, the bridal gown.

AUGUST 1985

Ricky Skaggs

10-11 Sylvia

17-18 Jim Glaser

24-25 Exile

31-1

Johnny Lee

THE WEEKLY **COUNTRY MUSIC** COUNTDOWN

Searchers

10-11 Tommy Roe

17-18 Rascals

24-25 Kool and the Gang

31-1

Stevie Wonder





For station clearance information call our Washington, D.C. office at (703) 556-9870





The ABC Radio Network coverage of the LIVE-AID concert was every bit as dynamic as the event itself. ABC Radio captured every important moment at both concerts and gave us the opportunity to bring Dave Crowl/KKRZ/Portland, OR Portland so much closer to this historic event."

"What a day! Spectacular! It was one great day for mankind and one giant ratings boost for KLOS." The Kelly/KLOS/Los Angeles; CA

"The response was phenomenal... the largest audience day in station history."

Bill Sommers/KLOS/Los Angeles, CA

"It was 97 ROCK's finest day!"

John Cravens/KSRR/Houston, TX

"Our stations were proud to be part of this great event. We couldn't have been happier with ABC's broadcast. At the same time, I'm not surprised-nobody covers the huge events like the ABC Radio Carl Wagner/Taft Broadcasting/Cincinnati, OH Networks."

"Congratulations to all involved in the greatest live broadcast ever. From technology to organization, all aspects were superior. Thanks to the ABC Radio Networks for letting us be a part of it."

Joe McCabe/KYYS/Kansas City, KS

"Fantastic, incredible...the hottest thing that we have ever done!"

Don Wilkes/WAQY/Springfield, MA

"LIVE-AID sounded super on the radio! Technically, it was great. This was the most glorious day in the history of broadcasting, and we were thrilled that ABC made it possible for us to be a part of it." Smokey Rivers/WAVA/Washington, DC

"Unbelievable! It was wonderful. And it's nice to have the stations be part of something good!" Larry Levite/WBEN/Buffalo, NY

"...Biggest one-day special ever broadcast on Rock 102."

Roger Christian/WBEN/Buffalo, NY

"I'm thrilled that B104 was part of the ABC Radio Network. LIVE-AID not only made a statement for ABC but for all who carried the show. It made you and us stand out from the crowd." Jim Fox/WBSB/Baltimore, MD

"It was a global day of purpose with local impact. ABC did a great job. You made history!" Dan Hayden/WHCN/Hartford, CT

"Well put together technically ... the first time ever in my life that I have turned over the entire day's John Casey/WIOG/Saginaw, MI programming to a network."

"It was one of the finest moments in contemporary music history... The premiere music event of the decade. And a very important thing for ABC to be involved in." Rick Belcher/WIOG/Saginaw, MI

"We're extremely proud of the music industry for the LIVE-AID project and extremely proud of ABC for their stunning coverage of the event. It's great to be affiliated with such a class act."

Chuck Du Cody/WIYY/Baltimore, MD

"Without a doubt, it was the biggest radio concert that I have ever been associated with. ABC and rock & Dick Meeder/WKLS/Atlanta, GA roll did themselves proud."

DIFFERENCE...

It was a monumerical event tractions a monumental effort, and ABC Radio Network was the one that made it happen." John Galicols/WES/10/4:29, I

The singularly most successful event ever in the Rochester market..."

Hal Destach/WM/Q/Rochester, MY

"Outstanding...a very, very positive, upbeat thing to be involved in. We checked it out extensively and found ourselves heard all over the area all day." Dele Weber/WNM/Columbus, OH

"It was excellent! To have that many artists of that caliber together...at the same time was a feat in itself. We have to thank ABC for securing the rights. Everyone who called in loved RI"

"Of course, the first congratulations should go to the fine talent who gave unstintingly of their services for such a worthy cause. The excellence of this product bespeaks the fine effort made by the ABC Radio Brais Fears/WRQX/Washington, DC

"No matter where I went in the Miami-Ft. Lauderdale area, WSHE was on the radio."

Chuck Bortnick/WSHE/Miami, FL

"The most successful radio event ever."

Ric Peters/WSHE/Miami, FL.

"The ABC broadcast ran like clockwork. Running the concert was excellent for our station's image. We were proud to give the audience a chance to be part of LIVE-AID. It was the best thing that ever hap-Rich Blum/WWKX/Nashville, TN pened to our radio station."

"This will go down in the books with Woodstock as one of the most important musical events ever. ABC's Mark Zintel/WYNF/Tampa, FL coverage was truly outstanding."

"Magnificent! The ABC Radio Network broadcast of the LIVE-AID concert here in Philadelphia Ken Stevens/WYSP/Philadelphia, PA was every bit as historic as the broadcast itself."

"Feelin' Good, is how I feel about LIVE-AID! I feel good about the promotion, the money the station raised and I feel good about the business I'm associated with." Bill Phippen/WZGO/Philadelphia, PA

"My ears were glued to my headphones all day! Thanks to ABC's help, Saturday was the Ron Reger/WNOR/Norfolk, VF proudest day of my radio career."

"The quality of the broadcast was excellent. PRO-FM is delighted to have taken part in LIVE-AID. It's the best thing we've been part of in years."

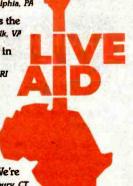
Aaron Daniels/WPRO/Providence, RI

"Play it again! I'd run it again! This was truly an amazing feat. When I think of all the technical things that could have gone wrong and didn't, I'm astounded. The quality was excellent, and I don't think ABC could have come off any better!" Mark MacKenzie/WQXA/York, PA

"The ABC LIVE-AID broadcast was fantastic! We'd do it again in a minute." Michael Mayer/WRIF/Detroit, MI

"ABC deserves a massive pat on the back for the great quality job of organization. We're Buzz Knight/WRKI/Danbury, CT already getting mail from new listeners!"

ABC RADIO NETWORK



RADAR

Continued from Page 1

CBS VP/Research Sylvia Hughes agrees that FM net-works gained ground with this RADAR, but cautions that this does not predict a demise on the AM side. "A few years ago a lot of people were predicting the death of the AM networks, but I think we're finding that both types of networks are strong and neither is going to go away."

Mutual Radio's VP/Research Ron Werth adds that since advertisers look at various demographic targets, 12+ numbers don't really tell the whole story. "If you just list who did well this time 12+ it blurs the fact that the advertisers themselves don't really care about who did what to whom but who did what to whom within the scope of what they're look-

Bill McClenaghan, VP/Research Services at ABC Radio, says many network advances and declines can simply be attributed to the performance of the affiliate stations. "If the rating of a network goes up, it is usually because the audience for that station increased. Likewise, if a network goes down the stations associated with it also has dropped. The only way a network does not follow this pattern is to improve its clearances on those stations.

Recent testimony at federal hearings alleges that RKO Radio Network personnel "tampered" with clearance information for past RADAR studies. United Stations President Nick Verbitsky says his company completely checked RADAR 29 and 30 clearance information and is convinced that neither those reports - nor the current one - reflect any improprie-ties. "We are 100% sure that RADAR 31 is accurate and is a reflection of real station clearances." he told R&R.

RADAR 31, compiled by Statistical Research Inc. of Westfield, NJ, reports that over 76% - 147 million - of the U.S. population listens to at least one network commercial each week. These figures further break down to 78% of adult men, 73% of adult women, and 87% of all teens

A breakout of the RADAR results, as well as the top five networks in five key demo groups,

RADAR 31 (Spring '85) **Average Audience** Per Commercial (12+)

	Audlence	% Gets
Notwork	(1000a)	Or Less
ABC-I	1649	+5
ABC-E	1461	-2
Source (NBC)	1361	+8
US1	1356	-11
ABC-FM	1293	+14
ABC-R	1235	+2
ABC-C	1230	-8
CBS	1196	0
NBC	1177	-10
Mutual	1145	-1
US2	1033	+10
RadioRadio (CBS)	982	+1
ABC-D	771	-1
SMN	761	+22
Sheridan	642	+3
Transtar	530	+49
National Black	404	-14
Talknet (NBC)	358	+6
Cuma Audi		

Cume Audience Per Week (12+)

Network	Audience (1000s)	% Gain Or Less
ABC-I	24,774	+1
CBS	23,019	-5
ABC-C	21,664	-5
Mutual	21,472	+3
NBC	21,454	-6
US1	20,212	0
ABC-R	19,170	+13
ABC-E	18,644	-5
Source (NBC)	17,208	-1
RadioRadio	17,138	-2
ABC-FM	16,365	0
US2	15,759	-6
ABC-D	11,929	0
Sheridan	8564	-6
Transter	8457	+33
SMN	8205	+14
National Black	4747	-18
Talknet (NBC)	4519	+16

Average Audience Per Commercial By Demo (Top 5)

Notwork	(1000u)	Or Less
Teens (12-17)	
ABC-R	290	-15
ABC-FM	249	+2
RadioRadio (CBS)	237	-2
Source (NBC)	212	-12
US1	197	-4
Adults	18+	
ABC-I	1617	+6
ABC-E	1414	-2
CBS	1186	0
US1	1159	-13
Source (NBC)	1149	+13
Adults 1	8-34	
Source (NBC)	971	+11
ABC-R	814	+6
ABC-FM	759	+15
US1	721	-19
ABC-C	653	-13
Adults 1	8-49	
Source (NBC)	1106	+14
US1	1071	-15
ABC-FM	992	+17
ABC-R	930	+7
ABC-C	901	-5
Adults 2	5-54	
ABC-I	884	+6
ABC-E	796	-6
US1	691	-21
ABC-FM	600	+15
Mutual	590	+5
	_	

ONE YEAR AGO TODAY

- HARVEY PEARLMAN NAMED GM AT WIJD & WJEZICHICAGO
- . CHARLY PREVOST NAMED ISLAND PRESIDENT
- TOM OWENS BECOMES PD AT WEBNICINCHINATI
- . KRIS O'KELLY NAMED PD AT WEZBINEW ORLEANS CHARLIE OCHS BROADCAST GROUP VERBOGRAMMING
- #1 CHR: "When Doves Cry" Prince (WB) (4th week)
- #1 A/C: "Stuck On You" Lionel Richie (Motown) (2nd week)
- #1 B/U: "When Doves Cry" Prince (WB) (6th week)
- #1 Country: "Somewhere Down The Line" T.G. Sheppard (WB/Curb)
- #1 AOR Track: "Missing You" John Waite (EMI America) • #1 LP: "Heartbeat City" - Cars (Elektra) (14th week)

FIVE YEARS AGO TODAY

- JIM MADDOX NAMED GM AT WRMX/CHICAGO
- GARY BERKOWITZ OM AT WPRO-AM & FM/PROVIDENCE
- CHUCK HEISER NAMED VP/GM AT KOAX/DALLAS
- JOHN LARSON NAMED PD AT WLLZ/DETROIT
- #1 CHR: "Magic" Olivia Newton-John (MCA) (2nd week)
- #1 A/C: "Magic" Olivia Newton-John (MCA) (2nd we
- #1 B/U: "Give Me The Night" George Benson (WB) (2nd week)
 #1 Country: "Stand By Me" Mickey Gilley (Full Moon/Asylum)
- #1 LP: "Hold Out" Jackson Browne (Elektra)

TEN YEARS AGO TODAY

- . BOS PITTMAN NAMED OM AT WMAQ/CHICAGO . BILL KENNER NAMED PD AT WNDE/INDIANAPOLIS
- #1 CHR: "Jive Talkin" Bee Gees (RSO)
- #1 A/C: "Listen To What The Man Said" Paul McCartney & Wings
- (Capitol) (3rd week)
- #1 Country: "Touch The Hand" Conway Twitty (MCA) (3rd week)
- #1 LP: "One Of These Nights" Eagles (Asylum) (5th week)

Commodores Hit Gold On Nightshift



res were presented with Canadian gold awards while recently performing in Toronto. On stage at Ontario Palace (I-r) are Commodores' JD Nicholas, William King, and Walter "Clyde" Orange, Motown Cana Cameron Carpenter, Commodores' Ronald La Pread and Milan Williams.

HOW DOES A STATION IMPROVE **IMAGE AND INCREASE RATINGS?**



12 YEARS OF THE BEST

CALL 1-800-251-2058

When Madden talks, everybody listens!

He's big! He's fast! He's funny! He's informative!

And because there's no other sports personality like him, he's scoring with United Stations Radio Networks' affiliates around the country. Because they know that "The John Madden Show" is carrying the ball to their goal—being number One!

And that's why over 200 stations have already joined the team that plays Big John everyday. His two-and-a-half minute in-depth, insightful, humorous and personable commentaries give

listeners everything they want to know about the games, and the people who play them. When they hear it from Madden, they hear what matters most.

Put Madden into your programming lineup and watch the ratings soar. United Stations Radio Networks is sure—when John Madden talks, he's got America's sports fans by the ears!

For information on station clearance or national sales, call United Stations Radio Networks in New York at (212) 575-6100.



Patch-Dunn Buys Cape Cod Combo For \$4.5 Million

WOCB & WRZE/WEST YARMOUTH, MA

PRICE: \$4 5 million BUYER: Patch-Dunn & Associates SELLER: WOCS Acquisition Corp., a subsidiary of Sillerman-Morrow Broadcasting, which also owns WHMP-AM & FM/Northempton, MA. DIAL POSITION: 1240 KHz; 94.9

POWER: 1 km: 50 km at 245 feet FORMAT: N/T: Fasy Listening BROKER: Kozacko-Horton Co.

KREO/SANTA ROSA, CA

PRICE: \$2.5 million BUYER: Finley Broadcasting, which also owns KSRO/Senta Rose. SELLER: North Coast Communica

DIAL POSITION: 92.9 mHz POWER: 2300 watts at 3500 feet FORMAT: CHR BROKER: Blackburn & Co.

KSET/EL PASO

PRICE: \$1,750,000 BUYER: Rio Bravo Broadcasting, headed by KOKE/Austin VP/GM Ji Ray and his brother, attorney Jerry Ray. They also own KGNB & KNBT/ New Braunfels, TX. Holding a 5% ownership interest in KSET is KGNB & KNBT GM Bob McDonald.

SELLER: Dunn Broadcasting, headed by John Dunn, who recently sold his other remaining property, KKJYI

DIAL POSITION: 94 7 mHz POWER: 61 kw at 940 feet FORMAT: CHR

BROKER: Tom Gammon of Americam Media Brokers represent-

KOFO & KKKX/OTTAWA, KS PRICE: \$900 000

BUYER: Keymarket Communica tions of Kansas, Ltd., a subsidiary of the Keymerket Group, which also owns WSKR & WIZD/Atmore, AL; WRLX & WFFX/Tuscaloose, AL; WRUS & WBVR/Russellville, KY; WKJN/Hammond, LA; WJDX & WMSUJeckson, MS; WNNK/Harrisburg; WSSL-AM & FM/Greenville, SC; and WiGL/Orangeburg, SC. SELLER: MAR-WA-KA Broadcasting

DIAL POSITION: 1220 kHz: 95.7 POWER: 250 watts; 100 kw at 300

FORMAT: A/C; CHR BROKER: John Mitchell & Associ-

KTMS & KKOO/SANTA BARBARA, CA

PRICE: \$2 million RUYER FAM Broadcasting, headed by Herry McMurray and Robert Fenton. F&M also owns KCEY & KMIXI Turiock, CA. McMurray also owns KATO & KXKQ/Stafford, AZ. Fenton

has interest in KHSN & KOOS/Coos Bay, OR and KMYC & KRFD/Marys--Ma CA SELLED- News-Press Publishing Co. DIAL POSITION: 1250 KHz; 97.5

POWER: 2.5 kw days/1 kw nights; 16 kw at 2900 fee FORMAT: Talk: CHR

BROKER: Lincoln Dellar & Co.

PRICE: \$1.6 million

Group, headed by KMJK/Portland principal/GM Vic Ives, Lodestar also operates, KXDD/Yaldma, WA; and KOTY & KHWK/Tri-Cities, WA.

KLIQ/PORTLAND

SELLER: Tamarack Communications, owned solely by President Devid Jack. Tamarack also owns KNTA/ San Jose, KBIF/Fresno, and WSHO/ New Orleans

DIAL POSITION: 1200 kHz POWER: 5 km

FORMAT: Talk/Sports. Plans are to switch call letters to KMJK (AM) and simulcast CHR with KMJK (FM), although some sports program be included

KCCY/PUEBLO, CO

PRICE: \$2.1 million BUYER: McCoy Broadcast Co. of Portland OR

SELLER: Fuller-Jeffrey Groups, Inc., which also owns WBLM/Lewiston-Portland, ME: WOKQ/Dover-Portsmouth, NH; KRCX & KPOP/Roseville-Secremento, CA; and KJJY/Des

DIAL POSITION: 97.9 mHz POWER: 100 kw at 320 feet FORMAT: Country BROKER: Chapman & Associates

WNBS & WAAW/MURRAY.

PRICE: \$800,000 **BUYER: Murray Broadcasting Co.,** headed by Edward Fritts.

SELLER: Timksy, Inc. DIAL POSITION: 1340 kHz: 103.7

POWER: 1 kw days/250 watts nights; 100 kw at 300 feet FORMAT: Country: A/C

STAFF

McCOY BROADCASTING COMPANY

Craia W. McCoy, President

has acquired the assets of

KCCY-FM

Pueblo, Colorado

from

KENNEBEC-COLORADO **BROADCASTING COMPANY**

Our Associates Randy Jeffery and David LaFrance initiated the transaction and assisted in negotiations.

Randall E. Jeffery 7824 Saranac Court Orlando FL 32811 (305) 295-2572

David G. LaFrance 1630 Vrain Street Denver CO 80204 (303) 534-3040

PUTTING BUYER AND SELLERS TOGETHER FOR OVER 31 YEARS



CHAPMAN ASSOCIATES

nationwide media brokers

Executive Offices - 1835 Savoy Dr., Atlanta, GA 30341 (404) 458-9226

Andrews

Continued from Page 3

With John Driscoll's guidance WZUU already sounds great, as the new numbers indicate. I'll look to take this momentum and make it translate into even bigger shares.

McKay

Continued from Page 3

PD at WRKO/Besten, and air talent at KMEL/San Francisco, told R&R, "I'm going to work closely with Gerry and (VP/GM) Craig Scott as we take B95 to the top in Kansas City. This station, in my mind, has more potential to go ter and farther than any n facility I've worked at. History will be made at B05."

Kabrich

Continued from Page 3

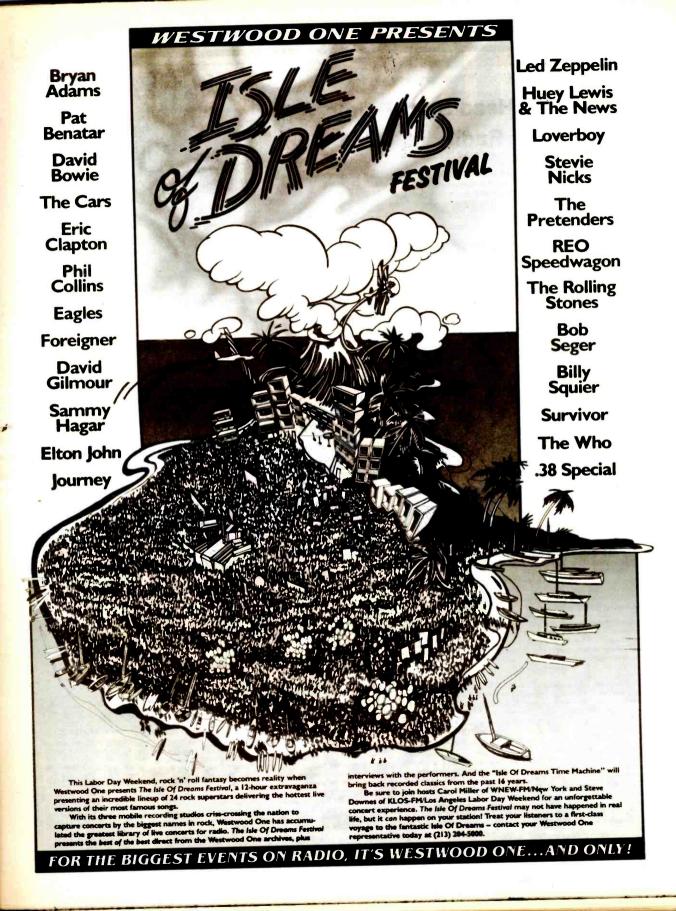
R&R, "Over the past two years Mi-chael, Mason, Steve, and I have traded information, bits, and lent. We've all grown very close as a result of these exchanges. It's a situation I've always dreamed of, working with a professional pro-gramming, sales, engineering, and promotion department."

Founder BOB WILSON Publisher DM/GHT CAME Executive Vide President DICE BRUMAN Vice President BICE BRUMAN Senior Editor JCPR LEADER AP Director METABLE PLANSARE Minnagne Editor JEFF GREEN Executive Editor GAS, METCHELL

INFO CHAVEZ
INFO LT PRAIL GARY WAS DESTEUR
VINA QUENCHES

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NAB-NRBA PREVIEW

Planning Head Start Points To Smoother Radio '85 Convention

Officials of NAB and NRBA are confidently predicting their joint convention seven weeks from now in Dallas (September 11-15) will be a far smoother meeting than last fall's Los Angeles outing. That first joint venture by the rival associations was plagued by logistical snafus, poor hotel accommodations, and 100-degree temperatures.

Despite those setbacks, NAB and NRBA report strong interest in the Dallas meeting, known officially as the Radio '85 Management & Programming Convention. For in-

- · Registration is running 500% ahead of last year's mid-July rate.
- · 87 hospitality suites at the Loew's Anatole Hotel are already booked, with only a few remaining.
- · Revenue from exhibit space rental is already double 1984's total rental income.
- . 1000 moms set aside for the convention at the Anatole are within a week of being sold out.

This year's progress is due, in large part, to the planning head start gained by knowing from the outset that a joint convention was to be staged. And, with one joint effort behind them, the two groups already have a solid working relationship that took many months to build last year.



Gary Stevens

Bernie Mann

Sessions, Suites Consolidated

The associations believe grumbling about the Los Angeles meeting centered not on program content, but on the weather and the unavoidable split of activities beteen two hotels. There will be no such scattering in Dallas; all sessions are in the convention center, and all hospitality suites are located in the Anatole Hotel.

Unlike last year at midsummer, the Dallas schedule is already firmly fixed. It features 84 separate panels (compared to 67 last year) and over 300 panelists. NRBA President Bernie Mann says the convention committee has scoured every nook and cranny of our industry" seeking out "new faces" to bring fresh perspectives to this

"New Faces" Promised

Mann and fellow steering committee Co-Chairman, Doubl Broadcasting President Gary Stevens, say a new theme of September's meeting reflects the growing interest in station ownership. Panel topics include buying a first station, financing acquisitions, and Docket 80-90 FM opportunities. Other new features are longform ons lasting up to three hours, and videotaping of selected ses-sions for later playback,

A major change in the conven-tion is the Wednesday-Saturday dates, a departure from the traditional Sunday-Wenesday schedule.

WOMC'S WELL-WISHES — WOMC/Detroit solicited signatures from its listeners for a gigantic get-well card to President Reagan following his surgery. Caught in the act are two Wayne County sheriffs.

Convention At A Glance

MANAGEMENT

Living With The New FCC Rules Controlling Your Legal Costs Music Licensing: Paving The

Common Traits Of Successful

Computers And Your Station Operation

Managing The Small Market Sta-

Women in Management Personnel Managemen

Leadership & The One-Minute SCA Undate & Opportunities

Financial Planning & Budgeting Managing Cash Flow Marketing Warfare With Jack

Effective Management Com-

munication Hiring & Firing How To Buy That First Radio Sta-

80-90 Allocations, Applications &

Acquisition Through Computerization

PROGRAMMING

Porn Bock Lyrics **AM Programming Successes** Programming For Small Market Radio

Moving The Tower? New Programming Strategies

Grooming PDs To Be GMs Morning Radio Success Stories News In A Music Format Joint Satellite Feed With RTNDA Convention

Format Rooms: CHR, Beautiful Music, Country, N/T, AOR, Big Band, A/C, Urban/Ethnic, Classical Sales & Programming Interaction Sports Programming

New Programming Competition For Radio Show Prep: Every Break Counts

Programming Looks At Ratings &

Training For New PDs Longform Network Programming Popular Research Techniques Walking The Programming Tightrope

Recruiting & Training Effective

How The Competition Sells Against You

What Does A Sales Manager Do? Selling For And Against Combos Rep Roundtable

Strategies In Radio Marketing Wartere

Sales Research

Marketing: The Competitive Edge Sales Forecasting & Budgeting Developing New Local Dollars Sales & Programming Interaction Rates & Revenue: How To Maximize Inventory

National Sales - National Growth Specialized Sales: Co-op.

Phone, Jingle Packages Sales Staff Structure & Compen-

How to Sell Promotions Without Giving the Store Away

Older Demos Are Selling Better Maximizing Use Of Trades Developing New Local Business

TECHNICAL

Studio & Transmitter Maintenance AM/FM Improvement

Competitive Audio Processing How To Maintain Broadcast Equipment

The Future Of Broadcast Engineering As A Profession

The New Technologies The Incredible Case For AM Stereo Now

PROMOTIONS

Effective Direct Mail Campaigns Money-Making, Self-Liquidating Promotions

On-Air Station Promotions That

Effective Radio Station Marketing

ENTERTAINMENT

Dick Clark's Rock 'N Roll Revival (The Shirelles, Del Shannon, Freddy Cannon)

Texas Bar-B-O

Tammy Wynette

NEWS BRIEFS

Fowler Opposes Automatic Hearings On **Network Takeovers**

Legislation requiring the FCC to hold full evidentiary hearings on hostile network takeovers won little support last week in testimony before the Senate Commerce Committee.

CBS Chairman Thomas Wyman. whose network would benefit from any delays thrown in the path of Ted Turner, spoke in favor. But other witnesses, including FCC Chairman Mark Fowler, were unanimous in panning the idea.

"I believe that it is unnecessary and would, if adopted, automatically work to place the government's thumb on the scale in favor of existing management and would shield management from the usual discipline of the free market," Fowler testified.

Giant Phone Rate **Hikes Documented**

NAB was among the many parties planning to file comments with the FCC this week protesting enormous increases in private line rates for radio

in a draft of its comments, NAB listed these average rate increases by the seven regional phone companies: Bell Atlantic. 564%; Pacific Telesis, 442%; Bell South, 365%; NYNEX, 458%; Southwestern Bell, 378%; U.S. West, 347%; Ameritech, 367%

Quello Says FCC May Have Goofed On AM Stereo

Speaking in England last week, FCC Commissioner Jim Quello admitted the Commission may have been wrong to allow four AM stereo competitors to

battle for favor in the marketplace. Quello told the United Kingdom Radio Festival in Bristol, "In hindsight, it might have been better had the Commission endorsed one AM stereo standard. As it is, we left it to the marketplace to determine the AM stereo systems to be adopted by licensees. Consequently. I see this as causing delays

in the development of AM stereo Quello contrasted the slow development of AM stereo with TV stereo. which has developed rapidly since the FCC adopted a single standard for the

Internal FCC Feud Boils Over In WHBI Case

The battle for the former WHBI/New ark license has generated harsh words towards presiding administrative law iudge (ALJ) Walter Miller from FCC Review Board member Norman Blumenthal. The board recently set aside Miller's Initial decision in the case and ordered Miller to look into the failure of one of the initial winners, Mary Garcia, to pay federal income taxes for 1981

in a statement, Blumenthal criticized Miller for ignoring the tax matter, and of turning out a "string of increasingly unprofessional documents," including a 1984 ruling in which Miller said the FCC no longer cares "whether its licensees are financial deadbeats or

Blumenthal added "Not unfamiliar with the phenomenon of 'bureaucratic burnout.' I note that the subject ALJ is efigible for retirement, after a long and distinguished career. Perhaps the ALJ should consider relieving his protracted bout of the miseries by seeking a milieu more conducive to a cheerful spirit."

Other Key Developments:

. Dennis Patrick was confirmed for a new term by the/U.S. Senate, acting on a voice vote.

. The sale of KAMA/EI Paso to Fina Broadcast House Corp. was okayed last week by the FCC, which had been concerned about unresolved character issues involving Fina's earlier application to build a new AM in El Paso. The Commission said it found no attempt by Fina to misrepresent the cost or location of its proposed transmitter site in that case.

- · EEO reporting conditions have been imposed on the license renewa granted to the University of South Dakota's KUSD-AM-FM-TV/Vermillion.
- · Concerned Citizens of Roanoke and the National Black nMedia Coalition (NBMC) have asked the U.S. Court of Appeals to overturn the license renewal of WELR-AM & FM/Rosnoke, VA.

12/R&R FRIDAY, JULY 26, 1985

JOHN WAITE

EVERY STEP OF WAY

THE FIRST HIT SINGLE AND 12 INCH FROM THE ALBUM "MASK OF SMILES"

EMI

AVAILABLE ON EMI AMERICA RECORDS AND HIGH QUALITY XDR CASSETTE

.....

Teen Spending Survey

The weekly incomes of teenaged boys and girls are similar, but each group spends its money differently, according to a recent poll taken by the Rand organization. By way of example, boys aged 16-19 earn an average of \$53.45 per week (\$21.80 of that in allowance) of which they spend 90 cents on records. Girls aged 16-19 earn an average of \$54.80 per week (\$22.05 in allowance), but spend \$0.45 necords.

"Guys buy the movie tickets and supply the car, while girls concentrate on looking good."

Boys spend most of their money on movies, dating, and entertainment (\$8.90 on an average week), followed closely by gasoline and automotive costs (\$8.50) and clothing (\$8.15). Food and snacks (\$8.60), personal grooming (\$3.45), hobbies (\$2), and coin-operated video games (\$1.90)

also receive a significant amount of the green in male teens 'jeans. Books (95 cents), magazimes (95 cents), school supplies (80 cents) and cigarettes (20 cents) get the rest. Oh yes, today's teens save an average of \$10.15 (boys) and \$9.30 (girls) week-base small.

Among teenaged girls, clothing is the biggest single expenditure (\$13.30 on a per weekly average), trailed by cosmetics and fragrances (\$10.25), gasoline and automotive costs (\$4.40), movies and entertainment (\$4.30), food and snacks (\$3.90), beauty parlor and hair products (\$2.40), jewelry (\$2.10), and books (\$1.10). Rounding out the list are school supplies (86 cents), magazines (70 cents), coin-operated video games (30 cents) and cigarettes (25 cents).

It's interesting to note that consumers can be sepregated along sexual roles at such an early age: Guya buy the movie tickets and supply the car, while girls concentrate on looking good. All of which goes to show that despite the changes in hairstyles, the patterns of teenage dating — and buyring — remain the same.

Furman Unveils Expander-Limiter-Compressor



The "LC-X" is the latest combination expander-compressor-limiter available from the Greenbrae, CA-based Furman Sound company. This multipurpose unit blends three sections for a total of six functions, including a variable ratio/expander gate, a variable ratio compressor/limiter/de-esser and a fast-responding peak limiter.

The expander and compressor section highlight "soft-knee" action for natural, smooth-sounding transitions, while the peak limiter, designed to prevent the signal from rising above a calibrated threshold while preserving low distortion, features a "hard-knee" characteristic. Each section has its own threshold control and LED indicator.

In addition, the expander/gate and compressor/limiter/de-esser sections share a set of attack and release controls, making these sections either peak or average-responding. Rear panel side-chain connections are also possible with the "LC-X," allowing the unit to be used as a "ducker" for voiceovers, frequency-selective limiting, and other creative applications. All effects are based around a single voltage-controlled attenuator (VCA) that automatically corrects for voltage offset. For further information, contact **Diane Poole** at (415) 927-1225

"Billboard Pin"

Capable of being customized with your station's call letters, slogan, or logo, the "Billboard



Pin" is the most recent promotional item offered by Fairfield, NJ-based Musle & Merketing For Broadcast, Inc. A natural for giveaways at on-location promotions, the clip-on, illuminated image-booster can also be used as a merchandising vehicle in conjunction with retail and national accounts.

The "Billboard Pin" is available in either chrome or standard finish. For a complete breakdown of per-unit costs or additional information, contact **Tom Luddington** at (201) 882-0070.

Left Ear A Pushover

Next time someone calls you with a sales prich, place the telephone receiver over your right ear. According to Roger Drake, Professor of Psychology at Western State College in Colorado, people who listen through their left ears are almost defenseless against persuasion.

Drake's basic theory is that most information heard by the left ear goes to the brain's right hemisphere for processing. Meanwhile, the brain's ability to counterargue is located in its left hemisphere, which is connected to the right ear.

The radio news service Wireless Flash quotes Drake as saying that phone solicitors may already be using this principle to your disadvantage. So listen right.



The masters of electronic innovation and the award-winning creators of ROCK TRAX™ and VOICE TECH™ proudly presents the next sonic landscape, STARFIRE™. A new radio universe so vast and powerful and breathtaking, you'll have to listen to the demo over and over to believe your ears. Over 300 compelling cuts for logos, contests, promos, I.D.'s, sound effects and beds for advertisers. Take a quantum leap into the future of radio production with STARFIRE™

BROWN BAG PRODUCTIONS

482 SOUTH JASMINIE STREET DIENVIER COLORADO 80224 (303)388-9245





For the Best In a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

PRO:MOTIONS

Weiss To Mann Media VP



Sue Weiss

Sue Weiss has been upped to VP/Sales Development at Mann Media. She first joined the company in 1978 as an Account Executive. After a brief stint with a Raleigh advertising agency. Weiss returned to Mann Media in 1982 as Sales Manager of companyowned WYVO/Raleigh-Durham.

PROS ON THE

Les Acree — PD WGKX/Memphis (901) 372-2069 Allen Beebe — Nights WNBC/ New York (212) 687-0198 Don Cook — PD KOMA/Okishoma City (405) 691-6069

Jack Hayes — Afternoons KMBR/Sen Francisco (619) 270-6878

Fuzzy Herron — PD KCBQ-FM/ San Diego (619) 561-0284 Pat McKay — PD KBEQ/Kansas City (913) 451-8809

Jim McCloud — Afternoons WKY/Okiahoma City (415) 365-

Stu Miller — Morning news KMEN & KGGI/Riverside (714) 980-2699

Roman Moore — Production/ middays KAZY/Denver (303) 752-1613

Ron Nenni PD WHJY/Providence (617-226-5358)
Barry Richards — PD KGFJ/Los
Angeles (213) 857-1014

Glynn Shannon — Afternoons KCNR/Portland (503) 245-1573 Bob Yates — Mornings KSJO/ San Jose (408) 289-8091

A&M Taps Corson



Tom Corson

Tom Corson has been named Product Manager at A&M Records. He assumes the newly-created post after serving as West Coast Sales Director and then West Coast Promotion Director at IBS Records.

Signaigo New KARN GSM

John Signalgo has been named GSM at KARN/Little Rock. moving across the hall from sister KKYK. He was previously Sales and Marketing Manager for Wichita-based Lawrence Photo Sup-

Berman Boosted To Weiss & Powell VP

Jay Berman has been elevated to VP/Midwest Divisional Manager at Weiss & Powell. Prior to joining the refirm he spent four years with Torbet Radio.

Turner To WJHR GM

Mike Turner has become the General Manager of WJHR/Jackson, TN. in addition to his new post Turner will continue as GM of sister facility. WDXI

Lewerke Named Vision Management Partner

Greg Lewerke has become a partner in Vision Management with Shelly Heber and Leanne Meyers. Lewerke's background includes an Associate post with Leber/Krebs Management, A&R Director at United Artists, and President of Jet Records. Also joining the company as Management Assistant is Jonna Jerome.

Chappell/Intersong Names Fret, Martin

Chappell/Intersong Music Group — USA has elevated Steve Fret to Sr. VP/Finance & Administration. With Chappell since 1978, he had served as VP/ Finance & Administration for the last three years. In other company activity Beverty Martin has been named Professional Manager/ West Coast. During the past four years she was Director of Publishing for Illegal Songs.

Wald Joins John Blair As Manager

Karen Wald has been named Manager/West Coast Retail Development at John Blair & Company, working out of the firm's Seattle offices. Previously, Wald was the Market Development Director for KIRO-TV/Seattle.

Southall Named EMI PR Director

Brian Southall has been tapped as Public Relations Director, EMI Musle/Europe & International. The 11-year label veteran had worked as Public Relations GM for EMI (UK) prior to this appointment.

Word Promotes Lundy

Roland Lundy has advanced to Executive VP of Word Record and Music Division. He joined the company in 1973, becoming Assistant Sales Manager three years later. That same year he was named Sales Manager and moved up to VP/Sales, Records and Music Division in 1978. Lundy succeeds Stan Moser.

Harris Expands Services

Harris Marketing Group, Inc. has expanded its services to include a full-service marketing consultancy for radio stations. The Dallas-based broadcast sales, marketing, and promotion firm, headed by President Bob Harris, will work with a limited number of stations and concentrate on sales promotion/development, sales team productivity, audience promotion, awarness and visibility, special event commercialization, and sales tools & proposals.



Steve Fret



Beverly Martin

CHANGES

George Wright, former morning drive personality on WHUE-FM/Boston, joined WGCH as Production Director/on-air personality.

Roxan Perez joined the sales staff at WLTQ/Milwaukee.

Theresa Carey (T.C.) Phelan, former Account Executive for both KZAP/Sacramento & KAKZWichita, appointed Account Executive at Selcom Radio.

Lisar Segall, former Account Executive for Republic Radio/Atlanta, named Account Executive for Selcom Radio.

Carroll Albert, former principal of Thomas-Carroll Advertising, joined WEZW/Milwaukee as Account Executive.

Mandy B. Cordova named part of the sales staff at KCCY/ Pueblo, CO.

Penny J. Visalli, former air personality with KDZA/Pueblo, joined KCCY/Pueblo's sales force.

Andrea Stephens, former Marketing Representative for IBM Corporation/Denver, joined KCCY/Pueblo's sales staff.

Austen Smithers, President of Smithers Spot Radio, named Masla Radio's exclusive Sales Representative in Boston & New England.

Karen Williamson, former Broadcast Buyer for Bozell & Jacobs Advertising/Los Angeles, appointed Account Executive at Republic Radio/Los Angeles. Lee Shuff, former Research Analyst on Katz Continental's Bronze team, promoted to Research Manager of Katz Continental Television's Gold Team.

Neal S. Maziar, former Eastman Radio Account Executive, joined Christal Radio/Atlanta as Account Executive.

Anne Kinney, former feature film designer, appointed Administrative Assistant/International Coordinator/A&R Coordinator at I.R.S. Records.

Lavonne Meyer, former Office Manager at I.R.S, promoted to the newly created position of Coordinator/Sales, Marketing & Advertising.

Robert A. Knight, former Account Executive for WMJX/Boston, joined Blair Radio/San Francisco's sales force as Account Executive.

Abbie Argow, former Account Executive for New York City Business, joined the sales team at Mc-Gavren Guild Radio/New York.

Lee Bullis, former VP of Allen & Doward Advertising Agency, named Director of McGavren Guild Radio's newly formed Agricultural Marketing Division/Houston.

Felice LaMarca, former instructor for Broadcasting & Film studies at Mercer University/Macon, GA, named Account Executive at McGavren Guild Radio/Atlanta



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RATINGS AND RESEARCH

JHAN HIBER

The NAB Ratings Taskforce: An Update

Ratings are the lifeblood of many radio stations. When the numbers are good the champagne flows and the bottom line can be a beautiful shade of black. When the ratings are poor, however, there is tension, pressure, and perhaps more red than seen by anyone since Moses.

Given the importance of these crazy numbers it is only natural that the National Association of Broadcasters recently set up the Radio Audience Measurement Task Force. Many questions have been asked about this body: Why was it created? What is its mission? In what kind of time frame can we expect results? Another basic question is whether this NAB group will help or hurt the users of radio ratings - the stations.

To get a factual update on the task force I recently spoke with John Abel, Senior VP/Research Planning at NAB. He is the key NAB staffer charged with liaison with the ratings task force.

How It Got Started

R&R: What was the genesis of this ratings task force?

JA: At the November 1984 meeting of the NAB's Medium Market Radio Committee there was a lot of discussion about audience research services. The two main concerns were the quality of the service provided to radio broadcasters and the cost of that service. Ken McDonald, Chairman of the Medium Market Committee, and now chair of the Audience Measurement Task Force, charged the NAB staff to do something about

R&R: Was the quality of the services now available the key concern, or was there more grumbling about the current cost of ratings research?

JA: I don't know that either was more important. However, there was concern with those who use the research but pay little for it - such as ad agencies.

R&R: Was there a sense that recent price increases were finally too much to bear?

JA: There was a feeling that ratings costs were increasing far in excess of the inflation rate, and should be looked at by NAB in terms of their impact on the total radio industry

The Status Now

R&R: So where do things stand now in terms of the committee's organization and progress?

JA: At the January NAB board meeting a resolution was passed that the NAB should investigate the possibility of starting a non-profit entity that would collect audience information. The resolution passed unanimously, the committee members were named in April, and there have been two meetings since that time.

R&R: What's been done to date? JA: The first meeting focused a lot of attention on the legal ramifications of NAB's involvement in this kind of activity. We want to know NAB's options

R&R: Besides starting another audience measurement firm, what else could the NAB do?

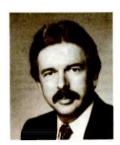
JA: Perhaps we could provide information about the audience measurement business to other entrepreneurs, which might encourage other firms to get into the business. This way we might be procompetitive, encouraging others to get into this ratings market.

R&R: What specifically has been discussed that might enhance such competition?

JA: The key item is to look at the economic impact ratings has on radio broadcasters. To delve into this we're going to do two studies, one of which will help us get a feel for how much is spent in the U.S. by radio stations on syndicated audience research.

R&R: What else are you looking at to understand the economics question?

JA: The second study will look at how much money is being spent on syndicated ratings services within individual markets. The magni-



tude of dollars involved might lead to information that would entice new competitors to come into the

An NAB Ratings Service?

R&R: After hearing of the formation of this task force lots of folks have been wondering about the likelihood of an NAB-run ratings service. Based on the activity to date is this a possible result?

JA: There is a very low probability of that occurring. We just don't have - or could get our hands on - the capital necessary to create such an entity and become a viable

R&R: Then aside from trying to compile the revenue information mentioned earlier, what else do you think can realistically come out of this effort?

JA: We can educate the industry on how to use audience research. and perhaps on how to do their own research. We might even be able to suggest to existing firms other kinds of useful research. For example, as the industry becomes more segmented there becomes more of a need for qualitative information. Data on lifestyle characteristics, what people own or want, or maybe information on different demographics could be

R&R: Could the committee pos sibly recommend new methodologies to be used to survey radio listening habits?

WEEK IN REVIEW

ARAC Meeting Near

Another meeting between the Arbitron Radio Advisory Council and Arbitron execs will take place in California next week. According to ARAC Chairman Larry Wexler, the key topics will include finalizing the proposed redesign of the market reports. "35+ is in as a new demo, while 12-34 didn't make it." according to Wexler. He added, "It seems likely we'll pass a resolution allowing for new criteria for changing metro definitions."

Birch Signs N.W Ayer

BIII Livek, Sales/Marketing VP for Birch Radio, has announced his firm has signed a longterm agreement with the eighth largest ad agency, N.W. Aver, "While Birch will not be the primary planning/buying tool yet, the agency will use it in evaluating client plans/schedules." Ayer's main radio account is the U.S. Army

JA: That is entirely possible. One more thing the task force has agreed to do is form a technical subcommittee of station and group researchers. These people would review current firms, then listen to other - perhaps wild - ideas about how to better serve the radio industry. The subcommittee would then draw up recommendations about what they see as the major issues: whether the existing services can be improved, or if there are other, more outstanding, ways of collecting ratings data.

R&R: What sort of timetable do you foresee for the task force's review and recommendation pro-

JA: It's almost a year away. They got approval at the June board meeting for a one year extension, so they are in existence un-til June 30, 1986. It will probably be next May or June until they have

any kind of final report ready. Will It Help Or Hurt?

R&R: While nobody will go on the record about this, it's obvious that the major ratines firm - and cost factor - is Arbitron. Yet other efforts have tried to tackle Arbitron and failed. Is it possible for NAB's recommendations to have any impact?

JA: It's really a matter of NAB keeping the pressure on the existing ratings services. If we can monitor the current firms and perhaps get new competitors into the field, then it will have been worthwhile. Maybe we can even get advertisers interested in assuming more of the costs in radio ratings research. The main mission, however, is to keep the current firms' feet to the fire. We have to let these companies know that broadcasters are concerned about the cost, the quality, and the turnaround time of radio listening estimates

R&R: Tom Birch feels radio has a good alternative research technique and that to encourage more ratings services could fragment the field leaving the big guy - Arbitron - in an even more dominant position. Do you fear that by stimulating competition and getting new entrants you may actually help Arhitron and hurt Birch?

JA: Well, we're not out to get anybody or make it difficult for anybody. We want to maintain the accuracy and integrity of the ratings services we already have, improve on that record, and perhaps encourage competition.

R&R: Could too much competition be bad for the industry by giving us too many choices, and also keep research costs high because stations have to subscribe to three or four firms?

JA: I don't think so. We represent radio broadcasters, and we are trying to deal with the issue from the radio side. The attention of this task force will enhance the quality of what we get while examining the costs and revenues in-

My Perspective

The good news here is that the industry has a group that will put some pressure on the two main ratings services. Perhaps this will result in some improvement in methodology, and maybe some dramatic new techniques will surface. which we'll report on in the months ahead. However, I don't foresee that the NAB will get into the audience measurement business, but Birch's recent success at the agency level may help keep Arbitron on

Next week we'll begin to analyze the spring numbers for a major



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On the scene when it counts



For 17 days in June, NBC Radio News once again gave its affiliates what they've come to expect. Coverage second to none.

"Based on my observations of the competition, MBC Radio News provided the most extensive coverage of the hostage crisis." Jim Phillips.

Jim Phillips, News Director WKIS/Orlando, FL "In the rapidly changing hostage crisis, the one constant was the NBC Radio News coverage."

Jim Hale, News Director WHK/Cleveland, OH "NBC Radio's information was often ahead of the wire service reports and their competition." Steve Mace, News Director KLIF/Dallas, TX

"Not only was the journalism superb but there were plenty of options from which an affiliate could choose."

Brian Whittemore,

Brian Whittemore, News Director WGY/Schenectady, NY

"Thanks for your outstanding coverage and for such a professional approach while handling such a difficult story." William Toffel.

William Toffel, News Director KYW/Philadelphia,PA



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Seattle-**Tacoma**

Dallas-Ft. Worth

Atlanta

KMJQ, KKBQ-FM Pacesetters Again; KRBE-FM Doubles: KLTR. KQUE Healthier, KIKK-FM, KODA, AORs Softer

		-
	Winter '85 Sp	nng '85
KMJQ (B/U)	9.5	9.3
KKBQ-FM (CHR)	8.5	8.1
KIKK-FM (Ctry)	7.8	6.8
KODA (B/EZ)	7.8	6.6
KLTR (AC)	5.8	6.3
KRBE-FM (CHR)	2.8	5.7
KQUE (AC)	4.3	5.1
KSRR (AOR)	5.2	5.0
KTRH (News)	4.4	4.9
KILT-FM (Ctry)	4.3	4.7
KLOL (AOR)	5.2	4.5
KFMK (AC)	5.6	4.1
KPRC (N/T)	4.2	3.7
KLEF (Clas)	1.8	2.0
KYOK (B/U)	1.9	1.8
KLAT (Span)	1.8	1.4
KRBE (CHR)	.7	1.3
KCOH (B/U)	.7	1.3
KKBQ (CHR)	.9	1.0
KNUZ (Gold)	.5	1.0
KXYZ (Span)	1.2	1.0

KIRO Returns To Double Digits; KOMO Slips As KLSY Gains, KMGI Debuts: KSEA Passes KBRD; AORs, Most CHRs Softer

	Winter 85 S	pring '85
KIRO (NT)	8.3	10.2
KUBE (CHR)	7.9	7.5
KISW (AOR)	6.5	6.1
KOMO (AC)	6.8	5.9
KSEA (B/EZ)	4.5	5.3
KBRD (B/EZ)	5.9	5.0
KLSY (AC)	3.5	4.1
KMPS-FM (Ctry)	3.7	4.0
KPLZ (CHR)	4.5	3.9
KNBQ (CHR)	3.5	3.8
KIXI (BBnd)	3.8	3.5
KING-FM (Clas)	3.8	3.4
KRPM (Ctry)	3.4	3.3
KMPS (Ctry)	1.8	3.2
KJR (AC)	3.0	2.5
KZOK (AOR)	2.7	2.3
KEZX (AOR)	3.3	2.2
KVI (Gold)	2.1	2.2
KMGI (AC)	-	2.0
KING (News)	2.1	1.9
KCMS (Ref)	2.6	1.6
KIXI-FM (AC)	1.6	1.6
KCIS (Rel)	.6	1.4
KKFX (B/U)	1.2	1.2
KOKT (AC)*	2.5	1.2
* Comment, WWAW (AC)		

KVIL-FM Slips From Double Digits; WBAP, **KPLX Flex Country** Muscles; AORs Stronger; **CHR Race Tightens**

	Winter '85 Spring '85	
KVIL-FM (AC)	10.2	9.3
KKDA-FM (B/U)	7.8	7.4
WBAP (Ctry)	6.3	7.4
KRLD (News)	7.8	6.8
KEGL (CHR)	6.7	5.8
KPLX (Ctry)	4.6	5.3
KMEZ (B/EZ)	5.3	5.3
KTXQ (AOR)	4.5	5.2
KSCS (Ctry)	5.3	4.7
KZEW (AOR)	3.8	4.3
KTKS (CHR)	4,1	4.0
KAFM (CHR)	3.1	3.7
KNOK (B/U)	2.5	3.0
KMGC (AC)	3.1	2.6
KQZY (B/EZ)	3.1	2.5
KLUV (AC)	2.6	2.1
KPBC (Rel)	1.4	1.9
KJIM (Rel)	.6	1.7
KESS (Span)	.7	1.4
KKDA (B/U)	1.1	1.2
WRR (Clas)	1.4	1.2
KAAM (Gold)	1.0	1.1
KSSA (Span)	1.0	1.1
KRQX (Gold)	1.4	1.1

WZGC Extends Winning CHR Margin; WVEE Jumps To Double Digits, Runner-up; WKHX, WSB-FM Rebound; WPCH, WRMM Slide

	Fat 84 S	Fall '84 Spring '85	
WZGC (CHR)	10.5	12.1	
WVEE (B/U)	8.5	11.0	
WQXHFM (CHR)	9.9	9.2	
WKHX (Ctry)	6.7	8.9	
WPCH (B/EZ)	9.0	6.5	
WKLS-FM (AOR)	6.7	6.4	
WSB (AC)	7.2	6.3	
WSB-FM (AC)	3.5	5.4	
WFOX (AC)	3.3	3.7	
WYAY (Ctry)	2.4	3.3	
WGST (N/T)	3.2	2.9	
WRMM (AC)	5.3	2.5	
WAOK (B/U)	2.9	2.3	
WPLO (Ctry)	1.9	1.7	
WQXI (Gold)	1.2	1.6	
WIGO (B/U)	2.0	1.3	
WCNN (News)	1.3	1.2	

Phoenix

KTAR Edges KNIX-FM For Crown; KZZP-FM Leads CHR increases: KMEO-FM, KOY SIIP

	Mater 22 20	rang 85
KTAR (N/T)	10.1	9.2
KNIX-FM (Ctry)	8.0	8.9
KUPD (AOR)	8.2	8.3
KZZP-FM (CHR)	6.7	7.6
KKLT (AC)	6.7	6.4
KMEO-FM (B/EZ)	6.7	5.9
KOYT (B/EZ)	6.0	5.9
KOPA-FM (CHR)	5.0	5.3
KLZI (AC)	4.2	4.8
KOOL-FM (AC)	4.5	3.9
KDKB (AOR)	4.1	3.7
KOY (AC)	5.5	3.6
KONC (Clas)	1.6	2.9
KSTM (AOR)	2.0	2.5
KJJJ-FM (Ctry)	1.8	2.3
KLFF (BBnd)	2.8	2.2
KOOL (AC)	1.8	2.2
KUKQ (B/U)	3.2	2.0
KNIX (Ctry)	1.6	1.7
KMEO (B/EZ)	.8	1.2
KJJJ (Ctry)	1.5	1.1
KRDS (Rei)	.4	1.1

Format Legend

AC-Adult/Contemporary, AOR-Album-Oriented Rock, BBnd-Big Band, Blk-Black, BM/Easy-Beautiful Music/Easy Listening, CHR-Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold— Oldies, Jazz—Jazz, Misc— Miscellaneous, News—News, N/T— News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, Urbn-Urban Contemporary.

Spring '85 **Arbitron Results**

Denver-**Boulder**

KOSI Keeps Cozy Hold On First; KBPI, KMJI, KHOW Show Impressive Growth: KRXY-FM Takes CHR Title As KPKE Softens

AS KINE SOLIDIES		
	Winter '85 S	pring '85
KOSI (B/EZ)	10.0	10.7
KBPI (AOR)	6.8	7.7
KMJI (AC)	5.9	6.8
KRXY-FM (CHR)	5.4	5.7
KBCO-FM (AOR)	5.5	5.5
KHOW (AC)	3.4	5.2
KOA (Talk)	5.2	5.0
KPKE (CHR)	6.3	4.6
KOAQ (CHR)	3.7	4.3
KYGO (Ctry)	5.7	4.0
KAZY (AOR)	4.7	3.9
KVOD (Clas)	2.9	3.8
KNUS (N/T)	4.0	3.7
KIMN (CHR)	3.9	3.6
KEZW (BBnd)	3.8	3.1
KDKO (B/U)	1.4	2.4
KLZ (Ctry)	2.8	2.4
KBRQ-FM (Ctry)	2.5	1.6
KRZN (Gold)	1.6	1.5
KADX (Jazz)	1.3	1.5

Miami-Ft. Lauderdale-Hollywood

WLYF Slips, Still Number One; WHYI, WSHE Score Strong Second, Third; WEDR Tightens B/U Race With WHQT

	Winter 85	Spring 85
WLYF (B/EZ)	9.4	8.1
WHYI (CHR)	6.6	7.3
WSHE (AOR)	4.8	6.3
WQBA (Span)	5.7	5.7
WINZ-FM (CHR)	5.0	5.2
WJQY (AC)	4.4	4.0
WHQT (B/U)	4.5	3.9
WEDR (B/U)	2.7	3.5
WINZ (N/T)	3.0	3.5
WIOD (N/T)	3.9	
WNWS (Talk)	3.3	3.3
WLVE (AC)	3.1	3.2
WKQS (Ctry)	3.7	3.1
WRHC (Span)	2.5	3.1
WOCN (Span)	3.2	2.8
WAXY (AC)	4.4	
WCMQ (Span)	1.3	2.7
WAIA (AC)	2.6	
WTMI (Clas)	2.8	2.6
WQBA-FM (Span	2.3	2.3
WCMQ-FM (Span	2.9	2.0
WGBS (N/T)	1.4	1.8
WLQY (BBnd)	1.2	1.4
WMBM (Rel)	.8	
WMXJ (CHR)	_	1.3
WKAT (BBnd)	1.3	
WFTL (AC)	1.6	
WSUA (Span)	.8	1.0

Providence-Warwick-**Pawtucket**

WLKW-FM Clings To Top Perch; WPRO-FM Returns To Double Digits; WPRO, WHJJ Post Notable Gains

PM 84 5	pring 85
13.1	12.6
9.5	11.6
9.8	9.8
6.1	7.4
5.4	6.4
4.5	4.4
3.7	3.2
3.5	3.0
3.3	2.9
3.5	2.8
2.4	2.7
3.4	2.2
2.3	2.1
2.1	1.6
.8	1.3
.9	1.2
1.8	1.2
1.0	1.1
1.5	1.0
.7	1.0
	13.1 9.5 9.8 6.1 5.4 4.5 3.7 3.5 3.3 3.5 2.4 2.3 2.1 .8 .9 1.8 1.0 1.5

FOR THE RECORD Last week, R&R inadvertently fisted WKSE/Buffalo as WKSZ.

THE BOOK IS OUT... and RADIO ONE delivers BOB BROWN, G.M. Adults! VWLTS-New Orleans, 12 Book top AC in Market 25-54 MEMO K-LITE-Salt Lake | E Book ties K-LITE-DATT LANGIT EL DOOK TRES AC FM Market Leader 25-54 Women WDLT-Mabile 2nd Book Skyrockets to Double Digits 25-54 Women Call RADIO ONE-(602) 264-3531 RADIO ONE ... America's one-of-a-kind Adult Contemporary format that delivers 25-54 demographics. Churchill Productions

AMID ALL THE TALK ABOUT COUNTRY SHARES GOING DOWN, ED SHANE WANTS TO TALK ABOUT TWO THAT DIDN'T.

The two are KILT-FM, Houston, and WIRE-AM, Indianapolis. Each has dedicated management who demand commitment, integrity and success. Each has a consulting agreement with Shane Media Services. Because of the unique situations at each station, that's where the similiarities end.

NARROWING THE GAP

KILT-FM is one of two country FM's in Houston. When they went into the format they took the city by storm. More recently, the other guys have had an edge. That's where we came into the picture with a project that began with listener research, a competitive overview, and our Management Advisory Plan.

In the spring of this year, our role expanded to add programming consultation for the station, and I'm pleased to report the results:

KILT-FM 4.3 - 4.7

The other guys went down a full share point. But that's the 12 + share. To get a better feel for the advances that KILT-FM made, look at Women 25-54:

KILT-FM 3.5 - 6.0

The other guys lost almost a full share point in Women 25-54 and were down two in Men 25-54.

The other guys are still ahead, but it's refreshing to narrow the gap in such a short time. It's also fun to hear the other guys react on the air each time KILT-FM makes an adjustment.

NO NEWS IS GOOD NEWS

The radio industry loves explosive advances in shares, so it's probably hard to believe that I'd spend good money on advertising a station that stayed *even*. Yet, I'm encouraged by exactly that at WIRE in Indianapolis.

The station has been known as a country giant until the last few years when FM competition began to heat up. At the end of last year, we were engaged to offer programming direction and implementation.

WIRE is on AM. WIRE plays country. The country competition in Indianapolis is on FM. WIRE's share remained steady while the other guy went down.

Again, looking beyond the 12+ shares, Women 25-54 are up:

WIRE 4.6 - 5.1

That's a success story, if you ask me!

MORE THAN A FORMAT

At Shane Media Services, we apply multiformat experience to positioning challenges. I like to sell solutions, because that transcends format. That's why you find stations of all types in our client group – AC, Soft Rock, CHR, AOR, News and Talk, Country, and Physicians Radio Network, which serves 39 markets.

In the last year, however, country radio has been characterized by words like "decline," "slump," and "depression." That's why I wanted to focus on country and say there are signs of life.

The managements and staffs of KILT and WIRE have put in a lot of hard work. I'm proud to be associated with them.

AN UNABASHED PITCH

Understanding the changing nature of the country audience is but one dimension of our expertise at Shane Media Services. We offer Research Coordination and Execution, including meaningful Focus Research; Programming Concept and Execution; Personnel Training and Development; and our specifically tailored Management Advisory Program.

Call me at 713-952-9221 and let me develop a program to meet your needs.

COMMITMENT, INTEGRITY, SUCCESS.

Arbitron information from Houston-Galveston Market Reports compare Winter '85 to Spring '85. Indianapolis compares Fall '84 to Spring '85.



Ed 8 have

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NEW & ACTIVE

96/44

AOR Track

MICHAEL MCDONALD



.. N O LOOKIN' BACK"

The first single from his new solo album



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RATINGS

Kansas City

WDAF Strong And Steedy; KMBR, KCMQ, KYYS See Bigger Shares; KUDL Overtakes KLSI As Both Rise

	Whiter '85 S	
WDAF (Ciry)	10.5	10.7
KMBR (B/EZ)	7.8	8.5
KBEQ (CHR)	6.9	7.1
KCMO (N/T)	5.2	6.8
KYYS (AOR)	5.9	6.6
KUDL (AC)	5.1	8.4
KLBI (AC)	5.4	6.0
KFKF-FM (Ciry)	6.3	5.4
KPRS (B/U)	4.5	4.7
KMBZ (N/T)	4.9	4.6
KZZC (CHR)	3.8	4.6
KCMO-FM (Ciry)	3.3	3.6
KJLA (BBnd)	3.9	3.4
WHE (AC)	4.0	3.2
KKCI (AORI)	3.4	2.3
KCFX (AOR)	1.5	1.6
KXTR (Clas)	2.3	1.7
KCXL (B/U)	1.6	1.2
KCCV (Rel)	1.0	1.0

Milwaukee

WTMJ, WEZW, WQFM Solid 1-2-3; WKTI, WZUU-FM Neb CHR Geine: **Country Stations Soften**

	Fall 184 Spring 185	
WTMJ (AC)	12.0	12.3
WEZW (B/EZ)	9.2	6.7
WOFM (AOR)	6.6	6.2
WKTI (CHR)	5.7	7.4
WOKY (BBnd)	6.6	6.7
WLUM (B/U)	5.3	5.6
WMYX (AC)	5.1	4.6
WML (City)	5.9	4.1
WZUU-FM (CHR)	2.4	4.0
WEMP (Gold)	2.6	3.6
WMQF (AC)	3.2	3.6
WISN (AC)	3.8	3.5
WBCS-FM (Ciry)	3.6	3.2
WNOV (B/U)	2.5	2.0
WLTQ (AC)*	1.1	1.9
WFMR (Clas)	2.6	1.6
WRKR (CHR)	1.6	1.4
WZUU (CHR)	.5	1.1
* Formerly WBST (CHFI)		

Minneapolis-St. Paul

WCCO Even More Dominant; KSTP-FM Stable in Second; CHRs

COOCIA CELARIO CITICAD		
	Feb '84 S	prong '85
WCCO (AC)	21.4	22.5
KSTP-FM (AC)	9.9	9.9
WLOL (CHR)	8.5	9.4
KORS-AM & FM		
(AOR)	6.5	7.1
KDWB-FM (CHR)	5.2	7.0
WAYL (B/EZ)	7.4	7.0
KEEY (Ciry)	6.4	5.2
KTCZ (AOR)	3.2	4.2
WLTE (AC)	3.7	3.7
WDGY (Cirv)	4.1	3.3
KSTP (Talk)	3.7	2.7
KJJO (Gold)	2.2	2.3
KMGW (AC)	.8	2.1
KLBS (BBnd)	1.3	1.6

Salt Lake City

KSFI Holds First; KCPX-FM, KRSP-FM Zoom To 2-3: A/C Race Tightens

Fell '84 Spring '85

KSFI (B/EZ)	10.5	10.1
KCPX-FM (CHR)	6.4	9.5
KRSP-FM (AOR)	7.1	9.4
KSL (AC)	9.3	7.2
KLCY (AC)	6.3	6.8
KALL (AC)	4.5	4.7
KLTQ (Clas)	3.9	4.2
KLUB (B/EZ)	5.6	3.9
KBUG (AC)	2.8	3.4
KKAT (Ciry)	3.4	3.4
KION (CHF)	3.6	3.3
KSOP-FM (City)	5.6	3.3
KDAB (AC)	2.6	2.6
KLRZ (AC)	1.7	2.5
KZAN (City)	3.2	2.5
KCQL (AOR)	2.5	1.9
KDYL (News)	1.3	1.9
KBOP (City)	1.6	1.7
KANN (Rei)	.5	1.5
KFMY (CHR)	2.3	1.5
KZJO (Talk)	1.1	1.4
KRGO-FM (City)	1.4	1.3
KROP (CHR)	2.1	1.0

Portland. OR

KGW Rockets Into First Place; KKRZ, KMJK Score CHR Incresses: KGON Passes KINK

	Winter '85 S	pring "85
KGW (AC)	6.5	10.1
KKRZ (CHR)	7.8	6.9
KEX (AC)	6.9	8.1
KMJK (CHR)	6.9	6.0
KXL-FM (B/EZ)	7.0	7.4
KGON (AOR)	5.5	6.2
KINK (AOR)	5.8	5.7
KXL (News)	5.5	5.6
KYTE (BBnd)	5.3	4.6
KKCW (AC)	5.7	4.6
KUPL-FM (Ciry)	4.3	4.0
KCNR (AC)	3.6	3.0
KWJJ (Ciry)	3.2	2.6
KYTE-FM (Clas)	2.4	2.3
(Clas)	2.0	2.1
KJIB (Ciry)	2.6	1.7
KPDQ-FM (Ref)	1.5	1.7
ICBGO (Gold)	1.6	1.7
KKEY (Talk)	2.3	1.4

Spring '85 **Arbitron Results**

Columbus

WBNS-FM Adds Three To Snatch First; WXGT Hits **Double Digits, Widens** CHR Lead; WSNY Surges. **Takes A/C Title**

	Fell 184 Spring 185	
WONS-FM (B/EZ)	9.7	12.6
WLVQ (AOR)	14.9	11.5
WXGT (CHR)	9.2	11.1
WSNY (AC)	7.5	10.6
WTVN (AC)	10.5	10.1
WNCI (CHR)	6.1	4.9
WRMZ (Ciry)	4.6	3.9
WHOK (Ciry)	3.6	3.6
WMMI (Ciry)	3.1	3.6
WZZT (B/U)	2.1	3.1
WVKO (B/U)	2.6	2.7
WRFD (Rel)	1.6	2.4
WBNS (AC)	2.9	2.2
WCKX (B/U)	1.1	1.9
WBSY (Jezz)	2.0	1.6
WLW (AC)	1.2	1.5

Sacramento

KSFM, KZAP Cross **Double-Digit Threshold;** KCTC Slips To Third: KXOA-FM, KWOD, KAER, KHYL, KSKK Prosper

	19010er 185 S	lping Wi
KSFM (CHR)	9.2	10.5
KZAP (AOR)	9.4	10.4
KCTC (B/EZ)	10.5	9.2
KXQA-FM (AC)	8.4	9.0
KWOD (CHR)	5.1	5.9
KFBK (N/T)	5.1	5.7
KRAK (Ciry)	5.2	5.0
KAER (Ciry)	3.4	4.4
KXOA (BBnd)	3.9	4.1
KHYL (AC)	3.4	4.0
KSKK (Ciry)	2.9	3.5
KGNR (BBnd)	3.7	2.9
KPOP (CHR)	4.2	2.6
KSAC (AC)	3.3	2.0
KNOR (Misc)	.7	1.7
KGO (N/T)	2.0	1.5
KENZ (AC)	.3	1.3
KFIA (Rel)	.8	1.2
KEBR (Rel)	.4	1.1
KCBS (N/T)	.4	1.0

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, 88nd—Big Bend, 88t—Block, 8M/Easy—Beauthul Musloftary Listening, CHR— Contemporary Hit Redio, Clas—Classical, Ctry—Country, Gold— Oldies, Jazz—Jazz, Misc— Miscellaneous, News—News, N/T— Hewe/Telk, Rei—Religious, Span—Spanish, Telk—Telk, Urbn— Urban Contemporary.

RATINGS

Nashville

WLAC-FM Adds Four, Soars into First; WSIX-FM, WVOL, WYHY On The Rise; WKDF, WZEZ Slip From Double Digits

	Fat '84 S	ionna' 85	
WLAC-FM (AC)	8.3	12.4	WAMZ (
WSM-FM (Ctry)	11.5	11.1	WHAS (
WKDF (AOR)	10.2	9.6	WLRS (
WZEZ (B/EZ)	10.2	8.1	WQMF (
WOOK (B/U)	8.1	7.4	WLOU (
WSIX-FM (Ctry)	6.3	7.4	WVEZ (8
WSM (Ctry)	7.2	6.2	WAVG (
WZKS (CHR)	5.6	5.6	WRKA (
WVOL (Gold)	3.1	5.0	WCH (CI
WYHY (CHR)	2.7	4.8	WJYL (E
WWKX (CHR)	4.1	4.2	WKJJ (A
WLAC (Talk)	3.3	3.4	WAKY (
WSIX (Ctry)	1.9	1.4	WXVW
WAMB (BBnd)	1.4	1.3	WTMT (
WKDA (Gold)	2.8	1.1	WXLN (F
			WDGS (

Louisville

WAMZ Up Three, Wins Top Prize; WLRS Returns To Double Digits; WLOU, WRKA Post Healthy Advances

ı		Winter '85 S	pring '85
l	WAMZ (Ctry)	11.1	14.0
ı	WHAS (AC)	15.1	12.4
ľ	WLRS (CHR)	9.8	11.9
ı	WOMF (AOR)	11.2	8.6
١	WLOU (B/U)	6.2	8.4
١	WVEZ (B/EZ)	9.1	5.6
ŀ	WAVG (AC)	5.8	5.5
1	WRKA (AC)	3.9	5.0
ı	WCH (Ctry)	5.4	4.5
Ì	WJYL (B/U)	3.5	4.3
1	WKJJ (AC)	4.7	4.1
ı	WAKY (Gold)	2.6	2.9
ı	WXVW (B/EZ)	1.9	2.0
I	WTMT (Ctry)	1.2	1.9
ı	WXLN (Ref)	1.7	1.3
ı	WDGS (Rel)	.5	1.0

Indianapolis

WFBQ Adds Four, Unseats WIBC; WXTZ Recoups; WENS Slips; WZPL Loses Three

	Fall '84 Spring '85	
WFBQ (AOR)	11.3	15.5
WIBC (AC)	16.0	15.4
WXTZ (B/EZ)	7.7	9.2
WTLC (B/U)	8.8	8.3
WZPL (CHR)	11.1	8.3
WFMS (Ctry)	8.9	8.2
WENS (AC)	7.8	6.1
WIRE (Ctry)	5.1	5.1
WNAP (CHR)	4.9	4.9
WMLF (BBnd)	3.2	4.4
WTPI (AC)	1.3	2.6
WNDE (AC)	2.6	2.1
WGRT (B/U)	1.2	1.3

Spring '85 Arbitron Results

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Bik—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc— Miscellaneous, News—News, N/T—News/Talk, Rei—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.

Nelson In New York



CBS celebrated Willie Nelson's Radio City Music Hall performances with a reception. Pictured (I-r) are CBS/Nashville Sr. VP/GM Rick Blackburn, CBS Sr. VP Marvin Cohn, Nelson, CBS Sr. VP/GM Marketing Paul Smith, CBS/Nashville VP Joe Casey, and Columbia VP Bob Sherwood.

Atlantic Promotes Black Music Legacy



Atlantic kicked off its large-scale "Legacy of Black Music" promotional/marketing campaign with a series of audiovisual presentations. Pictured at the L.A. reception, at which the Mayor's office declared June "Black Music Month," are Modern artist Natalie Cole, Atlantic VPCM of Black Music Operations Hank Caldwell, Vick if Pipkin of the Mayor's roffice, Mirage artist Mic Murphy of the System, and Atlantic artists Steve Arrington and Jean-Luc Pon-

'MORDE' JOR' NOTHING"

DIRE STRAITS

CHR NEW & ACTIVE

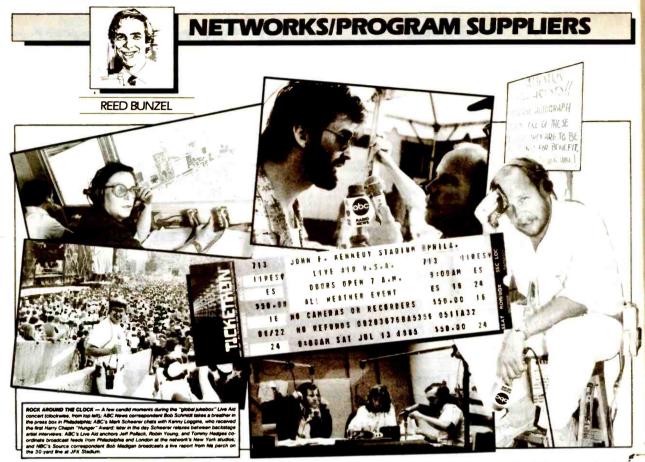
141/64

One of the "MOST ADDED" AOR Albums: 2 AOR Tracks: 2



Produced by Mark Knopfler and Neil Dorfsman, On Warner Bros. Records, Cassettes and Compact Discs.

Direction: Damage Management. © 1985 Phonogram Ltd. (London)



Live Aid: Radio Rocks The World

The heart and soul of rock 'n' roll has been hyped by one generation and questioned by another since Bill Haley climbed to the top of the charts 30 years ago this month. Last week's multinational Live Aid concert has settled all doubts, however, as over 100 artists contributed their talents to what may well be the biggest fundraising charity event in history. Organizers are now estimating that more than \$70 million was collected from donations generated by the two concerts beamed worldwide via satellite from JFK Stadium in Philadelphia and Wembley Stadium in London.

The Power Of Radio

While most attention was focused on the performances and the power of television to bring them into the living room, radio is what brought the 17 hours of stereo music and messages to most of the estimated 1+ billion listeners around the world. Approximately 180 American stations nationwide carried the concert broadcast by the three ABC Radio Youth Networks. which acquired the exclusive rights from Worldwide Sports & Entertainment Westwood One. which waived its exclusive broadcast rights to nine artists in exchange for certain privileges, joined ABC backstage to produce hourly updates and interview reports. Other major networks were also on hand, producing periodic reports for hundreds of additional stations around the U.S.

"The organizers of the charity were extremely pleased with what radio accomplished," comments ABC VP/Sr. Executive Bob Benson. "This is going to turn out to be the biggest radio broadcast in history, and it was exciting to be a part of it. We have to give most of the credit to (promoters) Bill Graham and Harvey Goldsmith, who did the most incredible logistical job anyone has ever done. They made it a lot easier for us to do our broadcast."

Benson pointed out only three minor glitches that affected the broadcast: The trouble with Paul McCartaey's microphone in London, a loss of power during the Who's reunion performance which cut the stereo feed, and the technical imperfections during the "We Are The World" finale.

The Longest Day

According to ABC VP/Director-Engineering Kent Coughlin, more than 100 ABC staffers worked to pull the concert together. The 18+



hours of coverage were hosted by WNEW-TV/Boston reporter Robin Young, along with Jeff Pollack and Tommy Hadges of Pollack/Hadges Enterprises; they broadcast from anchor facilities at ABC studios in New York. Approximately 40 engineers and technicians coordinated the live feeds from Philadelphia and London, and as

sembled taped coverage for later playback.

Including a one-hour "highlights" feature aired after the Philadelphia concert concluded, the broadcast lasted 18% hours. "This was one of the single largest oneday jobs we've ever done," says Coughlin. "It compares with several of our longest days in Los Angeles for the 1984 Olympics."

Radio Fundraiser

While most of the millions of viewers tuned in primarily for the once-in-a-lifetime musicfest, the primary objective of organizer Bob Geldof was to bring in as much money as possible. This aim extended to radio, which got into the fundraising efforts as both a voluntary effort and a requirement for carrying the ABC broadcast. To this end ABC guaranteed a base amount to be paid to the Live Aid fund, and collected rights fees from each participating station.

Benson acknowledges that the ABC base guarantee was "somewhere around" \$500,000, and says the rights fee charged individual stations ranged up to \$7500. "We felt radio stations should work on the same basis that we were, and that was to put something into the pot." Benson explains. "ABC made not one penny off this broadcast. The only inventory in addition to what the stations usually carry is one spot every other bour, and the

proceeds from those are being used to amortize our production expenses."

ABC's Youth Network affiliates were given first refusal for carrying the concert, making it possible for up to three stations in a market to broadcast the event. In markets without ABC affiliates for where they declined coverage), stations with youth-oriented demos were granted the rights. Some stations complained that they were unable to obtain these rights, however, and said they were told they'd be in competition with other ABC states.

Westwood One's backstage coverage, including live reports and artist interviews, was anchored by Director/Programming George Taylor Morris and Marcia Hrichison in Philadelphia, and Roger Scott in London.

NBC's Source provided 60-second reports from both concert sites, with updates filed by Mal Reding and Bill Sinrich in London, and Rona Elliot, Bob Madigan, and Stacey Cahn in Philadelphia.

CBS Radio reporter Pat Woodard covered the London activities for RadioRadio, while Ed Crane filed updates from Philadelphia. Program producer/syndicator Centinuum Broadcasting was also on site in the City of Brotherly Love, with Den Pass anchoring regular reports from JFK Stadium.

22/R&R FRIDAY, JULY 26, 1985

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

July 29-August 2

The Weekend

August 3-4

(WO)

(CW)

(NP)

(WRN)

(US)

(CB)

(WO)

(WO)

(BRE)

(USR1)

(US)

(BRF)

(GSN

(US)

(WO)

(WO)

(CBSR)

(BRE)

(TRAN)

(BRE)

(CBSR)

The Countdown

John Leader

Countdown America

Country Calendar

Country Closeup

Country Report

Dick Clark's Rock, Roll.

ABC Michael McDonald Cheap Trick Hot Country Gold

Countdown

& Remember
Searchers
Don & Deanna On
Bleecker Street

Dr. Demento

Future Hite

Hot Ones Howard Jones Hot Rocks

Culture Club

Metalshop

Music Makers

On The Radio

Power Cuts

Rock Week

Rock Chronicles

Dire Straits/Corey Hart

America Top 30

Spirit Of Summer

Kenny Loggi

Street Beat '85

Superstar Portraits

Superstars Rock Concert

Frankie Valle & The Four Seasons

Super Gold

Top 10 teen H

Top 30 USA

Musical Starstreams

Rick Dees' Weekly Top 40

Scott Shannon's Rockin

Solid Gold Saturday Night (USR2)

Memory Makers

The Week Of

August 5-9	
Country Today	(ILM)
Earth News Foreigner/Til Tuesday/Jim Belushi/ Sandra Bernhard/Lainie Kazan	(WO)
Innerview George Thorogood	(101)
Live From Gilley's George Jones	(WO)
Off The Record	(WO)
Off The Record Special	(WO)
Shootn' The Breeze Stanley/Clarke Band/Rick James/ Luther Vandross	(WO)
Special Edition	(WO)
Star Trak	(WO)
Foreigner/Kenny Loggins Weird Al	
Star Trak Profile	(WO)

THURSDAY

August 8

American Music Maga:	
with Rick Dees	(US)
Katrine & The Waves	
Country Calendar	(CW)
Webb Pierce/Mel Tillis	
Country Report	
with Ron Martin	(WRN)
Johnny Lee/Gene Watson	

FRIDAY

August 9	
American Music Maga with Rick Dees	zine (US)
Motets	
Country Calendar Janie Fricke	(CW)
Country Report	(WRN)

Joe Stampley/Ricky Skagg

GENERAL INFORMATION

Ed Busch Talk Show (AP) Veluable park/buying American-mede (7/27) Bad right's sieep/hicarsguin hum (7/28) Bad right's sieep/hicarsguin hum (7/28) Computer Program (PRN) Telecommuting stectronic butterin boards MS-DOS vs. CP-Micromputing oversees News Billimp (PRN) Porn nockigood boccelliweeter than sugar/1 ecistasy drug-stress reduction borth Sound Advice (PRN) Directive disectigationics and performance/ bims delay/finchy throng Sportling News Report Lee Els (7/30) Use Els (7/30)

Willie Banks (7/31)	- 1	
Philadelphia Phillies (8/1)		
Carl Lewis (8/2)		
Sports Flashback	(CW)	
1974 Celtics/Tommy Manello/		
Rocky Marciano		
Waldenbooks Review	(WO)	

Ench Segal/Colleen McCullough "Less Than Zero"/

COMEDY

l .	
Comedy Show	(CW)
Artines: Rich Little/Jonethon Winter:	7
Bob Newhart/Phytis Diller	
Hiney Wine	(DM)
Hiney-grams/Hiney Wonderland	
Laugh Machine	(PRN)
Woody Allen/George Carlin Eddle N	
Freddie Prinze/Robert Klein/Ro	
Party Drop-Ins	(ASR)
Party your pounds away/TV promo#	
party Pierre la Quiche/video destroye	
party mere a duche viguo destroye	
Radio Hotline	(ASR)
Where's my money?/I'm crazy you ne	rver
play my record/Jeanie's idea boots	
Stevens & Grdnic's Come	dy Drop
Ins	(ASR)
Prominight front money/ boogle cabi	
wanna have sex?(mays like you	

MONDAY

August 5

-	
American Music Maga	zine
with Rick Dees	(US)
John Perr	
Country Calendar	(CW)
Sammi Smith/Vern Goedin	
Country Report	-
with Ron Martin	(WRN)
Johnny Lee/Joe Stampley	

TUESDAY

August 6

American Music Magaz with Rick Dees	ine (US)
Limehi	
Country Calendar	(CW)
Kenny Rogers	
Country Report	
with Ron Martin	(WRN)
Gene Wetson/Joe Stampley	

WEDNESDAY

August 7

American Music Ma	gazine with
Rick Dees	(US)
Glenn Frey	
Country Calendar	(CW)
Country Report	
with Ron Martin	(WRN)
Ricky Skaggs Joe Stampley	

NETWORK SPOTS

Health Tips

"Healthfine," a two-minute program providing practical information on health and preventative medicine, is now available from Scientific Medical Programs. Dr. Joseph Novello, who has a private practice in Washington, DC and is a faculty member of Georgetown University's School of Medicine, is the host of the show. SMP is a producer of medical programs for the continuing education of health care professionals. Contact (201) 853-8585 for more informa-

Kids Talk

The Carnegie Corporation of New York has given a grant of \$122,300 to Kidanet, a computerized clearing-house for children's radio and television programming. The grant will be used to support the research and development of a database on children's radio and television programs, which will be used by schools, libraries, and health and human services organizations. Kidanet, which provides information on topics such as health, so-cial service, civic arts, and religious groups, is available during the day for classroom instruction, as well as after

school and in the evening. Programs already presented will be available on cassette or videodisk for rent or purchase. Call (202) 466-4252 for more information.

RERE Reps For D-C

New Market, Ontario-based Randall-English Radio Enterprises was recently named exclusive representative of Drake Chenault in Canada. RERE will distribute a variety of Drake-Chenault formats, including CHR, A/C, Oddes, and Country. For more information, call Ted Randall at (416) 898-1100.

NETWORK PROMOS

- Len Klatt has been named Director/Research in Westwood One's New York office. Klatt joins the company from the Mutual Broadcasting System, where he was Sr. Research Analyst. He's also served as Research Director at Media Buying Services International.
- Allen Bestwick is now Program Clearance Manager, Southwest for the Mutuel Radio Network. He's from Motor-Vation Radio Network, where he worked as Director/Affiliates.
- CBS Radio Networks has selected Dale Casterline as an Account Executive for its Los Angeles office. Casterline arrives from KROQ-
- Account Executive since 1983. He previously was Local Sales Manager at KIQQ/Los Angeles.
- Jamle Hastings joins Drake-Chenault as General Sales Manager. Hastings was formerly VP/Marketing at Century 21, having also worked at KOAX/Dellas.
- e Kris Stevens Enterprises has appointed Sue Steinberg as Operations Manager. She was most recently Music Director at KMET/Los Angeles, and previously held positions with Goodphone Communications, Album Network, Drake-Chensult, and RKO Redio.
 - Charles Van Dyke has become

an anchor/reporter for the UPI Radio Network. Van Dyke joins UPI after serving as General Assignment Correspondent for the RKO Radio Networks. Before moving to RKO, he spent eight years as AP Radio's House of Representatives correspondent.

● Thomas Allen has been named Director/Sports Sales for the NBC Radio Network. He will be responsible for selling the network's NFL package, NCAA Football bowl games, and other longform sports programming. Prior to joining the network. Alen was an Account Executive for the Satellite Music Network. He also held a similar position with the ABC Youth Radio Networks.

WHO IS NATT BLAVO

- 2. A California wine, available before its time
- 3. Manager of the European welterweight boxing champion
- 4. Captain of an Argentinian society from
- 5. Original bass player for Frankie Avalon

ti. None of the abov

Sales Training: The Final Frontier

By Todd Leiser

As sales managers, we're constantly interested in making sure our salespeople are well-trained. We spend a lot of time and money on seminars, courses, books, cassettes, and consultants. We teach our people the art of salesmanship, how to sell radio, and how to sell against and with other media.

For the most part, salespeople go out on the street with a basic understanding of how radio works, how to read and manipulate ratings, how to put together packages that sell and, it's hoped, how to deal with people. So let's assume for a moment that you have a well-trained sales staff. They are out on the street selling away, know your station inside and out, can suggest the best advertising plans to meet the clients's needs and budget, quote (proper) rates, and successfully overcome the clients' buying objections. Since they've mastered the hasics, what's next?

Being a sales manager means more than approving orders, picking up lunches, and attending meetings. You must continue to train your salespeople — even if the veterans don't think they need it. Should you put them through refresher courses? Should you purchase the latest book on sales techniques or attend another sales seminar?

Know Your Clients

How you spend your training budget is up to you, but let me suggest what I consider to be the "final frontier" in sales training:

Train your salespeople to know your customers' business!

Most radio salespeople are out on the street with very limited knowledge of how their prospects' and clients' various businesses work. How does their sales process work? What are the factors that could lead to additional business or potentially affect current billing? What's important to the client that can affect a buying decision? These are all things the client deals with every day. But radio salespeople should show interest in these concerns, too.

Just as the radio industry changes almost daily, so do your clients. There are new developments, conditions, products, incentive programs, and legislation that have a direct effect on your staff's ability to close a sale. Unfortunately, most radio salespeople find out about these factors too late or never at all.

"Salespeople who follow trends can consistently maximize them to their advantage."

Imagine a sales staff that's ahead of the competition in knowing what's affecting the client and his business. They take advantage of what's happening and turn those factors into additional revenue. Say a new dealer or customer incentive program from a domestic car manufacturer goes into effect. The salesperson is on the phone with the dealer right away, discussing how advertising on the station can help him directly maximise the program's benefits.

When Opportunity Knocks

If it's an industry-related program the client is facing, the salesperson spends time thinking about potential solutions prior to calling on the account. The benefit to your as sales manager is that your salespeople are able to make more accurate billing projections and avoid surprise cancellations or his-

The recent savings & loan crises that struck Ohio and Maryland are great examples of opportunity knocking at your door. Smart station sales staffs across the country realized the national media attention these local news stories drew would probably cause some concern among finencial institution customers in their area. Even if there was no apparent threat, many institutions advertised to reassure depositors their money was safe. The radio salespeople on top of this situation were able to direct dollars to their stations that may have been lost to other media or stations.

Industry trends are frequently ignored because salespeople view them as being of little value or importance to their current needs. For example: due to the easing of Japanese automobile imports, as well as domestic manufacturers' current plans to continue building cars at a record pace, a large number of automobiles will be available throughout the rest of the year. If demand slows (which some analysts predict), local car dealers will have a lot of inventory to move.

Knowing this, the salesperson is less likely to give up on a tough prospect. Come this fall that car dealer may feel differently about advertising when he looks on the lot and sees a million dollars' worth of inventory sitting around. The automobile business is just one example of how salespeople can consistently maximize business trends to their advertising.

Learn The Language

In addition the radio salesperson who incorporates his customer's "language" into the conversation is bound to be viewed as someone who's truly interested in and un-

Todd Leiser

Loter Marketing Group, also serves as Editor/Publisher of the weekly newsletter "Selectails."

LMG represents the notional phone-in program "TalkTalk with Jerry Behter and Instent Replay Video Preductions, a Cincinnational Program of the Commercials for radio. Before establishing the Loter Marketing Group, Loiser was GSM of WUBE & WDJO/Cincinnati.

Todd Leleer, President of The

derstands the customer's business. It doesn't take much — just a couple of key words that pertain to the client's specific industry. Discuss ways to increase "floor traffic" with automobile dealers. Most retailers want to "ture" their merchandise and increase their "profit margin." "Customer count" is important to just about any advertiser. The list goes on and on. Your staff can learn these key words or

"Being a sales manager means more than approving orders, picking up lunches, and attending meetings."

phrases simply by listening to the client and asking questions. When salespeople speak the customer's language, it can lead to consistent reseasuse from him

It isn't very difficult to learn about your customers' businesses, but it does take some effort. To start, read your daily paper for news and monitor the ads for leads. National publications also contain useful information on various businesses. Some stations subscribe to key industry trade magazines for news on companies that represent a sizable portion of their business. This varies geographically, but you might look at what categories provide the bulk of your revenue and subscribe to one of those news journals. You might also look at a category that represents big advertising dollars in your market but is dominated by TV or print. If you feel you should be getting some of those dollars, learning about the business is a good place to begin.

Sharing An Interest

Your salespeople should regularly ask clients what's new in their respective industry. Sometimes they'll share information they've read in trade magazines, conversant, of course, their personal opinions. Sharing all this information at sales meetings will help you develop a solid consensus as to what's really soner on.

really going on.

If your salespeople already know how to sell radio, the next step is convincing them to be interested in training that provides knowledge and insight to their clients' businesses. Then it's your responsibility to set up a regular program to get the information to them.

Simply stated: Be interested in

your customer, and he will be interested in you!



AUT©CRAM

Working with Broadcasters since 1969

DJ's Delight

Rock-n-roll or the sound of musicand news: anything you do, you can do better with an Autogram Console.

Our Microgram microprocessor based consoles offer state-of-theart performance with amazing programming options including live-sealet.

The top of our line, they join 900 + Autogram consoles now in the field.

Old Number 1, delivered in 1975, is still working a full shift 7 days a week.

Whatever your needs, we build a console you'll love to play. Or have it play for you. For specs and referrals, give us a call.

214/424-8585 Autogram Corporation, 631 J Place; Plano, Texas 75074

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IMAGE & MARKETING

HARVEY MEDNICK

You've Got A Date

If you've been looking for an effective marketing/ merchandising tool, give calendars a thought. And give them that thought right now! One of the most critical aspects of calendar production is timing. Start too late and you'll end up with an item which does not have conceptual impact or retentive quality - the hallmarks of a well-designed and executed calendar.

Some Interesting Facts

A national calendar survey was conducted and its results confirmed the concept's validity:

• 85% of home calendar users said they do business with the advertiser's firm (this translates into listenership in lieu of "doing busi-

• 65% of businesspeople said they note appointments on their calendar.

• 55% of homemakers/businesspeople said they would have purchased calendars had they not been provided one.

• 94% of recipients surveyed could recall the message (your call letters/positioning statement) featured on their calendar.

Two Different Looks/Techniques

One of the additional advantages to the calendar as a vehicle is its versatility. Following are examples of two different calendars. They're produced on two different coasts by two differently formatted stations, and the calendars serve

two different purposes. But both are quite valid and have benefitted their respective stations greatly.

In The East: The Listener/Charity

WNEW-FM/New York produces an annual "Rock Calendar" in the traditional one-month-per-page format. Each year a theme is devised for the photograph which faces the date information. 'NEW-FM has used a variety of themes during the ten years it has been producing the item, including movies, album covers, and in 1985, song titles. This technique serves a variety of purposes, according to station Promotion Director Rose Polidoro. "It reinforces our call letters, gives the listener a chance to see what our jocks look like, and also does a lot of good." The "lot of

TEARS FOR FEARS

London, England November 10-17

NEW YEARS EVE

London, England

Band TBA

December 26-

January 3, 1986

To Be Confirmed:

LIGHTL NICHE WORLD SERVES

WINGS EDGE

London, England October 19





I you haven't already heard ROCK EXPERIENCE is a multi-format marketing and promotions company incorporating unique travel promotions with major entertainment events Our promotions are utilized by the nation's largest radio stations, corporate sponsors and record companies as a vehicle to reinforce listenership and develop greater product awareness. All ROCK EXPERIENCE

promotions are inclusive of: Roundtrip Airfare, First Class Hotel Accommodations. Concert Tickets Pre-Concert Parties Special Coordinated Events, Sightseeing, All Transfers, Taxes and Services

For More Information Call 1-800-472-5014 In California Call: -800-221-2673

ROCK EXPERIÊNCE is now offering the tollowing all inclusive travel promotions:

BRUCE SPRINGSTEEN New York City August 17-22

KATRINA & THE WAVES

Honolulu, Hawali August 22-29

MAAHW Los Angeles, California August 27-September 1

ROBERT PLANT London, England

September 4-11 BERG AKAM

London, England September 12-19

RED SPEEDVIACON **AEROSMITH** Honolulu, Hawaii September 17-24

ROCKTOBERFEST "Europe's

ROCK ST DIS Premiere Party" mber 1986 June 1986 Munich, Germany DUBAN DUBAN September 27-October 4



3000 Ocean Park Blvd., Suite 3001, Santa Monica, California 90405

good" to which Rose refers is the T.J. Martell Foundation for Leuke mia and Cancer Research, founded by the music industry to aid in the understanding of and basic research for these devastating diseases

WNEW-FM's calendar is sold to listeners through a well-establish-ed network of college and retail bookstores, record stores, and other outlets; the net proceeds go to the Foundation. The station publishes 25,000 calendars, which are priced at \$8.

In The West - The Agency/Industry

KRTH/Les Angeles produces a oster-style calendar which is distributed free to key agency personnel, other stations, and listeners on request. As with the WNEW-FM calendar. KRTH uses station personnel as the models in various theme settings, from a faithful reproduction of the "Set. Pepper" album cover to L.A. Olympic events to this year's comic strip parody. Director/Creative Services Pat Hines, who is responsible for the project, said, "I have a unique advantage in developing the concept, since one of my strong points is art skills. I make sketches of the various themes and then present them to VP/GM Allan Chlowitz for discussion and approval. This makes the task a lot easier and probably saves one-third of our art costs.

Since the KRTH calendar is sales-oriented and finds itself posted in time buyer offices, the poster-sized single sheet provides visibility and call-letter reinforce-

ment, and is dated on the standard billing month basis to add real usefulness. This calendar is four-color, printed on heavy stock and costs about \$3 to produce. Two thousand are printed and carefully targeted to minimize waste, KRTH also runs the calendar art as the cover of the January issue of SRDS. This increases exposure of the concept and generates demand among the buyers

So You Want To Do A Calendar

Here are the keys for success:

· Start now, as timing is important. You want the product in the hands of the distributor/consumer before the new year starts. If it's your first time out, budget three months for concept/production/ distribution.

• Target your audience. If you need sales help, go for the agencies. If it's listeners, aim for the audience. Don't try to be all things; it won't work as well.

· Be timely. Brainstorm your concept thoroughly. Nothing could be more frustrating than not selling your calendar or seeing it pinned up.

• Distribution is key. If your calendar's not out there, it can't sell. Make sure it's very accessible

· Your jocks are your stars. Use them as the models, for listeners want to see what they look like. Include other station personnel as a morale booster.

· Budget adequately. This is a high-ticket item that should not be

· Be prepared to take risks. It's fun to think that way and it gener-ally results in a better product.







"Sweet, Sweet Baby (I'm Falling)"

Produced By Jimmy Iovine

AOR Tracks: 43 AOR Albums: 43

CHR SIGNIFICANT ACTION

					_
WXKS-FM	93Q	WNOK-FM	WJXQ	WKHI	KCDQ
WCAU-FM	WRCK	WZLD	KQXR	T94	KTRS
195	WKRZ-FM	WOKI	KIKX	KKQV	KHTX
WHYT	WTLQ	WFMI	KBOS	99KG	SLY96
K104	KWIC	KX104	KSKD	WDBR	KIST
WERZ	KZZB	KITY	WZON		

Meagement Carlyne Major CEFFEN



STREET TALK

In their attempt to react humorously to a soft spring ARBITRON ratings

performance, WLS (AMVCHICAGO afternoon drivers STEVE DAHL and partner GARRY MEIER aired some remarks that could lead to the removal of WLS from the summer ratings

After receiving the ratings, Steve and Garry began to "do a bit" about how much they were hurt by the recent results. For several days the duo commented specifically about Arbitron, the diary system, and complained that blacks were paid more than others who kept diaries. Dahl reportedly lamented, "We know you are too busy to fill out these things, but please don't put us through this (lower ratings) again."

WXRT complained to Arbitron, and the station was asked to stop the remarks, but the comments continued. WLS has been asked for its side of the story. VP/GM JEFF TRUMPER says, "There was no intent to distort ratings." Next week Arbitron's Special Station Activity Committee will consider its options: flag the activity, delist WLS, or even not release the book itself.

Now that MULTIMEDIA's concerns about a hostile takeover have been allayed (see Page 3), group owner TAFT **BROADCASTING** has announced it is determined to remain an independent public media company." What prompted that statement? The disclosure that an investment group involving ROBERT BASS of Ft. Worth has acquired 8% of the company. One financial analyst pointed out that Bass might encourage Taft to merge with WALT DISNEY PRODUCTIONS, in which the Bass family interests hold nearly 25%, although Disney denied any such possibility exists.

Who says lightning doesn't strike twice? Last summer the BIRCH facility in storm-prone Coral Springs, FL was struck by a thunderbolt, blowing the computers and noticeably delaying results of the spring estimates. Now it's happened again, with the same results - slower production of the eagerly-awaited numbers. TOM BIRCH's logical solution? "We're considering moving our production facility to a Northeastern site." About those blizzards, Tom . . .

No one's talking, but look for GEORGE FRANCIS'S AMCOM GENERAL CORP., which just bought KRMD-AM & FM/ SHREVEPORT, to announce its purchase of another top 100 Southern station within a month. Could this one be in Baton Rouge?



SQUEEZE THIS, MR. WHIPPLE - G100/Mobile lis teners were on the air June 27 "flushing" Shifte ter-rorists down the toilet. Each received a G100 shirt, plus their own roll of G100 Original Shilte paper. Says PD Scott O'Brien. "Our listeners unanimously agree - those guys are full of Shiite."

A big rumor driving around the Motor City is that eight-year WNIC/DETROIT "VP/ Evening Programming" ALAN ALMOND may walk when PRICE COMMUNICATIONS takes over the station soon. The word is that Alan's excellent ratings and freedom from contractual obligations have attracted the ears of competitor GREATER MEDIA, which might like to syndicate him for all its stations (hence last week's bit on Greater Media and satellitedelivered programming). If Alan splits, Price could be hard-pressed for talent, as the likelihood that morning mate JIM HARPER will leave for WCLS seems to be increasing.

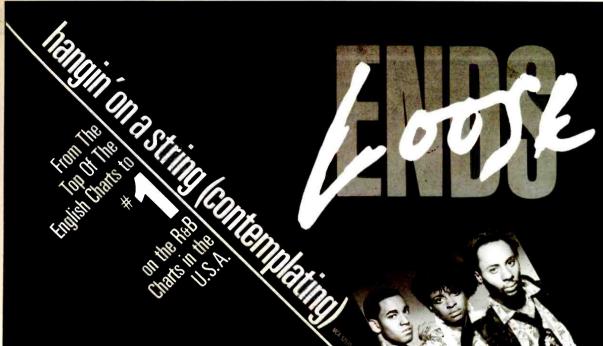
Across town, WJLB/DETROIT's star attraction, top-rated evening jock "THE ELECTRIFYING MOJO" (CHARLES JOHNSON), has left the station after a twoweek "vacation." Why did he turn down his contract renewal? No one knows, except that he's exploring his options.

PAT McKAY has resigned as the PD at KBEQ/KANSAS CITY. The interim PD is MD STEVE PERUN, and Street Talk uhears he's in excellent position to get the gig. In addition, highly-placed sources tell us the station will take on a consultant. The name most prominently mentioned? ALAN BURNS. Although Pat had nothing but praise for CAPITOL BROADCASTING, could this be the real reason that he said, "No, thank you" to continuing his relationship with the company?

In any event, ALAN BURNS & ASSOCIATES has officially set up shop to consult CHR, AOR, and A/C. Contact him at (301) 681-8228.

Continued on Page 28





Crossing The Atlantic is one Thing but crossing CHR is Another

KHS/FM KKHR FM102 KPLUS

KITS-A KMEL-A

WHYT

. 940 • Z93

-KWOD-A • K\$103-A

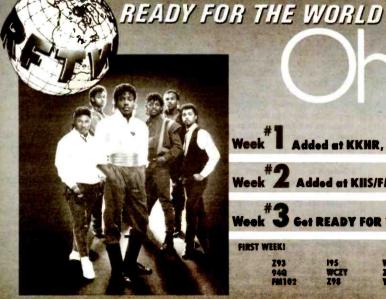
897 WXKS WPLJ

Q105-A Y107-A

WCAU WBBQ WQUE KMJK-A Z102-A

AND MANY MORE





Added at KKHR, Immediate HEAVY phone response!

Added at KIIS/FM! BIG phone response!

Got READY FOR THE WORLD!

.MCA RECORDS



the new single "take on me"



NEW & ACTIVE



CFTR deb 34 93FM add B96 deb 33 WLS-FM on WKTI 27-23 KWK on KPLUS add WPST deb 31 WTLQ deb 37 WBBQ 38-31 KXX106 add WZLD deb 40 **KITY 34-29** Z104 34-24 KOFM add **KQXR 40-36** KCPX 35-31 WCGQ 39-32 KWES add WHSL 35-28 WRKR 19-15 WSPT add KFMW add KTRS add KZOZ deb 35 SLY96 add OK95 32-24



produced by alan tarney
from the lp
hunting high and low
on warner bros.
records and cassettes.

STREET TALK

Continued from Pene 26

Although it's reportedly been denied inhouse, you can bet that MIKE JOSEPH will be back consulting in Philadelphia. This time it'll be at COX's WZGO, but not necessarily "Hot Hits." Seems WZGO may be looking at more of an adult-oriented format, which is what the station was offering before its switch to CHR.

K-Lite to add some weight? Talk around Houston is that when CBS completes its takeover of KLTR, the "lean machine" that has led the A/C station to the top of the format heap will see a considerable staff expansion to match other CBS stations. At a time when running a streamlined outfit is highly regarded, word is that as many as two dozen additional employees will be added.

Consultant JOE CAPOBIANCO may be the new PD at WPIX/NEW YORK (see Page 1), but who started the rumor that FRANKIE CROCKER was going to get the gig? When pressed for an answer, some in NYC would only chant, "Mirror, mirror on the wall . . ."

Cheaper by the carload: Songwriter NORMAN KAYE and Nevada businesswoman RACHEL HAWKINS have formed the KAYHAWK BROADCASTING NETWORK, so they can get into broadcasting under Docket 80-90. Not satisfied with merely one or two applications, Kayhawk has decided to file for licenses in over 100 markets. Hey, so who's particular?

Still waiting to hear the name for INTEREP's new rep firm. They say REP CO. Y (as in five) is only the working title being used within the company, and that the new identity will be the names of the top executives selected from interviews now underway. But others insist the "working" handle will work just fine.

Following last week's bit about DAN INGRAM's uncertain future with new AOR WXRK/NEW YORK, there was some speculation that he might join his former WABC colleagues HARRY HARRISON, RON LUNDY, and COUSIN BRUCE MORROW over at WCBS-FM. However, Dan hasn't approached the Oldies station, nor has 'CBS-FM initiated anything, although the door to negotiation seems to be open. "We're always interested in talking with those who might be able to help our ratings," said PD JOE McCOY.

The ELECTRONIC MEDIA RATINGS COUNCIL is on the verge of announcing its choice for the post of Executive Director. Likely to have the inside track is MAX GOLDBERG, the NAB's first VP/Research and more recently of ABC. He's now a research consultant.



THAT'S A BNG 2-0 — Johnny Hayes celebrated his 20th anniversary on Oxides-formatted KRLA/Los Angeles with some special surprises. The City Council sent a plaque proclaiming it "Johnny Hayes Day," and Casey Kasem presented Johnny with an award of recognition" from one living legend to another."

WXRK/NEW YORK's positioning statement? "New York's #2 Rock Station . . But Not For Long."

When the ARBITRON RADIO ADVISORY COUNCIL meets in September, look for ARAC Chairman LARRY WEXLER to propose a recommendation for Arbitron to change its policy regarding metro definitions. Presently, all subscribers in a market must *unanimously* agree — a single holdout prevents any adjustments.

Well-known L.A. personality MUCHO MORALES has replaced RICH HOGAN at KMGG for overnights. Meanwhile, afternoon man SONNY MELENDREZ is out; former KFI and KHJ talent CHARLIE FOX is the interim PM driver. Candidates for that afternoon show should send T&Rs to OM RON RODRIGUES.

New WGKX/MEMPHIS GM DAVID GINGOLD has decided he wants his own guy as PD, which creates a couple of outstanding opportunities. The first, of course, is the open PD slot at 'GKX. The second is a chance for someone to pick up a great programmer in exiting 'GKX PD LES ACREE. Les has been in Memphis 14 years — the past 12 months at WGKX following ten seasons at WMC.

After a year at the wheel, DON COOK has left the PD slot at KOMA/OKLAHOMA CITY; no replacement named there yet. Speaking of Country PD openings, also still vacant are slots at WKSJ/MOBILE, KFKF/KANSAS CITY, WTQR/WINSTON-SALEM, and the OM post at WMZQ-AM & FM/WASHINGTON Helloxoo Federal!

Get-well wishes to longtime WSOC-AM & FM/CHARLOTTE morning man BILL DOLLAR, who was injured in an auto accident last week

And all of us at R&R hope that Executive Editor GAIL MITCHELL recovers quickly — she's been resting at home since her car was totalled by another vehicle while driving near downtown L.A. last Tuesday.

STRATEGIC RADIO RESEARCH

OUR RESEARCH HELPS YOU MAKE BETTER DECISIONS.

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THE DIFFERENCE BETWEEN GUESSING AND KNOWING.

Can you guess which oldies your listeners like most? Before answering, consider this: In most music tests conducted by Surrey, results have shown less than 40% of those songs tested to have significant appeal to the targeted audience. Usually, less than 20% result in being definitely recommended.

We're referring, of course, to Surrey's A & O Music Series, considered by many as the most advanced music test available to radio programmers. This auditorium-mode program provides you with clear, concise and quickly usable information in as few as 5 days from time of testing. All tests are

attended by carefully screened individuals whose attitudes and opinions best represent

those of core listeners. Your information is presented in three phases:

Phase 1-Alpha. Alphabetical and rank listings of all titles tested featuring male, female and combined categories. Each title is accompanied by overall score plus percentage of burn and unfamiliarity. Ranked songs are color-coded according to level of appeal.

Phase 2-Omega. Page-by-page, title-bytitle breakout involving comparisons of demo groups, cumers, fans or geographical locations to level of song appeal.

Phase 3—Compatibility. Illumination of songs most or least compatible between various listening groups.

All services are provided to you under exclusive conditions with

investment scheduling and quantity discounts available.

So why guess when you can know. Call us at (303) 989-9980 and you'll see the difference.



IT'S ALL HERE!

E/P/A's Hit Workshop



Love & Pride"

CHR SIGNIFICANT ACTION

93FM add **I95 38 KMEL 35-30** KPLUS 35-30 WNOK-FM add WFMI add

KX104 deb 40

KITY 33-28 KLUC 30-28 KCAQ add WOAY add 194 28-18 KFMW add

KTRS add

OK95 6-5 WXKS-FM KKRZ KSET-FM

KBIM add

KZOZ add

KIST add

0101

KWES

KKQV

KHTX

LOS ANGELES KIIS-FM 24-14 KKHR 30-22-19

KKFM BILLBOARD KQMQ DANCE CHART KDON-FM 49-32-24





'Its Gettin' Late"

CHR SIGNIFICANT ACTION

First Week & Already On:

WCAU-FM WTLO WHTX **KPLUS** WVSR WPST

WIZR WZLD WFMI WRNO KITY WSEZ KOFM KSKD

KRO

WFBG **WBNQ** KGOT WKHI WOMP-FM KIST WGLF **OK95**

WHSL





Tonight It's You"

CHR SIGNIFICANT ACTION Now On Over 40 CHR Reporters!

WZLD Z104 WLS WLS-FM WOKI WVSR WFMI KX104 93Q WRCK WTLQ KITY **WBBO**

KWIC

KOFM WXLK WZOK KKQV WRQN WHSL WRNO KSKD WFBG WOAY WDBR KIIK WJXQ WJAD

KDVV 0101 KGOT KCDO KTRS **WBWB KBIM** WRKR OK95

AOR TRACKS BREAKERS

ON THE RECORDS



KEN BARNES

DOES RADIO CARE?

Radio Songs On The Radio

I often read reviews in consumer publications that castigate artists for using the word "radio" in their song ti-tles or lyrics. Critics feel that it's a cheap method of winning airplay, that radio stations will always play songs about radio or DJs.

This belief came to mind when e released ("Modern Industry"), a song consisting mainly of radio station call letters. I decided to look back and see if radio or DJ songs were an automatic passport to the top of the charts.

Predictably, the facts showed no such clear pattern. "On The Radio" by Donna Summer and Charlie Dore's "Pilot Of The Airwaves" were solid pop hits, as was the novelty 'Life Is A Rock (But The Radio Rolled Me)" by Reunion. But that's about it for Top 15 entries, unless you count more oblique radio references in songs like "Yesterday Once More" by the Carmenters and "Havin' A Party" by Sam Cooke.

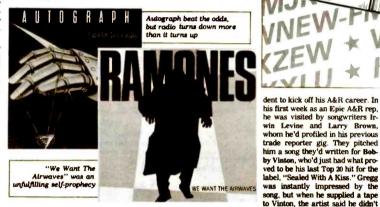
Lesser pop hits were scored by Harry Chapin ("WOLD"), the erries ("Overnight Sensation" has many radio references), and, just recently, Autograph with "Turn Up The Radio" (a title previously used by the Rockets to little commercial avail). Country gives radio songs better reception, as with "Radio Heart" by Charty Mc-Clain recently and "Listen To The Radio" by Don Williams. Other country radio titles include "Radio by George Jones, Ray Stevens's "Turn Your Radio On," 'Nothin' But The Radio On" by the Younger Brothers, Tommy Overstreet's "Fadin' In Fadin' Out" (which Sean Ross says is the only song to use DXing as a metaphor for love), and the Emmylou Harris LP track "KSOS."

There've been a few Black/Urban radio hits too: "Last Night A DJ Saved My Life" by Indeep, Edwin Starr's "H.A.P.P.Y. Radio" (a tribute to the Disco format that did pretty well there), "My Radio Sure Sounds Good To Me" by Graham Central Station, "Request Line" by Rockmaster Scott recently. Rush's "Spirit Of The Radio" is probably the AOR biggie

Otherwise, there are minor hits and misses like "Mexican Radio" by Wall Of Voodoo, "This Is Radio Clash" by the Clash, "Please Mr. DJ" by Tina Robin, "Radio Sweetheart" and "Radio Radio" by Elvis Costello (the latter wasn't a hit but it did become a CBS radio net-"DJ" by David Bowie, "Roadrunner" by Jonathan Richman & the Modern Lovers, "Around The Dial" by the Kinks, 'Radio Loves You" by P.R. Battle, even 'Theme From WKRP" by Steve Cartisle. You could even ine "Radioactive" by Gene Sims or the Firm and "Radioactivity" by Kraftwerk if you wanted to stretch the point.

whose success could be placed in the minimal category.

Ironically, the Fishbone record has had more exposure on a competing medium, MTV, than on radio. Meanwhile, the first notable song to feature MTV prominently its lyrics, Dire Straits' "Money



The conclusion, though, is clear. Radio does not automatically roll over when an artist cuts a song about the medium. More often it's a case like that of the Ramones. who demanded "We Want The Airwaves" and didn't get them. There were a couple of groups recently named Airplay and Airwaves For Nothing," is at the top of the AOR charts and is receiving solid CHR airplay, too. Who can figure

Still More Hits That Got Away

RCA A&R VP Gregg Geller had a classic hit-that-got-away inci-

these things out?

"Pieces Of April," later a hit for Three Dog Night). Private I's Danny Davis related a story of one that almost got

feel he should record it. A few

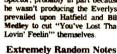
months later, Tony Orlando &

Dawn had their biggest hit with "Tie A Yellow Ribbon." (Also on

that same tape for Vinton was

away. Davis, Phil Spector, and the Righteous Bros. were gathered to listen to composer Barry Mann perform a new song he and his partner Cynthia Weil had written. After an impassioned rendition by Mann and his piano, Righteous Brother Bobby Hatfield turned to Spector and said, "Gee, that's great, but are you sure you don't want it for the Everly Brothers? Spector, probably in part because he wasn't producing the Everlys. prevailed upon Hatfield and Bill Medley to cut "You've Lost That Lovin' Feelin" themselves

*WXKS * B94 1 V 100 * WNVZ



The disco period piece film "Thank God It's Friday" showed up on cable recently, and besides some vintage shots of Lionel Richie honking away on sax for the Commodores, it was interesting to note in a prominent role as a teenage Kiss fan and disco enthusiast, Berlin lead singer Terri Nunn.

Jeff Axelrod of USC campus station KSCR pointed out a couple of omissions in my geographical hit list: "TSOP" by MFSB stands for "The Sound Of Philadelphia, while "Bohemian Rhapsody" by Queen technically qualifies as a nationality, even if not intended that way. Thanks to CHQT/Edmonton's Jay Charland for another reminder about China Grove, NC (came in just too late to make the last corrections summary). And Mike Shane of KFAB/Omaha came up with a real strange one. He writes, 'Maybe the writers of the song thought Surf City would be a neat name for a fictional California beach town, but there is a Surf City, New Jersey. When I was just a young-pup . . . and nightly member of Cousin Brucie's congregation on WABC . . . I firmly believed that the ratio of women to men in Surf City, NJ was 2 to 1 and was prepared to check it out as soon as I was old enough to drive!" Mike adds. "I was, however, much too pro cupied to do a head count on finally

Country Crossovers: A Vanishing Breed?

At the rate they're declining, country crossovers may soon be a thing of the past. While AOR, A/C, and Black/Urban music crosses over regularly to the CHR mainstream, Country is increasingly isolated. The only formats with less interaction than Country and CHR are B/U and AOR, and with "Freeway Of Love" debuting on the Tracks chart, there's now more action there than Country's mustered on CHR in a year and a half

Over the last decade, country records have played a small part in CHR's makeup. Looking at the percentage of country crossovers among CHR Top 15 hits (see table below), there's a scattering of crossovers until 1980, when the post-"Urban Cowboy" boom boosted country's fortunes for three years. It subsided in 1983, and for 1984 and the first half of 1985 there hean't been a single country-originated entry in the CHR Top 15.

A/C and Country have a little Athler relationship, but it seems endangered as well. If the 1985 pace drops a bit more, it will hit the lowest point since 1976; already country crossovers into A/C have fallen by half since 1982. Only four country artists have hit the A/C Top 15 so far this year: Kenny Rogers, Dolly Parton, Dolly & Kenny together, and Anne Murray (whom I'm generously labelling a country artist although her A/C credentials are equally longstanding and illustrious)

Here's a look at the trends since 1975, updating the stats I compiled earlier in our Country Radio Seminer special:

Your	CHR	A/C
1975	0	7.0%
1976	1.8	3.4
1977	1.8	7.2
1978	0.9	5.6
1979	1.7	5.5
1980	4.9	9.4
1981	6.6	15.2
1982	4.8	13.0
1983	1.6	12.3
1984	0	9.5
1985 (first six months)	0	6.5

Country seems to be fading into a world of its own. Many record people are concerned about that about a style of music that's appealing almost exclusively to a loyal but aging (and less likely to go out and buy records) listen ship, a musical form that's having trouble attracting new fans.

Maybe Country radio should be concerned too. It's nice to have product exclusivity, but there should be something to entice new listeners, too.

DATEBOOK

Aretha: Over The Rainbow

As soon as they return with their medals, successful Olympians are deluged with offers to turn professional. Similarly, Sam Cooke's successful transition from the black gospel Soul Stirrers to secular pop was the stimulus for a lot of successful gospel artists to switch or at least think about it.

Aretha Franklin's idol, Mahalia Jackson, was well known to non-gospel audiences. But most of the genre's other stars remained obscure outside their field. On August 1, 1960, four years after she first recorded as a gospel artist, an 18-year-old Franklin cut her first secular sides for Columbia, among them covers of "Over The Rainbow" and "Every Day I Sing The Blues.

As Franklin's comeback, "Freeway Of Love," demonstrated, all you really need to break through is one song it's just that it can take years and years to find. For seven years, almost as long as Cooke made secular records, Franklin recorded a lot of bluesy, supper-club material; the nearest-hit during her Columbia era was a remake of "Rock-A-Bye Your Baby With A Dixie Melody." Ironically, when Aretha did break through, it was with the churchy "I Never Loved A Man (The Way I Love You)" and a string of gospel-driven numbers afterwards.

MONDAY, JULY 29

1962/Bob Dylan makes his radio debut on WRVR/New York (now WLTW).

1966/Bob Dylan is injured in a cycle crash near Woodstock, New York.

1968/Seeds for the cultural boycott of South Africa are planted when Gram Parsons leaves the Byrds over their plans to tour that country. Parson's next move is the formation of the Flying Burrito Brothers

1974/in keeping with the apparent maxim that no rock star can die of only one cause, Mama Cass Elliot dies in London at age 32. Elliot's death is due either to a heart attack or choking on a ham sandwich; sources differ. Birthday: Geddy Lee 1953.

TUESDAY, JULY 30

1954/The "Annie" series, 1954's answer to "Roxanne" records, continues with the release of "Annie Had A Baby" by Hank Bellard & The Midnighters.

1968/The Beatles give away the contents of their unsuccessful London boutique.

1973/John Phillips announces the Mamas & Papas' plans to sue ABC for \$9 million in allegedly-lost royalties, Phillips's conference is co-sponsored by New York Senator James Buckley. ABC denies the charges. 1982/Jennifer Holliday's hit from "Dreamgirls," "And I Am Telling You I'm Not Going," goes to #1 on R&R's Black/Urban chart.

Birthdays: Paul Anka 1941, Kate Bush 1958.

WEDNESDAY, JULY 31

1964/Jim Reeves is killed in the crash of a single-engine plane flying him from Arkansas to Nashville. His records will chart posthumously for at least 15 years.

1971/A security guard at New York's Forest Hills Stadium is stabbed to death by an ex-convict during a Who concert

Birthday: Bob Welch 1946.



THURSDAY, AUGUST 1

1964/Rockabilly ploneer Johnny Burnette dies in a boating accident at age 30.

1974/Pete Townshend and Keith Moon join Eric Clapton on stage in Atlanta. In an apparent parody of Who finales. Townshend brains Clapton with a plastic ukelele.

1977/Barely two weeks before Elvis Presley's death, "Elvis: What Happened?" Is published in paperback by Ballantine. While Presley is visibly overweight and, by that time, known for flubbing some stage performances, some of the book's charges don't seem credible until Elvis's death. Among the more sensational charges: Elvis tried to have Priscilla's karate-instructor boyfriend killed. Also, Elvis allegedly led one of his groupies on a pill orgy that ended with her being hospitalized, then used his charisma to avoid being prosecuted by the girl's mother Birthdays: Jerry Garcia 1942, Joe Elliot (Def Leppard) 1960

FRIDAY, AUGUST 2

1958/Johnny Cash begins his association with Columbia.

1978/A short-lived Peter, Paul & Mary reunion tour begins.

1983/James Jamerson, the Motown studio musician behind many of the label's best-known basslines, dies after years of substance-abuse battles.

SATURDAY, AUGUST 3

1963/The Beatles play their last date at the Cavern Club.

1969/Carl Wilson is indicted by a Los Angeles court in a dispute over his alternative military service. Wilson was told to serve as a hospital orderly but instead decided to conduct music classes for handicapped patients 1974/Shortly after the group's last hit for a while, Jim Hodder and Jeff Bexter leave Steely Dan. At this point

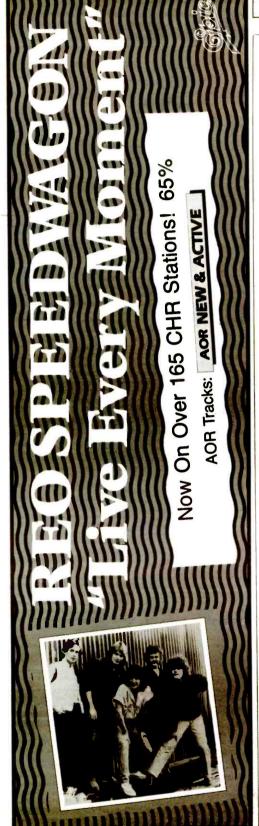
the group is still a trio. When they come back with "Peg" in 1977, Steely Dan will be only two people.

SUNDAY, AUGUST 4

1957/The Everly Brothers premiere "Wake Up Little Susie" on the Ed Sullivan show.

1975/Robert Plant and his family are injured in a Greek auto accident. Plant cracks several ribs. As a result of the crash. Zeppelin won't tour America for another two years.

1980/John Lennon & Yoko Ono officially begin work on the "Double Fantasy" LP Birthdays: Stefan Kaufmann (Accept) 1960, Frankie Ford 1940, Paul Reynolds (A Flock Of Seagulls)



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JÖEL DENVER

CAN ALL SURVIVE?

Miami's Four-Way Fight Of The Hits

If you've never been to Miami it's like being in an altogether different world. Just watch an episode of "Miami Vice" and you'll begin to see why. The Miami-Ft. Lauderdale market is almost an island unto itself in terms of demographic and ethnographic makeup. It's split into two main areas — Dade County (Miami/Miami Beach) and Broward (Ft. Lauderdale) County.

Dade County is a tough area to program to, because it's dominated by Cuban and other Latino cultures, which are supported by a healthy percentage of blacks and a heapin' helpin' of the Geritol set. Add in four CHRs — Y100, 196, MAGIC-1e2, and 96X — and this is a real death struggle.

Few market observers are optimistic that all can survive in the same format, although each station seems determined to make it, playing the hits in its own diverse style.

Y100	8.3	8.4	9.4	6.8 7.3
195	6.7	7.5	6.7	5.0 5.2
MAGIC-102	1.3	1.7	1.8	1.4 1.3
HOT-105	2.1	2.2	1.9	4.5 3.9

Here's how the 12+ ratings stack up for the past five books. Note that 'indicates the station's first ratings with its present format. I've also included Bill Tanner's WHQT (Hot 165), as it is having a profound impact on the CHRs with its Urban/Dance Rock format. The figures at extreme right are the new spring '85 results from Arbitron.

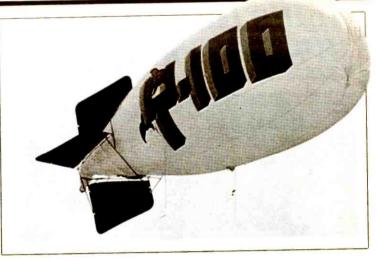
MOTION

John "Spanky" Kessler, formerly with B100/San Diego, leaves mornings at KB0S/Freeno and is replaced by Chuck Geiger, former fill-in at KIIS-AM & FM/Los Angeles ... OKS5/Tri-Cities midday man Chris Bertell is out as John Ross from KUBE/Seattle steps in to replace him ... Dave Hablach is the new GSM at 1/108/Denvey, from WZUU/MIIwaukee Pete James is upped from overnights to MD/middays at WSFK/Poughkeepsie, replacing Bob Anthony ... Mike Stone joins WPFM/Panama City for 7pm-midnight from crosstown WDLP.

Eddle Munster adds MD to his Promotion Director title at Q100/Allentown . Peter Hamfett returns as PO of WNOK/Columbla, with Jeff Clark staying on as OM . . Andrea Vincent returns to PM drive and Beau Daniels to nights at WSSX/Charleston, exting WMXJ/Mlami . Former KKCI/Kansas City PD Frank Hanel is named Promotions Director at 886/Chicago.

34/R&R FRIDAY, JULY 26, 1985





Y100 — The Megastation Fights Back

You're Y100/Miami PD Robert W. Walker, station veteran of 11 years. You're on top, although everyone has taken shots at you in the past. Some came close, but never sustained a win for two books in a row. Now there are three direct competitors, and then there's the rest of the market. What's a body to do?

"You fight back by giving the people what they expect of Y100." replied Robert. "The way I figure it, there are 11 stations we can really call competitors, but somehow we manage to stay on top. The picture always changes around us, but as long as we stay mass appeal, mainstream CHR, we will always survive. We rode out the disco era and the anti-CHR backlashes of AOR and A/C, and yet we're still rocking and winning."

Don't Switch Winning Formulas

Robert likened Y100 to a wellknown household product. "People have certain expectations of Y100. Coke is a prime example of a company changing a winning product and disappointing a segment of the public. Sure, some people will like the change, but the majority can be pushed to the edge of a new favorite.

"We have a very long history and tradition of excellence to live up to, including the areas of broadcasting and entertainment. We don't always do things by the rule book, but we always do things better. Our positioning statement, "Megastation," was given to us by a listener. We've lived up to it by laying out \$1.8 million when the Jacksoos toured. We also helped clear the way for the Prince concert when financial snags happened."

Megastation Defined

"Y100 is the 'Megastation.' We have accomplished things for the community, and we use our clout for it. We're big and powerful, yet we remain sensitive to the community. Our bottom line is to never rip the listeners off.

"The idea is to be bigger than life, but in a positive way. This sta-



Robert W. Walker

tion is listener- and service-oriented. By doing a lot of personal appearances, we talk to people in the course of their daily lives and stay aware of their needs.

aware or their needs.

"Our entertainment level is constantly evaluated. When we decided to do 'Music Marathons' (long. commercial-free sweeps), we didn't front- or backload a lot of commercials; we physically out our commercial load. In effect, we bought some of our spot time and turned it into promotional dollars used for music time. It's a personal investment. All of the major holidays are commercial-free, and that creates tons of good will. My personal philosophy is that it comes back tenfold."

Buying Commercial-Free Time

Robert explained a shift in the mindset of the contest-conscious listener and how Y100 has adjusted. "Like cash, the time we buy for Music Marathons comes off the



bottom line. It's part of the budget. If we don't give the money away, we use it to buy commercial-free time. At one time, all of us pumped too much money into the market for giveaways. Y100 eventually gave away \$250,000. So we deescalated things a bit, as the cash was making less of an impression.

"We're in a cash-rich economy," Robert W. reasoned, "so the traditional number one prize — cash — is no longer on top. Now they want luxury items they either can't afford or that are too luxurious to spend for themselves. Trips and cars are the top items right now."

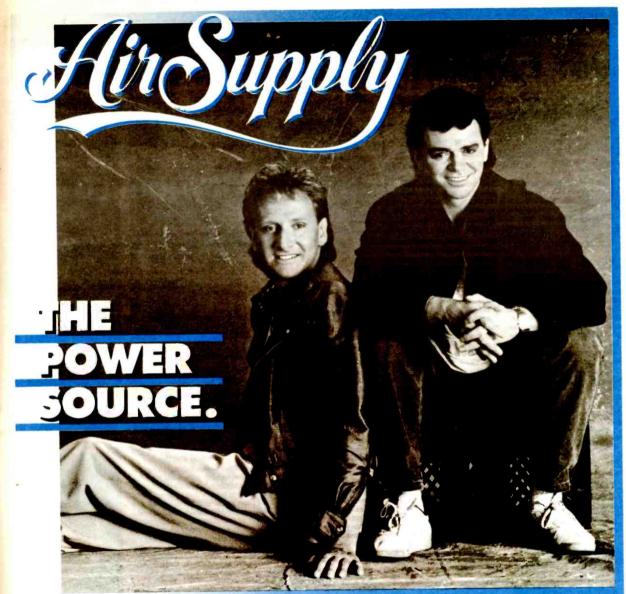
Y100 has long been noted for its quality of on-air talent. The leadoff batter is morning man Sonny Fox, along with producer/partner Ron Hersey. The two have been together for five years, dating back to

when they were at WSHE. Said Robert, "Ron does a lot of spontaneous humor, but he also does a lot of the voices heard on the show. They work with topical humor that's carefully written and welldetailed. My whole staff is simply the best in the market."

We're Still The One

"Juanita 100, a weekender of Cuban heritage, does cameos in the morning show. Captain Y with traffic reports is also heard four times an hour in mornings. This show was like the "Zoo" concept before it became fashionable."

And Robert is most optimistic about the market upheavals. "Others may make short-term gains against us and the other CHRs. But when it comes down to the wire, you'll find us in front of the others as we cross the finish line."



"THE NEW SINGLE FROM THE DUD THAT ACTIVATES THE AIRWAYES

THE NEW SINGLE FROM THE DUO THAT ACTIVATES THE AIRWAVES FROM THE GOLD ALBUM, A ROLL SINGLE FROM THE GOLD ALBUM, A ROLL SI

ARISTA - BERAMA PRODUCT NO.

CONTEMPORARY HIT RADIO

195: Fun, Sunshine, & Partying

As programmer at WINZ-FM/Miami for almost six years. Keith Isley inherited the power seat back when it was an AOR station known as ZETA-4. A once-dominant album outlet, the market became less viable for two AORs to compete in, and in January 1981 the transition to CHR and the 195 identity began. Ever since then, 195 has been a constant competitive thorn in the side of longdominant Y100.

Are there any great secrets to 195's success? Keith revealed, "I really look to take care of the CHR basics. We play the national hits, and the locally-oriented ones as well. There are a number of dance records which make it on the radio because of this market's club ac-

Play The Hits And Win

"I95 is a real hit-oriented station, playing better than 70% cur-rent product; the rest are recurrents, with a few select oldies. Like the currents, the oldies are used to help identify with the ethnic population of the market. This has an added bonus in that the



music keeps us sounding like a real fun station. We simply project what the area is about: sunshine, fun, and partying."

Because of the ideal climate, 196 tries to take advantage of being visible as often as possible. Keith works on the principle of having something going on all the time, not just during ratings sweeps. "Our listeners are real active. They have a lot of energy, and we try and tap into the desire to be ac-

"Being an off-air PD gives me more time to devote to my duties, but the other side is that I don't get direct exposure to the phones unless I take the time to answer them myself. As a result, I'm very open to the input of my staff. They are very active in helping to shape our sound; it's a real team effort." Sizing Up The Other Guys

A good deal of that input comes longtime market veteran and 195 Music Director Mark Shands, "His ears are great. He knows exactly what the audience is into. As part of his active lifestyle, Mark goes to the record stores to observe what's selling. He also hangs out at the clubs to keep a pulse on the market."

Keith was open in discussing his main competition — Y100. I95 has only beaten the "Y" on one occan, but Keith is optimistic his day in the sun will arrive again soon, "Y100 is a real good station probably one of the best-marketed in the world. Their promotional style is very strong. The morning show is excellent and has had a tradition of being so ever since Bill Tanner did mornings. Sonny Fex (who now handles mornings at Y100) runs a different type of show, but he's very good in his OWE WAY.

"Y100 doesn't have too many cracks in its foundation. They've set the standard for listening in the market. The other brands of contemporaries I'm concerned with are HOT-105, which is really too Urban to battle with; and Magic 102, a primarily Broward station because of its signal. Then there is 96X with the countdown format. They take our 'powers, combine them with their own, and bang them to death every single



Keith Islav

Cox Is King

Returning to his own station. Keith said proudly, "I really think our morning guy, Den Cex, has a lot of things going for him. He's well-known in the market because of his many years here. Don has a very active schedule working with the schools, not to mention his new-found acting career and numerous TV appearances.

In describing Cox, who has devoted a lot of his time to educating the youth to the dangers of drugs ce his arrest a few years back, Keith said, "Cox is the most controversial jock we have. He's been here two years, and is really wacky, wild, and loony. He doesn't do characters — it's just him being his own character.

"Cox's material gets a bit blue from time to time, but he's cooperative and takes direction well. His voiceovers stand out, and his afternoon kids' show on Channel 33 has cemented him in as one of the market's most recognizable personalities. Ace Young is Cox's news personality, and the two get into things you won't hear covered



Cox On The Radio





Dennis Reese

Signal Parity

What about signals? Y100 has always been known for its audio excellence. Does 195's signal stand up in quality and coverage? "As far as our audio is concerned, we are state of the art. Unitl this year we had a limited signal, but now with our new tower at the Dade/ Broward county line, we have expanded our influence over the whole metro. We've always beaten Y100 soundly in Dade County, but now we're doing better in

"As a result, the programming has shifted subtly, with a bit more rock music than before. The sound is more mass appeal, a little less dance-oriented now that we're covering those lilywhite suburbs better. However, we are more ethnic-sounding than Y100 is. I95 aims for everyone from 12-54, and we're doing well at it with our broadened philosophy."

While Y100 may be noted for its spectacular giveaways, Keith said "195 wants to make sure we are the cash station in the market. During the book we had two \$10,000 winners, as well as daily \$1000 winners. We do more on-air contesting, as opposed to outside advertising. People know where we are and tune us in often."

Tonnage Cash

"Since the first of the year, 195 has handed out over \$250,000 in cash and prizes. Combine this with our activities at the high school level, our van that's constantly visible, along with some billboards, and everyone's very aware of what 195 is all





Rockin' Ron

Note: midday personality Jean Cashman is not pictured here.

"HOT-105 is right in the middle of everything. They're really an Urban station with a slight amount of CHR music. Most of the jocks come from a CHR background. They are very Latin-sounding, with lots of dance music. No doubt, they will hurt both Vinn and us to some degree

So does Keith think the field is getting a bit crowded with four CHRs tearing each other apart, or at least trying to? "I certainly don't feel there is any way that four CHRs can make it here. There are some obvious holes, such as Beautiful Music because there's such a large number of senior citizens in the metro. It would be my bet that MAGIC-102 falls out first, since they got into it so late and have the least powerful signal among those in the format. WSHE is the only AOR, so that's another logical hole to fill."

- . The G-rilla's Giving It All Away - G105/Durham-Raleigh's mascot, the Atilla G-rilla, is on the prowi around town in his G-rilla van. He's looking for listeners aporting G105 bumper stickers. Sticker-bearers receive \$105 on the spot and are registered in G105's Mercedes/Trip Givesway, G105 is also registering listeners for the way by inviting them to send in an entry blank. After hearing their names announced on the air, listeners have ten minutes and five seconds to
- . Wake Up And Win! KCNB (FM106)/Waterloo, IA is inviting listeners to "Wake Up And Win" when they hear the song of the day. In the morning they can win a selection of breakdast toods while the afternoon prize is a dinner for two. The station has also begun a "Breakfast In Bed" promotion, where the winner receives a Bar-B-Que breakfast fully-cooked by FM106's morning man - and gets to keep the brand new grill!
- Attention: All Duranies WAVAIWashington is giving Duran Duran fans the chance of a lifetime. In conjunction with sponsoring the East Coast premiere of the latest James Bond film "A View To A Kill," the station is registering all ticket winners in a drawing to award a genuine James Bond movie poster. So what, right? Well, the poster will be signed by each member of Duran Duran
- . Who's The Boss? -98PXY/ Rochester helped celebrate the recent marraige of Bruce Springsteen to model Julianne Phillips by giving away copies of Bruce's "Born In The USA" album and Mick Jagger's "She's The Boss" LP. They called the promotion a "He's The Boss And She's The
- . Stick 'Em Up! Magic 91FM/ Takapuna, Auckland, celebrated the release of "Cotton Club" by raiding ciclubs and pubs, dressed in 1920's-style clothing and armed with a violin case full of screening invites.

- Lucky listeners who attended the premiere sipped on complimentary cocktails, puffed free cigars, and were entertained by a 25-piece jazz band in the theater toyer.
- . Heard Any Good Jokes Lately? - WJLK/Asbury Park, NJ is giving away a 1985 Pontiac Fiero to the with the best joke, WJLK will choose 35 final contestants to travel to the local Pontiac dealership and recite their jokes in front of a judging panel. All jokers will receive bonus prizes such as T-shirts, albums, and gallons of ice creem, while the winner will get the
- Racing For The Rainbow -KDWB-FM/Minneapolis helped in the fight against child abuse recently by sponsoring a "Race For The Rainbow" 5K footrace. Over 2000 people participated in the event and over \$3000 was raised to help abused children. Prizes included a trip for two to the Chicago Marathon, Twins' baseball tickets, dinners around town, and a variety of sporting equipment.

36/R&R FRIDAY, JULY 26, 1985

CONTEMPORARY HIT RADIO

MAGIC-102 Bucks The Tide To Win









MAGIC-102 PD Bob McNeill, who took over his latest assignment after being OM/PD and part of the WRVQ/ Richmond "Morning Zoo," reflected on his current situation. "I would prefer being an off-air PD, simply because there is so much more going on in this market; I need to he able to free myself up to the duties of programming. Thankfully, my shift is short.

"Miami is CHR heaven - all varieties exist, from super teen to adult. We're more on the adult side of it. It looks to me like a grand prix race. There are four cars heading for the turn, and the guy who loses will be the one who takes his foot off the gas, hits the brakes, and skids into the wall. We have our foot to the floor."

Bring On The Cume

Because the station was making a format shift from AOR WCKO (K102) to CHR, Bob really had his work cut out for him. "We did an outstanding TV campaign to attract the cume to the 'New MAGIC-102.' It was a comparison spot - a little comedic but not too cutesy - featuring the girl who won the "Star Search" TV spokesperson category.

Bob elaborated, "It's a spot about a TV spot. The words are something like, 'If you like the morning show on Y100, you'll love the morning show on MAGIC-102, etc.' Each time the director says, 'Cut! You can't mention the other guys.' The thinking was that by comparing us to them, we put ourselves in their league immediate-

In describing the presentation, Bob said, "We're a very up and energetic station, but we have more of an adult presentation be-Musically, we are whiter-sounding, not a traditional Urban crossr-sounding station. Because we don't want to compete head-tohead, but instead offer something more 'straight ahead,' we play the Springsteens and Survivors somer than they will."

Fixing The Signal

"Our signal isn't a significant factor in our programming decisions. We've always had a bad reputation about our signal to live down. We have a brand-new antenna, and have filed for a height increase. That'll put us on the same tower as Y100 and 195, so MAGIC-102 will have signal parity with everyone.

"The only areas where we're spotty are in the extreme parts of uth Dade County. But we are stronger in North Broward and Palm Beach. We're hoping to purchase a brand-new building just a stone's throw from Y100, and we're picking up all the stones we can find to throw at them!"

Rob had mentioned that his station didn't target teens, but instead aimed at adults who appreciated CHR music. As a result, he, like other programmers in the market, is gunning for Y100. "But our chief competitors are WAXY, 97AIA, and LOVE-94. While all

three are A/C, they have a better demographic makeup and we are a better match for them. We aren't really a 12+ station. That is, we're not going to pick up any subteens, although we will get some teen numbers."

Current Music

"Musically, we're very current; there are few oldies to speak of. The difference is in the presenta-tion. Our morning magic show, for example, is not a loony approach. It's entertaining, funny, and very localized. But it's not the same kind of 'Zoo' I was doing in Richmond at WRVQ.
"The single most important fac-

tor for us is our visibility. We've dominated the boards since we got here, and we grabbed as many of them as possible. All are in spectacular locations. MAGIC-102 is also visible on buscards and taxi

"In addition, we have been to at least two promotions every weekend. Wherever people are, we show up with Magic-102 balloons and T-shirts. We are totally dedicated to getting out into the market. In fact, I don't think either Y100 or 195 is anywhere as visible as MAGIC-102."

Bob made sure to put in a plug for his airstaff: 6-10am Barry Michaels; 10am-2pm John King; 2-4pm Bob McNeill; 4-8pm Andrea Vincent; 8-mid Beau Daniels; midnight-6am Andy Gury.

Not Buying The Market

"When Scoonix took over this station and changed the format, we decided we didn't want to buy

the market, as Y100 would simply retaliate with tons of money. Instead, we offered believable prizes: \$10,000 cash, a Porsche 944, and, in a supermarket tie-in, \$102 gift certificates for groceri

And like the others, Bob has his doubts about the ability of four CHRs to make it in the long run. "HOT-105, while not a CHR station, will take some away from the others. For what they do, they are the best Urban station in America.

'If this station can bust the twoshare barrier, and we will, then MAGIC-102 will be in the same ballpark as many stations that've been here for years. In any event, I think our adult numbers will be killers. The New MAGIC-102 is here to stay and here to play."

96X And The Continuous Countdown

When 96X (then WMJX/Miami) was ordered by the FCC to sign off the air at 12:05pm, February 15, 1985, a great battle began for this highly desirable facility. Competing against dozens of other challengers, Wodlinger Broadcasting emerged victorious and signed 96X (now WCJX) back on at 5pm June 15 with a "Continuous Countdown" format.

The format was designed by Corporate PD and ZZ99 (KZZC)/Kansas City in-house programmer Todd Chase. The station's on-site Operations Manager/PD Jon Heliday explained how it works and how well listeners recall the longtime slogan. "It's amazing! People really do remember the old 96X; that old slogan still lives. However we don't position 96X as being back, or as the 'New 96X.'

The Super 16

'96X is positioned as the station with the 'Continuous Countdown,' featuring the 'Super 16' (the number of records in the countdown). 96X is running 'commercial-free' for the first 90 days, with the only interruptions being the promos.

'We've begun handing out some albums as prizes, and as the cume grows the quality of prizes will escalate as well. We're not really going to attract too much attention to ourselves until everything is set. Aside from publishing our playlist in the Miami Herald and implementing a 'Hit List' for the record stores, we're staying lowkey for the summer and aiming our guns for the fall."



Jon Holiday

So what's the response been like? "Very positive. We are being heard in the mall stores. Our awareness is simply coming from word-of-mouth and in no small part from HOT-105's Bill Tanner, who's taken numerous shots at us. Unfortunately, the free publicity seems to be over, as no doubt we've begun to show up in his

Avoiding Burnout

The biggest thought in my mind was the burnout factor. How often can you rotate only 16 current titles before everyone's ears begin

to bleed? "The station will not be significantly different in the fall. We may expand the number of records, augmenting them with extras and recurrents. And we may add more extras to balance things out and extend our music mix, but we plan to stay hyper-current.

In addition to the nonstop countdown, which is done using jingles and staging, there are no live jocks on the air yet. Jon explained that a firm date for introducing the personalities hasn't been de termined. "We are bare-bones in operation at this point, but we sound different from everyone else in that we do 'all countdowns all the time.' With so many other CHRs in the market, we have to do something different to stand out."

And Jon has felt the barbs from his programming peers, both in the market and elsewhere. "Sure people have criticized what we are doing, but it is different and it will work. This is the only place I've r seen this done. I remember 'All Request Radio,' which proved very popular. We are in an age of new and different, and we're carving out a new path. Todd and I work very closely on the format and feel very positive about it."

Playing The Right Records

"Naturally, playing the right records is key to our success, more so than at other stations. We stick with active research - requests, retail information, and club activity. Our MD is Stuart Elliott, who has years of experience in Miami.

Ironically, Stuart was the last voice to be heard when 96X signed off the air, and he talked about his return to the station from 195. There is no doubt about the potential this station has," he said. "Our phone reaction is amazing, and we haven't even cranked it up yet. Doing this format has made us sound unique and has attracted a lot of attention. If we were the standard-sounding CHR, no one would sit up and take any notice.

The other staffers (all market veterans) include: Mike Ritter (WSHE); Mary France (195 and LOVE-04); Jeff Horn (Y100 and K102); and Dave Caprita (LOVE-94). "All of them are anxious to go on the air, but they understand what we are doing, noted Jon.

So what does he look for in terms of ratings? "We're hoping for a three-share as our debut book in the fall Arbitron. I think there are too many CHRs in the market; someone will change format. I look at this as a longterm project for myself, the staff, and 96X. We'll put to rest the rumors that this is only a temporary thing. I am here to stay."

R&R FRIDAY, JULY 26, 1985/37

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CALENDAR

BRAD MESSER

Wandering The Halls

The management techniques of Japan, Inc. are a fading fad (there are widespread claims they got their ideas about efficiency from us in the first place, anyway) and now America is flocking around its own homegrown success stories in search of effective ways to run businesses profitably.

One of the contemporary hot management concepts is the "walking-around" executive who is hardly ever in his office because he's out talking with line supervisors to handle daily problems as they arise.

In the broadcasting business, that equates to a GM or OM maintaining daily communication with each of his or her department heads.

The boss of a highly successful computer company - interviewed

in one of the current pursuit-of-excellence genre books that are now outselling all other nonfiction has the blumtness to simply call it wandering the halls.

Wandering is said to be a logical way to identify and deal with new and recurrent problems. It can pump up morale at top and midmanagement levels, and one might suppose that even the lowest-ranking employees, knowing the boss may come around the corner at any time, probably tend to spend

their time doing what they'd like to get caught doing.

Radio is a seat-of-the-pants business. It is run almost exclusively by people who were good at one job in one department and worked their way into the front office, from which they supervise several diverse departments without benefit of any formal business or management training.

At many stations where enthusiasm and energy are in undeniably good supply, the raggedness and haphazardness of management technique are nevertheless impossible to ignore. Books on management techniques are relatively inexpensive. As they say of oil wells in Texas, "If you don't have one, git one!"

Poisoned Liquor Outlawed

MONDAY, JULY 29 — Great Britain banned the sale of the liquor Aqua Tufania in 1771. It was intentionally poisoned with arsenic, and was sold as a humane method of killing the old and sick as well as one's enemies. According to Dr. Robert Formey, head of forensic toxicology at Indiana University Medical School, "In many earlier civilizations, when people decided they didn't want to live any more, they could apply for a state-approved poison and commit suicide. The practice lasted as long as the early 1900s on the island of Crete in the Mediterranean."

1981 — Prince Charles married Lady Diana. 1958 — NASA created. 1792 — Respirator "Iron lung" first used by Believue Hospital.

Metvin Belli 78. Charles Beabe born 1977, invented bathysphere, first man to dive more than a few hundred feet in ocean.

Medicare Turns Twenty

TUESDAY, JULY 30 — Medicare, the program that provides medical care and hospital benefits for the elderly (under Social Security), was signed into law 20 years ago by President Lyndon Johnson (1965, effective July 1, 1966), 1959 — First integrated circuit; silicon semiconductor chip patented by Robert Noyce, 1942 — WAVES created: "Women Appointed for Voluntary Emergency Services," WWII, 1937 — American Federation of Radio Artists formed. 1928 — First color movies demonstrated by George Eastman.

1909 — Wright Bros. delivered first military airplane, 25 horsepower, cost \$31,250, 1844 — New York Yacht Club organized.

Paul Anka 44. Moviemaker Peter Bogdanovich 46

Second July Full Moon

WEDNESDAY, JULY 31 — Just as the sun goes down in the west this evening, the full moon will rise in the east. This one — traditionally called the Sturgeon Moon — is the second full moon of July. It is unusual to have a full moon twice in one calendar month. It won't happen again until May of 1988.

1981 — Baseball players' seven-week strike ended. They lost an estimated \$28 million in salaries, but won concessions including free-agent compensation and collective bargaining rights. 1796 — Jimmy Hoffa reported missing, body never found. 1964 — First closeup pictures of moon by Ranger 1. 1948 — Idlewild Field dedicated as 900 planes flew over (later renamed Kennedy International Airport).

Evonne Goolagong 34. Geraldine Chaplin 51. Curt Gowdy 66.

Felt Tip Pen Turns 25

THURSDAY, AUGUST 1 — American technology created the mighty ballpoint pen, but it was the Japanese who gave the world the narrow-line porous point Pentel "felt-tip" pen, which was first marketed in America 25 years ago by the Tokyo Stationery Company (1960). One-third of Americans use Pentel-type pens.

1984 — British signed papers eventually returning Hong Kong to China. 1966 — Sniper Charles Whitman atop University of Texas tower in Austin killed 15 and wounded 33 before being stain.

25th anniversary first communications satellite Echo 1 (1960).

1946 — Atomic Energy Commission established. 1903 — First U.S. transcontinental automobile trip ended. 1896 — Only Attantic crossing by rowboat completed in 56 days by **George Harbo** and **Frank Samuelson**. 1893 — Shredded Wheat patented. 1876 — Colorado 38th state.

Jerry Garcia 42, co-founder Grateful Dead 1965. Yves St. Laurent (Henri Donat Mathieu) 49. Dom DeLuise 52.

"Archie Bunker" Hits 61

FRIDAY, AUGUST 2 — Today Carroll O'Connor is 61. He had already been in over two dozen movies and 120 television shows, when he landed his biggest role as Archie Bunker in Morman Lear's "All in The Family" in 1971. O'Connor was reportedly making \$3 million a year when the show ended in 1979.

1976 — Legionnaires disease outbreak in Philadelphia killed 20. 1943 — JFK became hero in PT-109. 1939 — Albert Einstein wrote letter to President FDR saying U.S. should by to create an atomic bomb. 1931 — World's deadlest flood killed 3.7 million slong Yellow River in China. 1876 — William Butler "Wild Billi" Hickock shot dead at Deadwood, South Dakota. 1769 — Los Angeles named. 1610 — Henry Hudson entered the bay in Canada now named for him and thought it

Figure skater Linda Fratianne 25. Jim Capaidi 41. Garth Hudson (Band) 48. Peter O'Toole 53. James Baldwin 61

alternative. As you spin up and down the dial, our music and

fonzo observes, "With four CHRs and also four A/Cs, we're the only

CHR ranks, now four strong, Dal-

Tragmentation among the market's March, 'SHE benefits from the

As the market's lone AOR since WCKO became CHR WMXJ last

Fragmentation

Peters. "It takes maybe a couple of weeks for 1000 people to see the back of a sticker. That's a five-cent

cost per thousand."

Nork, a Boston-based promotion and marketing company, assisted with the paign were also eligible, as the station used spotters to select their license numbers, in all, TO prizes were up for grabs, including six Camaros. Women At the air. People who already had stickers on their cars prior to the mail camplay, a listener put a 'SHE bumper sticker on his car, mailed in the entry form on the back of the sticker, and listened for his license number to be called on page sent 300,000 of these brochures to homes with 18-34 year-olds. To CAR-AZY 'BOUT AN AUTOMOBILE - WSHE'S HIGH-WOOK direct-mail cam-



according to Dalfonzo. the same call letters and format, the market's longest tenure with Beautiful Music outlet, WSHE has in the format. In fact, next to a identity as a rocker after 14 years ed an "image modification," says Peters, 'SHE already had a clear Their game plan for 'SHE involv-

February '84 before adding PD duties last December. ing to 'SHE for afternoons in Dalfonzo held programming posts parent TK Communications as VP/Programming last September. WHTT/Boston, rejoining 'SHE WWWL (now WLVE) and CHR on to other assignments. Peters programmed crosstown A/C Both programmers had jocked at 'SHE in the '70s before moving

was too hard are now in the primary demo, but they weren't it out a few years ago because it ed rocker. "People who had tuned though it was no longer a hard-edgstation by nonlisteners, even But, says Peters, 'SHE was per-ceived as a heavy-metal, acid-rock

in morning drive," says Dallonzo. SHE also began to incorporate more cross-format hits. Peters

oldies-oriented, with songs like 'Burn Down The Mission' and 'Funeral For A Friend' coming up

about 15%. "We had been very

made more contemporary, with the ratio of currents upped by about 15 cm. "We had been very

First off, the music mix was

".lls ts noitste off gallqmsz

6.3 this spring, topping its previous high of 4.4. ed to 'SHE, the station has moved from a 3.8 in fall '84 to a their second stints at WSHE/Miami. Since the pair return-

been most kind to Rick Peters and Michael Dallonzo on It's said that the third time's the charm, but fate has



linked with a hard-rock image. look more contemporary and less a white background. The change it lightened up the logo, making it on black became red and silver on more adult image. Red and silver scheme was changed to reflect a appeal to 25-44s," says Peters, and appeal to 25-44s," says Peters, and

Suizeml

".oibute ant otni esog AOR depth. The only way to keep that consistent is to do it before it music with AOR core artists and on balancing percentages of CHR Music is completely preprogrammed by computer, says
Peters, because the mix is "based

production for a year. the enough audio tape to keep us in 18-44. The 12-17 year-olds won't buy a narrow segment of the audience, we totally destroy our profitable base audience. We live and die by ness angle, we can't afford to play metal. If we cater to and pander to

- Rick Peters

production for a year." andio tape to keep us in won't buy me enough 18-44, 12-17 year-olds metal. We live and die by "We can't afford to play

pack, resort town. And from a busiisn't a hard-rock town; it's a laida chance. To begin with, Miami Ozzy Osbourne - they haven't got Peters, "Modey Crae, AC/DC, Dio, SHE also avoids metal, explains backed off Prince and Than Turner. tocker WHQT (Hot 165); SHE has slightly since the advent of dance

fair garne for us." a great degree of freedom. We only strongly as a rock station, giving us years, people will cut you the slack been doing the same thing for 14 and play the hits. "When you've plains that 'SHE's rock-solid image gives it the latitude to stretch out noted, "We are more CHR-sound-ing than ever before." Dallonzo ex-

records and anything too harsh or too soft. Everything in between is have to lop off the blatant dance stickers. We're then perceived on the air and through window only rock 'n' roll.' We hit that home campaign uses the slogan "SHE"s Oates. Also, our entire positioning to play an Animotion or Hall &

The parameters have narrowed

hours from 25+ listeners. kind of like two sharks nibbling away at CHRs on either side." tage of the station's total quarter-"25+ Comp" refers to the percen-Peters sees an ally in dance rock Hot 105. "SHE and Hot 105 are means not available at pressume Market rank, not actual shares. NA SI'R VETY GISCINCUVE," Demographic figures represent theater-of-the-mind production bits

(G U)	%99	%19	***	***	s2+ comb
L	1	3	6	Þ	12-49 Men
L	1	2	9	L	25-34 Men
L	L	2	S	£	18-34 Men
Ł	L	5	7	3	shubA sc-81
6.3	8.4	3.8	3.0	D.E.	15+
99 dS	98 M	68 A7	98 dS	PB WA	

progress over the last year. Here's an idea of WSHE's ratings

Review Ratings

advertising an AOR can do," says ary, and another equally large batch is expected to go out by the end of the year. "A bumper sticker is the most cost-effective outdoor SHE has put 600,000 tung and SHE'

ates community goodwill, and you can't buy that kind of imaging with a TV commercial," says Peters. as an adult radio station. It generhard-rock image to being regarded "The charity angle is critical as we segue from a drug-crazed,

Aid show in London instead of giv-ing them away as other stations by suctioning off tickets to the Live ers. SHE garnered TV coverage ities raised \$23,000 for Big Brothfood booths. Combined, those activfor which area restaurants set up for Muscular Dystrophy, as well as a "Taste Of Ft. Lauderdale" event rock core have included a bed race the station's appeal beyond the Promotions intended to broaden

- Michael Dalfonzo Animotion or Hall & Oates." Non the slack to play an years, listeners will cut the same thing for 14 "When you've been doing

Michael Dalfonso and Rick Peters



local print media and Spin megazine. FROM MIPPLE TO YUPPLE — WSHE borrowed an illustration from an old Na-



Miami's Viceroy Of Rock

SHE SURGES

STEVE FEINSTEIN



staff was solid. They were ready to

spend the money to promote it ag-

tion," says Dalfonzo.
"We caught (CHR) Y100 with

their promotional pants down in

the spring, although I don't think

that'll happen again," Peters pre-

dicts. "We came in and surprised

people by playing hardball. All of a sudden, this laid-back album sta-

tion was doing direct-mail and

making as many impressions with

bumper stickers as Y100."

ressively as a big-time radio sta-

Miami's Viceroy Of Rock



Randy Thomas, 10am-2pm

WSHE/Miami **Music Monitor**

(Evenings) KATRINA & THE WAVES Walking HUEY LEWIS & THE NEWS Power

Of Love BUSH Tom Sawyer ASIA The Heat Goes On

ROBERT PLANT Sixes And NIGHT RANGER When You Close

You Eyes
LED ZEPPELIN Good Times, Bad

JOHN CAFFERTY & BEAVER BROWN BAND On The Dark

LONE JUSTICE Sweet, Sweet Baby (I'm Falling) BRUCE SPRINGSTEEN Glory

Days ZZ TOP Legs

TALKING HEADS Life During Wartime SPENCER DAVIS GROUP I'M A Continued from Page 39

Money, Honey

Peters and Dalfonzo credit TK President John Tenaglia and Executive VP Steve Dinetz for their commitment to keep WSHE AOR and their willingness to spend the money necessary to rejuvenate its ratings. "We convinced them the programming was right and the



Craig "Killer" Kilpatrick, 6pm-10pm



Nancy Gee, 10pm-2am

SEGUES

August 1. PD Bill Taylor stays on as **Program Coordinator and MD Christie** Kayhill remains as Music Coordinator KWHL/Anchorage PD Carter B.

Bredley is unned to Program Manager WWCK/Flint's new Assistant PD is Lecia Macryn, replacing Linda Lanci, who leaves to program WKLH/Lansing. Expect a format change at 'KLH, which is now Country.

WHIRDHammond's new Music Coordinator/PM driver is Karin Caruso from WRKR/Milwaukee ... KINK/ Portland taps Kelly Marshell from crosstown KKCW as Programming

WLUP/Chicago oldies maven Bob Stroud takes on middays as Matt Bisbee moves to fulltime production duties . . . KOME/San Jose morning gal Laurie Roberts jumps crosstown to KSJO for the same shift ... Mimi Chen joins KRQR/Sen Francisco for fulltime swing shifts . . . John Jeffries arrives at WLLZ/Detroit for week-





THE MEN WHO LOVED CAT SPINNING — WSHE/Miami morning dudes Skip Herman and Jim McBean have discovered the new craze that's succeeding break dencing. "Cat spinning" is sweeping Miami, and smart jocks are capitalizing by donning kitty costumes. During a live breakfast remote, Herman and McBean pay rapt attention as the take tur files (the Humane Society nixed live felines, so stuffed animals were used).



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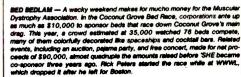
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ADULT/CONTEMPORARY

DONNA BRAKE

Letters To The Editor

Recent columns have dealt with the prevailing attitudes among radio programmers and record company reps that the A/C format is becoming increasingly difficult to define. With A/C often being an umbrella for any format that appeals to adults, I suppose it's really no great surprise that a certain lack of consensus results.

Still, it appears we have two major musical views of what A/C is, and on which records should be played (or not played) on both types of station.

In general, music-intensive sta-

tions share the stance that "a hit is a hit is a hit" with little regard to artist image or A/C track record. These stations tend to skew the lower end of the adult 25-49 demo cell and the majority of these stations are FM.

Another group of stations is extremely concerned with artist image and take a more traditional musical approach with their adds. These stations generally appeal to the upper end of the 25-49 demo, are more full-service in nature, and the majority are AM.

We've received a couple of interesting letters from two stations which belong to this second group. Have a look:

Run For The Money



KCNR-FM's "Million-Dollar Minute" winner Bart Welling runs with his share of \$1 million in cash at a Portland shopping mall.

A/C Too Eager To Become "Contemporary"

Dear R&R.

Music and radio stations playing it are always in a transitional state of some kind. But not in recent memory have I seen A/C music charts influenced so much by the influx of new artists and their music.

It is puzzling to me to look at the May 10 chart and see "Don't You Forget About Me," "Sussudo," "That Was Yesterday," and "One Night In Bangkok": four examples of what I consider to be strictly CHR records. A few years ago, no-body would have envisioned Foreigner or REO Speedwagon as "adult" artists. Apparently the stations playing these songs perceive their adults to be quite a bit younger than we do.

It seems that if there are stations out there calling themselves A/C who add these records, convert them into higher rotations, and turn them into A/C hits, then why aren't the records by Anne Murray, Johanny Mathies, and Jack Wagner — just to name three — also becoming hits?

I think it's because too many programmers are too eager to become contemporary at the expense of leaving the "adult" out in the cold. If this is the case, that's too bad. While concentrating on the Yupple age group, radio sometimes forgets about the 40+ generation, which is full of executives and housewives who enjoy contemporary music but don't want to hear rock-edged tunes.



As an adult station, WJBC has had great success and piled up large numbers of listeners by offering a selection of music representative of the adult tastes and reflective of our longstanding image. By avoiding going too far to the contemporary side, we keep these listeners around.

I assure you we don't play Teny Beamett and Nat King Cole. We're contemporary enough to play some excellent hit music. But the recent differences we have with the chart concerns us. Maybe it's time for another chart that represents our form of music radio.

I realize that an A/C station cannot live on a diet of Johnny Mathis, Anne Murray, and Barry Manilew alone. There just isn't enough of that music to survive on. But what puzzles me is, how does music by Tears For Fears, Madonna, Men At Work, Limahl, etc. fit in? Where does their base of adult suport exist?

I see this dichotomy growing and I think each music programmer must deal with it by answering some basic questions:

Where are we drawing the line musically between "adult" as in A/C and "contemporary" as in CHR? Are the two worlds compatible or are they mutually exclusive?

2) What is our true target audience? Are we considering only adults aged 25-49 or is there listener life out there after 50?

3) Are we listening to requests from adults or are we only following the charts and the hype from the record promoters?

4) How can we (as music or program directors) continue to play current music and avoid alienating some valued older listeners? Can we still take today's A/C chart seriously?

Adult radio can be contemporary, but we need to watch ourselves closely, listen to the music, and listen to some listeners that are too often taken for granted. It works in Bloomington and might be worth a boost to you.

> Stew Salowitz, MD WJBC/Bloomington, IL

Let's Have Two A/C Charts!

Dear R&R

It's time to split the A/C chart. R&R's Back Page is becoming ever less useful to anybody as the schism with our format grows. Your chart today is more like "A/CHR" than pure A/C.

KEX is a service-oriented A/C with a long MOR heritage. We are

conservative musically, but we do play current records. I find that I usually play about 20% to 30% of the R&R Top 20 for any given week. Unfortunately, I can no longer track my station's peers successfully.

1190 KEX AM

The KEXs, KSLs, and WCCOs are lost among the stations that can play the likes of REO Speedwagen, Kool & The Gang, and even Prince.

Let's have two A/C charts! One for the 18-34, hot-oriented type of A/C, and one for those of us whose strategic target lies 30+.

That way, perhaps we can all see the industry more clearly. And then maybe, just maybe, the record industry will once again see the value in working with great radio stations lihe KEX to promote good adult product.

Carl Gardner, OM KEX/Portland

KEX/Per Editor's Note:

Of course, R&R will continue to observe the activity and diversification within the A/C format. I look forward to hearing your thoughts on this subject. at WCII/Louisville ... Phil Tower

PROGRESS

J.R. Rogers is named Research Di-

rector and Special Events Coordinator

WEIM/Fitchburg hires Tom Whetston

from neighboring WFGL to do 4-8pm

Paula, CA to join nearby KZTR/Cama-

ritio as Operations Manager . . . Bob

Jones ("B.C. In The Morning") is the

new morning man at WQPD/Herris-

From the "corrections" department,

Jim Kennedy has joined KMJI/Denver from WMJI/Cleveland, not the other

way around which is how it turned out

in our 6/14 issue . . . Bob Lindsey is

the new afternoon drive personality at

WKJJ/Louisville, leaving WSTO/

the new morning team of Milke O'Brien

"Baby" Simms joins the WLVE/Mismi

and Christine Stuert.

rensboro . . . WZYN/Lowell, IN has

burg, VA

Cindy Davis leaves KKBC/Santa

for KFMB-AM & FM/San Diego

WLHT/Grand Rapids.
WAFL/Millford, DE switches from
Country to A/C, serving the Milford/
Dover area... Milke Murray joins
WEQR/Goldsboro, NC from KANE/
New liberta, LA... Gary Cocker is
the new weekender at KFMB(AM)/
San Diego.

Stephanie Stephens is named Promotions Coordinator at KTSA & KTFM/ San Antonio. She will also doing morning traffic reports and weekends

... Dorian White becomes Promotion Director at KBZT/San Diego.

Three personality changes at KCNR/
Portland: Dave Conlee will handle
mornings; he's formerly of KKBQ/
Houston, KHJRLoe Angeles, WMYQ/
Milemil, and KTFMSen Antonio. Dave
Preston will do nights, and Weedy
Flow joins the station in the overnight
slot. KCNR has become the "New
97.1." using the "Clease Hits of the
'00s, '70s and '80e" position.

Independence Day Celebration In Grand Rapids



The Grand Repids July 4th Gale is one the biggest yearly events in Michigan. This year the music of the Grand Repids Symphony Orchestra was triplecast on WOOD-AM & FM and a local public TV station. More than 250,000 people took part in the feativities.

R&R FRIDAY, JULY 26, 1985/41





WALTLOVE

"Magic" Turns On In Kansas City

Keyboard Communications, headed by Greg Fitzmaurice and local businessman Mark Wheat, is the latest broadcasting company to adopt the Urban Contemporary format on a major market FM. As of August/ AOR KKCI/Kansas City will become KCMG "Magic 196.5"

Why Kansas City? According to radio consultant Paul Kagan, K.C. is a \$41.4 million advertising market with a sizable black population. The partners felt they could attract a substantial portion of that ad revenue with an Urban direction. But before Mark came aboard with his retail and entrepreneurial skills it was difficult for Greg, even with his radio sales experience, to convince prospective partners of the station's potential. He said, "Until Mark got involved with his financial expertise. I was having a hard time finding investors to make my dream come true."

However, that dream is now a reality. Greg serves as President/ GM, and veteran major market programmer Carl Conner is the new PD.

The Business End Of The Business

I asked Greg if his new outlet had to go after business that KPRS (until now the only Black-formatted station there on FM) was writing to stay in the black. He said, "KPRS has their own longtime clients and are financially successful, so no. We only need to go after the business that we all know is out there for an Urban Contemporary station in this market. For the past

"We're going to sell the buying power of the black community and the power of the general format."

- Greg Fitzmaurice

four years, several other sales-oriented broadcasters and I have been waiting for someone to take on this format here. Since no one did, we're now in the position to do the things we know will work."

In addition to having worked in marketing at Prooter & Gamble, Greg's served as an Account Executive and GSM at nearby KCMO and KUDL, respectively. He continued, "There's a tremendous amount of untapped business in this area. No one has ever presented the viability of the black comed the viability of the black comed."



(I-r) Greg Fitzmaurice, Carl Conner, Mark Wheat

munity in Kansas City as a marketing force that represents over \$1.5 billion in retail sales. KPRS has always had a lock on all the black-oriented radio ad revenue; it just comes to them. We're interested in showing potential clients why they should buy us and what will be accomplished if they do — we'll help them sell products. We plan to sell our total audience, and our black audience in particular."

Destroying The Myths

Citing a misperception of Urban radio perpetuated by other industry professionals. Greg said, "There's a tendency for those in other formats and at agencies to downplay a Black or Urban-formatted station. They use economic statistics, such as high unemployment figures, as tools. Well, we plan to counteract that type of negative talk with factual information.

"Here's an example: No matter how high some say unemployment is in the black community, the fact is that in 1984, 88.5% of the black population in Kansas City was employed. We know from several sources that blacks spend dollars on all types of products. Specifically, we've learned that in many categories, such as jewelry and fast foods, the black consumer index is well above average.

"We're going to sell the buying power of the black community. And of course we're going to sell the power of the entire general format. because I'm sure we'll have a multifaceted audience by the time we make the impact we intend to. We're hoping our multiracial format will be influential in the non-ethnic areas, particuarly Johnson County, one of the country's most affluent counties."

Significant Black Population

Arbitron measures Kanaas City as a new ten-county area, appraining the black population concentration as 12.5%, or 178.000 people. But Greg said, "Most advertisers in KC operate in a five-county metro area and, in reality, that's Kanaas City proper. If you watch the TV news at night, the weather guy has a map that only shows five counties. Now, if we look at the five-county, the black population. That's approximately 142.000 people.

MAGIC 106%

Research Shows Room For Growth

Greg pointed to other research showing encouraging signs for KCMG's new direction. "Before starting this venture we looked at some studies from Duncan's American Radio that showed black-formatted stations in KC are drawing well below their population average in listening. When looking at some AID studies for this market, I saw that blacks that would normally be listening to a black station were listening to white radio. These people are tuning to CHR and A/C stations because they have no alternative. The study also showed that black stations aren't attracting the normal amount of white listeners they might get in another market. You can see we have a double void

Taking To The Airwaves

Magic will take a unique approach when on the air. Said Carl. "We'll let them play their last record and then start up with something great as a message to our many competitors — Luther Vandross's 'It's All Over Now.' We don't only want people to know we're here; we want them to know we believe in what we're doing and savins."

Greg mentioned that some time ago when he and Mark first started thinking about this format and owning a UC station in the market, he wanted to start off with a song such as "Ebony & Ivory," because that's what they plan to be in terms of presentation and audience makeup.

Formatic Philosophy

Greg and Carl both mentioned that "Magic" will be very aggressive with music programming once the formatic foundation is laid. "We'll be breaking a lot of records here." promised Greg. "We want to play new music and we plan to know what we should be on that our

audience wants to hear."
Elaborating on the music system, Carl said, "We'll be coming on the air with appoximately 35-40 tunes — a full rotation of music along with some heavily researched oldies. Recurrents will also be playing a very important role in the format. We hope to establish ourselves with our audience by utilizing familiar music first, then getting into the new things later. Being the leader on some new songs music isn't always a bad thing to do. We will be innovative."

When questioned about the possibility of involving listeners' help in building KCMG's format. Carl replied, "No we won't be using that approach. Our research has been telling us the proper things we should be doing when we get started."

The station's first TV ad campaign is slated to begin shortly, with the idea in mind to develop the best form of advertising known to man — word of mouth.

Positive Personality

Describing the image KCMG seeks to present, Carl said, "The personalities we've begun to hire are just that - personalities. We believe in a positive attitude with no negatives. There's a commitment to local news because the black community has never had the attention on the news front as it should have had. We'll have a twoperson local news staff to start, and we plan to zero in on the things that blacks need to know that affect them daily. These news shifts will be directed around the two drivetime dayparts."

" 'Ebony & Ivory' — that's what they plan to be in terms of presentation and audience makeup."

Because KCMG has barely gotten underway, Greg and Carlcouldn't discuss everything. They did promise that the morning show will be what's become the standard for our industry: "The bright, witty, talented morning person who has a bright, informative, witty, and talented newsperson to chit-chat with and play off of."

So KCMG is on its way, providing Kansas City and Urban Contemporary radio with something new for both listeners and broadcasters. Here's to the destiny of "Magic 106.5!"

Coming next week:

A look at minority high density area measurements; how to be an R&R Black/Urban reporter.

42/R&R FRIDAY, JULY 26, 1985

STAY HOT THIS SUMMER!



NEXT UP: GEORGE CLINTON AND MAZE

KEEP THE PARTY ALIVE!

COUNTRY



LON HELTON

THE LONG (OR SHORT) OF IT

How Long Should Your Playlist Be?

Whenever and wherever radio and record folks gather, sooner or later the conversation is sure to turn to playlist size. More often than not, the discussion becomes a heated debate. The record side espouses a theory of long playlists as a method of exposing more artists and selling more records. The radio group, meanwhile, insists playlists need to be short in order to successfully do their job of attracting and maintaining an audience.

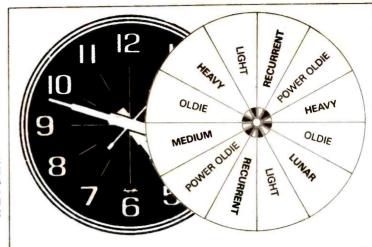
Personally, I think a lot of people have spent an awful lot of time discussing a subject which is, in reality, relatively meaningless. The discussions on rotations which have appeared here in the last three weeks have shown, I believe, that playlist size is a function of rotations — not the other way around. In other words, the total number of records you play will automatically be determined when you decide the proper record rotations for your station. Thus, all the long and short rhetoric is just so much BS.

When setting up your music, you should have no preconceived notion as to the number of records to play. Setting the playlist size at a fixed number and adjusting rotations to fit its parameters is like the tail wagging the dog.

"Both your playlist and your clocks need to have the flexibility to adjust to the strength of product available."

The first thing to do is define your goals. As we discussed last week, establish what you want to achieve in the way of cume and quarter-hour. As you set up these targets, you'll also want to decide your current-to-oldie ratio.

The number of current songs you can play in any given hour depends first on the spot and feature load. Then, assuming your station plays 50% oldies (as the vast majority of



Country outlets do), divide the available minutes for music in half. Now proceed with the task of filling these current slots with heavy, medium, and light designations. If you know what you want to achieve, this can be easy.

Multiply And Ye Shall Find

The admittedly simplistic explanation of rotation design mechanics that follows is meant to illustrate this relationship between playlist size and rotations.

Referring back to your cume/ AQH goals, first decide how fast you want the heavy currents to rotate. Here again, it's all a matter of math, but with the utmost flexibility. Determine the separation you want for your heavies; e.g., 2%, 3%, 4% hours (whatever fits), and the number of heavies you want per hour. Multiply these two figures and you have the number of records in your heavy category. For instance, if you want your heavies to come around every 3% hours and you want to play two per hour, you'll wind up with seven "heavy" records. Similarly, if you want to play two heavies an hour but want to play two heavies an hour but want them to have a 5%-hour separation, you'll need to have 11 records in your heavy category.

Of course, this same procedure can be used when setting up rotations for mediums, lights, recurrents, power oldies, and oldies. When you're done, simply add up the number of records in each category to find the number of records you're playing.

One note of caution here: It's

One note of caution here: It's best not to have the number of records in a category exactly divisible by the number of times the category comes up per hour. If you have nine heavies and play three per hour, the records will come up at exactly the same time each time they're played. Having an "indivisible" number will make your records rotate with variation through your clocks. This can be done either by having an odd number of records in a category together with an even number of plays per hour or vice-versa.

Why Playlist Size Varies

You've probably noticed over the years that, as a rule, large market stations play fewer records than small market outlets. Understanding the relationship of time spent listening (TSL), cume, and quarter-hour to rotations gives you an indication of why this is the case. For reasons detailed in past weeks, the smaller the market the larger the potential for long TSL. As people listen longer, you want to spread out rotation times to keep the audience from burning out on your currents. To do this, you need to raise the number of songs in a category

For instance, playing two mediums per hour with a 5%-hour separation totals 11 records in that cat-

egory. If you move to a 7%-hour rotation, you'll have 15 records in medium. This, of course, automatically raises your current total by four. With these same dynamics at work in all three current categories, it's easy to see why playlist size can be inversely related to market size.

Conversely, should you find yourself in a high potential cume position; e.g., a change-of-format situation where you're looking for people to sample, you may initially want to cut down record separation. Pulling a couple of records from each category while keeping the same number of categories per hour will do the trick.

Fixed = Inflexible

In past columns, we've also discussed the problems caused by rigidity in a medium where things are in a constant state of flux. This also applies with regards to playlist size. A fixed playlist length forces you into undesired inflexibility, because it doesn't allow for product

"Frequent exposure is what ultimately sells records — not long playlists."

fluctuations. The only thing more ludicrous than a programmer trying to decide what to drop when he has 54 pieces of solid product and only 50 slots is a programmer adding stiffs because he has 50 slots and only 47 solid records.

By the same token, you should give serious thought to "floating" hot clocks. These allow you to adjust for fluctuations in the number of really hot records out at any one time. For example, if your clocks are built around nine heavies, what do you do when there are only six truly "hot" records? Conversely, what's your plan when there are six or seven hot records when your clocks are built for five heavies? Obviously, the same theory applies for your mediums and lights. Bottom line: both your playlist and your clocks need to have the flexibility to adjust to the strength of product available.

Continued on Page 45

CLOSE-UPS

• The Price is Really Right — TV game show host Bob Barker recently returned to his roots at KTTS/Spring-field, MO. Barker, who began his career at KTTS in the late '40s, was there to make a \$200,000 donation to the Southwest Missouri Humane Society, Shown with Bob during a guest DJ sint is KTTS Program Manager Don Paul.

 Balf-out For Cancer — KDUZ/Hutchinson, MN held is "Jail & Balf" promotion to raise money for the American Cancer Society. The station placed the Minnesota Twins, the station's GML Larry Graf, and morning personality/PD John Mons in jail; ball was set and given as donations. The twoday event raised over \$15,000.

 WMMAQ/Chicage is broadcasting the regular-season games of the Chicago Bulls for the next two years, starting with the opener in October.
 All games will be aired live.

• WSEN/Syracuse — gave away from the "Fan" to listeners calling in and guessing the 13-digit number. The prize included round trip tickets, hotel accommodations, tickets to all "Fan Fair" events, a special pass to get into the Ricky Skaggs barbecue, and spending money.

Tom T. Hall is hosting the first annual KFDI/Wichita Celebrity Golf Tournament. As part of the event, he'll appear at the KFDI Country Club Dance, host a Gold Plate Dinner, and play a hole of golf with each team entered in the five-man Jackrabbit Tournament at Rolling Hills Country Club.



COUNTRY

Playlist

One Long, One Short

In a recent conversation with KUPL/Portland PD Bill Bradley, he mentioned how tired he was getting of hearing that his "playlist is too short." As Bill points out. "While I may only have 35 currents, when a record is added a label knows it's going to get quality airplay. If somebody has a 65-record list, he may be pleasing the record company in one way, but there's no way the product is getting decent exposure."

The point is, it's the frequent exposure which ultimately sells records – not the "long playlist."

But make no mistake about long laylists. Just because you read that a station has a 75-record playlist don't assume its airwaves are full of unrecognizable tunes. The sic example of this is KVOO/-Tulsa. Its success has been well documented, as has its proclivity for giving almost everything on vinyl a chance. OM Billy Parker is the first to admit, however, that his rotations are extremely structured. Only about 40 records receive a high degree of exposure. The rest are severely dayparted, coming up mostly between 7pm-6am. Why does he bother with these records at all? Billy firmly eves that nobody can pick all the hits all the time, and the audience needs a chance to tell him what the hits are. They can't do that without hearing the available product, thus, nighttime rotations. You can bet, though, those top 40 records are played in rotations very similar to those at "shortplaylisted" KUPL.

One additional note regarding expanded nighttime playlists: check your TSL for those daynarts. You may find them to be fairly long, perhaps due to people listening at work. You may want to have extra cuts to expand rotation inter-

vals, which also provides variety for those longterm listeners.

Remember, these columns are to serve as catalysts for thought and discussion. Be sure to let me know your ideas so that I can share them with everyone else.

HAVE YOU HEARD?

Cap Cities took over WPLO/Atlants a few weeks ago, making what could turn out to be a formidable combo with WKHX. WPLO staffers remaining after the change are Len Anthony mornings; David Warner, afternoons; and Larry Schriebecker, evenings. Ex-'PLOer Johnny Gray, who's n with Warner Bros. promotion the last year, rejoins his alma mater for middays ... WMIL/Milwaukee afternoon driver Tom Carr is now acting PD/MD . . . KYGO/Denver MD Rick Jackson has been upped to Asst. PD/MD . . . Chris Charles, longtime host of the United Stations "Weekly Country Music Countdown," just couldn't stand being away from radio and has signed on for weekends with WHINNew York . . . Devid Albright is the new MD/midday jock at WFNCI Fayetteville ... Subtract two from the Saginew population, as Jim Valentine seques from WKCQ to middays at WCXI (AM)/Detroit. Meanwhile, Mark Staycer has left WSAM for afternoons at WTCM/Traverse Ci-

Rick Braswell has been upped to MD at WPAP/Panama City ... Moving to middays at KMIX/Modesto is Ed Nickus, former PD at crosstown KZUN ... Terry Fullen is still in indianapolis doing mid-8am, but he's doin' it from a different address, as he leaves WIRE for WFMS. Also at 'FMS, Keith Steward moves from all-nights to evenings. Bob Tracey departs WJQY/Mlami after five years for the midday slot at WKQS across town... Country vet Jack Reno is the new morning jock at KBMR/Bismarck. Former morning man Marv Alten is now doing that shift at neighbor KQDY... Karen "Casey" Senders has left KGEE/Odessa for the OM position at KMEI & KWBMSU.M. Any openings?

... Todd Heagen has joined KEBC/ Oktahoma City for late nights . . . Also doing nights for a new station is Jon Cook at K.JJY/Des Molnes . . . KKK-FMIAnshelm afternoon jock Don Jeffrey is now the MD too . . . Whenever you get a minute, call and let me know what you have heard!

Coming next week:

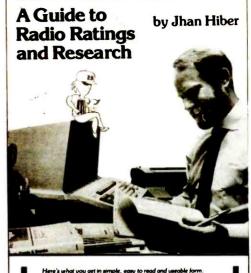
Computers easing phone load; CRS plans '86 seminar; and NRBA/NAB Country format room preview.



CASH ARRESTED — Highwayman Johnny Cash was recently served with a warrant for his arrest from the Hendersonville, TN police department at the House of Cash on charges of impersonating "The Man In Black". The charge was obviously trumped up, but for a good cause — the American Cancer Society's Hendersonville Chapter.

After the arrest Cash was placed in a mock jail on the front lawn of Hendersonville High School where he fielded pledges from across the country. Many fans pledged money to bail him out but many of his "friends" such as Tammy Wynette, Larry Gatlin, House of Cash employees, and Barbara Mandrell pledged money to keep him locked up. With friends like that who needs enemies?





Radio Research Overview - a history of research Focus On Focus Groups

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COUNTRY

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Remember, these columns are to

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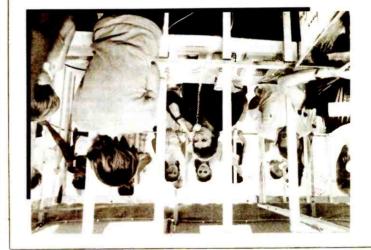
One Long, One Short Continued from Page 44

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R&R FRIDAY, JULY 26, 1985/45

NASHVILLE THIS WEEK





Yoices Of

Judds, Ricky Skaggs, and George Strait) reached gold acts (Alabama, Rosanne Cash, Lee Greenwood, the sales fallen in the past few years? Why have only six new What's wrong with country music today? Why have

The accompanying survey di-trectly addresses these issues through a dialogue with the people who listen to Country radio and eed their views on these proquet - the tans - have not been however, the end users of our proeral months. During all this time, pages, at the last CRS, and beyears of age. under 30, and 77% were under 40

are getting a raw deal from retail:

contract broduct? even 5% of their store space to Yet how many retail shops allocate for about 30 years country music has accounted for nearly 10% of the recorded music sales in America.

terest in buying a record (a record the listener knows that will be hard to locate as well). nie may be enough to burn out inthat even a six-hour rotation schedbits" is a problem. Previous R&R columns by Less Helies have addressed the lessue of longer rotation Nearly 44% of the respondents feel that "saturation playing of the

Though the cost of albums were? Though the leading problem identified by reported and the second second and the second sec

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The "underexposure on TV" re-receive who live in series which seem? yet wired for cable. The Meahville Netwerk appears to be and raporate to be developing.

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SHARON ALLEN

The Buyers

By John Lomax III

Those questions have been a source of discussion on these sales levels since 1979?

cen't true the broduct they want to stee of music – yet nearly half and ambborite and diligent in any Country music fams are among the have a serious marketing problem. hard to find," a clear sign that we Mearly 46% of these respondents feel that country records "are too

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Solving The Problems

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Are we overlooking a large youth market for country munic? I was stumed to find that 18% of the re-apondents were under 20, 54% were

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Country Rhythma ma

questions ran in the June is

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Me: Music City U.S.A.," set for fell gou versic Meek: In his spare time columnist for Britain's trade publicecebted a position as the Mashville megazine, in addition he has ac-Lorrax also manages Bleve Earle, soon to be with 18CA, and is the County Music Editor for Goldmine tone including Esquies, Verleits, Country Physims, Hollywood Re-porter, Country News, and Creem. yen articles for a number of publicathought provoleng information for you from Jehn Lemen III. He's writ-

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150 Craig Dengham

272 Meines Brothers

326 Becky Hoppe

Agree; 112 Description of the following new artists or groups on the radio, please check

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41

16 Louise Mandrell

25 Deborah Allen

12 Restless Heart

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SS Gus Hardin

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42 Gary Morris

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Lees Exciting: 119

Readers' Survey Results

28 Steve Wariner

38 Lee Greenwood

(Mote — Men's respondents said they didn't because stations wouldn't take them or didn't play their reducets:

Karen Taylor-Good

13 Mandrell & Greenwood

122 Keith Muldey

254 Tom Wopet

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ents mentioned these forms of their. Perhaps as an industry we have done a poor job of com-municating these problems to the general public.

-bringes only one of 755 respond

The problems of tape duplication and piracy don't seem to bother the

year or two, making nearly all of the artists "new" to them.

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Mediocre Songs

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genney Demographics

A41 Forester Sisters

Country Records Sound Alike:

S8 Nicolette Larson

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Kathy Mattea

19 Nitty Gritty Dirt Bend

40 Forester Sisters

217 Sewyer Brown

57 Keith Stegall

65 George Strait

73 John Schneider

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Country radio today is: Better: 454

67 Vince Gill

111 Mark Gray

Month?

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Favorite New Duo Or Group (Respondent supplied)

Favorite New Male Artists (Respondents supply names)

Others also didn't make requests because it meant a long-distance call.)

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Do country stations play the biggest hits too often?

Compared to five years ago country songs are:

combeted to tive years ago country music is:

More Exciting: 489

Have you called in a request to a country station in the past OFE :ON

38 Hillery Kanter

86 Reba McEntire

476 Keith Stegell

540 Kathy Mattee

845 Mark Gray

the appropriate box:

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107 Exile

240 Judda

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332 Too Few Videos

152 Too Few Younger Artists

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76 Medocre Acts

52 Foot Artist-Fan Contact.

36 Older Artista Forgotten* 36 Requests Not Played*

Mediocre Production

102 Radio Plays Only Big Hits*

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47 states, the District of Columbia.

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12 Steve Earle

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17 Ricky Skaggs

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15 Earl Thomas Conley

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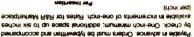
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MK22

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Morning DJ & PD needed for R&R reporting Country station in UJ. T&R/salary: CM, WIXL-FM, Box 40, Newton, NJ 07860. EDE MRF (7-19)

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Kevin Fennessy, Operations Manager — WKBO De. with us! T&R to: volved personality for afternoons. Solid organ-ization, teriffic money. Be everything you can is searching for entertaining, foreground, in-

Moming personality for contemporary music FM needed, Highly professional environment, C&R; Ann. Kolodzieg, WZCZ, Box 1030, Oneonia, NY 13820, No calls, EOE M/R (7-26)

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48/ R&R FRIDAY, JULY 26, 1985

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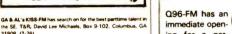
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The next plateau in your career could be with V100. An opening exists now for an outstanding air talent. This person will be experienced, talented, creative, ambitious, personable, and will be compensated ac-cordingly. An excellent apportunity for a motivated individual. Ron Brandon, Operations Director V100, Box 431B, Charleston,

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31908. (7-26)



ing for a personality, lifestyle newsperson. We need an in-

dividual who can anchor our morn-

for your talent. DON'T WAIT! Send skimmed tape along with resume and references to Bill Martin, WBCY One Julian Price Place, Charlotte, NC 28208

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Charlotte's top-rated CHR has a very rare

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Send tape & resume to Jack Collins or Lon Thomas. KSMG-FM 8930 FOUR WINDS SUITE 500 SAN ANTONIO TEXAS 78239

PROGRAM DIRECTOR

West Coast top-rated CHR is searching for a person with good people skills, strong in earch and promotion. Must pay attention to detail and understand how to break out Arbitron. Lead team with outstanding air presentation. Good track record a must. Tapes, letters and resumes to Radio & Records, 1930 Century Park West, #0048, Los Angeles, CA 90067, EOE **OPENINGS**

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In Southern 250,000+ Market needs a PRO GRAM DIRECTOR. Aggressive leader able to guide a talented staff. Tapes/Resumes & Salary Requirements; Radio & Records, 1930 Century Park West, #0060 Los Angeles, CA 90067

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Because of the many news job orders we are receiving from radio stations we are in immediate need of qualified news people, all size markets. Also, DJ's with URBAN ex perience. For complete details and registrations send \$1 P/H to

National Broadcast Talent Coordinators Dept. N, P.O. Box 20551 Birmingham, AL 35216

PD to maintain & develop top-rated A/C FM. Ability important than experience. T&R: WDAR, Box 811, Darl n SC 29532, (7-26)

WRVR-FM & AM news, scepting T&Rs. Good zin-sound & news skills a must. Apply to Patrice McCarron, 5904 Ridgeway Parkway, Memphis, TN 38119, EOE Mrf (7-26)

Looking for air talent. Tight board, good production. Country format, T&R: Harvey Heagy, WXGR, Box ZZ, Bay St. Louis, MS



ing news and become part of an uptempo morning show. Please send tapes and examples of your writing immediately to: Neal Hunter, Operations Director, Q96-FM, 5430 Fredericksburg Road, Suite 517, San Antonio, TX 78229.

Sound design professional for AM/FM, and AOR/afternoon announcer/production pro needed. T&R: Clark Ryan, KLBJ, Box 1209, Austin, TX 78767. EOE M/F (7-19)

Top-reted Country station needs air personality. Strong pro-duction skills/on-air preferred. C&R: Russ Casaidy, PD WCMS, 900 Commonwealth Place, Virginia Beach. VA 23464, (17-18)

Capital Cities Communications

Has acquired WPLO Radio in Atlanta and is seeking experienced PERSONALITY air talent. Qualified applicants should possess humor, good phone technique, and work well at a high profile station. Please - no time and tempers. Tapes and resumes to Neil McGinley, Operations Manager, WPLO Radio, 360 Interstate North, Suite 101, Atlanta, GA, 30339. EOE

MIDWEST

Production or MD experience helpful, T&R: 357, Pinconning, MI 48650. EOE M/F (7-26)

limited only by your talent & creativity. If you're good, send TAR: Im Rvan 1700 Glanshire Dr., Jackson, MI 49201, (7-26)

OPENINGS

14-WSAM/Saginaw, seeks experienced partitimers for Gold/CHR format, T&R; Dave Winston, PD, Box 1776, Seginew, MI 48605. (7-26)

ting, copywriting & news. Send resume: Box 1374, Wisconsin lapids, WI 54494, EOE M/F (7-26)



ent for CHR format. T&R to Steve Allen, 2829 Salina, Wichita, KS 67204. EOE MF.

Mos new CMB & A/C daynarted FM needs morning man/Produ tion Manager. Phoners, remotes: Went personality. Stillwate home of OK State University, KVRO: (405) 372-8000 (7-19)

Hot rocker serving SILI/Carbondale, iL needs personality/production pro. T&R: President, WTAO 108 North n10th, Mt. Vernon, IL 62864. EOE M/F (7-28)

100kw CHR personality-plus, Q103, looking for strong middey person. Good production, T&R/photo; Gary Dixon, KQCR, Box 876, Cedar Rapids, IA 52406. EQE M/F (7-26) 2-92 Omehe has a rare opening for an AOR announcer, Creativity & production a must. T&R: Bruce McGregor, 11128, John Galt Blvd. Omaha, NE 68137. (7-19)

Promotion Director for Mainte's top-rated K-102 & WDGY/Minnespoils-St. Paul. Send resume: Dave Maimberg. Box 4485, St. Paul, MN 55104, EOE M/F (7-26)

100kw Country FM in nation's 105th market needs full & part-time air talent. T&R. Kevin O'Neal, PD, Beasley Broadcast Group, WRNS. Box 609, Kinston, NC 28501, (7-26)

WQLX is cleaning house! Now accepting tapes for future open-ings. Famales encouraged. T&R: Brad Shupe, Box 608, Galion, OH 44833. EOE M/F (7-26)

station needs experienced communicators for an in-format. T&R: J. Alan Schmidt, WOSH, Box 1490, och. WI 54903. (7-26)

Anchor/reporter for aggressive, well equipped news department. Two years' experience needed. T&R: Dave Meurer, WSGW, Box 1945, Seginaw, MI 48605, EOE M/F (7-26)

Stachel, ND, KLIK/KTXY, Box 414, Jefferson City, MO 65102.

Mitweukee's Z-95 is seeking full & partime air talent. Large market CHR experience required. Send tapes: WZUU, 520 W. Capitol Drive, Milwaukee, WI 53212. (7-26)

ARE YOU A HOT ROCKIN' FLAME THROWIN CREATIVE NIGHT TIME CRAZY?

One of America's highest-rated CHRs wants to hear from you NOW! EOE M/F, Send cassette and resumes to R&R, 1930 Century Park West, #0059, Los Angeles, CA 90067.

WKPK, Northern Mil's new hot 100kw CHR needs a afternoon jock/production genius, yesterd Weaver, Box 190, Gaylord, MI 49735. (7-26)

Midwestern superstation WTAD-AM is looking for a morning man. T&R: Alan Warner, Box 450, peducah, KY 42002. EOE M/F (7-26)

Wanted: A/C performer who's warm, relatable & experienced. Two-university town, T&R: Jim Pounds, WiHN, 207 W. Jeffer-son, Bloomington, IL 61701, or (309) 827-6296 (7-26)

100-kw CHR FM looking for middey personality. Big on per sonal appearances, T&R/photo: Gery Dixon, KQCR, Box 876 Ceder Repids, IA 52404

WENS has a zero eponing. Looking to expend the morning show into a morning team. Females enouraged. C&R: Joe Gray, 1099 N. Meridian, Suite 1197, Indianapolis, IN 48204 EOE M/F (7-19)

WDUZ/Green Bey needs competent perttimers who will work when needed. Automation experience helpful. Females en-couraged, Write: Dave Carew, Box 36, Green Bey, WI 54305. EDE M/F (7-19)

Needed Immediately: female personality for CHR format. T&R: KMCS, 2500 W. Wyatt Earp Bivd., Dodge City, KS 67801. EOE M/F (7-19)

Warm morning communicator. Strong production for 50-kw B/EZ FM. T&R: Gene Walker, WYEZ, Box 100, Southbend, IN 46624. EOE M/F (7-19)

OPENINGS

WEST

KSJO needs a ND, PM driver & overnighter. T&R: Da KSJO, 1420 Koll Circle, San Jose, CA 95112. (7-26)

elity Country appounder with PRP experience peeded Good money & benefits for right person. T&R: John Ramsey Box 926, Cheyenne, WY 82003. (7-26)

Randy Hood, KFM-102, 1555 East Flamingo, Suite 435, Las Vegas, NV 89119. EOE M/F (7-26)

TOP 25 CHR WINNER

We are accepting applications for any future openings. Great facilities, in desirable Western market. If you have that killer instinct, and desire to win, Let's talk now!! T&R to: Radio & Records, 1930 Century Park West, #0061 Los Angeles, CA 90067 EOE M/F

Wanted morning announcer/production with Country ex-perience T&R: Pat Patterson, KCCC, 1011 West Mermod Carlsbad, NM 88220. (7-26)

Freeno's light rock station has a fulltime opening. We play more music with less talk. T&R: Scott Huskey, KLTK, Box 49, Hanford CA 93232 (7.26)

KYRK is accepting T&Re for partitimers & future openings at Les Vegas' new CHR. Jim Deniels, 919 West Bonanza, Les Vegas, NV 89106. No calls, EOE M/F (7-26)

OPERATIONS MANAGER

Northern California medium-market Country FM/small market full-service AM. Must have: good people skills, ability to create/execute promotions, experience/knowledge all areas programming, and a desire to win. Total responsibility/suthority for programming/engineer-ing functions and staff. Key member young aggressive management team. Excellent com-munity to raise family. Resume and salary re-quirements to: Radio & Records, 1930 Century Park West, #0058 Los Angeles, CA 90067

oming position at KDKO/Denver, Talent must be ertaining & informative. T&R: Jay Johnson, KDKO, 7880 t Berry Place, Inglewood, CO 80111. EOE M/F (7-26)

T&R: John Driscoll, OM, KRXY, 7075 W. Hampden Avenue Deniver, CO 80227.

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Air talent wanted for future openings at Northern CA A/C. T&R Michael Reading, 1900 Garden Road, Monterey, CA 33940. EOE M/F (7-26)

nel 10kw Country station in tourist area near Las Vegas needs communicator with good voice & knowledge of traditional country music. Richard: (801) 628-3643 (7-26)

AM-1340, KATA is looking for PD with strong background in news broadcasting. T&R: Scott Marcus, Drawer I, Arcata, CA 95521. EOE M/F (7-26)

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You're looking for a job that will turn you loose. We need top creative talent. ONE PROGRAM DIRECTOR . . . NOW! Competive salary, stimulating environment, top-notch benefits package, and beautiful San Francisco Bay area. Rush your programming philosophy, a tape of your station, your resume and salary requirements to: Chip Morgan

KKIS/KINQ Concord, CA 94520 EOE M/F

R&R FRIDAY, JULY 26, 1985/49

OPPORTUNITIES

OPENINGS

CHR accepting T&Rs for future personality openings. Salery equals experience. AM/FM combo. Paul Marcu, KRKE, 1410 Cost, SW Albuquerque, NM 87103. (7-26)

KVON & KVYNNapa, CA seeks local news pro with talk show experience and anchor report. Live in the beautiful Napa Valley 45 miles from San Francisco, and work for stations recognized for their local news commitment. Send your very best cassette samples to Torn Young, Broadcast Park, box 2250, Napa, CA 94558.

100-bur A/C in Realty Meantains close to Yellourstone No tionel Park Nos future openings. T&R: Rob Cuter, 1041 High way 14A, Roed 12, Powell, WY 82436. (7-12)

100-law PM A/C needs experienced Seles Menager, Good selezy/senelits. Resume only: KMCQ, Box 104, The Delice, OR 97058. EOE M/F (7-19)

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New Country FM, Southwest, well within Top 100 Accepting T&R now for early September start date Excellent growth group All shifts open now T&R to Radio & Records. 1930 Century Park West, #0054, Los Angeles. CA 90067 EOE MF

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I will go anywhere in the South. Smell/medium merket programming expension in Country, A/C formets. Cell DADE: (801) 336-8277 (7-26)

Aggressive self-starter with professional team attitude seeks emiliar atmosphere. Community involvement. Employed: Let's do each other a favor. THE WIZ: (707) 462-3329 (7-26)

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Pre-tooking for career position with stable organization. Strong on-ex/production. Team player. Great attitude. PD://AID. with successful track record. JERRY. (801) 628-0398 (7.26).

Radio beginner tooling for first shot. Live in Atlanta, will do weekend particles anything Call JOHN KIER (404) 475-2584 (7-26)

Breadcast veteran. Strong production/hardworking PD/MD/morning personality/learn player seeks career position with stable organization. Willing to make convisionent. DICK: 0011-035-4114 (7-28)

Seeking enery-level DJ position. Superb voice, copywriting stalls, & BS degree in communications. Willing to relocate. Available immediately. MARK McCLAMANAN: (714) 525-8380

Nove anchor/reporter/assignment editor interested in making a move. 12 years' experience. Call MELODY: (317) 846-8708 (7-28)

Building in Beharolists. Southern CA, I want to come hornel E partenged in A/C, CHR. BRYAN: (808) 397-3403 (7-38)

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Female reporter: Experienced educated, credentiels, Major/medium market: Nancy, (305) 583-3843 between 5-10pm EDT, 12-26s.

Enthusiastic, Innewledgeble sportscenter seeks PA PSP or color position in Rocky Mountain region of CA. Radio & TV experience JMI GRANT: (303) 987-2027 MDT.

Comparative team player, The Larry Byrd of radio. Versality's ray specialty. Anything, anywhere, any format. 86 degree. Three years' experience. RAY: (312) 879-8233 (7-29)

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Eve naver mode a done in this business but for the right Tell/AOR/CHR appartunity, I would consider staying in CA. Interested PDs cell (312) 286-0642 (7-26)

E want to announce your football games. Seven years NCAA PSP, Mediumfarge methots Will relocate. Call MIKE: (216) 446-5081 (7-26)

Leaking for amalitmedium market station. Versatile expenenced announcer. Former PD, 13 years in the business. Call or leave message for AL: 4002) 634-9437 (7-29)

Best Now that I have your exention, here me passes. I wo years Central CA mornings. Lost to setellite. KELLY: (209) 383-3146 (7-26)

I'B make your sports compatitive. Callege degree, three years' experience. Good writer, good pipes. BRUCE. (715) 627-7612 (7-26)

Female DJ/MD wants job in major merket with a station that's going places. Can do it all copy, news, music, features. Nine years' expenence. Call: (615) 381-2205 (7-26)

Sensueus voice, six years' expenence & AA Journalem degree. JACKE: HOOVER evalable now!: (308) 284-6327 or (606) 225-6641 (7-26)

Ge anywhere now. Excellent PSP, voice & production. News & copywiting. Here bosne & am eveleble now. PHIL: (319) 368-0643 (7-26)

I've dans afternoons on major station in L.A. Had own business last two years. Want back on er. STEVE: (213) 592-3652 (2.36)

B/EZ PD/music heet. 15-year pro, dedicated family man, Ohi University graduate. STEVE: (614) 452-7967 (7-26)

4% years' raits experience. Worksholic seeks new position Amouncer-production/sports PSP. Available now. CO/NI preferred. Will go anywhere. MIKE: (303) 275-2916 (7-26)

I'm hungry far buzzard. Two years at a total radio AM. Programmed my college Stuv AGR/CHR. Even tempered, with programming ambition. TED: (419):524-1929 (7-26)

DJ with three years' experience wents to make move to West or SW. Seeks A/C formet in small/medium market. JiM: (901) ears 1377 (7-26)

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Professional, exciting sports PSP available immediately. Expersenced in radio &/or TV. Have done basketbell, basebell, footbell & soccer. STEVE (812) 422 5302 (7.26)

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If it's still not world enough for you, let the rock 'n roll kernikare denoist put you there. On-air insanity. JEFF FRANCE. (419) 288-6369 (7.19)

Happily employed at great station (WCUZ), Intelligent, seleconented, & seeking small market PD challenge. Eight-years' medium market. BA, RICHARD KENNEDY: 1616) 454-0046 (7-26)

Nine-year ND can get your news department movingl Medium market MW/SW. (307) 236-1483 (7-28)

Broadcast school graduate available for first job. Goo styleystonig production/good attitude. Follow directions. Profe South PL. ULYSSES L. BAICER: (306) 846-9296 (7-26)

Live aid for your Great Lakes area station, immediately. Smoot DJ, creative production. Piye years' experience. Degree Ready to move and MARK: (813) 474-8084 (7-38)

PD/ONL eight years' experience. Excellent shifls in manag ment/programming/promotions/music/video, Lot's discuss ye exhibites/reads. Violet Lantet: 616: 520-5417 (7-26)

POSITIONS SOUGHT

Experienced A/C pre looking. Mid-Atlantic region. TOM TWINE: (804) 973-6150 (7-26)

PSP, L.A. NSA experience. Want pro or college team. Footbell, besebell, besterbell, or station receding sportscenter, PETE AR-BOGAST: (819) 241-2569 (7-26)

JMI MuCLOUD, formarly morning WKY & WOKC, is looking for stable opportunity in West or MW. 15 years' exponence is cluding major market. (416) 366-1306 (7-26)

country touth' double manority hard worker, good employee, sem player, product of major market. Exceptional attitude, parking, smiling, spirit, Need it? (713) 782-1004 (7-26)

Sharp, female engineer costing Southern CA technical position. Strong background in all technical areas. IMMESA: (818) 346-7656 (7-20)

The GIANT KILLERS morning team

can we kill for you?

(213) 464-6566

QMs. If a PD could guarantee winning numbers, major mark experience, production & be a team player, wouldn't you wan turn? WB relocate. MIKE, (904) 234-3836 (7-26)

Air telent/production. Eight years' experience, all market Looking for challenging "career " position. Great voice/pi sonatry, AOR, CHR or A/C. QREGG: (215) 725-8743

Killer top 100 merket nightorne CHR communicator wants to make your station sizale. For great numbers, production & references: (400) 880-3385 (7-26)

Years, selected jook with good pipes, tooking to sesume fullwise er/production shift. I can make the difference. MATT: (516) 489-9152 (7-26)

Leaking for A/C, CHR personality? Former KCNR PM drive. KGW middleys, currently filling in at KKRZ. Prefer NW but will relocate. GLYNN SHANNON: (503) 245-1573 (7-26)

Verselfo young man seeks to put solid skills to use. Can write, can speak, can act. Production shifty. TOM HARDIE: (213) 426-9748 or 437-6953 (7-26)

Tep-rated controversial major market talk show host available soon due to impending station sale. Excel in 18-24 demos. Call now for details. (\$16):732-1703 (7-26)

Breadcast pre ND, with good writing skills/vocabulary. Dynamic delivery. Looking for career slot with stable organization. Reedy to make a move, KENT- (801) 628-0286 (7-26)

Family crisis put to rest Reedy to go to work now Medium/large & major markets. Contact St. James. Box 6686, Ocale, Ft. 32678 (7-26)

Minority vet. 10 years is looking for good move. Senous in quiries only. Familier with all formets. JERRY. (206) 861-2890

Broadcesting graduate easks position in announcing. Talente & willing to learn. LISA: (412) 461-0310 (7:26)

Well-rounded broadcast professional, with 11 years' as parance Currently GM & morning host at 8/U outlet. UNCLE CHARLIE (206) 793 9480 or 983-5871 (7.26)

Small merhot PD Take charge pro Bottom line oriented. Greet air telent/production. Any formet. MICHAEL (206) 533-6002

Personality jock, former L.A. PD. Super fest-peced production. McLandon trained on air news. CHR, AOR, Country. All areas considered. (213) 850-8611 (7.26)

TED KELLY, ten-year experienced pro available now for CHR opportunity. Formarly 894 & 897, Willing to relocate. Winners only, (504) 348-4628 (7-26)

Snoomen Large metro market, drivetime, MD & phone expension. Seek top 100 merket. Any format. Mild climate. (306) 756-1292 (7-19)

PD/MD with 12 years' experience available with short not Contact TERRY PISHER: (704) 258-0563 (7-19)

Young, energetic, CHR eir personality ourrently Country Leaking for a position in major/modum market. Will conside documt small market. (216) 624-2462 or 876-2737 (7-18)

Reliable, ready, & rightill Air percentility RALPH RICHAR for your CHR relation. Will release provisions, but prefer

POSITIONS SOUGHT

I'm tired of westing ewey, Ambitious man looking for a good medium/large market or entry PD position, Profer CHR, A/C. (408) 248-866 (7-18)

Bls. years ACR/CHR experience. Looking for PD/or talent position in MI, S., CH, IN. Current station being sold. RICH: (517) 697-3261 (7-19)

Air telent, eight years' experience in all markets, Lesking for career position in medium/major market. Personable. Profer AOR, CHR or A/C. QREOG: (215) 725-8743 or 357-5603

MISCELLANEOUS

IGBAL-PMI naudo elessis Country service srvnedistriy. Contact Baive or Davis: Box 1111, Engls, CO 81631, or (303) 128-6466 MDT. (7-26)

Magic-104 WMOV needs reproved service from all record com series. Dan Bryon: 2333 Bowen, Oahloch, WI 64803 (7-26)

A/C station reads record service from all labels. KLLS-PM, 8401 Datapoint, Sen Antonio, TX 78228. (7-26)

ado Careline has moved to larger office accommodations. Na new address is: 25 Rendall Avenue, Lynbrook, NY 11563 5161 555-7630 (7-19)

VECEVGuidubero, NC needs record service at Box 207, loideboro, NC 27630. (7-19)

WYBE/Pine Bluff, AR needs record service at 19 Chapel VIIlegs Shopping Center, Pine Bluff, AR 71803. (7-18)

AOR/new music interview show needs service from all lebels Julio Flores, Western Front Redio Network, 115 N. Vin Street, Ansheim, CA 92805, or (714) 776 2594 (7-19)

BE LA, KBLU needs contemporary Jazz & A/C service from all labels. Need halp immediately. Tony Clyburn, Box 746, KSLU, Herrmond, LA 70402, 17-181

Need Country & CHR service for KAVR & KAPZ/Apple Velley-Contact Jim Hell: (619) 247-7251 (7-19)

Control PL A/C WIPC needs product from Arists, WB, EMI, PG, A&M & RCA, Contact: Alon B. Walts, WIPC, Box 712, Loke Wales, PL 33863, (7-19)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed

R&R Opportunities Advertising

Radio & Recorde 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 maited in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 nc on (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 Wednesdey, Thursday & Friday Sem-Spm (PST) (213) 553-4330 or mail to: R&R Opportunities. 1930 Century Park West, Los Angeles, CA

50/R&R FRIDAY, JULY 26, 1985

NATIONAL MUSIC FORMATS

Added This Week

Satellite Music Network

roe Williams (214) 991-9200

The Starstation

Country Coast-To-Coast

KEITH STEGALL "Pretty Lady"
Rock 'N' Hits

WHAM! "Freedom

PRINCE "Pop Life KATRINA & THE WAVES "Do You Want Como?" LAURA BRANIGAN "Spanish Eddie" HILIAN LEVNON "Jesse"

Peters Productions, Inc.

Country Lovin'

MAC DAVIS "I Never Made Love"

OAK RIDGE BOYS "Touch A Hand, Make A Friend" STEVE WARINER "Some Fools Never Learn"

The Great Ones

NATALIE COLE "A Little Bit Of Heaven"
TINA TURNER "We Don't Need Another Hero"

Concept Productions

Elvin Ichiyama (916) 782-7754

ANIMOTION "Let Him Go"
LAURA BRANIGAN "Spenish Eddie" MOTLEY CRUE "Smokin' in The Boys Room" FREDDIE JACKSON 'Rock Me Tonight (For Old Time's Sake)"

Country

ED BRUCE "If it Ain't Love"
EDDY RAVEN "I Wanna Hear it From You"
BOBBY BARE "When I Get Home"

Drake-Chenault

Bob Laurence (818) 883-7400

PRINCE "Pop Life"
BILLY OCEAN "Mystery Lady"
MOTLEY CRUE "Smokin" in The Boys Room"

Contempo 300

COREY HART "Never Surrender"
HUEY LEWIS & THE NEWS "Power Of Love"
Great American Country

STEVE WARINER "Some Fools Never Learn" JUICE NEWTON

"You Make Me Want To Make You Mine"
MARIE OSMOND with DAN SEALS "Meet Me In Montana"

Century 21

Greg Stephens (214) 934-2121

The Z Format

WHAM! "Freedom" KATRINA & THE WAVES "Do You Want Crying" **FURYTHMICS**

"There Must Be An Angel (Playing With My Heart)"
GODLEY & CREME "Cry"
MICHAEL McDONALD "No Looking Back"

The A/C Format

WHAM! "Freedom: NATALIE COLE "A Little Bit of Heaven" MICHAEL McDONALD "No Looking Back" GODLEY & CREME "Cry" BEACH BOYS "It's Getting Late"
MICHAEL FRANKS "Your Secret's Safe With Me"

Super-Country

STEVE WARINER "Some Fools Never Learn" STEVE WARNING "Some Fools Never Learn" GEORGE JONES "Who's Gonna Fill Their Shoes?" KENNY ROGERS "Twentieth Century Fool" CRYSTAL GAYLE "A Long And Lasting Love" LORETTA LYNN "Heart Don't Do This To Me"

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

WHAM! "Freedom

Modern Country

KENDALLS "If You Break My Heart"
EDDY RAVEN "I Wanna Hear It From You" OAK RIDGE BOYS "Touch A Hand, Make A Friend" MAC DAVIS "I Never Made Love

Transtar Country

Tom Casey (213) 460-6383
RONNIE MILSAP "Lost in The 50's Tonight"
CONWAY TWITTY "Between Blue Eyes And Jeans" EDDIE RABBITT "She's Coming Back To Say Goodbye"
ROCKIN' SIDNEY "My Toot-Toot"

TM Programming

TM A/C

REO SPEEDWAGON "Live Every Moment"
PHIL COLLINS "Don't Lose My Number" MARY JANE GIRLS "Wild & Crazy Love" FREDDIE JACKSON Bock Me Tonight (For Old Time's Sake)"

Stereo Rock

BILLY OCEAN "Mystery Lady"
BILLY JOEL "You're Only Human (Second Wind)"

TM Country

RONNIE McDOWELL "Love Talks" RONNIE MILSAP "Lost In The 50's Tonight"

OAK RIDGE BOYS "Touch A Hand, Make A Friend" ROCKIN' SIDNEY "My Toot-Toot" JUICE NEWTON

'You Make Me Want To Make You Mine" MARIE OSMOND WITH DAN SEALS "Meet Me in Montana"

BECKY HOBBS "The Hottest 'Ex' in Texas"

Media General **Broadcast Services**

Bob Dumeis (901) 320-4433 ACtion

WHAM! "Freedom"
GOOLEY & CREME "Cry" PHIL COLLINS "Don't Lose My Number HOWARD JONES "Life in One Day" LAURA BRANIGAN "Spanish Eddie" JOHN PARR "St. Elmo's Fire (A Man In Motion)" JUICE NEWTON

You Make Me Want To Make You Mine"

Your Country
ALABAMA "You Can't Keep A Good Man Down"
GEORGE JONES "Who's Gonna Fill Their Shoes"
OAK RIDGE BOYS "Touch A Hand, Make A Friend" STEVE WARINER "Some Fools Never Learn"

Hit Rock KOOL & THE GANG "Cherish" PRINCE "Pop Life"
REO SPEEDWAGON "Live Every Moment"

WHAM! "Freedom MOTELS "Shame"

Radio Arts

Country's Best

OAK RIDGE BOYS "Touch A Hand, Make A Friend" STEVE WARINER "Some Fools Never Learn" CRYSTAL GAYLE "A Long And Lasting Love" JUICE NEWTON You Make Me Want To Make You Mine

Soft Contemporary

WHAM! "Freedom"
DAN FOGELBERG "High Country Snows" MICHAEL FRANKS "Your Secret's Safe With Me" Sound 10

WHAM! "Freedom"
MICHAEL McDONALD "No Looking Back" MICHAEL MCDUMAND IND COURTY DEEK
RONNIE MILSAP "Lost in The 50's Tonight"
MICHAEL FRANKS "Your Secret's Safe With Me"
DAN FOGELBERG "High Country Snows"

Bonneville Broadcast System Michael Krafcisin (800) 631-1600

Love Sounds JOHN DENVER "Dreamland Express"
PRISCILLA WRIGHT "If You Say Goodbye"
RONNIE MILSAP "Lost in The 50's Tonight"

AMY GRANT "Everywhere I Go" Easy Listening

RONNIE HALDRICH "To All The Girls I've Loved Before" RONNIE HALDRICH "The Last Farewell" RONNIE HALDRICH "Calypso" STEVE LAWRENCE & EYDIE GORME

Through The Years ENGELBERT HUMPERDINCK "As Time Goes By"
ENGELBERT HUMPERDINCK "In The Still Of The Night"
ENGELBERT HUMPERDINCK "Stardust"

OSBORNE & GILES "Stranger In The Night"*



The first hit single from the forthcoming smash LP "Stranger In The Night"

Brother Billy Osborne, of LTD fame and Attgia "Zane" Giles, formerly of SWITCH, combine to propagate a new "high energy" sound on Red Label Records.

BLACK/URBAN NEW & ACTIVE

After only 4 weeks, these heavies are no strangers to "Stranger in The Night"

WGCI	WDMT	WTKL	WAAA
KACE	WZAK	WQBH	WVOI
WJLB	KMJM	KAPE	WCRX
WGPR	WESL	KADO	WTOY
WHUR	WLUM	KAEZ	WPEG
WOL	WNOV	WRAP	WEAL
WWIN	KPRS	WWWS	WOKJ
WDAS	KCOH	WDZZ	
V103	KYOK	KKDA	



On Red Label Records and Tapes

RED LABEL. Manufactured and Distributed by Capitol Records

BLACK/URBAN

BREAKERS

MATALIE COLE

A Little Bit Of Heaven (Modern/Atco)

70% of our reporting stations on it. Rotations: Heavy 1/0, Medium 19/1, Light 37/13, Total Adds 14, WWIN, WDIA, WYLD-FM, K94, WBMX, XHRM, KSOL, WRDW, JET94, WJAX, WJJS, WEAS, WDAO, WGPR. Debuts at number 39 on the Bleck/

Stronger Together (Mirage/Atto)

87% of our reporting stations on R. Rotations: Newy 1/0, Medium 20/5, Light 34/19,
Total Adds 24 including WILD, WRKS, WAMO, WDJY, WAOK, KNOK, WDIA, WGCI.
WTKL, WXOK, 223, JET94, WJMI, WKKI, WTLC, A Most Added Record.

STARPOINT

Object Of My Desire (Elektra)
86% of our reporting stations on It. Rotations: Neavy 2/0, Medium 12/2, Light 40/22,
Total Adds 24 including WWIN, WDJY, WHRK, WYLD-FM, K94, WLUM, WZEN, KJLH,
XHRM. KSOL, OC104, WJYL, WLOU, WJJS, WYOI. A Most Added Record.

READY FOR THE WORLD

Oh Sheila (MCA)

65% of our reporting stations on It. Rotations: Heavy 14/0, Medium 19/2, Light 21/11, Total Adds 13, WWIN, WDAS, KMJQ, WBLZ, KMJM, WTKL, WXOK, WATV, 293, WKXI, KJCB, WLOU, WANM. Debuts at number 31 on the Black/Urban chart.

JUICY

Bad Bay (Private I/CBS)

82% of our reporting stations on it. Rotations: Heavy 4/1, Medium 24/1, Light 23/8, Total Adds 10, WHRK, WZAK, WLUM, WZEN, OC104, WRDW, WTKL, WJYL, WEAS, WVOI Debuts at number 38 on the Black/Urban chart.

STEPHANIE MILLS

Bit By Bit (Theme From 'Fletch') (MCA)

61% of our reporting stations on R. Rotations: Heavy 5/0, Medium 23/0, Light 22/3, Total Adds 3, WXYV, KNOK, WJYL. Heavy: WEDR, WQMQ, WKXI, WEAS, WTLC. Debuts at number 36 on the Bleck/Urben chart.

SADE

Your Love Is King (Portrait/C8S)
60% of our reporting stations on it. Rotations: Neavy 12/1, Medium 28/1, Light 9/4,
Total Adds 6, WDIA, WJLB, WKND, WKXI, WLOU, WTOY. Moves 33-30 on the Black/Urban chart

NEW & ACTIVE

BILL WITHERS "Semething That Turns You On" (Columbia) 47.9

BILL WITHERS "Semething That Turns You On" (Columbia) 47.9

BILL WITHERS "Semething That Turns You On" (Columbia) 47.9

FAT BOYS "The Fat Boys Are Back" (Sutra) 47/6

Medium 20.1 Light 16.5 Total Adds 6 KULH WBMK WTOY WEAS KOKA, WWWS Heavy WDAS KMUM KDAY WATY WQQK WPLZ WWDM WTLC Debuts at number 35 on the Black-Urban chart

KLEEER "Take Your Heart Away" (Atlantic) 46/6
Ropatons Heavy 8:0 Medium 17:0 Light 21:6 Total Adds 6 K94 KSOL, OC104, WTKL WQQK WGPR Heavy WENN

GAP BAND "Disrespect" (Total Experience/RCA) 44/2.
Rotalions Heavy 30, Medium 23/0, Light 18/2, Total Adds 2, WOMG WEAS Heavy WDIA, WGCI WJYL. Mediums include

PRINCE "Pep Life" (WB) 43/32 Heavy 14'5, Medium 7/7, Light 22/20, Total Adds 32 including WXYY, WUSL, WHUR, WAOK, WYEE, KRNB, Rk2, WOMT, WUEB KACE, XHRM, WJAX, WPDQ, WOOK, WORL, WANM, WWWS, KUKQ

WIMP, WCC. WRLZ WOMT, WALB RACE, SPERK WARA, STEAR, WAS STEAR, WAS STEAR WAS

SOGEE SOYS "A Pty Car" (Capital) 41/3 Ressores Heapy 20 Adatum 60 Logis 12.3 Total Adds 3, KNOK, WATV, WBMK, Heavy WDAS, KMUD, KRMS, WHEK WGC, WDIET, WZMK, WALS, KMAM KNAM, KALP, WTKL, WKKI, KRZ, KJCB, WLOU, WGOK, WARM, WGPR, WWMS.

KLYMAXX "1 Miss Yeu" (Constellation MCA) 39/18 Resistance Heavy 10/1 Missiam 16/1, Light 13/8 Total Adds 10

KLYMAXX **I Mises Yes Learnessee Total Adds 10 K-tus nonemark Planty 1011 Misdayn 181. Legit 138 Total Adds 10 K-tus nonemark WWW. WAAA Heavy WYCE WYLD FM K94 WYCK WATV WBLX WPLZ WANN, WWWS WATV WBLX WPLZ WANN, WWWS MARYWIN GAYE **N's Misdayses** (Columbia) 34.71 Missay Columbia 11.72 Legit 21.71 Total Adds 12 WANN K104, WEDR, WDMT KACE KDAY WYOK WJYL MARY AL ON MISSAY WAS ALL WANN K104, WEDR, WDMT KACE KDAY WYOK WJYL

ANDRE CYNONE "Dance Electric" (Columbia) 38/31
Polations Heavy Od Medium 7.5 Logir 28/28 Total Adds 31 WOYN, WILD WHUR, WACK KTOS KNALO KRNB WUA. WHER KNALO KNALO KRNB KNALO KRNB WUA. WHER KNALO KNALO KNALO KNALO KRNB

RADIANCE "All Hight" (Qwest/WB) 35/6 IN ADDS 6 WVEE WOWI, WPEG, WJYL, WEAS WWDM HORVY KSOL

MOST ADDED

PRINCE (32) AMDRE CYMONE (21) Dance El DAZZ BANO (28) Hot Soot (Moto

SHAMMON (24) Stronger Together (Mirage/Atco) STARPOINT (24) Object Of My Desire (Elektra)

HOTTEST

ARETHA FRANKLIN (57) Freeway Of Love (Arista) DeBARGE (39) Who's Holding Donna

CAMED (37) Attack Me With Your (Atlanta Artists/PG) LUTHER VANOROSS (24) It's Over Now (Epic)

SILENT UNDERDOG "Papa"s Get A Brand New Pighag" (Profile) 32/18
Rosshons Heavy 2/0 Medium 7.1 Light 23/9 Total Adds 10 WWN WEDR WYLD FM WZEN Z93 KJCS WLOU WBU!

REDDINGS "Parasite" (Polyder/PolyGram) 32/7 Rossons Heavy 10 Medium 13.1, Light 18.6 Total Adds 7 WDAS WYEE WEDR 293 JET94 WLOU WWDM Heavy

FIVE STAR "All Fall Down" (RCA) 38/8

Total Adds 8 WAMO K104 K94 WXOK WPEG WLOU WEAS WAAA WJYL WTOY KOKA WWWS WZAH

ONE WAY "Serving R" (MCA) 27/15

21/15 Total Adds 15 KNUQ WEDR WYLD FM WONT KQXL WXOK OSSIONS PREMY DID MADEUM SID LIGHT WICH KIIZ, WBMK, KJCB KOKA, WGI WEXC, WORL KIZ, WBMK, KJCB, KDKA, PIDER THEM.

**SHERLA E "Bister Fale" (WB) 28/18

**ROSEROTE RESERVE ON MEMORY SELECTED TO LET ADDS 18. WUSL, WDM, WDMT, WZAK, WJLB, KACE, KJLH, WART, WTOY, WGPR.

**CHARLE WINNEY, COLON, WATY, WENN, WQMG, WBMK, WJYL, WANT, WTOY, WGPR.

**CHARLE WINNEY, WGMG, WGMG, WGMK, WJYL, WANT, WTOY, WGPR.

**CHARLE WGMG, WGMG, WGMG, WGMG, WGMG, WJYL, WANT, WTOY, WGPR.

**CHARLE WGMG, WGMG, WGMG, WGMG, WGMG, WJYL, WANT, WTOY, WGPR.

**CHARLE WGMG, WGMG,

NEWCLEUS "Let's Jam" (Sunnyview) 25/4
Rotations Heavy 1/0 Medium 5/0 Liste 18/4 Total Ac Adds 4 WNHC JET94 WEAS WGPR Heavy WDAS Medium WWIN

WEDR WOM! WEARS WEINS, WILES WEINS, WILES D'Ameur'' (Sire/WB) 25/4
Retaining Haster 20 Milestun 5:0 Light 18:4 Total Adds 4 WHUR WEEN WRDW WWDM Heavy WILB WWWS

SIGNIFICANT ACTION

HOWARD JUMBAUM STATE OF TOTAL ADDS TO THE ADDS TO THE

PATTI LABELLE "I Con"t Forget You" (Philadelphia International CBS) 21/6
Posterona Heavy GO Medium 40 Light 17/6 Total Adds 6 WZEN, WXXI KJCB, WBLX WW WWDM WANM Medium WAMC

SKOOL BOYZ "Superfine (From Behind)" (Columbia) 21/5
Rotations Heavy 10 Medium 6.1 Light 14.4 Total Adds 5 WYLD FM K94 WZAK WXOK KAPE Heavy WKXI Medium

THIRD WORLD "One To One" (Columbia) 21/3

WEATHER GIRLS "Well-A-Wiggy" (Columbia) 28/5
Phistons, Heavy 00 Michan 20 Light 18/5 Total Adds 5 WA WAMO WOIA WINHC WOMG WJAX Medium KRINB KOKA

LOOSE ENDS "Choose Me" (MCA) 18/18 Total Adds 10 WYLD-FM WGCI WBLZ, KMJM KJUH WXOK KJCB WJYL m KACE WPLZ WTLC

IRADY HARRELL "Semewhere (Leve Will Land The Way)" (Constellation MCA) 17/7 lossons Henry DG, Medium 1/0, Light 16/7, Total Adds 7, WDMT, WRDW, WTKL, WDMG, WBUL, WWKO WTLC Medium

JONZUN CREW feeturing MICHAEL JONZUN "Redd Hett Meme" (A&M) 17/6 Rossons Heery Dd, Medum 7/2, Light 104, Total Adds 6, WATV, KIZ, WLDU, WOOK, WYKO, KDKO Medum KRME

WHODINI "Escape (I Rood A Breek)" (Aristo) 17/5 Rossions Heavy 30, Medium 5/0, Light 9/5, Total Adds 5, W 5. WXYV, WAOK, KNOK, WEDR, XHRM. Heevy. K104, KMJC

IE & GILES "Brasser in The Might" (Red Label/Capitel) 16/4 Heavy 1/0, Medium 5:0 Light 10/4, Total Adds 4, WYYY, WDAS, KMJM, WWOM Heavy WGPR Medium WWR

COLLAGE "Romoe Where's Julist?" (Constellation/MCA) 16/1
Rossons, Heavy 0.0, Macham 8.0, Light 8/1, Town Adds 1, WHEK, Micham 8

IN KSOL, WHIC, WROW, WOMG, KJCB, KOKA

WILL: WWWS

FAMILY 'The Sersons Of Pacelon' (W9) 16/16
Postons Heavy 00, Medium 22, Light 13:13, Total Adds 15
WZAK, KMUM WZEN, KULH, WATV, WBMK, WWOM, WWWS
RUSHEL LOVESMITH 'Break The Ice' (Medium) 14/3
Postonin Heavy 10, Medium 40, Light 93, Total Adds 3 KULH, N

WJYL, WLOU Heavy WGCI Medium KACE, WRDW

PULL FORCE "Girl II You Take Me Home" (Calumbia) 14/2 Rotations Heavy 10, Medium 1/0 Light 12/2 Total Adds 2, WWN, K94

PULL PURSE. "NOT IN YOU I Said me "Issues" (Commission 14/2"). Relations I resput 70, Medium 10 Logis 12/2 Total Adds 2, WWW, K94 Heavy KDAY Medium WQCK STARS ON 45 Teathring TWE REV SAM & DAVE REVIEW "Saim & Dave Medium" (21/Atlantic) 12/3 Restance Heavy 00, Medium 30, Logis 93 Total Adds 3 WTMP WERN WEGS Medium KRNB WDA WEDR JAK "Don't Make Me Wait" (Epic) 12/8

Rotations Heavy 0.0 Medium 3.0 Light 9.0 Total Adds v. missiani 1988.

GOON SQUAD "Eight Arms To Held Yee." (Epic) 11/3

And Limits 8.0 Links 8.3 Total Adds 3 WHRK WKXI WEAS Me DW WPEG WPDO WANK

VERONICA UNDERWOOD "Victim Of Desire" (Philly World Atlantic) 19/7
Rotations Heavy 0.0 Medum 11 Light 96 Total Adds 7 WAS KRNB WZEN WRDW WPEG WPDO
EMOTIONS "N I Only Knew Than (What I Knew Hew)" (Medium) 18/0
Rotations Heavy 2.0 Medum 2.0 Light 60 Total Adds 0 Heavy WWWS WVOI Medum WGPR WTLC

JENNIFER HOLLIDAY



"Hard Times For Lovers"

Produced by Arthur Baker, Richard Schor and Lotti Golden From Her New Album

Say Jollov Melle



BLACK/URBAN ADDS & HOTS

HNOR-PMPL Worth MyConvisions STEPRIANTS MILLS PHIL COLLING SHAMOON WHOOD HIS BOOKITS BOYS BOOKITS BOOK

VICAMED Greamshare
Des Fester
GRAPY BARMELL
JEMMY BURFOR
DOS REMELY
GAP BARM
BAR SANT
BARM
BARM GIRLS
SHORT GIRLS
GREY GIRLS
GREY GIRLS
GREY GIRLS
GREY GREY GREY
LOTTER
VANDROGS
LOTTER
VANDROGS

ATLANTIC STARS
WIN INLeshoon
Tommy Shavehol
SHART FOR THE MOR
OWN MAY
PARTY LANGILLE
BASSE COUNTRICTIO
EARS
CARRIE LECAS
GOOD SQUAD
SHART

WANTISCO TO THE TOTAL TO THE TO

HATALIE COLE Sottest: PORCE MD'S HADDWMA ARETHA PRANKLIN DEBANGE PAUL YOUNG

Bub Soon
POISTER SIFTERS
PRINCE
BORNY WORACE
VEROWICA WOMENWOO
RAN-RAYS
BILL WITHERS
ELTWARX
ROCTEAT
ARRITHA FRAMELIN
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STEVE ARRIHOTOM
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82 Reporting Stations **80 Current Reports**

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JAZZ

TOP 30

JULY 26, 1985 ANDY NARELL/Slow Motion (Hip Pocket/Windham Hill) DAVE VALENTINI/Jungle Garden (GRP) DIZZY GILLESPIE/New Faces (GRP) DAVE GRUSIN & LEE RITENOUR/Harlequin (GRP) SPYRO GYRA/Atternating Currents (MCA) KEVIN EUBANKS/Opening Night (GRP) GARY BURTON QUARTET/Real Life Hits (ECM) WYNTON MARSALIS/All American Hero (Who's Who In Jazz) JUDY ROBERTS/You Are There (Pausa) 9 12 RAY BROWN TRID/Soular Energy (Concord) DEBUT > 1 MCCOY TYMER/Just Feelin' (Palo Alto) EARL KLUGH/Soda Fountain Shuffle (WB) SADAO WATANABE/Maisha (Elektra)

26 WIDESPREAD JAZZ ORCHESTRA/Paris Blues (Columbia) ASHLEY ALEXANDER/Power Slide (Pausa) 24

PETER KATER/Coming Home (Invincible) MILES DAVIS/You're Under Arrest (Columbia) WOODY SHAW/Setting Standards (Muse) 22

DEE BELL/EDDIE DURAN/One By One (Concord) 13 TOM SPLITT/Songs Without Words (Ivory) 20 JACK DeJOHNETTE/Jack DeJohnette Plano Album (Landmark) TOM GRANT/Just The Right Moment (Pausa)

15 MICHAEL FRANKS/Skin Dive (WB) VICTOR FELDMAN'S GENERATION BAND/High Visibility (TBA/Palo Alto) DEBUT > 2

MANHATTAN TRANSFER/Vocalese (Atlantic) DEBUT DE 26 MITCHEL FORMAN/Train Of Thought (Magenta/Windham Hill)

27 27 FRASER MacPHERSON QUINTET/Jazz Prose (Concord)

STEVE MARAHARA/Odyssey (Pausa) 30 KEITH JARRETT/Standards, Vol. 2 (ECM)

DEBUT DON RANDI & QUEST/II It's All Night It's Alright (Bee Pee)

NEW & ACTIVE

MARIAN McPARTLAND "Willow Creek & Other Ballads" (Concord) 15/3
Poststone Heavy 20 Medium 5/2 Light R1 Fetra Adds 0 Total Adds 3 WRTL KUHF, KKGO Heavy KPLU, WVPE

Medium WFAE WKSU KWMU.

ANHAD JAMAL "Digital Works" (Atlantic) 13/13
Rotations Heavy 2.2 Medium 3.3. Light 2.2. Erifa Adds 6. Total Adds 13. WBFO, KERA, WMOT. WDET. WKSU
KLON. KMHO, KLAZ, WYBE, KMSS WHRO, WUSE
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ENNIE WATTS "Massican" (Qwest/WB) 11/2

ENNIE WATTS "Massican" (Qwest/WB) 11/2

ENNIE WATTS "Massican" (Qwest/WB) 11/2

ENNIE WATTS "Massican (Qwest/WB) 11/2

ENNIE WATTS "Massican (Qwest/WB) 11/2 dds 6. Total Adds 13. WBFO, KERA, WMOT, WDET, WKSU.

PASSPORT "Renning in Real Time" (Atlantic) 11/1
Rotations Heavy 1/0, Medium 7/1, Light 3/0, Extra Adds 0, Total Adds 1, WYBC, Heavy, WNOP, Medium; WEBR, WZAM.

MARTIN LUND "Lundscapes" (MLM) 18/3 ids 2, Total Adds 3, KERA, WLOQ, KJZZ, Heavy, KLSK, Medium: KPLU

MINITIN LUND "Landescapes" (MLIIII) 1873
ROBatom Heavy ID, Medium 21, Light SD, Etria Adds 2, Total Adds 3, KERA, WLOQ, KJZZ, Heavy KLSK, Medium KPLU
REKE AMMONS "Might Lights" (Prestige) 18/2
ROBatom Sheavy 41, Medium 61, Light 50, Etria Adds 0, Total Adds 2, WBFO, WBGO Meavy KBEM, KADK, WMID
Medium WGBM, KUNF, WBEE, KLON, WVPE
FRED MERSCH TRRO "Meditress" (Censcript 18/1
Robatoms Heavy 41, Medium 20, Light 40, Erita Adds 0, Total Adds 1, KJAZ, Heavy, WFPL, WNOP, KXPR, Medium,
wdbb WdSch Washer, Markey 41, Medium 20, Light 40, Erita Adds 0, Total Adds 1, KJAZ, Heavy, WFPL, WNOP, KXPR, Medium,
wdbb WdSch Washer, Markey 41, Medium 20, Light 40, Erita Adds 0, Total Adds 1, KJAZ, Heavy, WFPL, WNOP, KXPR, Medium,
wdbb WdSch WdSch Washer, Markey 41, Medium 20, Light 40, Erita Adds 0, Total Adds 1, KJAZ, Heavy, WFPL, WNOP, KXPR, Medium,
wdbb WdSch WdSch Washer, WRITER Adds 0, Total Adds 1, KJAZ, Heavy, WFPL, WNOP, KXPR, Medium,
wdbb WdSch W

WEDS, WINE.
BUD SHAMK "This Bud's For You" (Mass) 9/2
Rotations Heavy 21, Medium 51, Ught 20, Extra Adds 0, Total Adds 2, KUHF, KLON, Heavy, KXPR, Medium WFPL, KPLU.

ART PEPPER "New York Album" (Balaxy) 8/3 Rotations Heavy 0.0, Medium 5:2, Light 3/1, Extra Adds 0, Total Adds 3, WBFO, WKSU, KBEM, Medium; WEBR, WMID.

RIC SWANSON "Urban Surrender" (American Gramaphone) 8/3 Rotations Heavy (II), Medium 3:0, Light 42, Extra Adds 1, Total Adds 3, WBFO, WJZZ, KJZZ, Medium KERA, WFPL, KIFM. KEMINY & & FORCE "Bravity" (Arista) 8/1
Rotations Heavy 2/0, Medium 3/1, Light 3/0, Extra Adds 0, Total Adds 1, WVPE, Heavy WNOP, KKGO, Medium, KCSC.

ANNOUNCING AHMAD JAMAL'S HIRST ATLANTIC RELEASE. "DIGITAL WORKS"

A double LP that includes new material as well as Jamal classics like "But Not for Me" and "Poinciana."

Produced by James (Spider) Snyder and Ahmad Jamal Executive Producer: Allen Jacobi A La Maj Production



MOST ADDED

Just Feelin' (Palo Alto) Vocalese (Atlantic)

Digital Works (Atlantic)
VICTOR FELDMAN'S GENERATION SAND (11)
High Visibility (TBA/Palo Alto)
SADAO WATAMARE (8) Maisha (Elektra)

HOTTEST
ANDY MARELL (21)
Slow Motion (Hip Pocket/Windham Hill) DAVE VALENTIN (20) Jungle Garden (GRP)

DAVE GRUSM & LEE RITENOUR (17) SPYRO GYRA (13) ernating Currents (MC New Faces (GRP)

GERALD WILSON ORCHESTRA OF THE 88's "Calafia" (Trend) 7/5
Rotations Heavy 2:0, Medium 0:0, Light 2:2, Extra Adds 3, Total Adds 5, WBFO.

WBFO, WBGO, WFPL, WBEE, KPLU. Heavy PWILLY JOE JONES "Drum Song" (Galaxy) 7/1
Rotations Heavy 30, Medium 10, Light 3/1, Extra Adds 0, Total Adds 1, WRTt, Heavy KUHF, WMID, WVPE, Medium

WNNU.
TOMMY FLANAGAN & HANK JONES "More Delights" (Galaxy) 7/8
Rotations, Heavy 4/0, Medium 2/0, Light 1/0, Extra Adds 0, Total Adds 0 Heavy; WMOT, KKGO, WHRO, WVPE, Med

KUPE. WDET
LIDREZ ALEXANDRIA "Tangerine . . . Johnny Mercer, Vol. 3" (Trend) 6/4
Rotations Heavy 0.0. Medium 2/1. Light 2/1, Extra Adds 2, Total Adds 4, WBGO, KJAZ, KPLU, KLCC Medium KKGO.
MAX LEAKE "Bans in The Sam" (Visionary) 6/2
Rotations Heavy 0.0. Medium 2/1, Light 3/1, Extra Adds 1, Total Adds 2, KERA, KJZZ, Medium WZAM, WFSS.

ROBINE ** CLEANHEAD** VINSON **Sings The Blues** (Muse) \$/2
ROBINE** (Factors, Heave 1/1, Medium 4/0, Light 0:0, Extra Adds 1, Total Adds 2, KADX, KLON, Medium; KUHF, WMOT, WUWM.

ROBBY ENRIQUEZ "Live At Concerts By The Sea" (GNP Crescende) 6/1 Rotations: Heavy 20, Medium 3:0, Light 1/1, Extra Adds 0, Total Adds 1, KLSK: Heavy, WFPL: KLCC, Medium: WNOP

KKGO, KPLU FRANK FOSTER & FRANK WESS "Frankly Speaking (Cencord) S/1 Rojations Heavy 4/0, Medium 1.0, Light 1.1, Etira Adds 0, Total Adds 1, WKSU, Heavy, WBGO, KLON, KJAZ, WMID.

KRONOS QUARTET with RON CARTER "Monk Suite" (Landmark) 6/1

ROBINIOS GUARTES WITH THAT CLIPP 40, Este Adds 0, Total Adds 1, KLSK (Wedium KUHF ABMINA CLAUDINE MYERS "Jumpleg in The Sugar Bowl" (Million Mesle) 8/1 ROBINIOS (1849) 40, Medium 21, Logh 00, Este Adds 0, Total Adds 1, LWYEF Heavy WRTI, WKSU, WYBC, KWMU

Medium N.CO.

RON CARTER & JIM HALL "Telephons" (Concors) 6:0

Rotations Heavy 3:0, Medium 1:0, Light 2:0. Entra Adds 0, Total Adds 0, Heavy: WEBR, WMOT, WHRO, Medium: WUWM MILES DAVIS "AL Last!" (Contemperary) 6:0

Rotations, Heavy 3:0, Medium 2:0, Light 1:0, Estra Adds 0, Total Adds 0, Heavy, WFPL, KWMU, KXPR, Medium: KUHF.

REGIONALIZED ADDS & HOTS

WEST EAST

SM Hopkins
ARELET ALESANDEP
ROCOF THEF
JUNE ENGEPTS
FOR POLITY
PETER BATES
BATES BATES
BATES BATES
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DANG MALINTIN
COMM AMERICA
DIEGY GILLEFTY
DIEGY GILLEFTY

CHINE AMERICA HAND DISAMPO JOHN STONELLER GENCOT TYNER GENCOT TYNER CHINE A MEAN POSTER & MEAN JOHN BALTO CHARLI PERSTE JUNE ROLLEY

SOUTH

ARMAD JAPAL
ANAMA & POLLES
MICCOL TYMER
ARMY MARKEL
JULIUS ARTHUP MEN
ANY PEPPER
PUNTER & MEN
MOLECULE

AMOT MADRILL SAMBO WATAMAN PAUL WOTTAM LADE PAUL GOMBALVES PETER LETTCH SOTTO GTMA Bettest:

Two Bby
Franks Shryddan
GOODY SEAN
ASHLET ALFEANTS
GENETIL A BUCS
ESSURY G.
ANIVA CLAODINE
ANGES SANGES
BOLLTY
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SPECIAL EFE

54 Reporting Stations **47 Current Reports**

KKSN/Portland, KTCJ/Minneapolis, KKSN/Portland, KTCJ/Minneapolis, KWMU/St. Louis, KXPR/Sacramemto called in a frozen playlist. WNOP/Cincinnati falled to report; Its playlist was frozen. WYRS/Stamford and WVOI/Toledo ed to report for tw

SLEELSbarte Fo. (*)

DOD HINTIES CARRY SISSEED PRIES SPACES DAVE VALUETIE SPIED GERA SPIED GERA SOUTH & BITTER SOUTH & BITTER

PRED GERACO TRIO COM DELLA TAJ GIBAL LORES BALLAMOS IN PETTIS VUSASSAS SICCOSTLE STRIVE GEORGIAN CONSUMER CONSU

COUNTRY

TOP 50

	N==	Two					Re
v	Voorts			100			1
		9	6	2	0	JUDDS/Love Is Alive (RCA/Curb)	,
		6	2	1		DOLLY PARTON W/KENNY ROGERS/Real Love (RCA)	,
		10	9	6	0	JANIE FRICKE/She's Single Again (Columbia)	,
		19	13	9	4	ROSANNE CASH/I Don't Know Why You Don't Want Me (Columbia)	,
		8	8	5		ANNE MURRAY/I Don't Think I'm Ready For You (Capitol)	,
		12	10	7	0	GEORGE STRAIT/The Fireman (MCA)	,
		5	4	4		W. JENNINGS/W. NELSON/J. CASH/K. KRISTOFFERSON/Highwayman (Columbia)	,
1		3	1	3		HANK WILLIAMS JR./I'm For Love (WB/Curb)	,
		22	15	11	9	NITTY GRITTY DIRT BAND/Modern Day Romance (WB)	,
		16	14	12		GLEN CAMPBELL/(Love Always) Letter To Home (Atlantic America)	1
		24			-	SAWYER BROWN/Used To Blue (Capitol/Curb)	,
		23	16	14		MICHAEL MARTIN MURPHEY/Carolina in The Pines (EMI America)	1
		29	22	19	9	FORESTER SISTERS/I Fell In Love Again Last Night (WB)	1
		25	20	17	0	RESTLESS HEART/I Want Everyone To Cry (RCA)	,
		26	19	18	•	REBA McENTIRE/Have I Got A Deal For You (MCA)	
1					-	WAYLON JEMMINGS/Drinkin' And Dreamin' (RCA)	1
				-		RONNIE MHLSAP/Lost In The Fifties Tonight (RCA)	1
1		1	-	13		ALABAMA/Forty Hour Week (For A Livin') (RCA)	
		2	3			BELLAMY BROTHERS/Old Hipple (MCA/Curb)	;
ı				23		MAC DAY18/1 Never Made Love (MCA) SYLVMA/Cry Just A Little Bit (RCA)	
ı		35	27	24	9	CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	
l		40	29	25	9	JOHNNY LEE/Save The Last Chance (Full Moon/WB)	
1		15	12	10	23	EDDIE RABBITT/She's Comin' Back To Say Goodbye' (WB)	
1						KEITH STEGALL/Pretty Lady (Epic)	
١		37			_	LACY J. DALTON/You Can't Run Away From Your Heart (Columbia)	
l				30	-	MARIE OSMONO W/DAN SEALS/Meet Me in Montana (Capitol/Curb)	
ļ		-	**	**		CHARLY McCLAIN W/WAYNE MASSEY/With Just One Look In Your Eyes (Epic)	
1		33	33	20	7	ROCKIN' SIDNEY/My Toot-Toot (Epic)	
1		34	33	31	•	KENDALLS/II You Break My Heart (Mercury/PG)	
1		43	40	24	ă	BENE WATSON/Cold Summer Day In Georgia (Epic)	
1		7		15		CARY MORRIS/Lasso The Moon (WB)	
1		Ė				JOHN CONLEE/Blue Highway (MCA)	
1		_	_		ě	JUNCE NEWTON/You Make Me Want To Make You. (RCA)	
1		_	40	31		MERLE HAGGARD/Kern River (Epic)	
		50	43	36	Č	WWITES/Hometown Gossip (MCA/Curb)	
1		4	11	2	37	EARL THOMAS CONLEY/Love Don't Care (RCA)	
			50	4	1 @	VINCE GILL/If It Weren't For Him (RCA)	
1		46	44	4	0	DECKY HOBBS/Honest "Ex" In Texas (EMI America)	
Į		_	47	4	2	CHARLEY PRIDE/Let A Little Love Come in (RCA)	
١	B	RE	AI	(E	RQ	NOMME McDOWELL/Love Talks (Epic)	
1	В	RE	AI	Œ	R Q	DAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)	
		DI	BU	I		STEVE WARINER/Some Fools Never Loam (MCA)	
1						KATHY MATTEA/He Won't Give In (Mercury/PG)	
1		11	10	7 3	2 4	LEE GREENWOOD/Dixle Road (MCA)	
1		18	2	1 3	5 4	T.G. SHEPPARD/Fooled Around And Fell In Love (Columbia)	
1		13	7	5 3	7 4	WILLIE NELSON/Forgiving You Was Easy (Columbia)	
1		DE	BU	Ц	4	EMMYLOU HARRIS/Rhythm Guitar (WB)	
1		D	BU		•	DECONGE JONES/Who's Gonna Fill Their Shoes (Epic) JOHN GLASERI/III Be Your Fool Tonight (NobleVision/MCA)	
1		-	-	- 4	. 5	AND SCHOOL OF LOTE LOSS LOSS (MODES AND	

JULY 26, 1985

Total Reports/Adds	Heavy	Medium	Light
160/0	141	16	3
158/0	141	11	6
153/0	126	20	7
158/2	117	37	4
156/2	117	30	9
150/0	120	20	10
150/1	122	16	12
144/0	115	18	11
160/2	92	58	10
151/0	82	58	11
155/5	69	72	14
149/0	67	71	11
158/2	45	102	11
155/5	56	84	15
150/4	55	80	15
154/2	39	103	12
159/7	34	103	22
120/0	75	32	13
121/0	71	31	19
147/5	35	83	29
150/3	25	101	24
147/4	25	97	25
115/1	62	41	12
150/11	15	96	39
134/7	22	82	30
128/7	18	83	27
139/10	13	83	43
131/7	7	86	38
101/2	22	52	27
109/3	20	66	23
117/5	15	67	35
99/0	37	39	23
128/13	2	72	54
129/27	3	59	67
117/12	10	55	52
120/12	5	66	49
91/0	23	48	20
117/11	2	63	52
99/2	7	58	34
110/8	5	62	43
107/25	3	48	56
100/47	2	31	67
93/30	1	24	68
79/15	1	42	36
50/0	10	25	15
45/0	7	27	11
44/0	6	24	14
69/9	0	27	42
70/31	2	17	51
425	1	18	23

MOST ADDED

EDDY RAVEN (47)
I Wanna Hear It From You (RCA)
OAK RIDGE 80YS (47)
Touch A Hand, Make A Friend (MCA)
GEORGE JONES (31)
Who's Gonna Fill Their Shoes (Epic)
STEVE WARINER (30)
Some Fools Never Learn (MCA)
CRYSTAL BAYLE (27)
A Long And Lasting Love (WB)
JUICE NEWTON (27)
YOU Make Me Warn To Make You... (RCA)
ED BRIDCE (28)
If it Ain't Love (RCA)
RONNIE MCOWELL (25)
Love Talks (Epic)
JOHN SCHHEIDER (17)
I'm Gonna Leave You Tomorrow (MCA)
SOUTHERN PACIFIC (17)
Thing About You (WB)

HOTTEST

JUDGS (73)
Love Is Alive (RCA/Curb)
DOLLY PARTON W/JERWY ROBERS (71)
Real LOVE (RCA)
JENNINGS/NELSON/CASH/
KINISTOFFERSON (82)
Highwayman (Columbia)
HANK WILLAMS JR. (58)
I'm For Love (WBC-urb)
GEORGE STRAIT (46)
The Fireman (MCA)
ROBERSON (82)
AME FRICKE (55)
She's Single Again (Columbia)
ALMAMA (22)
Forty Hour Week (For A Livin') (RCA)
BELLAMY BROTHERS (25)
Old Hippie (MCA/Curb)
ROBERS MILLAP (24)
Lost in The Fifties Tonight (RCA)

MOST ADDED & HOTTEST fat those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in perentheses 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.

RONNIE McDOWELL Love Talks (Epic)

On 67% of reporting stations. Rotations: Heavy 3, Medium 48, Light 56, Total Adds 25 including WGNA, WYRK, WNYR, WYM, WFNC, WSM, KYXX, WRNL, WONE, KXXY, WIL, KWEN, KIK-FM, KFRE, KVEG. Moves 45-41 on the Country chart. A most added record.

The information shown on the National Airplay/50, Breakers, New & Active, and Significent Action is current. The results shown are based on reports taken from our reporters on Monday, 7-22-85.

OAK RIDGE BOYS

Touch A Hand, Make A Friend (MCA)
On 63% of reporting stations. Rotations: Heavy 2, Medium 31, Light 67, Total Adds 47
WBOS, WNYR, WZZK, WSOC, KIKK, WMC, WNM, WAXX, WIRE, WXCL, KYOO, KKCS,
KCCY, KCBQ, KMPS. Debuts at number 42 on the Country chart. A most added record.

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DUATE

NEW & ACTIVE

STEVE WARRIER "Some Fools liever Learn" (ISCA) \$2/26

Respons Heavy 1, Medium 24, Light 80, Total Adds 30 including WKYG, WDSY, CHOW, KRRY, WUSY, WESC, water stream plants at number 43 on the Country Chart. Lill Rotations, Heavy 1, Medium 24, Light 68, Total Adds 30 including WMANZ, WGKK, WKMT, WFMS, WIL, KTPK, KRST, KUGN, Debuts 41 KATHY MATTEA "No Was"t Give in "(Ribercety/PolyGram) 78/18

WKYG, WNYR WKY, KIKK, WAMZ, KLLL, WUSO, WTOR

KSO, WFLIS, KIDTY, WTIE, KYAK, KIDD, Moves 69-44 on the Country chert.

SECRET, CUMES "WIND-1 to Benner RIF These Theses" (Epich 78-21)

Restorms Heavy 2, Medium 17, Light 91, Total Adds 31 including WCA, WFOR, WILD, WESC, WKSJ, WLWI, KPMD, WCVK, KRBIER, WFLIS, KYCS, KIMPS, KOLD Behavis at number 49 on the Country chert.

EMINYLOU MARRIS: "Ribythms Builter" (1979) 89-9

Restorms Heavy 0, Medium 27, Light 42, Total Adds 31 WCAO, WLSY, WSLR, WAIL, WNAD, KUUY, KUGN, KVEG, Medium WODY, KADE, WCISS, WOYK, WITL, KFWO, Debbas at number 49 on the Country chert.

EDDY RAYED "I Wasses New 1, Frees Year" (RCA) 89-47

Rossloors, Heavy 1, Medium Nour II Frees Year" (RCA) 89-47

Rossloors, Heavy 1, Medium 19, Light 59, Total Adds 47 including WTSV, WPKZ, WPOR, KEAN, KXYL, KIKK, WKSJ.

r, ATTEL, FARMS, ROOM, ROOM, WITH THE PARTY (WS) 66/6 MY CASH "I WIN Dence With You" (WS) 66/6 JOHN 43 TOTAL Adds 6 WTSY, KHEY, KIK-FM, KYAK, KYOC, KKCS Medium, WBGW, WYII.

RORD, REYAL REND, WCAL WILL, KTIS, KOS.

LORETTA LYNN "Heart Den't De The Te Me" (MCA) 59/6

Retailings Heavy & Medium 20 Light 38, Total Adds 6 WRKZ, WXBQ, WESC, KIKK, WWOD, WTSO, Medium: WGNA, KASE,

WITL KTP. KYA

teeth Salling (Reck in The Read)" (Columbia) 54/12 Indiam 18. Lohi 38. Total Adds 12 WOBE, WIXY, WZZK, WFNC, KSSN, WPAP, WIRK, WMNI, WITL.

Rotalions, Heavy O. Medium 18, Light 38, Total Aggs 12 WURSE, WIAT, WZZA, V WXCL, KKCS, KUGN, Medium: WAJR, KTTS, KRSY. TAMMY WYMETTE "You Can Lead A Heart Te Leve" (Epic) 53/6 Rotalions, Medium 21, Medium 22, Light 29, Total Adds 5 WGNA KIKK, WITL, KX

KMMI, WESY, W.W.M. PAPA, WIRR, KVOD. KRSY, KSDP. KEMNY ROBERS "Tweatistic Costary Fool" (Liberty) \$3.75 Rotations Heavy 2, Medium 22, Light 29, Total Adds 5 WGNA, WRKZ, WXBQ, WFNC, WLWI, Heavy: WOKK, WCUZ. Medium WOKQ, WTYY, WDEK, KRXY, WITL, KCOY, KRSY, KIGO.

SIGNIFICANT ACTION

T. GRAHAM BROWN "Drowning In Memories" (Capital) 47/12
Rotations: Heavy Q, Medium 11, Light 36, Total Adds 12 including WCAO, WOBE, WKYG, WXBO, WEZL, WUSY, KSSN.

CON HUNLEY "Nebedy Ever Sets Eneegh Love" (Capitol) 42/2
Rossions Heavy I. Medium: 13. Light 28. Total Adds 2 KIKK, KRST. Heavy, KKYX. Medium: WGNA, WYII, KMML, KRMD.

WITE, KIOV, KSUE

ED BRUCE "I'H It Alen't Leve" (RCA) 36/26

Rotations Heavy 0. Medium 4, Light 32, Total Adds 26 including WTSV, WKYG, KSSN, WLWI, WCMS, KJOKY, KTTS,

CHAINCE "You Could Be The Dee Wemen" (Morcury/PolyGram) 35/12
Rotations: Heavy D. Medium 6, Light 29, Total Adds 12 including WOBE, WVMI, WEZL, KIKK, WOKK, WPAP, WITL, KIOV,

SOUTHERN PACIFIC "Thing About Yee" (WB) 31/17
Relations: Heavy 1, Medium 3, Light 27, Total Adds 17 including WIXL, CHOW, WAMZ, WLWI, WIRK, WAXX, KIOV, KVOO.

RAZZY BALLEY "Flightin" Fire With Fire" (MCA) 38/1
Relations House D. Madison 7, Light 23, Total Adds 1 KEIN, Medium; WYII, WTVY, KKYX, KSO, KTTS, KIGO, Light: WVAM,

CRYSTAL GAYLE "A Long And Looling Love" (WB) 29/27
Rotations, Heavy 1, Medium 3, Light 25, Total Adds 27 including WYRK, WOSY, WNYR, KASE, WZZK, KIKK, WKKO.

TARN HENSLEY "Hard Baby To Rook" (Morcury/PolyGram) 28/7 Rossons Heory O. Madium 2, Light 26, Total Adds 7 KRRV, WEZL, WGTO, WOKK, KKYX, KWMT, KGA. Light. WVAM.

KKAL.

BAMA BAND "What Used To Be Crazy" (Complexit/PelyGram) 27/4.

BAMA BAND "What Used To Be Crazy" (Complexit/PelyGram) 27/4.

BAMADONI Mankey & Madium 4, Light 23, Total Adds 4 WKIXI, KWM/I, WTSO, KRWO, Medium; WTVY, WFNC, KKYX, KGA.

INDE SMITH "A Fer Cry From You" (Epic) 27/2 None: Heavy O, Medium 7, Light 20, Total Adda 2 WKIX, WADX. Medium: WKYG, KKYX, WQYK, KTTS. Light: WNYR,

WYII, KNSYT, KSOP. JAMMIN'S BUFFET "Gypcles in The Palese" (MCA) 27/8 RYARIONS HEAVY 2: Medium 10, Light 15, Total Adds 0 Heavy; KRMD, KRKT, Medium; WBGW, WBOS, WILO, WYII, KMMI. otations Heavy 2, h

MIDIE MERRY "Meaves Knowe" (Campes Creet) 21/8 Intalions Heavy O, Medium 4, Light 17, Total Adds O Medium: WONA, WBOW, WFNC, KIGO. Light: WLWI, KKYX, KFGO, KTS, KEN, KSO,

KTIS, REPI, ISSUP. "You're Genne Miles Me Whee I'm Gene" (MTM) 29-6
Rotations Heavy O, Medium 3, Light 17, Total Adds 9 WOMA, MYNI, WTNY, WOKE, KRMD, WRK, WCLIZ, KYOO, KRSY,
BELLY BURNETTE "AIn? It Just Liline Lavo" (MCA/Carb.) 18-6
Rotations: Heavy O, Medium 1, Light 18, Total Adds 5 WOMA, WOKO, WPOR, WPAP, WAXX, Medium KERI, Light KAMAL,

Policions 1 Market 1

DO, INNET, NINKET. NIII SCHWEIDER "1" Im Genee Leeve Yeu Temerveu" (RICA) 17/17 abons, Heery 1, Madlum O, Light 16, Total Adda 17 notuding WCAO, WNTR, KASE, WESC, WOKK, KSO, KTPK, KKAL.

MAMMES BROTHERS "When thy Blue Moon Turns To Gold Agels" (Moreary/PolyGram) 17/5 Roteions, Heery D. Medium 1, Light 18, Total Adds 5 WTSV, WYXI, WGTO, WTHI, KYCO, Light KMME, KYKX, KRWO, KRSY,

CINT BROTHERS "Country Strell" (Morcury/PolyGram) 17/1
tone Heavy C. Medium 2, Light 15, Total Adds 1 KCCY, Medium, WCUZ, WFMS, Light: WSNO, WYII, KRRY, WWOD,

JOE STAMPLEY "When Semething is Wrong With My Beby" (Epis) 17/8
Rossions: Heavy O. Medium B. Light 9. Total Adds O. Medium WYN, KRRV, WPAP, KKYX, KVOO, KRKT, KOIL, KRSY, Light

BOBBY BARE "Whee I Get Heme" (EMI America) 16/7 Rozstona: Heery O, Medium 2, Light 14, Total Adds 7 WWOD, WCMS, WPAP, WCUZ, WTSO, KTTS, KRWO. Medium: KNIX.

BANNIN SMITH "Yes Jest Hert My Lest Feeling" (Biop One) 18/2 Rotston; Heery O, Medium S. Light 11, Total Adds 2 KORY, KSOP, Medium, KMAL, WTVY, WWOD, KKYX, KIGO, Light

BIOE BANDY "Barroom Roses" (Columbia) 14/12 Rotations: Heavy O, Medium 1, Light 13, Total Adds 12 included

including WSNO, KASE, WFNC, KIKK, WIRK, KBMR, KSO, KQIL.

ALMOST BROTHERS "Den't Tell Me Leve Is Kind" (NTM) 13/7 Rotations Heavy O. Medium O. Light 13, Total Adds 7 WGNA. KRRV, WFNC, WPAP, WWJO, KYOO, KGA. Light: WYAM.

MARGO SMITH & TOM GRANT "Everyday Pacele" (Bermude Duses) 12/4 Rotations: Heavy (), Medium (), Light 12, Total Addi 4 WYII, KRRV, WYVY, WPAP, Light, KMML, WFNC, WLWI, KRMD, KSO.

KITS, NYOU.
JOHN DENVER "Don't Close Year Eyes, Tenight" (RCA) 18/6
Rotations, Heavy 1, Medium 0, Light 9, Total Adds 6 WTSV, WKSJ, WOMS, WONE, KIOV, KRWQ. Heavy; KCCY. Light

DIAMA RAE "My Heart's Hearing Feetsteps" (MCA/Carb) 16/6 Rotations: Heavy D, Medium D, Ught 10, Total Adds D, Light: WILD, WYII, WYMI, WFNC, WCMS, WPAP, KFGO, KVOO,

NULL CITY "I'd De It in A Hearthest" (Rices Shine) 9/5 Rotetions: Heavy 1, Medium 2, Ught 6, Total Adds 5 WGNA, WKYG, WAMZ, WKIX, KIGO. Medium: WWOO, KKYX. Light:

REGC. MALL "Mearheat" (Cephol) 8/3 Rotations: Heavy O, Medium 1, Ught 7, Total Adds 3 WGNA, WOKQ, KWMT. Medium: WWOD. Ught: KHEY, WFNC, WKIX,

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

HANK WILLIAMS JR./This Ain't Dallas (WB/Curb) ALABAMA/Down On Longboat Key (RCA) HANK WILLIAMS JR./Something To Believe In (WB/Curb) JOHNNY LEE/They Never Had To Get Over You (WB)

CRYSTAL GAYLE/Touch And Go (WB) JOHN ANDERSON/Tokyo Oktahoma (WB) BUDDY EMMONS/Steel Guitar Rag (Step One) JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB)

SOUTHERN PACIFIC/Periect Stranger (W8) RESTLESS HEART/She's Coming Home (RCA)

Five-O 40 Hour Week Five-0 Keep Me Hangin' On Nobody Wants To Be Alone Tokyo Oklahoma Swingin' 40's - 80's Tokyo Oklahoma Southern Pacific Restless Heart

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COUNTRY ADDS & HOTS

MOST ADDED

EAST

Duffy Parton w/Kenny Regers (RCA) Heat Williams Jr. (WS-Corb)

MOST ADDED SOUTH HOTTEST

Oak Radge Boys (MCA) Januarya-Mutaan-Cash-Kristuffurson (Col) Epity Rayson (RCA) Dolly Parlan w-Kenny Regers (RCA)

HOST ADDED MIDWEST

WEST HOTTEST

Eddy Rosen (RCA) Junings-Multon Coph-Systemers (RCA/Corb)

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> 160 Reporters **149 Current Reports**

The following stations reported no change in their rotations this week:

WWVA/Wheeling WNOX/Knoxville WQHK/Fort Wayne KFKF/Kansas City WOW/Omaha KFDI/Wichita KMAK/Fresno KWJJ/Portland KTOM/Salinas

The following stations failed to report to report this week and therefore their playlists were frozen:

> WPTR/Albany WXTU/Philadelphia WYNK/Baton Rouge KPLX/Dallas-Ft. Worth WSIX/Nachville **KJJY/Des Moines** WDGY/Minneapolis KUZZ/Bakersfield KRAK/Sacramento KCKC/San Bernardino

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SELLANT BROYERS Tonoma, WA

700A 700A 700A Spendam, WA
TARI GENELEY
CONSTAL GATLE
HOR BAMBY
JIM COLLING
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AND CONTROL
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SAME PRICE AND JP. KCMB Tussen, AZ

JUICE MENTON
CRADLET PRIOR
EMPTION HARAITS
MODERNIE CASS
RITHY GRITHT DIST
HARE WILLIAMS JP.
WILLIE, SPIS, MAY WICE

ADULT/CONTEMPORARY

BREAKERS

COREY HART

Never Surrender (EMI America)

63% of our reporters on it. Rotations: Heavy 14/0, Medium 49/9, Light 21/3, Total Adds 12, KVIL-FM, WLLT, WMJI, WMYX, KYKY, KMGG, KKLT, KGW, WING, KKPL, KRNO, KMGQ. Debuts at number 19 on the A/C chart

RONNIE MILSAP

Lost in The '50s (RCA)

63% of our reporters on it. Rotations: Heavy 10/1, Medium 55/5, Light 19/4, Total Adds 10, KVIL-FM, KYKY, KHOW, WEZC, WRAL, WHB, WFMK, WLTE, 3WM, KWAV. Moves to number 20 on the A/C chart.

NEW & ACTIVE

WHASE! "Freedom" (Calcumble) 73-42
Pisacrar Heavy 271, Medium 30:14 Luft 33:27. Total Adds 42 mcLuding WGDW, WGB KYR, Pist 97AA, WARNINGS WLLT.
WERM, WINC, KUDL, MAYE, KYNY, KHOW, KHOG, KOW, WCC. WKGW, KYOS, WST, WKLJ, WLAC-FM, WSFL, WAYE,
WANAM, KYOA, WTRK, WAGN, KOL, KRAY, KBO, KFI, KBEST, KIFS O'DANS of number 22 on the AC Charl
WANAM, KYOA, WTRK, WAGN, KOL, KRAY, KBO, KFI, KBEST, KIFS O'DANS of number 22 on the AC Charl
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WANAM, WHO CHITC, WAGN, WHO KYOA, KBO, KOYA, KHOW, WHO WGB KOO, KROYA, WHOM
WHOM WHO KYTO, WAGN, WORK KOC, KBO, KOYA, KHOW, WHO WGB KOWS INCOME.

ROBBOTS HIBBY 10. Micham 286 Light 32/31. Total Adds 22 recting WHSR WLTS, WCCO. WRYE WKOM. K105. KRYA.
NHAMA WHSC. WITTE, WMON. WSN. KOB., KIDE, KIDE, Hosey. WKSW. Mechams include KIDA. WHSN.
MINEY LEWIS 3 THE MEWS. "Provent of Large" (Chrysolitis 98.66
Robbots Hosey 21/0, Mischum 24/4, Light 104. Total Adds 8. WILLT, WMSR, KOB., KYULU, WTNY, WASC., WJSC., KFSB.
Hosey. 24/0. WSSY, KIAGO. MYCY. WHAS, WSTF. WHSB., WMSD., WHSE, KKIDA. Mischums include. WFSR. KYU. FMR.
WILTS WHALL KJR. V100. WYY. WHAS, WSTF. WHSB. WASC., KWSW., KIEST. KERB. UTSD.
BIOCHAEL PRANKES. "Prov. Search" SECO. WINE. MCC., WCCH., WASH. WKY. KYU. WSC.
WHYA. KICA. WSSS., KWSP., KWSS., KSSST. KKIP., WTNS., WKSP., KSSST. KKIP. WTNS., WKY. KSSST. KKIP. WTNS. WKY. KSSST. KKY. WKY. KSSST. KSS

ROTATION BREAKOUTS

		IOLD			
		Reports/Adds	Heavy	Medium	Light
O PAU	L YOUNG	132/0	125	7	0
O Della	NGE	134/0	121	11	2
O AIR S		122/2	84	32	6
	& THE GANG	128/8	84	34	10
€ pou		121/5	74	43	4
(C) KENN	Y LOCGIUS	113/3	78	30	5
7 WHIT	WEY HOUSTON	116/0	78	31	7
CO SADE		116/3	73	35	8
9 AMY	GRANT	109/2	74	29	6
O BILLY	JOEL	126/3	42	70	14
11 SURV	TVOR	92/0	31	49	12
D BILLY	OCEAN	121/9	23	72	26
13 DARY	L HALL & JOHN GATES	97/0	41	46	10
(2) THIA	TURNER	113/19	18	71	24
ANET	HA FRANKLIN	99/7	37	46	16
16 SISTE	R SLEDGE	93/3	38	46	9
C ROSA	MME CASH	92/3	19	61	12
18 BEAC	N BOYS	79/0	12	54	13
D CORE	Y HART	84/12	14	49	21
@ nom	HE MILSAP	84/10	10	55	19
21 TEAR	S FOR FEARS	55/0	5	34	16
D WHA	Mt	73/42	2	38	33
WHEY	LEWIS & THE NEWS	56/8	21	24	10
24 MADE	DIMA	49/0	7	32	10
25 BRYA	M ABAMS	48/0	10	27	11

MOST ADDED

WHAMI (42) Freedom (Columbia) BEACH BOYS (39) It's Getting Late (Caribou/CBS) MICHAEL McDONALD (32) No Lookin' Back (WB) MICHAEL FRANKS (30)

Your Secret's Safe With Me (WB) Spanish Eddie (Atla

HOTTEST

PAUL YOUNG (111) Everytime You Go Away (Colu DoBARGE (103) KOOL & THE BANG (52)

Charish (De-Lite/PolyGram) AIR SUPPLY (51) Just As I Am (Arista) KENNY LOGGINS (46) Forever (Columbia)

MICHAEL MEDURALD "No Looms Sold" (WB) 47/32 Relations Heory OO, Medum 40, Liph 30/21, Toda Adds 32, WCOC, KGW, B100, KFMB, WAEB, WCC, KEY103, WSFL, WHAM, WHIGC, KIOA KOLL, WHIGH KIEST, WWFA, KORIQ, WSY, WGSV, KRILB, WORG, WYTX, WAEV, KYTL, WXIS, KEZE, WJON, WGOW, KYWO, KGGW, KALE Indication exclude ROUGH Y SHROW "Tred Of Boling Blooks" (Epits) 45/6 TO Heory 20, Mickows 200, Liph 17/0, Tolal Addod o Heavy, WFBR, WKBW Mediums include 2WD, WAEB, V100, TOL Heory 20, Mickows 200, Liph 17/0, Tolal Addod o Heavy, WFBR, WKBW Mediums include 2WD, WAEB, V100,

03, WBT, WHYA. WHEEL RUDK HOWARD JOHES "Life in One Dey" (Elektra) 44/15 Rossions: Heevy 20, Medium 16/2, Light 26/13, Total Adds 15, 5 KOIL, KWAY, WGSY, KRLB, WAEY, KWEB, WJON. Mediums in ds 15, 8100, WICC, KEY103, KELT, WHBC, WTRX, WMGN

WISH, KOLL, KWAY, WISH, MICH, WREY, KWEB, WISH MINDANS WISHES WITE PEABO BRYSON "Take No Pricesers (in The Gene Of Leve)" (Elektra) 44/6 Rotatons Heeny 20, Madum 28/0, Light 18/0, Total Adds O Heeny WKDM, WWNR. Madiu

WIALC-PM, WIFFL, WHICK, CHTEK, WHIFIN KDUK, KREST, KUPL

BEACH 19973: "IN 19 Centions Late" (ChristocCBS) 36/38

Figuriors Hebry GO, Middum 84. Light 31/31, Tolal Adds 39. WCCO, KFMB, WAEB, WCC, WKGW, WIFFL, WAVE, WAMAN, KDDA, KOR, WHORE, WASH, WHIFLE, WWWAP, KORD, WISKY, WCKQ, WCHW, WAFFL, WAYE, WCCO, WCYX, WAFF, WCCO, WCCA, WAFFL, WASH, KFMB, KEZ, KWEB, WJOH, KULLY, KTWO, KIB, KIBB, KIMGO, KALE

POINTER 188TERS ""Bode 189" (RCA) 327".

REMAINS HEBRIS "Super 189" (RCA) 327".

REMAINS HEBRIS "Super 189" (RCA) 327".

REMAINS HEBRIS "Super 189".

REMAINS HEBRIS HEBR

ischume richude. WKYE. (WAMA).

W. COLLING "D'EAT Lace bly Number" (Atlantic) 38/6
sations Heery I.O. Mischum 17/2. Light 12/3, Total Adds S. KYEL-PM. 2WD, WKYE. WSTF, KBEST, WBDW Heery WKYX
stehume richude. YHOO, KEET, WBEST, WAMAN. KKWA.

SIGNIFICANT ACTION

JOHN BENYER "Dee't Clace Year Eyes, Tenight" (RCA) 28/1
Rossions Heavy 20, Mindum 140, Light 12/1. Total Adds 1, WORG Heavy WEM. WARR Modum WPRO, KVIL-PM.
WITS, WOOD, WOY, WINNA, WORY, WORK, WORK, WARR MADE, WHIT-PM, REEZ, KR9B

NOTELS "Dhame" (Capital) 27/22
ROSSION** Heavy 60, Mindum 64. Light 21/18, Total Adds 22, WAVE, WHAM, WHIGH, WHORK, WHOR, WEM, WARR, WORK, WARR, KROO, WISKY, WORW, WAGE, WORD, WKYK, KYB., KPIB, REEZ, KYGO, KYMO, KORM, KRIGO Mindum

Heavy WKBW Medium, KEY103, WWNR, WEIM, WSKI WORD

WEYE, KRIJV, K. WU, JARY, Bugs." (Columbia) 22/1

ROMAND FINISTEEN "Glary Bugs." (Columbia) 22/1

ROMAND Hopey 80, Medium 80. Light 81, Total Adds 1, WSTF Hopey KMDG, WKYE, WHAS, WKLJ. WAVE, KKIJA
WKYCK, KALE, Modelum 810, WRISK, WHAM, WHYN, WHYN, WWPA, KKILY

Rossons Heavy 80, Medium 80, Light 81, Total Adds 1, WSTF Heavy KRUEG, WKYE, WYRS, WYRS, WYRS, WYRS, WYRS, WYRS, KLLV

@CORGE BESIGNI "New Bey" (WS) 28/8
Rossons Heavy 20, Medium 150, Light 30 Total Adds 0, Heavy KEFM, WAPR Rodown WLTS, WRYA, WHSY, WHSC,
KKOA, WORK, WSG, WGL, WSTPR KFSB, KSEZ, KWES, KTWO, KTWO, KTSS, KMGO
JOHN PARR "SL, Elson's Tire (Blan to Michica)" (Allentics) 18/2
Rossons Heavy 00, Medium 150, Light 82, Total Adds 2, 8100, Willie Medium KVIL-Fix, 2WD, WKJJ, WHAM, WENS
KKUJ, WMAPR, WEIM, WSKY, WCKO, WKXY, KALE.

JAMINE BOOD "West" of Love" (Elektra) 14.714
Assiste Bood "West" of Love" (Elektra) 14.714
Rotations Heavy 00, Misburn 60, Light 14.14, Total Adda 14, WCCO, WWNR, WEIM, WSW, WGSV, WORD, WZLO, KTPL
KYSS, KEZE, KTPM, KGSW, KYSS, KIMIGO

DAN POBLERE "Wigh Country Snews" (Fall Moon/Epit) 14/6
Rossons Heavy 90, Medium 3/1, Lord 11/7, Toss Adds 8, WCCO, WHAM, KSL, WEIM, WORG, WCIL, WAIT-FM, KOSW

WHAM, WJON, Medium WEIM, WAHR

Modulini WAFR, W.BC.

IBR. BISSTER "Broken Wings" (RCA) 13/2

ROLLING FOR PEARS "Blook" (Mercury/Polylemin) 12/2

TEARS FOR PEARS "Blook" (Mercury/Polylemin) 12/2

TEARS FOR PEARS "Blook" (Mercury/Polylemin) 12/2

TEARS FOR WINS. WHAS. WHAS. WHAS, WITH HORNY WKYE, WKJJ, KPLB Medium KVIL-FM. Rosslons Heery 30, Medium (71, Light br.), The Rosslond Heery (A&M) 11/6
KINGG, WAYE, WENS, WINEE, WWPA.

WARE WIRE CHRISSEE HYWEE "I Set You Babo" (A&M) 11/6
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PESSE JOHNSON'S REVUE "I Want My Birl" (A&M) 18/3
Research Henry DO, Medum 20, Lottl RO, Tolal Adds 3, WHYN, WKHE, WKYX Medum WEM, WCIL

PROBLEMS PROBLEM ACKNOWN PROBLEM ZUL LIGHT MAX. TOMB AGON 3, WHITEN, WHITE, WHITE MEGILIN WELLE, WISLL, WISLL, PREDDE JACKSON "Root Me Tonight (For Old Time's Saley)" (Capitol) 18-7 Rotations Heery DO, Medium 62, Light 41, Total Adds 3, KKLT, KMAY, KBEST Medium 97AA, WAVE, WSKI, KTYL

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or Imore stations. Records in Significent Action are receiving sirpley from 10-29 stations. Records with substantial heavy and medium rotation sirpley activity do not have to achieve Breater status to enter the A/C chart. Records which have achieved Breater status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the

A/C ADDS & HOTS

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WWOM/Albany WHBY/Appleton-Oshko 55KRC/Cincinnati K101/Sen Francisco

The following stations failed to report this week, so their playlists were frozen.

WRMM/Attente V100/Charleston WOMC/Detroit WSFM/Harrisburg KKUA/Honolulu WIVY/Jacksonville

These stations are no longer A/C reporters: WMAZ/Mecon & KCNR/Portland

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60/ R&R FRIDAY, JULY 26, 1985

AOR TRACKS

1	Trees greens	Pupition of the second		ed Penni	149 REPORTS	Total Reports/Adds	Power	Heavy	Medium
1				,	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)	135-/1	60 =	128-	7-
I	3	2	2	ė	DIRE STRAITS/Money For Nothing (WB)	136 - /0	56+	126+	10-
1	11	1	3	Ŏ	JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)	135 - /2			14-
1	10				PAT BENATAR/Invincible (Chrysalis)	129-/0			28-
1		8			JEFF BECK W/ROD STEWART/People Get Ready (Epic)	116-/1		89 -	
1	10				STING/Fortress Around Your Heart (A&M)	128+/7 112-/1	15+ 31+		49-
ı					COREY HART/Never Surrender (EMI America) TEARS FOR FEARS/Shout (Mercury/PG)	103-/0		85-	
1	4				BRYAN ADAMS/Summer Of '69 (A&M)	103-/4	27+	76+	27-
1	5				HEART/What About Love? (Capitol)	95 - 70	17-	77-	16+
1		10	18		PMM. COLLING/Don't Lose My Number (Atlantic)	101+/17			34-
1	35	27	16	ð	JOHN CAFFERTY & THE BEAVER/C-I-T-Y (Scotti Bros./CBS)	119+/6			67-
1	28	17	15	•	RLE.ML/Can't Get There From Here (IRS/MCA)	114+/6			- 86
١	16	13	12	14	RATT/Lay t Down (Atlantic)	111-/0 108-/1	7+ 9-		58 -
1	27	16	13	15	MOTLEY CRUE/Smokin' In The Boys Room (Elektra)	80-/0	-	72 -	
1					STIMONY You Love Somebody Sat Them Free (A&M) GODLEY & CREME/Cry (Polydor/PG)	113+/11			75+
1	_	27	77	X	MOTELS/Shame (Capitol)	110+/14		23+	82+
١					UZ/Three Sunrises (Island)	97-/1	4+	34-	80-
١					TALKING HEADS/And She Was (Sire/WB)	101+/16	10+	34+	59 +
1	25	10	17	21	MUSS BALLARO/The Fire Still Burns (EMI America)	108-/3			73-
1	98	æ	27	•	BOLLY JOEL/You're Only Human (Second Wind) (Columbia)	92+/7			54+
Ì					NUEY LEWIS & THE NEWS/Back in Time (MCA)	96+/26 91-/2			47+ 50-
ı					BRYAN FERRY/Sine To Love (WB)	90+A			80+
1	4	34	25	9	 Y&T/Summertime Girts (A&M) TIMA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol) 		15+		40-
1	47			*	BRYAM ADAMS/Diens (Import)	59+/9	3+	26+	26-
ı					HOWARD JONES/Life in One Day (Elektra)	82+/5	2+	23-	52+
1	_				MICHAEL McDONALD/No Lookin' Back (WB)	82+/30			64+
1	_		4	0	CHEAP TRICK/Tonight It's You (Epic)	92+/18			78+
ı	17	19	21	31	ROBERT PLANT/Shies And Sevens (Es Paranza/Atlantic)	60-/1			- 30- - 71+
ł	-				MCK MASON & RICK FEIM/Lie For A Lie (Columbia)	92+/41 75-/2			45-
I	34				EURYTHMICS/I Love You Like A Ball And Chain (RCA) NIGHT RANGER/Sentimental Street (Camel/MCA)	56 - /O	2-		21+
١	8				JEFF BECK/Gets Us All In The End (Epic)	68+/8	_		44+
					HOOTERS/And We Danced (Columbia)	59+/24	2+	15+	37+
1	-		4	ě	BRUCE SPRINGSTEEN/Stand On It (Columbia)	86 - /8	0-	15-	30-
ı	54	92	46	Œ	DORE STRAITS/So Far Away (WB)	47+/6			25-
					TEARS FOR FEARS/Head Over Heels (Mercury/PG)	48+/10			26+
					BOB DYLAM/Tight Connection To My Heart (Columbia)	63-/1			34-
					BON JOYI/n And Out Of Love (Mercury/PG)	67-/6 40-/1	1+ 5-		47- 11-
	_				TALICING HEADS/Road To Nowhere (Sire/WB) ROBERT PLANT/Little By Little (Es Paranza/Atlantic)	37-/0			- 18+
	9				POWER STATION/Get it On (Bang A Gong) (Capitol)	36 - /0			- 18-
					HELDI/Deep Cuts The Knife (Capitol)	49-/1		9-	32-
					LONE JUSTICE/Sweet Sweet Baby (I'm Falling) (Geffen)	61-/8			45+
					COCK ROBIN/When Your Heart Is Weak (Columbia)	57+/B		_	40+
					TAXXII/Still In Love (MCA)	55-/2		_	39+
					UB40 w/CHRISSIE HYNDE/I Got You Babe (Virgin/A&M)	50+/24			31+
	28	28	3	. 11	GEORGE THOROGOOD &/Wille And The Hand Jive (EMI Americ	a) 46-/2 36+/6	•	_	· 32- • 15+
	_		5	9	STING/Love The Seventh Wave (A&M) NIGHT RANGER/Four In The Morning (Carnel/MCA)	43+/1			29+
	الل.	<u>1112.</u> 40	_	3	FIXIN PROBLET TO Both Sides (MCA)	50 = /6			37+
					DRUCE SPRINGSTEEM/Glory Days (Columbia)	29 - /0		16-	_
	_	_		4	X/Burning House Of Love (Elektra)	53+/9		-	34+
	12	24	4	ı	TOM PETTY & THE HEARTBREAKERS/Make It Better (Forget) (I	MCA)36-/1	2-		- 13-
					DIRE STRAITS/Walk Of Life (WB)	33-/2			- 14-
					SUPERTRAMP/Better Days (A&M)	41 + /14 45 + /6	-	_	21+
) MRL MISTER/Broken Wings (RCA) SUPERTRAMP/Cannonball (A&M)	31 -/1	-		- 13-
	,	14	3		OUT ETT I I SMIT / OBTION (MOIN)				

MOST ADDED

INCL MASON & RICK PERM (41)
LIG FOR A LIG (COLUMDIA)
MICHAEL MASONALD (RIG)
NO LOCKIN BECK (WB)
EIGHE & THE TIME (21)
One in A Million (Alco) HUEY LEWIS & THE NEWS (26) Back in Time (MCA) HOOTERS (24) And We Denced (Columbia) 1 Got You Babe (Virgin/A&M

HOTTEST

HARFY LEWIS & THE NEWS (80) Power Of Love (Chryst DIRE STRAITS (98) Money For Nothing (WB) o's Fire (Man In...) (PAT DEMATAR (36) Invincible (Chrysalis) TEARS FOR FEARS (33)

BREAKERS.

MICK MAGGE & RICK FE Lip Per A Lip (Columbi

CET FOR IN ALL PROPERTIES OF B. SENT INCIDENCE AND ALL PROPERTIES. SERVING MALEY, KYING, SECURED, KENDER, SERVING, KENDER, SECURED, KENDER, SERVING, KENDER, SERVING, KENDER, SERVING, KENDER, SERVING, S

NEW & ACTIVE

WRESHY "Remoting Book" (Resolution) 65/ 8 (46/ 22)
Alex HOTM, CROIL HOW, HOULE WIRE, WIRD, HIGH, KIDD PRINTS, 1. Heavy 2 WOO AMERICAN PRINTS, WHY, KIDD, WIRY, KIDD PRINTS, 1. Heavy 2 WOO AMERICAN PRINTS, MICH. HIGH PRINTS, PRI

WOLDED WYNEF, WINDY, WINDY, WANEF, WINDZ, KOMP.

WINDART "IT Landes Could INT" (Coulding 32/ 10 (26/ 3)
Apide Indian KIND, KINDY, WINDA, WINDA, WANEF, KINDZ, WINDY, Powers 1. Heavy; 9 wickels
KINDZ, KOME, WINDX, KOZL, KIPAG, Mediume 20 michale DC101, KTRIC, WOFM, WINDF, WAPA, KINDJ.

NEZZE

MARKALISM "Maybrigh" (Chapted) 28/14 (22/21)

Ander reduce 500, WHOLL VISB, KLD, KLDY, WHU Flowy 2 CHOM, WOUR Mediums 23 reduce 500, KHOPL, WHOLF, HIGO, WHOV, WOOR, MLMP.

BEEZ STEMPTS "Chap World" (WIS) 28/19 (19/8)

MADE REDUCE WOOL, WHOLL WHOLL, WHOLL WHOLL WHOLL WISD, WI

WOT, ROCK,

WOT, ROCK

WOT, ROCK

WOT, ROCK

WOT, ROCK

WOT, ROCK

Adds restable ROCK, ROCK, ROCK, WERE, ROCK, ROCK, ROCK, ROCK, ROWN

Adds restable ROCK, ROCK, ROCK, WERE, ROCK, ROCK, ROCK, ROCK, ROWN

For ROCK ROCK, ROC

CHOT, WEDN. WINCH, KICH, KICH, KICH, KICH, KICH, STENDER THEOGRAPH, (RED.) 224 4 (18' 0)

Addo. CHOM. KYVS, WEPK, WILP Provent 1 Heavy 8 michade WLVQ, KFDQ, WCCC, KFDQ, KCDQ,

Michaelman 16 michael DCHOT, WCCD, WCDT, KCDW

ACKETTANIAN & THE WINVES "Bo You Waste Crystag?" (Copilian) 21/ 11 (18' 9)

Addo mchael Willey, KEP, WAST, WYNY, KFRQ KIME, Heavy 4 michael CHEZ, KFDQ WHALD

GRAMAM PARKER & THE SMST "The Westends's Tee Short" (Status) 29/ 3 (29/ 5)
Adds WTICL WCIT, KFMF-Heavy 2 W.III Mediums 15 include WSCH. KZEW, WAAF, KFMF, WWW.

NORTH PLANT "The Load" (So Parama/ Albanto) 19/14 (S/1)
Add reads N.C., MILP, WPY, MADY, MADY, WALF, Heavy 3 WWW, WBBM, KWE
NEW, WCM, WOLE, WELE, WRU, WCZW, WCZO,
NEART "Sever" (Capital) 19/3 (19/1)
Adds WBE, KBE, CHEZ Power 1. Heavy 6 reads KZEW, WOLF, KHCH, WFY, WOOR, WWW
teachurs 10 reads KRM, W.C. (Capital) 19/3 (19/1)
NATT "Year's in Leav" (Albanto) 19/1 (19/5)
Adds WFYX, MINN, 3 KUEP, N.CO., KIOS Mediums 16 reads WBAB, KSHE KBW, WAFL, KLO.

VEZE: "We Work The Black Seam" (A&M) 16/4 (16/1)
Adda WOVE CC101, WFV, ICCS, Heavy, 6 victors ILCS, IRSCO, IFCCS, KRCH, WFS Mediums 8
rechast ILAC, WCK, WCT, INSCO, ICCS
(1804) 18/3 (15/4)
Adda, WLAV, ILCS, WCCT, Heavy, 6 victors 18/3 (15/4)
Adda, WLAV, ILCS, WCCT, Heavy, 6 victors 18/3 (15/4)

RE.III. "Below 6" (IRIA/ IRICA) 18/3 (16/1) Adds: KTIKO, ISTOO, KSPN 1980-y; 10 Wolado KZEW, WISHT, WAPS, KIPOL KTYD, KVPE M Adds: KTIZO, KTODA (1991 1996); 10 HOLDER KZEW, WIFTI, WIFE, KULL, KTIZ, KYVE, WIRDLING (1994); 10 HOLDER KZEW, WIFTI, WIFE, KULL, KZAM WASS-ZAMT "HIRALIA Secondam" (Bushwart, Bashan) 19,1 (17/5) Adds KUZ, Hessy, 2 WIFF, KOQU, Madavas 14 Holder WICH, WIFF, WOFM WPYX WOOS WTUE.

WILZ

PROLIDE "Pep Life" (WB) 17/4 (15/4)

Adds WZZO, WRIZ, KGGO, WBLM Powers 1 Heavy 8 mchade WLPR KLYV, WCPZ, KSPN, KYRE

Machama 7 nchicles WPS, WPOH WGD, WGWW

BILLY 868/ME "Blade Rosen" (Affantis) 17/8 (16/6)

Adds 10 Heavy 5 KIOR, WHEB, KYD Medium 12 mchade WABA KOPS, KGB WLAV, KLO, KWH,

BYAM FERMY "Bun't Sign The Benne" (WB) 18/1 (13/2)

Adds KROO, Powers, Lessyn 9 mchade KBCO, WLPR, WZEW, KSPN, KZAM, KYRE Medium 5 mchade KASY, KYCZ, KRZY, KZCZ.

BE A SHMOOZER ...NOT A LOSER AT THE NEW MUSIC SEMINAR

To make it in the music business, you've got to get out there and see people. Face to face. Shmoozing—the art of talking business as pleasure—is the most important activity at the New Music Seminar. Actively networking with the record industry's movers and shakers at the Seminar will do more for your career and your company than a month spent playing telephone roulette or mailing out press releases. Come September 25-28, no one will be "in with people" or "on a call" or "out of town." They'll all be in New York's Marriott Marquis, shmoozing at the New Music Seminar.

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This year's Seminar will feature a fascinating and broadbased array of programs, including many new panels and workshops.

PROGRAMMING: Black Radio . Contemporary Hit Radio • College Radio (new) • Album Oriented Rock Radio • DJs and Remixers • MUSIC: Producers • New Age Music (new) . Heavy Metal (new) . A&R . Journalists . Alternative Music (new) • Artists • Battle of DJs/MCs/Human Beat Boxes . BUSINESS: Nightclubbing Around the World . Talent and Booking • Tipsheets and Trades • New Labels Workshop (new) . The Cultural Boycott (new) . UK Independent Labels (new) • US Independent Labels: Marketing and Promotion (new) . Independent Labels and Distribution • Financial Structure of the Music Business • Management • Music vs. Madison Avenue (new) • MARKET-ING: Publicity . Packaging and Merchandising (new) . Crossover Promotion • AOR Marketing and Promotion • Black Music Marketing and Promotion • MUSIC VIDEO: National Programming • Local/Regional Programming (new) • International Programming (new) • Directors • Clubs (new) • Marketing & Explaitation (new) • Pramotion (new) • LEGAL: Record Deal Basics (new) • Publishing and Artist Development • Artist Contract Mack Negatiation · Ancillary Rights (new) · Carporate Sponsorship (new) • Legal Hot Topics (new) • Music/Film/Video • International Licensing • Video Rights & Payments (new) • TECHNOLOGY WORKSHOPS: Recarding Studio Technology (new) • Computer Technology (new)

REGISTRATION: Admission to the Seminar is \$175 per person. Call 212-722-2115 or write c/o 1747 first Avenue, New York, NY 10128 to request a registration form. If you want to use your credit cord, you can register by phone at the same number. ACCOMMODATIONS: The Seminor has arranged discount hotel rates for Seminar attendees. Call or write for information on hotel and travel options. (Same address and phone as above.) MARKET-ING OPPORTUNITIES: There are many ways you can use the Seminar as a valuable and unique marketing and promotion opportunity. Call Joel Webber at 212-255-7408 for information and rates.

NEW HUSIC SEMINAR 6 | [| | | | | | | | SEPTEMBER 25-28, 1985 **MARRIOTT MARQUIS** EW YORK CITY 1747 FIRST AVENUE NYC 10128 (212)722.2115TELEX 6971604 FUNK \$ [



AOR ALBUMS

MOST ADDED

BOOLEY & CREME (19) olydor/PG1 The History Mix HOOTERS (16) HEAVENLY KID (18)

PHIL COLLINS (18)

HOTTEST BACK TO THE FUTURE (81)

DIRE STRAITS (56) Brothers In Arms (WB) Soundtrack (/ STIMG (39) TEARS FOR FEARS (36) Songs From The Big (Mercury/PG)

NEW & ACTIVE

Y/ Ala't Love Orand (Finites) 53/ 9 (8/ 8)

Adds: WNEW, WPDH, WAQY, WTKX, KXZL, WRKI, WHMD, WZEW, WZZQ. Heavy: 5 include KROQ, KPOL, KTCL. Mediums; 34 include WHLY, KZEW, WXRT, WQFM, KBCO, KMET, KRQR, KOME.

FLETCH/ Seundreck (MCA) 58/ 5 (56/ 10).
Adds: KSJO, WLAV, KILO, KSQY, KFMF. Heavy: 5 include KBCO, WDHA, KRQU, KCGL. Mediums. 37 include WMMR, WHJY, DC101, WXRT, KOME, WDIZ, KATT

MR. MISTEN Welsome To The Real World (RCA) 46/6 (42/4)
Adds: WBCN, WLUP, KOME, KEZE, WHMD, KVRE. Powers: 2. Heavy. 6 include WQFM, KROQ, KTCZ,
KFMF. Mediums: 30 include KLOL, KBCO, KZAP, KGB, WAPL, WOOS, WLAV, KILO.

WINDERTY Cast The First Stees (Menhetten) 45° 8 (49° 22)
Adds: WOFM, CFOX, WOHA, WOUR, WRXL, WRKI, WZEW, KZOQ. Powers: 1. Heavy: 2 WOOS, KRQU Mediums: 32 include KGB, WPYX, WAQY, WQMF, WAPL, WLLZ, KILO.

ARETHA FRANKLIN/ Whe's Zeemin' Whe? (Arists) 43/1 (42/4)
Adds: WXRT, Powers: 2, Heavy: 13 include KMJK, WRDU, KGGO, K97, KLYV, WXCT, KFMF. Mediums: 26 include WBCN, WSHE, KBCO, KFOG, WCCC, WWCT.

RED SPEEDWAGON/ Whoels Are Turnin' (Epis) 27/8 (28/13)
Adds: KUPD, WZZO, WXLP, WWCT, KMOD, WHMD, KLYV, WZZQ. Heavy: 6 include KKCI, WCMF. WOOS, Mediums: 20 include KORS, KBPI, KGB, WTUE, KGGO, KRSP

VAN-ZMIT/Yee-Zeat (flotwert/ Geffen) 26/1 (26/3)
Adds: IOZZL. Powers: 2. Heavy: 6 include WRIF, KDKB, WCMF, KRQU. Mediums: 17 include WYNF, WQFM, WPYX, WOOS, WLLZ, WRUF, KLYV.

GUADALCAMAL BIANY/ Walting in The Stantov Of The Sig Ren (Blotter) 23/2 (21/7) Adds: KLOL, WSHE. Heavy: 0. Mediums: 13 include KTXQ, KZEW, WXRT, KBCO, WHFS, WOUR, KLAQ,

RETURN TO WATERLOO/ Soundrank (Arlein) 22/4 (18/9) Adds: KLBJ, KEZE, WIZN, WCPZ. Heevy: 2 include KZAM. Mediums: 16 include WBCN, WIMMR, WXRT, KRCO, KOME, KISW, WHES, WAPL

PRINCE/Around The World in A Boy (WB) 21/4 (19/3) Adds: WZZO, WOMF, WROL, WBLM. Powers: 1. Heavy: 9 include Mediums: 9 include WHFS, WPDH, KMJX, KGGO, WIZN, WWWV. wy: 9 include WBCN, KROQ, WLIR, KLYV, KVRE.

AMMENTARE/ The Adventures (Chrysells) 89/9 (13/11)
Adds: WBCN, WDFM, WRCN, CHEZ, WOOS, WQBK, WBLM, WCPZ. Heavy: 1 WLIR. Mediums: 10 include KBCO, WHFS, WXKE, KSPN, KCGL.

A-MV Number High And Lew (WB) 14/2 (14/1) Adds: WHEB, WCPZ. Heavy: 3 KROQ, KROU, KCGL. Mediums: 7 include KBCO, CHEZ, WRDU, WOOS. WOBK, KZAM.

INEW BRISEN Law-Life (Buset WB) 14/1 (13/9)
Adds: KVPE: Powers: 1. Heavy: 7 WBCN, WXRT, WHFS, WLIR, CHEZ, KTCL, KCGL. Mediums: 6 include KBCO, KROQ, WRCN.

988/ Crest (Rugh/AAR) 13/2 (11/1) Adds: W(ZN, KRQU. Powers: 3. Heavy: 4 include KROQ, WLIR, KTCL. Mediums: 7 WBAB, WKRT, KBCO,

MEMBRILY ISIN Sounitrett (Bittine) 11/19 (1/1)
Adds Include WDHA, WRCN, WWWV, WZEW. Heavy: 0. Mediums: 7 WHJY, WYNF, WRIF, KQRS. KNCN, WLLZ, WARX.

C.S. ARRELE/7 Bay Westerd (Bire/Artels) 10/1 (9/1)
Adds: CHEZ. Heavy: 0, Mediums: 9 include KBCO, WHFS, KLPX, WIZN, WBSW, KTCL, KCGL

NEW & ACTIVE — Records building in airpley and coming closest to charting. Numbers indicate total reports adds: e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives

MOST ADDS - This week's most added records

HOTTEST — This week's records receiving the most power reports

AOR ALBUMS

70 Tu	wo La	.ant Aroon	149 REPORTS	JULY 26, 1985	Total Reports/Adds	Power	Heavy	Medi
1	1 1	1	STING/The Dream Of The Blue Turtles (A&M)	"Fortress" (128) "Free" (80) "Wave" (36)	148-/1	39 +	124-	23
2	2 2	0	DIRE STRAITS/Brothers In Arms (WB)	"Money" (136) "So Far" (47) "Walk" (33)	146-/0	56+	135+	11
4	3 3	3	BACK TO THE FUTURE/Soundtrack (MCA)	"Power" (135) "Back" (86)	139-/1	61+	131 -	. 8
10	8 5	4	ST. ELMO'S FIRE/Soundtrack (Atlantic)	"St. Elmo's" (135) "Shake Down" (17)	136-/2	51+	119+	1
			JEFF BECK/Flash (Epic)	"People" (116) "Gets Us All" (68)	131-/0	24-	93-	3
			TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Shout" (116) "Head Over Heels" (48)	126-/2	36 -	94 -	2
			HEART/Heart (Capitol)	"What About Love?" (95) "Looks" (37) "Never" (19)	125-/2	19-	91-	3
	4 9	A	COREY HART/Boy In The Box (EMI America)	"Never Surrender" (112)	115-/0	31+	91+	2
			BRYAN ADAMS/Reckless (A&M)	"Summer Of '69" (103)	104-/3	27+	76+	2
			TALKING HEADS/Little Creatures (Sire/WB)	"And She Was" (101) "Road" (40) "Lady" (11)	112-/2	15=	46+	5
	6 13		PHIL COLLINS/No Jacket Required (Atlantic)	"Don't Lose" (101)	107+/10	17+	73+	3
			JOHN CAFFERTY & THE BEAVER (Tough All Over (Scotti Bros./CBS)		125-/3	7+	50+	
			R.E.M./FablesReconstruction (IRS/MCA)	"Can't Get There" (114) "Driver 8" (18)	118+/7	14+	45+	7
			ROBERT PLANT/Shaken 'N Stirred (Es Paranza/Atlantic)	"Sixies" (60) "Little" (37) "Too Loud" (19)	96-/5	8-	46 -	4
			RATT/Invasion Of Your Privacy (Atlantic)	"Lay It Down" (111) "You're In Love" (19)	112-/0	7+	42-	
			MOTLEY CRUE/Theatre Of Pain (Elektra)	"Smokin' " (108)	108-/1	9-	42+	-
			U2/Wide Awake In America (Island)	"Three Sunrises" (97) "Bad" (13)	102-/1	6=	35-	
				"Sentimental" (55) "Four" (43) "Seven" (13)	93-/6	4	44-	
			GODLEY & CREME/The History Mix, Volume 1 (Polydor/PG)	"Cry" (113)	113 /19	4	28	7
				"Slave To Love" (91) "Don't Stop" (15)	9/0	6+	28-	-
			BRYAN FERRY/Boys And Girls (WB)	"Ball" (75) "Would I Lie" (20)	51-/2	3-	33-	_
					110-/3	0-	28+	_
			RUSS BALLARD/The Fire Still Burns (EMI America)	"Fire" (108)	88-/7	2-	29-	
				"Better" (41) "Cannonball" (31) "Brother" (31)	96+/7	10+	37+	-
	7 26			"You're Only Human" (92)				_
				"And We Danced" (59) "All You Zombies" (29)	77+/16	5+	21=	
			La stopen the (train)	"Summertime Girls" (90)	90+/4	6+	21+	
				"Life In One Day" (82)	87-/4	2-	26-	_
			BOB DYLAN/Empire Burlesque (Columbia)	"Tight Connection" (53) "Night" (29)	80 - /3	2-	21 -	_
1	9 28		TOM PETTY & THE HEARTBREAKERS/Southern Accents (MCA)	"Make It Better" (35) "Rebels" (11)	49-/1	2-	24 -	_
	2 34		POWER STATION/The Power Station (Capitol)	"Get It On" (36) "Murderess" (10)	45 - /1	7+	16-	
				"Looking" (41) "Voices" (16)	56-/0	1 -	13-	_
			BON JOVI/7800° Fahrenheit (Mercury/PG)	"In And Out" (67)	68-/7	1+	6=	
3	0 31	33	JOE WALSH/The Confessor (Full Moon/WB)	"Confessor" (22) "Good Man" (20) "Rosewood" (11)		2-	14 -	
. 3	8 36	34	AC/DC/Fly On The Wall (Atlantic)	"Danger" (30) "Sink" (21) "Shake" (14)	58 - /4	1+	6+	4
2	8 27	35	GEORGE THOROGOOD & THE DESTROYERS/Maverick (EMI America)	"Willie" (46)	49-/3	1 -	11 -	3
			LONE JUSTICE/Lone Justice (Geffen)	"Sweet Sweet" (61)	62-/7	1+	7=	4
				"Deep Cuts" (49)	51-/1	2-	9-	3
			COCK ROBIN/Cock Robin (Columbia)	"Heart" (57)	60 + /9	1+	6+	4
			BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Glory Days" (29)	30-/0	9+	16-	1
			TAXXI/Expose (MCA)	"Still In Love" (55)	55-/2	1+	5+	-

BREAKERS

GODLEY & CREME
The History Mix Volume 1 (Polydor/PolyGram)
76% of our reporters on it. 113/19 including adds at: KTXQ, KZEW, WSHE, WQFM, KSHE, KBCO, KROQ, KISW. Debuts at #19 on the Albema chart.

Greatest Hits (Columbia)

64% of our reporters on it. 96/7 with adds at: WDVE, WKLS, KKCI, WIOT, KWHL. Moves 26-24 on the Albums chart

Open Fire (A&M)

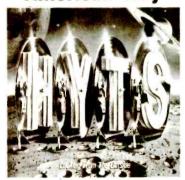
50% of our reporters on it. 90/4 with adds at: DC101, WKLS, WLVQ, KLOS. Moves 29-26 on the Albums chart.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), lewer (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

Don't You Forget

"American Way"



The First Single and 12" From HYTS' Second Album,

"Looking From The Outside"



Produced by Matthew King Kaufman



WTTOWAL

PLAYLISTS - An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medi-

um, the artist will appear in heavy Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week - its light adds --- are printed

Symbols:

- a Record is newly reported or additional tracks have been added
- (B) A single's B-side (M), (L) Other tracks from
- that album are in those rotations (medium or light)
- breviations means all airplay is in
- A trozen list indicates that a current report was not received. and last week's rotations were included in the data base

PARALLELS - Stations arranged by market size, according to Ar bitron's MSA population figures

Parallel One 1,000 000+ Parallel Two 200,000-1,000,000 Parallel Three under 200,000 Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower para-

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PO: GREG SOLE WR8F/Detroit (313) 827-9506 PO: MICHAEL MATER ASST, PD: JOE CREEK

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> KLPX/Tucson (802) 822-6711 PO: BRYAN WILLER SOFT AND STREET STATES OF STATES OF

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KWHL/Anchorage (907) 349-6551 PO: CAPTER 8, 81 Chevenne (307) 745-7396 PO - TOME SEMANDAL PROPERTY UNCLOSE TO THE POST OF THE 201 JOHN 88 . MASON & PERM . SATSINA & MAVES

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KVRE/Senta Rosa (707) 544-5873 PD: CYMDY PAULOS THE CONTROL OF THE CO

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PD: JOHN MATES

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KOZZ/Rene (702) 329-6261 PO: DANIEL CODY NO: STEVE PUM

151 Reporters

Seven stations reported a frozen playlist this week.

91X/San Diego KGON/Portland KINK/Portland KZOK/Seattle WHCN/Hartford WKQQ/Lexington WNOR-FM Norfolk

Three stations failed to report this week. Their rotations were

> KSRR/Houston WAQX/Syracuse WIMZ-FM/Knoxville

Two stations failed to report for a second consecutive week Their playlists were not included

WYSP/Philadelphia

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M.D. Arry Kronthal

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Pittsburgh

Program Administrator:

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Baltimore PO. Ralph Wimm MD. Tim Watts

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HIGHT RANGER/Spetropotal Street dept /Fredem POINCE/Pop Life DISC STRAITH/Speny For Mothing

Philadelphia PD: Scott Walker MD: Glenn Kalna

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PD. Charlie Chann Boston

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Toronto PD: Jim Waters Ton MD: Brad "Knobby" Jones

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PD: Scott Shannon MD: Frankie Blue

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ADDS STRATTE/Parking For Halbing SODIE's & CREME /Crg

PD: Bob Beauchemp MD: Guy Broullard

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Long Island

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B94 Pittsburgh

PD: Nick Bazoo MD Craig Jackson

PAT SENATAR/Invincible ACOL & THE GASS/Churire ACOLS? COME/Sandin' in The Bay-SING STRAITS/Mondy For Mathing -GARTIMAL AGES LOVE" HART AND STREETS & Cross & SILLY COVETAL/Too Loss Marvelo.

SOUTH

7-93 Atlanta
PD: John Young
MD: Chris Thoma

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| Committee |

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Dallas The Lock PD. Randy Brown MD. Jon Fores

MD: Joe Folger

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New York
PD: Larry
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MD: Lisa
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Program Administrator:

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Philadelphia PD Scott Walker MD Glenn Kalina

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PD: Charle Quin / Boston MD. Jay Dowd

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PD: Stephen Anthony

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PD: Jim Waters Ton MD: Brad "Knobby" Jones Toronto

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New York
PD: Scott Shannon
MD: Frankie Blue

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PD: Bob Beauchamp MD: Guy Broutland

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PD: Biff Todd
MD: P.J. Foxx

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ZOZIOZ Washington D.C.

PD: Randy Lane MD: Mary Taten

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Spring of Control Contr

PD: Bill Terry MD: Ruth Toison

MD: Runh Tolson

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B94 Pittsburgh

PD: Nick Bazoo MD: Craig Jackson

MO. Crasg Jackson

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7-93 Atlanta
PD: John Young
MD: Chris Thoma

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-caset JDMES/LIFe In One Day LIMMAT/SOIL For Love SATRIBL & TOT MAY/De Vey Mant

97.1 MEGL Dallas

PD: Randy Brown MD Joe Folger

MD: Joe Folger

| Signature |

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SPA Dallas/Ft. Worth

Maximum Hits

Valet in Law Hills

VP/Programming. John Shomby

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PD: Robert W. Walker MD/Asst. PD: Frank Amadeo

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PD: Bob Canada

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P.O. John Lander Houston

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Kana (14 Hor Radio Todd Cha MD: Kim Welsh

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PD: Adam Cook



Detroit WCZY

PD: Lee Dougles Asst. PD: Steve Kelly

P.D. Lee Dougles
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Minneapolis

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Chicago

PD: Buddy Scott MD: Joe Bohanno

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WGCL Cleveland

PD: Tom Jeffries MD: John Fields

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OM: Tac Hammer Minneapolis

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PD: Rich Meyer Columbus MD/Asst. PD: Bruce Wheeler

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Denver

PD: Mark Bolke MD: Chris Knight

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KZZP104.7FM
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PD: Guy Zapoleon

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KRXY Denver

Opa Mgr. John Driscoll

MC. Gerna Horton

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30. 22. 36. 25. 26. 27 DISC STRAITS/Names For Natesing HETLEY CRUE/Seetsin' In The Seys DOM HETLEY/Met Enough Love In T BILLY CRYSTSL/You Lost Marvolau

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PD: Dave Van Stone San Jose MD Robin Kipps

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Seattle KUBE 93FM

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COCK BOSTN/Mbon Your Houst To Me LODGE EXSE/Mongin' On a String CAPTE & Top BOSH/Stock Street/No WITTO A December 1

PD: Bob Case

Hot Hits

MD: Devon Durrant

MD: Wendy Christopher

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PD: Steve Rivers MD: Jack Silver

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PD: Gary Bryan

PD: Rick Gillette Sacramento MD/Assist PD: Chris Collins

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PO: Jon Barry

MD: Steve Naganuma MD Steve Nagaruma

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COD TOB

PD Tom Chase

MD: Mr. Ed

Q103FM

PD: Jack Regan

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POTESTANDO QUESTIONICE/There must be do Ango HICHOEL HEBSTAND/No Lastin' Selt POINTER BISTENS/Nore No LAGRA BROADLENS/NORTH NO LAGRA BROADLENS/NORTH NIGHT AL BILS BOOD/Fright Night

Denver

PAT DEMATAB/Journalble

MD: Mr. Ed

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VP/Ops: Dave Parks San Diego

P.D. Mike Presson

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Hot Hits San Francisco

PD. Richard Sands

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Denver

PD: Doug Erickson

EAST

Eurythmics Katrine & Wa Dire Straits

HOTTEST Tears For Fears Huey Lewis & News Corey Hart

CHR ADDS & HOTS

SOUTH

Eurythmics Dire Straits Prince Michael McDenald

Tears For Fears Huey Lewis & News **Paul Young**

EAST

PARALLEL TWO

Dead Nyson MARY JAME GIRLS ROOL & THE GAME EVERTURES ROOLES PAUL TOURG 6-1 TEARS FOR PRANS 9-2 WRITHEY ROUSTON 3-3 STIES 7-8 ROUST LEWIS & THE 10-9 GOLLY & CHEME PRODUCT ACTION SOUTHWITCH SOUTHWITCH SOUTHWITCH STORE 2-2 TRANS FOR FRANK S-4 SHOT LEWIS & THE 12-7 JOHN PARK 15-9

AUST LINES & THE 18-9
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CORET BARY 20-16
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RE-100/Providence, SII Janpthen Mank

SSPXV:Rochaster, NY Tom Mitchell

WGFM/Schanecody, NY Tem Parker

POMER SPATION 18-11
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SSG/Byrames, NY Laind/Dures

WPGT/Transan, RJ Tom Taylor

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TRANS FOR PEASE 5-2

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BILLY OCEAN SOFLET CHOR (dp) SURTYUMICS SOUTERS LONE JUSTICS CROSSET ORDEST MED SPEEDWAGON PRANTIE VALLE & P BOCTOST PART 7-2 JOHN PARM 11-5 STORY BASCEN 10-6 BILLY JOHL 15-9

WERZEnster, 1911 Boots Montay EIN CAMMON SALUTIS SOUR JULIAN LEMBON J. ORILE BAND (dp) BORTTONICS

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MICHAEL SCHOMALD
COCE BOBIS
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FORMER STATION 16-11

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DIME PTWALTY
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HOCKOST:
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SHYAN ADMEN 6-4
JUMN FARM 15-6
TIRA TOWNS 15-16
HOTELSY CHON 22-15

HOTLEY CROE 22-15

***SECRIBULATION, WV

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Music Key: (OP) indicates the song is getting play dur-ing certain parts of the day and/or night. (RA) indicates the song was dropped from the playfet then readded.

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SOCIETY SERVE 6-1
SOCIETY LEWIS & TOPE 16-7

SSIGN, Perhans Paul Dallillo

Peut Debittle
BILLY CORAM
BOILTWAILG
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RICHAEL ROOMALD
BOTTOST 304 HOOVERS 2-2
SHOT LOGGINS 1-1
SHOT LOGGINS 2-2
SHOT LOGGINS 2-2
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SHOT LOGGINS 2-1
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JULIAN LEMMON
ECOL & THE GAMC
BEACH BOTE
UN40 (e)
EATRIEN & THE MAY
LITALLIAN
BOLTLENIE & THE 2-1
BRIAN ADAMS 6-6
PAT SEMETAL 10-9
PAT SEMETAL 11-5
THAN TOWNER 13-13

CHEMINATION
HEARIN
PRINCE
RATHINA CTHE MAY
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ROCKOST - 1
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UN40
EAST
JULIAN LERBOH
RANT JAME GIBLS
FRINCE
Bottest:
Bottest:
Bitwer Bourron 5-1
DEFECTION FRAME
6-7
TORRESE HODE 5-6-7
TORRESE HODE 5-1
DEVIAL RESERVE 6-71

MEANI
PRINCE
PRINCE
PRINCE
BEAD OR ALIVE (dp)
BOXEGET,
BOXEGET,
BOXEGET,
BOXEGET,
COMMENT 10-7
COMMENT SART 10-7
COMMENT SART 11-4
POWER STATION 13-9

KWIC/Beaument TX ReserPerry Page Perry Page 102 PILICE COOMALD UNIA PROPERTY PAGE 102 PAGE 102

KZZB-Benymani, TX Jerry Lausten Jeny Loudings
PHIL COLLING
NAME GIRLS
LITHUL CHEFFUL (dp)
SOURCE CHEFFUL (dp)
FORUM STATION S-1
TRANS FOR FRAME 13-7
WHITHER HOWEVER 14-11
MORLEY CHEE 27-26
MAD OR ALIVE 24-21

UNION OR ALIVE 24-21
WOODSHIMM MS
ConductContinuous
BOOL & THE GAME
LIBRAR
RATEIRA & THE MAY
BOTLOST:

WAPURminghum, AL Dr. John/Rogal Dt John/Regal

DTRE STRAITS
ROCKOOL

TRAMS FOR FRANK 1-1

MOTLEY CHIES 15-2

WILLIAMS BORNTON 1-3

COMET BARN 1-5

POWER STRYION 2-6 DUT-MAN-Ingland, AL

Novel-Budge COCK ROSES LANGE REMATIGAN A-GR. TST TST ROSEST COME ROSEST COME PAGE, TOMES 2-1 ROSES ROSES 2-1 ROSES ROSES 3-1 ROSES ROSES 3-2 PAGES ROSES 3-2

PARRICATION CONTINUES OF THE STREET CANDING COLOR COLO

WECVICHAMENTA, NC.
SID MAPTA.
ART GRAPT
MARTI
MARTI
MOVELS
GOOLET & CROME
RICHARL RICHORALD
Betteet
BROCK SPINOGYBEN 1-1
ROST LENIS & THE 3-3
COMBY SART 4-4
FORMS SPINIOGYBEN 11-9
FRANC FOR SPINIOGYBEN
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CHYCHARDONNOS
SIM CAMBRES
JULIAS LERBON
SULIAS LERBON
SAFETHA - THE MAY
BEACE BOYS
HOTERS!
HELTERY HOUSYON 1-1
TRANS FOR PRANS 13-2
HOUSY LEWIS 4 THE 17-7
JOHN FARM 23-11
HOOD, 4 THE GAME 36-15

WBKZ/Charteneoge, TN ChasePage Chessivas
PAT BENATAR
RICHARL RECONALD
RICHARL
ROPELS
ROPELS
RAPELINA 6 THE MAY
ROCKEST:
PTING 1-1
RICHAT PANCES 2-2
RUST LENTE 6 THE 8-5
ARETHAN PANCES 1-2
RUST ARMONALINE 10-6
RETAR ADAMS 14-10

DRI CONNE PRINCE MADONA 1-1 DODAM DURAM 2-2 MRITHET MODERTON 3-3 PAUL YOUNG 7-4 ARETHA PRANELIN 10-9 WROK PM/Columbia, SC Jeff Clark Jeff Ches Combine
GODLEY 6 CHRISTE
FING ALL RECOGNALD
RICHARD FINCE
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SOLUTION

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TO AND POR PRANT 12-0

TOAND POR PRANT 12 WOT LIBRIO 6 THE 10-19
WDC-SDUMBER SAME, SC.
Freeman, William
LAGES SEMESTAR
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COCK ROSELY
SOURCE COUNT SAME 3-1
SEMESTAR SEMESTAR
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SEMESTAR JOHN PARK BOW SEMLEY BOCKSON: THAME FOR PERMS 4-1 PARK TORNE 5-2 SELTENT SCHOOL 11-4 DERANGE 12-7 COMMY BART 20-5

KAMESU Page, TX William III Circlespinellysis
BECK SPELINETELD
DIRECTRICAL
DIRECTR Vocationary
PSIL COLLING
UNDER
UNDER
J. CRILG DAMB (dp)
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UNDER
GOVERNIT
PAIR FORMELT
1-1
REPRIA PROMULTE 14-7
REPRIA PROMULTE 14-7
REPRIA PARTIE 4-78
REPRIA PROMULTE 14-7
REPRIA PARTIE 4-78
REPRIA PROMULTE 14-7
REPRI

KSET-FRAME Pass, TX Randy Redrigues Randy Nesseame POINTES LOOKE SHEE POINTES SITTEME RATELIAN & THE MAY (dp) SECT. (Op) SECT. (OCC.) 3-1 PAUT. (TOOK.) 3-1 CORT SART 3-6 SHEY LART 3-76 SHEY LART 3-76 AMERICA THE 13-6 AMERICA THE 13-6 JAMESTONIAN HEADS PLANE SAFETION & THE MAY SOCIOES PARTIES AT THE MAY SOCIETY PARK TOWN 3-1 TOWN STREET SAFETION 17-14 RICE SOCIETY SAFETION 12-19 JOHN 9488 30-20

WARD-PROBLEMS AL. FromPulse

Tomony Books
YAT
GORLEY & CROME
SIM CRAMMS
OTHER PRAITY
JULIAN LANCE
PROTECTION
FOR PRAITY
PRODOIS JACKSON 2-1
RUSY LANCE A THE 6-2
GETAN ADAMS 19-5
JOSE PARS 20-12
ECOL & THE GAMS 29-24 None Rottest: PADL TOUGG 1-1 TERMS POS PERSS 1-3 BRYAN ADAMS 14-16 ANY CRAMF 17-17 HOTLEY CRUE 23-23 WHOLY PRODUCTION ALL

Also Duffuset
HICHAEL HOCKOMALD
LACTA BERNIGAM
PRINCE
HEARI
BOTTOMS -1
HILTHEY HOUSEON 3-2
COUNT HANT 14-7
HOUSE HANT 14-7
HANT POR PRANT 30-14
KENNELLEN BERNIELLEN
Dave Designed
TH KROENteaston, TX Regar W. W. W. Garrett Magnet W. W. W. Garrett
YAT (dp)
LOCAS SUDS
LOCAS SUDS
LATER A THE MAN
SANTIAN A THE MAN
LATER MAN JAME CIPLE
MANY JAME CIPLE
JOSE PRANE 4-2
OWNARDS 7-4
JOSE PARE 19-11
JOSE PARE 19-12
JOSE PARE 19-12

Ceve Designate

WITH CRUZE

PRINCE

UN40

Paper King
JULIAS LERMON
SURTYMBICS
LAONS SARRIGAN
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HOLLOW
FAIL YOUNG 1-1
TRANS FOR FRANK 10-3
RGIFT LERMIS 6 THE 12-6
JOHN PARK 20-6 KRGVMcAller Brownsville PerryMelene TX

Perryddelmas TR
Paince (dp)
ROMAID JORGE
POINTER SIFTER
POINTER SIFTER
FORT TOURG 1-1
RIVERT ROUGHOUS 1-2
COMBAT MART 5-3
DEBARGE 4-5
TRANS POR FRANS 13-6
TRANS POR FRANS 13-6 EX100/flee/rville, TSI Murphy-Costs

Shuphy-Conk
JULIAN (EMBON
EURYTHEICE
BOH JOYI
BACH JOYI
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BALOUIS SONE
HOLOUIS SONE
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COMPT BART 14-9
WCREARMANNIAN THE
LOTE MATTER
DEAD OR ALIVE
HORMAD JOHNS
PAIRCE
FREEDIE JACKESON 3-1
HADDOMAN 3-2
PAUL TOURS 4-3
PAUL TOURS 4-3
PAUL TOURS 4-3
HEAD T 33-14

WQUE-FIRMow Orlana, LA Kovin McCarthy

Hottest: PADE TOUGH 3-3 THAMS FOR PHANS 6-6 STING 7-7 DEAD OR ALIVE 18-16 JOHN PANS 20-20

JOHN PAUR 20-10
WHOMOMORE ORGANIA
ENTREMENT
FIRST THEMSE
PRINCE
LANGE SEATION
ENTREMENT
LANGE SEATION
SOLUTION
SOLUTION
FRANK FOR PRANK 6-1
PAUL TOWN 2-1
PAUL TOWN 2-1
JOHN PAUR 14-12
JOHN PAUR 14-12
JOHN PAUR 14-12 THREET PROPERTY VA

John Manage
PRINCE
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Y160/Orlands, FL. Steep-Steep W.JAD Barrior Alle. Ellett Taylor PhonyMania
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SIN CAMPUS
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ELIT CAMPINS
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TRAINTS
FOR TRAINTS
TRAINTS
STRING 7-4
DERBARGE 9-4
DERBARGE NOTIFICATION TO THE PART MEMORY CRUIS PART MEMORY MAN TO THE PART MEMORY MAN TO THE PART TO MAN TO THE PART TO MAN TO THE PART TO MAN THE PART

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NOTLET CRUE (4p)
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PAUL TOURNS
D-2
PAUL TOURNS
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PAUL 12-6
DEAD OB ALIVE 12-6

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ROTTEST:
DURAN DURAN 1-1
DURAN DURAN 1-1
PAUL YOUNG 2-2
TEASS FOR FEARS 8-6
HUEY LEWIS & THE 13-13
PAUL HARDCASTLE 16-16

CONTROL AND CONTRO Thermortisty
J GRILD BAND (0p)
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PRINCE
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ALPHA MARIEGAR
SYING 4-1
SPINGS 4-1
SPINGS 4-1
SPINGS 10-1
COMMITTERATE 9-6
DEPRICES SKINGS 10-7 Sebesian/Operator
MARY JAME GIBLE
MADORNA
EATRINA 6 THE MAY
BOTTON
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MITTER MODEFOR 6-7
HURY LERIES 5-7
HURY LERIES 5-7
HANG FOR PRANS 12-6
CORRY HART 13-11

KTDYAsisyetta LA Stovenskovy

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ROUTE (4p)
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Dink STRAITS
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HICHAEL HICHARD
BOOK STRAINS
SOURCE TO FRANCE 1-1
FORMS TO FRANCE 1-2
COMEY MARY 7-5
FORMY LOWER 8-7
JOHN PARK 20-12
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EXAPT

BUSTINES CS

BOTCOST 2-1

PREDDIS JACKESS 4-2

TRAINS FOR PARES 7-3

DEPRIME ROCK 2-3

DEPRI

Den O'Bras

YAT

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CHMAP TRICE

LADRA BRANICAL

RUFTYREICE

PRINCE

DRAD OR ALIVE

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TELAN FOR FRANE 6-4

ECOL A TREE GAM: 15-10

JOHN PARE 31-18

ECC SPRINCE TELAN

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GOULET & CHRIST
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LATEA SHART CAME
SHACE BOTS
SHITTERY SOURCE 1-1
TRAIN FOR PRAIS 7-2
DEBANGE 3-3
DEBANGE 3-5
PREDDIE JACKERON 28-13

KKQVIIII AND Falls. TX POTATO LEMENTON POTATO EL SEMICON DOUBLE PARAPI EL SE CAMBRO BOURD BOURD

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SOUTH THE CO.

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POINTE STATE 4-2

POINTE STATE 5-5

POINTE STATE 14-9

BYTHE STATE 14-1

JOBE PARK 39-16

WHILE Williams PATTI LAMELLE JULIAN LIMINON NOMBOT PLANT EIN CAMMON UB40

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NO SPECIMENTS
PARTI LAMELAS
VIDAD
READY FOR THE HOR
Section:
PAIR, VOICES 2-1
THANS FOR PRINTS 4-2
STIRS 3-2
SECT LAWIS 3-1
SECT LAWIS 14-10
JOHN PAIRS 14-10

JULIAN LEMBOR MART JAME GIRLS

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PARALLEL TWO

JULIAN LEMMON LANGA MAANIGAN Bottost PAGE TOOMG 2-1 SHUCE SPRINGSTHEM 1-2 HUNT LEWIS & THE 15-7 JOHN PANN 23-15 PRIL COLLING 22-16

COOLEY & CHEME TAY BOALGOST THANS FOR PHANS 1-1 DEMANDS 3-2 JOHN PANN 5-3 SYING 9-5 NOEY LEWIS & THE 13-7

Chute Caime
DIRE STRAITS
MOVELS
JULIAN LEMMON
TAY (dp)
Sotteets TRAMS 700 PERAMS 1-1
STRAIS 7-2
SURFAIT CRIMS 33-40
SURFAIT CRIMS 33-30

Payantibasha
DEPOCHE HODE
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Tony ...

WHAN!
PRINCE SOLUTION 4-2
SOLUTION FOR SOLUTION 4-2
COMET MANF 5-3
SOLUTION FUNDS 9-5
SOLUTION FUNDS 9-5
SOLUTION FUNDS 10-17
**SOLUTION FUNDS 10-18
**AND COME SOLUTION FUNDS 10-18
**AND COME SOLUTION FUNDS 10-18

TAT RATHINA & THE WAY Bettest: 100CC SPRINGSTHEN 1-1 STING 1-2 TRAMS POR PRAMS 17-6 SURY LEWIS & THE 12-9 SEYAM ADAMS 12-11

WEDIURookfe MeGoo/Dorri

NAMESON DEVILLA CASS (49)
SECTION CASS (49)
SECT

PULL COLLING Bottost: BROCE SPRINGSTERN 1-1 PARK FORMS 3-2 THANG FOR FRANC 6-2 BURY LEWIS 5 THE 0-5 HIGHT BANGES 9-8

USSisouth Bond, IN J.K. Desring DOS SERVET JOHN PARK Bettest: PARK FORMS 3-1 THANS FOR FEARS 0-2 CORST BART 9-3 MITMENT HOMSTON 14-6 HIGHT BARGER 20-15

WRQS9Tulodo, OH Joe Thomas PAT SEMENTA 10-15
WWLFUGLAMMAGON, MS
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REFERRA & THE NEW (dp)
PRINCE CO.
LANDA SEMENUS
PRINCE LANDA SEMENUS
BOOLOOTI DA
THANK PER PENNS P-2
SEMENUS PENNS P-3
PRIL CHALTES P-31
PAT SEMENUS B-30
PAT SEMENUS B-30

DOMAND JOHNS
SOM JOY!
LIMMS:
SOULT SOULT & CHEMN
SOULT SOULT & CHEMN
DOMETHRANG TOR
PAGE TORNES 2-2
COMET MANY 13-0
COMET MANY 13-0
SOULT LANGEL & TWM 19-12

KAYIGOTIANA OK

PAT DESIRES PAT DESIRES RAYELINA A THE WAY RICHARL ROSONALD GOOLET & COUNT HOLLAN DURAN 1-1 PAUL TOURS 0-2 RENCE SPINISHTERN 6-3 TEAMS PON PRANS 6-5 DIGHT ROSESS 0-5 mane Bettert: PAGE, TOURS 1-1 BEAGE STRIMGTHER 5-5 POINTS STREETE 7-7 TRANS PER FERRIS 10-10

KEYN-PANNISHIN, KS Breshelbrown

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PRIL COLLING

P CREATE & CREWS
HOOS. 6 THE GRAN
HOOS. 6 THE GRAN
HATELES & THE GRAN
HA MANY JAME 01025 MOCLOST: TEAMS FOR PEARS 9-5 COMMY MANY 11-6 SHEET LEWIS & THE 16-9 AMERICA PRANSLES 19-11

none Detto ot: Tenna Donna 1-1 Denca Donna 1-1 Denca Donnarram 6-4 MITEMET MOMETON 5-5 DEPOCHE MOME 6-6 97185 10-10

CON. OIL

CANADACTORY
THAT LABRON
SURCIVENICS
SHACE SOFES
A-GA
SA-GA
SOFES
SOURY LABRON
SURY LABRIES 6-2
STIMS 7-4
SURY LABRIES 5 THE 9-6
COMMUNICATION S2-10 PARALLEL THREE

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262 CHR Reporters 241 Current Reports

Q100/Allentown WQUE-PM/New Orlean WKEE/Huntington KZFM/Corpus Christi KITE/Corpus Christi WKSF/Asheville KISR/PL Smith

The following stations falls report this week; therefore playlists were frozen:

WABB-FM.Mobile WVIC/Laneing WSTO/Evansville WHOT-FM/Youngsto

72/R&R FRIDAY, JULY 26, 1985

Parallel is Selected stations in major markels that are former downers and or east a significant national influence. Parallel its Selected stations in secendary markels that are former total or next and/or series a significant invairners and influence. The parallel may also contain some major market stations that do not quelly for parallel one status. Parallel IIIs Selected stations in smaller

Parallel IIII. Selected stations in smaller markets that are format dominant and or event a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel revo status.

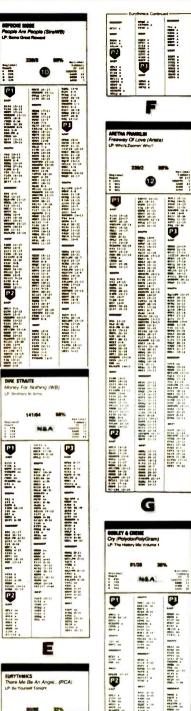
	252 Reports
15	SMI DOE MI Song* (Anylabel) P. Hit Song
11	100/25 44%
	EXAMPLE
4	100 CHR reporting stations on in this week including 25 new adds. Percentage of this weeks reporters playing it, replaying it, replaying the song within each region.
u	estional Summery p S1 — Humber of stations moving it up on the charts.
	state 20 — Number of stations debuting the song this week, same 4 — Number of stations report- ting no movement this week. (On to On, Add to On, 31-31, stc.) seen 6 — Number of stations moving
	if down on their charts. dds 26 — Total number of stations

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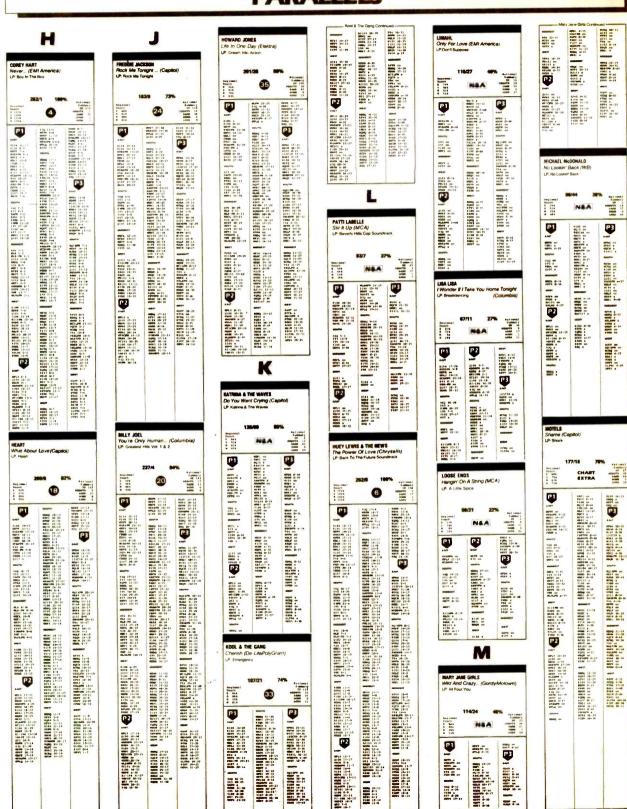






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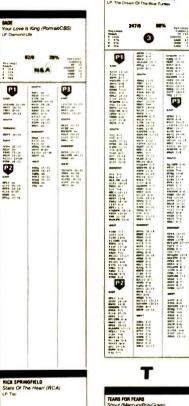
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(Capitol) S CURTIE & THE BOOMBOX B Euthori D 11 CERTS 1 SARS 1 SARS 1 Negions 1 005 1 115 1 115 1 115 BEACH BOYS #'s Gettin' Late (Caribo LAST SAIL OF JULIAN LENNON **(4)** Jesse (Atlantic) LP: Valone Satisfacty Subsecty 107 34 Hellowith 64 Halle 64 Halle 10 -076 31-31 4947 91-36 6038 74 11-9 6038 74 10-39 971.0 16-30 9164 34-19 Franchis 21-27 4(Mb) on 4(Mb) on 4(Mb) 14-27 6(Mb) 14-10 6(Mb) 21-27 6(Mb) 21-PI 37 CBD1 and WT24FFR and MT24FFR a 01 00 ---**(2)** P P3 **23** MOST OF STATE OF STAT COLUMN OF THE PROPERTY OF THE 1104 d- 30 1233 31-13 1233 31-13 124-| Color | Colo 0000 : 00 #1810 #1810 #047# *100 # P ornel : depr on solution of the soluti 8277 m MODELLE CONTROL OF CON 8134 (0-20 11364 -0-20 11364 -0-37 11364 -Wind (2-2) Wind (2-2) First (2-2) First (2-2) Wind P2 G | 19-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-10 | 10-1 In And Out Of Love UP: 7000 *Februshist 2 **4** 0111 P0-74 D04 30-75 D04 30-75 D04 00-75 D05 00-75 D07 00-75 000 c LONE JUSTICE Sweet Sweet MPT OF STREET, OF STRE PERFE OF CROSS OF THE PERFE OF 0101 4 #TYN 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 28-11 | 1800 Higher and state of the control of t 0075 a 107 a 0000 9101 0-12 1111000 0-12 1111000 0-12 111100 0-12 111100 0-11 11110 0-11 11110 0-11 11110 0-11 11110 0-11 11110 0-11 11110 0-12 1 PRIOR d-24 22 4 C H BANK 0-16 Q100 en 1000 en 16 0000 17-10 1144 en 1002 2-10 071070 11-1 0001 3 07101 0-1 1 07101 0-1 1 07101 0-1 0011 0-2 BELOUIS SOME Some People (Capitol) LP, Some People **P3 (1)** go (EMI A 0000 0 0000 0 0000 0 0000 0 0000 0 0000 0 0000 0 0000 0 0000 0 0000 0 0000 0 MUMP OF STATE OF STAT MART OTES - CONTROL - CONT MAPP MAPP MIGHT MIGH CLOS S STORY S SOUTH S STORY S P3 M SANGE A #240 a #210 a #210 a #200 a #200 a #200 a ALISON MOVET ction (Columbia) PZ Y **P** (B48 w CHRISSIE HYNDE I Got You Baby (A&M) **(4)** COMP 14-15 COMP 14-15 COMP 14-15 COMP 14-15 COMP 14-16 SQLTM ON COLOR 11-24 GREAT OF HOTE . #ELD 00 #001 00 #001 00 #001 00 #001 00 #001 00 #001 W YAT Summertime Girls (A&M) LP. Open Fire Part I may the other transport of the other t See 100 1 210 1 120 1 120 WEATHER GIRLS 11/1 CO 11/0 C 1,000 (1) 00 (1) 00 (1) 00 (1) 00 (1) 00 (1) Bpg1-mai Beach 7 614 0 114 4 144 9 204 Tonight It's You (Epic) office on First or Control of Con MATE A JESSE JOHNSON'S REVUE I Want My Girl (A&M) ELST ON MARTIN SECT 10-1 MARTIN ON M P3 4 SOUTH OF THE PARTY COLOR OF THE PARTY Wind on Child on Chil Mino 11-27 Palls on Ministry GETT OF STATE OF STAT R SCILE 2* 0704 ... 0707 READY FOR THE WORLD On Shalle (MCA) LP Ready For The World 0100 m (Arista) **P**2 M-190 He-1 K mag : 7104 : 7100 : #40 : 191 : District of the second Love & Pride (Epic) **(4)** 8,710) d- 11 6029 co 897989 co 6100 c ### Description of the control of th eng: . eggs --11 #104 0-10 #14 on #154 on #154 on 154 be-14 1100 18-2 0101 on #150 18-2 0101 on part on complete on the part of the part o MONTH A SEPTEMBER OF THE SEPTEMBER OF TH MOCH on ORIGIN IN STATE STATE MOCH IN STATE OF STATE OF STATE OF STATE OF 2794 co 0000 -- 10

P2

WE'RE EAR-RATIONAL

Mortheest							
DALE ANDREWS	WEBR	SCOTT GRIFFITH	MKRG	PETER STEMART	KOIZ	BARR RICHARDS	MFNQ
RICK ANDREWS	WZON	J.J. HEMINGWAY	WORD	N.J. STONE	NKOV	TONY RICHARDS	
CHRIS HAILEY	MVSR	TIN HENSLEY	WOTU	DOMINIC TESTA	REMN	MICHAEL RIGHT	MMEE
TOM DENSON	WHL M	GARY JACKSON	MCKM	ROSHON VANCE	KXZZ	SCOTT ROBBINS	KKXL
RANDY PLISS	MECO	BOR RAGHAN	WZNE	MARK WOOLEY	KNOE		MBMG
AL BROCK	MERZ	TON KELLY	DOLW	THAT BOLE	KHUE	JOHN ROBERTSON	WGTZ
GUY BROUTLLAND		SCOTT NERR	WGNS			RON ROSS	WHAU
ROGER CHRISTIAN	CKDI	LINDA KING	WKZ0	Midwest	7.2	DAM SEEMAN	WLOL
	WREN	JEFF HCCARTHEY	1 XQM			RANDY SHERWYN	KKLS
CHUCK DAVIDSON	MEGX	ROD METTS	WANS	BRENT ALBERTS	FLAK	JIM STACY	MAZY
STEVE DAVIS	MZGO	SCOTT MITCHELL	WZYP	RICH ALLEN	MODE	JERRY STEFFEN	WSPT
DON DAVES	MNSY	JIM MORRISON	MOXI	MIKE ANTHONY	WFUN	GREGG SWEDBERG	ML OL
ANDRE GARDNER	WZG0	DAN MURRAY	WAGO	MITCH BAKER	KCMG	JAY TAYLOR	KONO
PRYAN GERONINO	MOGO		WKXX	MIKE BENSON	MIBM	ANDY TUTTIN	A CHO
JACK GILLEN	MEHI	J.D. NORTH	WARG	JAY BOULEY	WSPT	TERRY WEINACHT	WER
SUE HERLIHY	WINC	CHARLIE OCEAN		KIN BRADLEIGH	WAU	MIKE WEIS	MCPZ
CARL JAMES	WSOV	LOU PATRICK	WYNS	KURT BRECHEISEN	KJLS	GREG WILLIAMS	NKRD
WILL KAUFFHAN	MOCH	BILL PHIPPS	MOEN	STEVE BRODKS	KEYN	KEVIN YOUNG	MCPZ
STEVE NELSEY	WF BG	AMOS PIGG	MGKS	RICK BROWN	KEYN		mur &
ANN KOLODZIEJ	WZOZ	SCOTT REYNOLDS	MIXV	TED BURTON-JACOBSEN	AKRO	West	
MEIL NUSHNIR	CNGM	JERRY ROGERS	WZAT	PATTI CHEEKS	MUXO		
JIM MARTIN	WOAY	MARK SHANDS	WINZ	BOBRY CHRISTIAN	ATCR	JOH BARRY	R.M.JR.
TODD MARTIN	WFLY	CHRIS SHART	MTYN	DENNY D. COLLIER	KSAG	JACKSON BEARD	KTAG
MARK MCKENZIE	MOXA	TOMMY SMITH	WANS	DAN COLLINS	WDAY	JACK BELL	KYYA
BILL MOUREATH	WVAG	RANDI SOMMERS	WZAT	DEPRIE DALTON	wion	BRIAN CASEY	KD93
JERRY MICHAELS	M AN	RICK SPRINKLES	WGLF	JERRY DEAN	NONO	STEVE CHASE	KZOZ
TOM MITCHELL	MPXY	RICK STACY	WHILY		MNDU	JOHN CHOMMIE	KHTX
JEFF MOREAU	WNSY	JIM STEAL	WHILY	J.K. DEARING	WZOK	BRYAN CHRISTIAN	KLUC
DOUG NEVEL	WACH	DRUCE STEVENS	WEEG	LISA DENT	KZ93	KIRK CLIATT	KDON
RON NICHOLAS	WASH	STANLEY "B" STEWART	WHEL	KEITH EDWARDS	KRNA	BILL CODY	KTRS
TOM PARKER	MGFM	JEFF STONE	WHSL	BART A. GOYNSHOR	KFMQ	GARY CUMMINGS	KRPL
		TIM TAYLOR	MAAD	STEVE GRAZIANO		JEFF DAVIS	KYNO
JERENY PRESCOTT	MMGX	BRIAN THOMAS	W.RH	TOM GREER	MIZM	DEVON DURRANT	K-PL
JIM REITZ	MRCK	FRAM WALSH	WOUZ	PETER HAMLET	MNOK	CAREY EDWARDS	KMGX
PAUL ROBERTS	ALMM	SHANNON MEST	WHPZ	TAC HAMMER	MLOL	TON EVANS	KIYS
TOM ROBINSON	WANX		MIXO	SCOTT HOWARD	WZWZ	STEVE GODDARD	KZZP
BILL SHEKIDAN	WKRZ	BILL WESTON		SCOTT HOWITT	MRQC	BRIAN GREGORY	
BOD SPENCER	WCIR	DAVE WRIGHT	MEGN	MATT HUDSON	WZEE	MICHAEL HESSE	KF95
RICK SHANN	MKEE			RANDY HUGG	MCPZ	JOHN HUTCHINSON	KHOZ
DON TANDLER	MILO			RICK JAMES	WBIZ	DAVE KAMPER	AIPE
TON TAYLOR	WPST			TRACY JOHNSON	KFRX	DAVID A. KRAHAM	KKXX
RUTH TOLSON	MBLI	South		STEVE KELLY	MCZY		KHOP
WILLIAM B. TROUSDALE	WK BO	SNIP BISHOP	KAYS	BRIAN KELLY	WZUU	KIMBERLEE A. LARRABE	KYAK
HENRY Van DEN HOOGEN	CFTR	HARV BLAIN		BRIAN KETZ	MBIZ	DEAN LOMASTER	KIOK
GARRY WALL	WIIC	JOHN CLAY	KAYI	DAN KIELEY	KKRC	JAY HECALL	KOZE
RALPH WINNER	MMAR	TRAVIS COMMELLY	KWES	DOUG KOEHN	KNEN	LEM E. MITCHELL	KSND
		BODBY COOK	MXVL	GENE KUNTZ	WITZ	IRMA MOLINA	KRTH
		CHARLIE COOPER	MMAX	GREG LAMLEY	MDBR	KEITH NAFTALY	KMEL
		ROD HAMPTON	KOFH	DILL LEE	KLWN	STEVE HAGANUMA	MLM.
Southeast		J.J. JACKSON	WZXY			JAMES O'NEAL	NCBM
CHRIS ANDREWS	MZYP	JERRY LOUSTEAU	KZZB	JONATHAN LITTLE	KFRX	ROGER PETERSON	KZOZ
RICH BAILEY	MNXX		KZZD		WZEE	MINE PRESTON	KBDO
BON BENSON	MOXI	KEVIN MCCARTHY	MOUE	STEVE LOUIZOS	WAZY	JOHN RAMSEY	KKAZ
JOHN BRAXTON	MELD	JOHN HICHAELS	MKDQ	MARK MALONEY	MAIC	BILL RICHARDS	KLUC
LARRY CAMION	WELD	MIKE MURPHY	MAKK	DENNIS MARTIN	MMP Z	MARK JEFFREY ROSEN	KEMI
RALPH CARROLL	WC GQ	MEL MYERS	KELI	PAT HCCRUMMEN	KDSR	RUSS ROUNTREE	ANNO
STEVE CHRIS	MCKN	STEVE DWENS	KTFH	DAVE MICHAELS	KRAU	GENE SANDBLOOM	KIIS
	WJZR	ERIC PAGE	WSKZ	JIM MILES	WZPL	MICHAEL T. SHISHIDO	KIKI
BOD CHRYSLER		RICK REED	KWDS	JIM MOORE	MBBR	STEVE STUCKER	
CYNTHIA CLARK	WZME	GARY W. REYNOLDS	KRAV	CHIP HOBLEY	KSYZ	KAY TAYLOR	RMMQ
LEO BAVIS	MOEN	WAYLON RICHARDS	KHFI	SYNNY O'HARA	KIIK		KBOT
JEFF BAVIS	MPFM	DON RIVERS	KRIU	SCOTT GACHS	KDSR	PAUL THOMPSON	KUI
SKIP ELIOT	DALW	MARK ROBERTS	KBIU	JACK OLIVER	KKRD	PAH TOVAR	KRTH
ROBER GAITHER	PKGB	RANDY RODRIGUEZ	KSET	STEVE PERUN		KRIS VAN KAMP	KBOS
MARTIN GREEN	MMX	JOHN SHOHBY	KAFH	ROGER PIPER	KBED	ROM WEST	KOML
			New PT	HOUSE FIFER	KKLS	GREG WILLIAMS	KCDQ

And proud of it! These EARS represent CHR radio's most rational minds who know a hit record when they hear it. They're equally adroit at predicting a stiff or two. Either way, this information can help you make intelligent decisions about the future of your new releases. This network of PDs and MDs will listen, and listen again to your new product. Then, they determine its hit potential . . . with an amazing 95% accuracy! We compile the results and pass it on, confidentially to you.

If this strikes you as unique . . . you're right. We're one of a kind and if you're smart, you'll call us today at (301) 964-5544. AIR, the fastest, most reliable way to get radio to listen to music.

AIR Priorities

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 cal in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, July 31, 1985 TITLE

C

BROKEN WING THE SCREAMS OF PASSION I GOT YOU BABE

TONIGHT IT'S YOU SOME PEOPLE

ARTIST

MR. MISTER **FAMILY UB40** with CHRISSIE HYNDE

CHEAP TRICK BELOUIS SOME LABEL

RCA PAISLEY PARK/WB M&A

EPIC CAPITOL

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

Active Industry Research

• P.O. BOX 1136

• COLUMBIA, MARYLAND 21044

• 301-964-5544

1985 Active Industry Research, Inc.

CONTEMPORARY HIT RADIO

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airolay/40 this week

MOTELS

Shame (Capitol)

70% of our reporters playing it. Moves: Up 47, Debuts 48, Same 64, Down 0, Adds 18 including CHUM, 195, WLOL-FM, KITS, WBCY, WLRS, KNBQ. Complete airplay in Parallels.

REO SPEEDWAGON

Live Every Moment (Epic)

65% of our reporters playing it. Moves: Up 73, Debuts 28, Same 50, Down 0, Adds 13 including KAFM, WNCI, KPKE, K104, BJ105, Z104, WRKR. Complete airplay in Parallels.

BREAKERS

MOTLEY CRUE

Smokin' In The Boys Room (Elektra)

65% of our reporters playing it. Moves: Up 73, Debuts 27, Same 28, Down 0, Adds 37 including B94, PRO-FM, Q105, WGCL, Y108, KWOD, KITS. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

DIRE STRAITS "Money For Nothing" (WB) 141/64
Moves Up 21 Debuts 27, Same 29, Down 0, Adds 64 including B104, K106, Why's, B94, Z93, B97, Q105, WLS-FM.

oves: Up 21, Debuts 27, Same 29, Down 0, Au KPKE, Y108, KWSS, 93FM 30-15, WLS 36-22

KBEQ KPKE, Y108 KWSS 99FM 30-10, The sone:
COCK ROBIN "When Your Heart Is Weak" (Columbia) 141/22

22 including KEGL, Q102, 92X, WNCI, KHTR, KIMN, FM102, Z106, WHYT 28-25, WOKI 22-17,

 EUCH MODES
 19 Jane 19

LIMAHL "Only For Love" (EMI America) 115/27

LIMAHL "Only For Luve" (EMI America) 115.2".

Mores U. 10 Johans 19 Same 59 Down 0. Adds 27 including WXKS.FM. WHYT. WSPK. WQID. KRGV. WRQN. KNMQ. KKFM. KQMQ. KNBQ. WFBG, WBWR. KPULS 39-31. WRNQ 39-29. WXQQ 40-36.

MARY JANE GIRLS. "WIId And Crazy Luve" (Gordy/Motown) 114.74.

Wores Up 23 Debus 26. Same 41. Down 0. Adds 24 including WHTT, Y1Q0. KHTR. KS1Q3. KUBE, KC101. KZZB, KMBQ.

RUIDS, MYSS, MYSS, SAN AS SAKO, MSBU 2014.
RATT "Lay H Dosem" (Allambie) 114/12
Moves Up 40, Debus 19, Same 43, Dosen 0, Auds 12, WNVZ, WGCL, 92X, KBEQ, KDWB FM, KWOD, WVSR, 93Q, KHFI
KEYNEM, MYS, MKTX, 195 26-25, BS 22-28, KWIC 26-21

EXPTAIN THE NATA BIG 2023 BBD 2025 AND 2020 AND

MICHAEL McOONALO "No Lookin' Back" (WB) 96/44 n Datk (WB) 90/44 in 0, Adds 44 including CKOI, Z93, Q105, KKRZ, WKRZ-FM, WSKZ, WHIHY NHTX d-26, KPLUS d-37, WTIC-FM 32-29.

GODLEY & CREME "Cry" (Polydor/PolyGram) 91/38 D Adds 38 including WNYS, CKOI, WCAU-FM, CFTR WAVA WCZY 98PXY 1 28, KPLUS 37-29, KWIC 40-32

Y&T "Summertime Girls" (A&M) 88/19 is 19 including WNC!, ZZ99, KMJK, WSPK, KXX106, WSEZ, WAHC, WZPL

EURYTHMICS "There Must Be An Angel" (RCA) 80/80

LISA LISA & CULT JAM with FULL FORCE "I Wonder II Take You Home" (Columbia) 67/11

SADE "Your Love Is King" (Portrait/CBS) 62/0

DOMES UP 23 DRIGHTS A SAME 31 DOMES A GOOD O WAKE FM 31 29 WAYS 34-31 KOPA 20 17 KKRZ 32 26 KMUK DOMES UD 23 DRIGHTS 4 SAME 31 DOMES A GOOD O WAKE FM 31 29 WAYS 34-31 KOPA 20 17 KKRZ 32 26 KMUK 1.22 WTLQ 39 34 KZZB 33-31 Y106 31 29 WARQC 33 31 KO93 24-21 103CIR 31-25 KEYA 15-13 KBIM 35 32 KIST

LOOSE ENDS "Hangin" On A String" (MCA) 56/21

g Q105, KMJK, KWOD, KS103, KITS, KMEL, WSSX, WOKI,

UB40 with CHRISSIE HYNDE "I Got You Babe" (A&M) 50/31

WCAU-FM, WNVZ, WRCK, WTLQ, WZLD, Z104 ves Up 1, Debute 1, Same 17, Down 0, Adds 31 including WXKS-FM, W FM, KISN, WQCM, T94, WDBR, KHTX, Y100 on, B96 39-36, WPST d-37

A-HA "Take On Me" (WB) 50/9 Wn O'. Adds 9, 93FM, KPLUS, KXX106, KOFM, KWES, WSPT, KFMW, ILTRS, SLY96 Moves, Up 16, Debuts 6, Same 19, Down 0, Adds 9, 93PM, RPLUS, 1 WKTI 27-23, WBBQ 38-31, KITY 34-29, WCGQ 39-32, WRKR 19-15.

MOST ADDED EURYTHMICS (80) There Must Be An Angel (RCA)

KATRINA & THE WAVES (69) Do You Want Crying (Capitol)
DIRE STRAITS (64) Money For Nothing (WB)
PRINCE (57)

Pop Life (WB) WHAM! (50) Freedom (Columbia)

HOTTEST TEARS FOR FEARS (196)

Shout (Mercury/PG)
HUEY LEWIS & THE NEWS (147)

wer Of Love (Chrysa PAUL YOUNG (109) Everytime You Go Away (Columbia)
COREY HART (98) Never Surrender (EMI America)

STING (70) If You Love Somebody Set Them

on WCAU-FM on WNVZ on.

SIGNIFICANT ACTION

JULIAN LENNON "Jesse" (Atlantic) 49/49

Library Land Debats D. Same D. Down D. Adds 49 including 94Q, 2299. WVSR, WERZ, WKFM, WRCK, KHFI, KWIC

BILLY CRYSTAL "You Look Marvelous" (A&M) 46/14

Moves Up 2 Debut 8, Sane 22, Down 0, Adds 14 including WCZY, WLOL-FM, Y108, KUBE, R1104, WPST, KZZB, WNOK FM, WLKB, BJ106, KKRD, KTB, K106 a-30, 86 40-24, Y100 26 21

ALISON MOYET "Love Resurrection" (Columbia) 41/4 Moves Up 11, Debus 2, Same 24, Down D. Adds 4, KISN KRD, KNDE-FM KBIM, CKGM 14-12, CKDI 25-23, 195-37-36, KRDLUS 28-27, KIDA 28-24, WEST 40-38, CKND 31-29, 95KLI 38-35, WIXY 40-36, KDZE 35-32, KIST 37-31

KELDS 627 KIDS 424 WEST BAS DIE NOORD 724 AND BAS DE STANDERS AND

LONE JUSTICE "Sweet Sweet Baby (I'm Falling)" (Geffen) 34.8 Moves Up 2 Destras 1, Same 23, Down 0, Adds 8, WCAU.FM, K104, WRRZ-FM, KWIC, WNOK.FM, WZLD, KTRS, WXKS-FM on 195 on, MPHT on, KX104 a.58, WXRD 34.8 K. KOXRO n. KIST 39-33

FM On 195 On WHITE MANAGE 307 (EMI America) 29/29

KIM CARRES "Abadabadango" (EMI America) 29/29

Moves Up 0. Debus 0. Same 0. Down 0. Ados 29 rokudng WCAU-FM, 940, 293, Y100, WNCI, WVSR, WERZ, WNOK-FM, WANS-FM, WRIT, Y106, KITY, MORR, KSKD

KING "Love & Pride" (Epic) 28/16

KING "Love & Pride" (Epic) 28/16

KING "Love & Same 10. Down 0. Adds 10, 93FM, WNOK-FM, WFMI, KCAQ, WOAY, KFMW, KTRS. KBIM, KZOZ.

KIST, WXKS-FM on, RIIS-FM 24-14, KMEL 35-30, KPLUS 35-30, KITY 33-26

CURTIE & THE BOOMBOX "Black Kisses (Never Make You Blue)" (RCA) 28,4

Mouse: Un O, Debust 1, Same 23, Down 0, Adds 4, KDON-FM, KKOV, WAZY-FM, KHIX, CKOLon

Moves: Up.0, Debus 1: Same 23, Dean 0. Acids 4: KDON-FM, KROV, WZY-FM, KHTX, CKOLon, WCAU-FM on, WNNZ on, KRRZ on, FM 102 on, KWOD on, KPULS on, WTLO on, WZB d as 8 KFM on, WRDC on
KRRZ on, FM 102 on, KWOD on, KPULS on, WTLO on, WZB d as 8 KFM on, WRDC on
KRESSE JUHNSON'S REVUE "1 Want My Girl" (AAM) 2.7.3

Moves: Up 4. Debus 3, Same 17. Down 0. Acids 3, WAM-FM, KTV, WGLF, FM102 27.23, KMEL 25-22, WBBO 39-29,
WZYP d 40, KFM d 30, KCAD on, KDON-M on, KHYI on, WKHI on, WCIL-FM 29-28, KCMO on, KIST d 39.

BEACH BOYS "It's Getting Late" (Caribou/CBS) 24/23

BEACH BOYS "It's Getting Late" (Caribou/CBS) 24/23

Audio 23 including WCAU FM, WHIX, WVSR, WPST, WTLQ, WJZR, WZLD, WFMI. Moves: Up 0, Debuis 1, Same 0, Down 0, Adds 23 including WRNO, KITY, KOFM, KSKD, KRQ, WRNO, KPLUS d 40 BELLOUIS SOME "Some People" (Capital) 22/22 Moves: Up 0, Debus 0, Same 0, Down 0, Adds 22 includin KITY, KQXR, KF95, KQMQ, KSKD, 99KQ, KFMW

ing WXKS-FM, WNYS, CKOI, WHYT, 98PXY, 93Q, WFMI, KX104.

NILL RUAR RUSD, RUMUL ASALD, SMCD, ARMW SKIPWORTH & TURNER "Thinking About Your Love" (4th & Broadway/Island) 19:1 Moves Up 1. Debus 1, Same 16, Down 0, Adds 1, KWES, WKKS-FM on, CKOLon, WCAU,FM on, PRO-FI KMEL 22-19, WERZ on, WPST on, WTLQ on, KAMZ on, KSET-FM on, KTFM on, KHYT on, WCIL,FM on

HOOTERS "And We Danced" (Columbia) 18/18 ding WCAU-FM, K104, Z106, WPST, WRCK, WKRZ-FM, WTLQ.

READY FOR THE WORLD "On Shella" (MCA) 15/14

94Q, Z93, I95, WCZY FM102, WBBQ, Y106, KTFM, Z98, Z104

J. GEILS BAND "Fright Night" (Private I/CBS) 13/13

WEATHER GIRLS "Well-A-Wiggy" (Columbia) 12/2

WXKS-FM on K104 on, WBCY 34-32 WANS FM on, KTFM

WHAM! "Wham Rap (Enjoy What You Do)" (Arista) 11/3

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by lewer than 50, but at least 10 our CHR reporters. The two numbers following the anistitie (label of designation in-dicate the folial number. how many added it for the first time this seek. Mores include the type of activity this veek, to for upward chart movement. Same for sideways or continued unchanted 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 leos the required 60% of our CHR reporters to become Breakers may accumulate enough chart positions on those sations reporting them, to doubt on the CHR Hastonal AirchayMO. CHR Rotation Criteria. —Full time Adds and/or Ons: four plays in a 24-hour period, them before midright. Dayparted Adds and/or Ons: two plays in a 24-hour period, both of them before midnight.

RUNNING BACK DEBUT SINGLE

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"CAST THE FIRST STONE"

Debut Album

(81530

"RUNNING BACK"

Video now available!



CHR HOT ACTIVITY

WACK				
WITTER	KJOY	KRPL	KNVR	WAGO
KWIC	KDOG	WTWR	WLNC	KLKT
WJXQ	WXLK	KXFM	WHKW	KZZK
WRFW	WHSL	WANY	KQ92	KIYS
WHSL	KAGO	WBLU	K104	WDBR
WMMS	WALG	KSWB	95XIL	KGBS
	WJXQ WRFW WHSL	WJXQ WXLK WRFW WHSL WHSL KAGO	WJXQ WXLK KXFM WRFW WHSL WANY WHSL KAGO WBLU	KWIC KDOG WTWR WLNC WJXQ WXLK KXFM WHKW WRFW WHSL WANY KQ92 WHSL KAGO WBLU K104 WMMS WALG KSWB 95XIL

AOR TRACKS:

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NOW ON OVER 45 AOR REPORTERS
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MAN

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CONTEMPORARY HIT RADIO

fried two Later Weeks Weeks Week 14 7 2 TEARS FOR FEARS/Shout (Mercury/PG) PAUL YOUNG/Everytime You Go Away (Columbia) STING/If You Love Somebody Set Them Free (A&M) 11 6 5 COREY HART/Never Surrender (EMI America) 15 10 BRUCE SPRINGSTEEN/Glory Days (Columbia) HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis) 24 16 8 🙃 WHITNEY HOUSTON/You Give Good Love (Arista) 4 POWER STATION/Get It On (Bang A Gong) (Capitol) 16 12 10 DeBARGE/Who's Holding Donna Now (Gordy/Motown) 13 DEPECHE MODE/People Are People (Sire/WB) 17 14 11 NIGHT RANGER/Sentimental Street (Camel/MCA) 13 11 9 11 ARETHA FRANKLIN/Freeway Of Love (Arista) 32 21 17 BRYAN ADAMS/Summer Of '69 (A&M) 40 27 20 DOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic) DURAN DURAN/A View To A Kill (Capitol) 6 15 DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic) TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol) 29 23 HEART/What About Love? (Capitol) 27 24 21 PRINCE/Raspberry Beret (WB) 3 12 19 BILLY JOEL/You're Only Human (Second Wind) (Columbia) PHIL COLLINS/Don't Lose My Number (Atlantic) 32 'TIL TUESDAY/Voices Carry (Epic) 9 14 22 RICK SPRINGFIELD/State Of The Heart (RCA) FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol) - 35 31 MADONNA/Into The Groove (Sire/WB) 6 13 16 25 PHIL COLLINS/Sussudio (Atlantic) PAUL HARDCASTLE/19 (Chrysalis) AMY GRANT/Find A Way (A&M) BILLY OCEAN/Mystery Lady (Jive/Arista) PAT BENATAR/Invincible (Chrysalis) SURVIVOR/The Search is Over (Scottl Bros./CBS) 5 15 24 31 37 32 30 32 DON HENLEY/Not Enough Love In The World (Geffen) KOOL & THE GANG/Cherish (De-Lite/PG) POINTER SISTERS/Da
HOWARD JONES/Life
DEBUT PRINCE/Pop Life (WB) POINTER SISTERS/Dare Me (RCA) HOWARD JONES/Life In One Day (Elektra) DEBUT DEBUT DEBUT (Columbia) 37 33 38 ANIMOTION/Let Him Go (Mercury/PG) 21 20 25 39 AIR SUPPLY/Just As I Am (Arista)

N&A Begins on Page 78

ADULT CONTEMPORARY

BREAKER MDTLEY CRUE/Smokin' In The Boys Room (Elektra)

 PAUL YOUNG/Everytime You Go Away (Columbia) DeBARGE/Who's Holding Donna Now (Gordy/Motown) AIR SUPPLY/Just As I Am (Arista) 9 6 KOOL & THE GANG/Cherish (De-Lite/PG) 22 12 5 DON HENLEY/Not Enough Love In The World (Geffen) (Columbia) WHITNEY HOUSTON/You Give Good Love (Arista) 10 (B) SADE/Your Love Is King (Portrait/CBS) AMY GRANT/Find A Way (A&M) 13 10 BILLY JOEL/You're Only Human (Second Wind) (Columbia) 4 5 11 11 SURVIVOR/The Search Is Over (Scotti Bros./CBS) 23 15 BILLY OCEAN/Mystery Lady (Jive/Arista) 10 8 8 13 DARYL HALL & JOHN OATES/Possession Obsession (RCA) 18 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol) 25 22 16 B ARETHA FRANKLIN/Freeway Of Love (Arista) 17 16 14 16 SISTER SLEDGE/Frankie (Atlantic) 23 21 17 TO ROSANNE CASH/I Don't Know Why You Don't Want Me To... (Columbia) 5 6 12 18 BEACH BOYS/Getcha Back (Caribou/CBS) BREAKER (COREY HART/Never Surrender (EMI America) BREAKER TO RONNIE MILSAP/Lost In The '50s (RCA) 9 13 19 21 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) WHAM!/Freedom (Columbia) DEBUT > 4 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis) 8 14 20 24 MADONNA/Angel (Sire/WB) 13 17 21 25 BRYAN ADAMS/Heaven (A&M)

N&A Begins on Page 59

AOR TRACKS

1 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis) 2 DIRE STRAITS/Money For Nothing (WB) 3 2 2 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic) 11 7 3 A PAT BENATAR/invincible (Chrysalis) 10 8 6 JEFF BECK w/ROD STEWART/People Get Ready (Epic) STING/Fortress Around Your Heart (A&M) O COREY HART/Never Surrender (EMI America) . TEARS FOR FEARS/Shout (Mercury/PG) BRYAN ADAMS/Summer Of '69 (A&M) 5 5 7 18 HEART/What About Love? (Capitol) BREAKER 1 PHIL COLLINS/Don't Lose My Number (Atlantic) 35 27 16 D JOHN CAFFERTY & THE BEAVER.../C-I-T-Y (Scotti Bros./CBS) 26 17 15 B R.E.M./Can't Get There From Here (IRS/MCA) 16 13 12 14 RATT/Lay It Down (Atlantic) 27 16 13 15 MOTLEY CRUE/Smokin' In The Boys Room (Elektra) 3 9 16 STING/If You Love Somebody Set Them Free (A&M) _ 37 24 GODLEY & CREME/Cry (Polydor/PG) - 50 25 MOTELS/Shame (Capitol) Complete Tracks Chart Begins on Page 61 19 15 14 19 U2/Three Sunrises (Island) BREAKER TALKING HEADS/And She Was (Sire/WB) 25 18 17 21 RUSS BALLARD/The Fire Still Burns (EMI America) BREAKER BILLY JOEL/You're Only Human (Second Wind) (Columbia) 55 36 THE NEWS/Back In Time (MCA) 22 21 19 24 BRYAN FERRY/Slave To Love (WB) BREAKER T Y&T/Summertime Girls (A&M) 47 39 33 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol) 46 43 35 BRYAN ADAMS/Diana (Import) 31 29 A HOWARD JONES/Life In One Day (Elektra) 53 @ .MICHAEL McDONALD/No Lookin' Back (WB) BREAKER (1) CHEAP TRICK/Tonight It's You (Epic)

BLACK/URBAN

ARETHA FRANKLIN/Freeway Of Love (Arista)

ı	5	1	- 1		AILTIM THANKLIN TICEWAY OF LOVE (AISIA)
ļ	4	3	2	0	DEBARGE/Who's Holding Donna New (Gordy/Motown)
l	10	7	3		LUTHER VANDROSS/It's Over Now (Epic)
1	8	14	4		CAMEO/Attack Me With Your Love (Atlanta Artists/PG)
Į	12	9	5		RICK JAMES/Glow (Gordy/Motown)
I	26	12	7		WHITNEY HOUSTON/Saving All My Love For You (Arista)
ı	22	16	12		STEVE ARRINGTON/Dancin' in The Key Of Life (Atlantic)
I	20	15	10	8	PATTI LABELLE/Stir It Up (MCA)
I	6	6	6	9	
l	38	28	15		JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
Į	17	14	11		STING/If You Love Somebody, Set Them Free (A&M)
1	-	34			TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
ı	-	33			KOOL & THE GANG/Cherish (De-Lite/PG)
İ	30				ATLANTIC STARR/Cool, Calm, Collected (A&M)
ı	21				MELBA MOORE/When You Love Me Like This (Capitol)
i	32				SYSTEM/The Pleasure Seekers (Mirage/Alco)
į	39				MARY JAME GIRLS/Wild And Crazy Love (Gordy/Motown)
Ì	36				9.9/All Of Me For All Of You (RCA)
ı	29	22	20		RJ'S LATEST ARRIVAL/Swing Low (Atlantic)
ı	_	-	35		BILLY OCEAN/Mystery Lady (Jive/Arista)
ı	2	2			RENE & ANGELA/Save Your Love (For #1) (Mercury/PG)
ı	18			_	CHERYL LYNN/Fidelity (Columbia)
ı	_		32		GWEN GUTHRIE/Padlock (Island)
-	_	38			ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)
	_	-			POINTER SISTERS/Dare Me (RCA)
	9	8	8		PAUL HARDCASTLE/19 (Chrysalis)
	-	-	38		CON FUNK SHUN/I'm Leaving Baby (Mercury/PG)
	23				MADONNA/Into The Groove (Sire/WB)
					STACY LATTISAW/I'm Not The Same Girl (Cotillion/Atco)
1	BREA			-	SADE/Your Love Is King (Portrait/CBS)
ı	BREA				
	16	20	26	32	
į		_	39		MAI TAI/History (Critique)
i	069				BOOGIE BOYS/A Fly Girl (Capitol)
					FAT BOYS/The Fat Boys Are Back (Sutra)
	BREA				
				37	
	RKE	NK.	EK		JUICY/Bad Boy (Private I/CBS)
	BREA	١K	ER	1	NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)

35 36 34 40 UTFO/Leader Of The Pack (Select)