

**NEW STANDARDS ON RF RADIATION**

On January 1, the FCC enforces new, tougher standards on RF radiation in the face of growing concerns about health risks. All radio stations will be affected.

Page 11

**MAILOUT MIRTH**

Reed Bunzel takes a serious look at radio laugh factories in his report on the wholesale humor vendors of syndicated comedy.

Page 18

**DETROIT RADIO INTOXICATED**

Some stations can't be categorized. Donna Brake explores one of the most interesting format hybrids of late, WDTX/Detroit.

Page 41

**HIGH-CUME AOR QUARTET**

Steve Feinstein looks at a radio rarity, four AOR stations that lead their markets in cume.

Page 39

**IN THE NEWS THIS WEEK**

- Gary Landis Westwood One PD as company closes Mutual deal
- Bill Minckler PD at KSFO
- Nancy Vaeth GM at WFMS
- NRBA survey shows strong station opposition to continuous Arbitron measurement
- Howard Geiger Director/Black Promotion at Capitol
- Fire sweeps through WDET studios
- Bob Poe WKIS GM
- Jim Tillery GM, Michael Bump GSM at WHLY
- Steve Holbrook Ops. Director at WDBO & WWKA, Bill Patti WDBO PD
- Aloha sells KKUA & KQM

Page 3, 6, 8

**EASY LISTENING SPOT CHECK**

Commercial compatibility is critical on Easy Listening stations. TM Easy Listening Director of Programming Steve Hibbard runs down the dos and don'ts of this vital program ingredient.

Page 38

**SIGN ON THE DOTTED LINE, PART III**

In the third part of his investigation of air personality contracts, Dan O'Day takes a look at noncompete clauses.

Page 25

**COUNTRY TOP-RANKERS**

Lon Helton continues his two-part profile on Country stations that dominated their markets 12+.

Page 44

**NEXT WEEK IN R&R**

Our annual Year-End special issue, featuring a news chronicle for 1985 and the end-of-the-year music charts.

Newsstand Price \$3.50



**Coury Set As Geffen Promotion/Marketing Chief**

**Barbis Departs; Network To Merge**

Longtime label executive and Network Records President Al Coury is joining Geffen Records as a senior executive responsible for promotion and marketing. He assumes the duties of former promotion head John Barbis, who has left the company.

Coury says Network will merge into the Geffen organization, which has been distribut-



Al Coury

ing the label in the U.S. and Canada. Acts under contract to Network include Gary Myrick, Irene Cara, Moving Pictures, and Johnny Van Zant.

Geffen President Ed Rosenblatt remarked, "We're thrilled that Al Coury, who is known to all in the industry, has decided to join Geffen at this time."

Coury, onetime President/COO of RSO Records, explained that as is customary with most Geffen executives, he will carry no formal title. "What I'll be doing is still working and developing the acts I have on Network, but also taking over major responsibilities in the area of promotion and marketing at Geffen."

COURY/See Page 4

**Blair Buys Selcom, Torbet**

Ending months of speculation, John Blair & Co. has acquired Torbet Radio, Inc. and its Selcom Radio division, the radio station sales representation operations of Selkirk Communications Ltd. of Toronto. Torbet and Selcom, which together represent over 300 stations, will become operating units of Blair's radio representation division, currently com-

prised of Blair Radio and Blair/RAR. The sale price was not disclosed.

John Blair & Co. President Jack Fritz said, "Our acquisition of Selcom and Torbet reaffirms our commitment to the radio rep business. Blair has expanded its leadership into many areas since its start as a radio representative 50 years ago; but has always maintained its dedi-

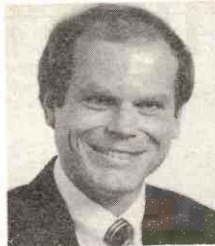
cation to radio. Now with the additional strength of the Selcom and Torbet people and client stations, we're ready to move ahead to a new era of innovation and growth for radio."

Jim Hilliard, President of the Blair Radio Division and Chairman of its Radio Representation companies, noted that Blair's sales units will collectively have a staff totalling nearly 270 sales and support people in over 40 locations across the country. "We see exciting opportunities for tremendous synergism which will enhance the sales productivity of all the operating companies," he said. "Now in every major radio market, advertisers and their agencies can work with Blair-owned rep companies to place schedules on many of the finest stations in the country."

BLAIR/See Page 4

**PROGRAMS WJAX-FM**

**Driscoll Statewide VP/Programming**



Mark Driscoll

Statewide Broadcasting has hired former H&W VP/Programming and WZPL/Indianapolis PD Mark Driscoll as VP/Programming. Additionally, Driscoll will direct the programming of soon-to-be acquired WJAX-FM/Jacksonville, which Statewide purchased recently from Silver Star Broadcasting.

Statewide Sr. VP/GM Mark Schwartz commented, "Mark's joining Statewide is a further indication of the growth plans we are currently anticipating for 1986. Mark has long been respected as one of America's finest programming talents and semi-wonderful golfers. He will, at this stage, develop the programming for WJAX-FM, with an eye toward other Statewide programming opportunities in the near future."

Speculation is that WJAX-FM will drop its Urban format in

favor of CHR, but neither Schwartz or Driscoll would confirm the change or a flip in call letters. Statewide also owns religious outlets WAPE/Jacksonville, WCFL/Chicago, KLTJ-FM/Dallas, and WVCG/Miami.

DRISCOLL/See Page 4

**Curelop Back As WYNF PD**



Carey Curelop

WLLT/Detroit programmer Carey Curelop is rejoining CBS's WYNF/Tampa as PD, a post he held from 1983 to January 1985 when the AOR outlet was owned by Taft. He replaces Mark Zintel, who resigned.

WSUN & WYNF VP/GM George Sosson praised

CURELOP/See Page 4

**Wasley, Smith Head EMI Singles, AOR Promotion**

Don Wasley and Tony Smith have been elevated to National Singles Promotion Director and National AOR Promotion Director, respectively, at EMI America Records.

Wasley succeeds Jack Satter, who joined Manhattan as VP/Promotion last week. He comes to the post after 2½ years as the label's National AOR Promotion Director; before that, he served in a similar capacity at MCA.

Smith, who has been handling local promotion for EMI America out of Chicago since April, moves into the slot vacated by Wasley. He was previously responsible for the label's regional Midwest AOR promotion for three years.

EMI America VP/Promotion Dick Williams commented, "Don's experience in promotion and artist relations make him a natural replacement for Jack Satter. His knowledge of, and rapport with, our field staff will enable him to make the transition a smooth and effective



Don Wasley Tony Smith

one." Williams continued, "Tony Smith has been one of our most enthusiastic and dedicated field reps, and I look forward to working directly with him here in our home office."

Wasley is a 15-year industry veteran whose previous national promotion experience was at Casablanca and Ariola. He was also VP/Artist Development at Casablanca. Wasley commented, "This is an opportunity for me to broaden my horizons, and I look forward to the excitement of new front-

EMI/See Page 4

**WESTWOOD ONE**

**PRESENTS**

**ONLY '85 INTERVIEW!**

**PAT BENATAR**

**OFF THE RECORD**  
WITH  
**MARY TURNER**

*Join Mary Turner the week of December 9 as rock radio's most listened-to interview program presents Pat Benatar in an hour-long Off The Record Special. In her first national radio interview this year, the Grammy-winning rock 'n' roll singer candidly talks about writing and recording her new Chrysalis LP, Seven The Hard Way, the sentiment behind the album's hit single, "Sex As A Weapon," juggling rock 'n' roll and motherhood, preparing for her first tour in more than three years and more. To make sure you and your listeners don't miss Mary's insightful Off The Record Special featuring one of rock's most celebrated singers, contact Westwood One now at (213) 204-5000 or Telex 4996015 WWONE.*

MANAGEMENT: RICK NEWMAN & RICHARD FIELDS

DECEMBER 6, 1985

## MAILBOX MAGIC

Direct mail has been hailed and assailed. In a detailed, in-depth look at its pros and cons, **Harvey Mednick** keeps you posted on this promotional vehicle.

Pages 22 &amp; 24

Transactions	8
Washington Report	11
What's New	12
Ratings & Research: Jhan Hiber	16
Networks: Reed Bunzel	18
Management	21
Image & Marketing:	
Harvey Mednick	22
Air Personalities	25
Street Talk	26
On The Records: Ken Barnes	30
Datebook: Sean Ross	32
Records: Adam White	33
CHR: Joel Denver	37
Easy Listening: Gail Mitchell	38
ADR: Steve Feinstein	39
A/C: Donna Brake	41
Black/Urban: Walt Love	42
Country: Lon Helton	44
Nashville: Sharon Allen	46
Marketplace	47
Opportunities	48
National Music Formats	51
Jazz Chart	54
Country Chart	55
A/C Chart	80
ADR Chart	80
Black/Urban Chart	80
CHR Chart	80

## Minckler PD At KSFO

KYA/San Francisco PD Bill Minckler has added on programming duties for King Broadcasting AM sister station KSFO. Minckler had been serving as acting PD at the MOR-A/C AM outlet for the past several weeks since Rick Scott left to become Director of Programming for Ackerley Communications.

King VP/Radio Jim Kime told R&R, "Bill's been with us for many years, and now he's returned to where he started. Programming these two stations is probably his biggest challenge since he joined the company. We're very pleased to have him."

Minckler has worked with King for eight years. He started as Assistant PD at KYA-AM & FM, serving as PD at KGW & KINK/Portland for three years before returning to KYA as PD a year ago. Commenting on KSFO, Minckler said, "I was conceived in San Francisco, so I feel very close to the situation. KSFO is representative of a lot of stations around the country right now in that you almost have to be twice as good as your FM counterpart just to stay

MINCKLER/See Page 6

## Vaeth Transfers To WFMS GM

KLIF & KPLX/Dallas General Sales Manager Nancy Vaeth has transferred to the GM post at Susquehanna Country sister station WFMS/Indianapolis. She succeeds exiting Station Manager/National Sales Manager Kevin Aufmann.

Noted Susquehanna Regional VP Larry Grogan, "Over the last three years as GSM at KLIF & KPLX, Nancy has proven to be an out-

standing leader and administrator. We believe that she has the spirit and drive necessary to lift WFMS to the heights that we expect in Indianapolis."

Before being named GSM of the Dallas combo in 1982, Vaeth served two years there as an Account Executive. Her background also includes two-year AE stints with KMQJ/Houston and WEZG/Syra-

cuse. Commenting on her first management post, Vaeth told R&R, "Susquehanna is a great company, and I've learned a lot in the five years I've been with them. This is a terrific opportunity for my career and what I want to do."

Grogan added that the search for Vaeth's replacement at KLIF & KPLX is underway.



Gary Landis

## COMPANY CLOSES MUTUAL DEAL

### Landis Westwood One PD

Westwood One this week completed its purchase of the network assets of the Mutual Broadcasting System from Amway Corp. for \$30 million in cash and notes and 210,000 shares of common stock. In return, Amway has agreed to purchase \$5 million in advertising on either Westwood One or Mutual, and will continue to provide satellite distribution for Mutual via Westar IV for three years.

The company also named Gary Landis Director/Programming, filling a similar position vacated by the departure of George Taylor Morris last month. Landis, who will report to WW1 VP/Production Brian Heimerl, most recently was Director/Programming at the RKO Radio Networks.

Commenting on the Mutual closing, WW1 President Norm Pattiz said, "We are very pleased with the results of the negotiations which have led to the completion of our acquisition of the Mutual Radio Network. As successors to the Mutual Radio Network operation, we look forward to expanding our operations into the news, sports, and adult features entertainment market."

Heimerl said of Landis: "Gary has had experience in every facet of this business, and brings to Westwood One a level of professional excellence that underscores our position in the industry. He's a very welcome addition to the Westwood One team."

Landis commented, "Coming to work at the number one network in

LANDIS/See Page 6

## NRBA Poll Shows Radio Opposes Arbitron Continuous Measurement

According to a recent poll by the National Radio Broadcasters' Association (NRBA), broadcasters are overwhelmingly against Ar-

bitron's plans for year-round measurement in the top 75 markets, which is scheduled to begin in 1986.

NRBA's Wendell Wood reported, "Of the 1400 stations sent questionnaires (all in the top 75 markets), 261 responded by the deadline. Of the 156 Arbitron subscribers that sent back the forms, 84% voted against the switch to Continuous Measurement. Of the 105 non-subscribers who participated, 82% felt negatively. We've sent these results to the Arbitron Radio Advisory Council (ARAC) for their discussion with Arbitron."

As expected, comments from those polled varied widely in opinion as to the value of the expanded survey schedule. "When will we have time to experiment, to try new formats?" asked one broadcaster. Another commented, "The numbers are already abused by the buying community. This will give them more numbers to beat us up with." However, one Continuous Measurement proponent argued, "This will curtail overblown activity set only for the ratings periods."

## Geiger Directs Capitol Black Promotion



Howard Geiger

Howard Geiger has been elevated to Director/Black Music Promotion for Capitol. Geiger had been Southwest Regional rep since late 1981.

VP/Black Music Promotion Ronnie Jones commented, "The entire Capitol management team can now benefit from his expertise and enthusiasm, motivation, and managerial skills. The R&B department is very proud to have Howard join us in the Tower."

## Fire Ravages WDET Offices

An electrical fire broke out at WDET/Detroit last Saturday evening (11-30), destroying three administrative offices, satellite-transmission equipment, and over

10,000 records in the station's jazz library. The blaze knocked WDET off the air for 17 hours while officials assessed the water and smoke damage throughout the

facility.

GM Caryn Mathes told R&R, "No one was hurt, but we really had some action above and beyond the call of duty by our OM Judy Donlin, personality Jim Gallert, and Engineering Assistant John Patouhas, who slowed down the flames with a fire extinguisher; otherwise, the whole station would have gone up in smoke. They ended up crawling on their bellies to shoot the extinguisher at the flames, and managed to turn off the power so that the transmitter didn't blow up."

To let the smoke out, firemen broke every window in the station. "It went down to ten degrees over the weekend," added Mathes. "We're all working here in our coats and mittens."

## PATTI WDBO PD

### Holbrook Directs Operations At WDBO & WWKA



Steve Holbrook

Steve Holbrook has been promoted from WWKA/Orlando PD to Operations Director of WWKA and its AM, WDBO. At the same time, Holbrook upped WDBO Production Director Bill Patti to PD at the AM. Patti replaces David Bernstein,

who left to join WTIC/Hartford last month.

Holbrook commented, "One of

HOLBROOK/See Page 6

## RETAINS FLORIDA NET POST

### Poe Adds WKIS GM Duties

Bob Poe, GM of Susquehanna's Florida Network since 1983, has added the duties of GM for co-owned News/Talk station WKIS/Orlando. He replaces former WKIS GM Mike Gaier, who has exited the station.

Susquehanna Regional VP George Hyde commented, "Bob's promotion is a logical step in our efforts to continue the growth in size and stature of both the station

and the network."

Poe said his appointment is part of an ongoing effort "to combine the operations" of the Florida Network and WKIS. The move began when the network, which provides news and features to 60 stations statewide, began to carry some longform talk programs originating at WKIS. "What we're really doing is turning WKIS into a Florida superstation," Poe explained.

"It makes quite good sense to merge the two together. We were cross-utilizing a lot of the staffs and resources. We're finding that, together, we can make the sum greater than the two parts."

Poe joined WKIS almost ten years ago as a talk show producer, moving up to Regional Sales Manager and then becoming GSM of the Florida Network.

NEWS IN BRIEF



Curtis Lloyd



Terry Metcalf



Larry Johnson

● **CURTIS LLOYD** was promoted to Southeast Regional Sales Manager for Motown Records. An eight-year in-

dustry veteran, Lloyd most recently was a salesman for MCA Distributors in Detroit.

● **ROBERT WINTERS** has been elevated from GM at WTMA & WSSX/Charleston, SC to VP/GM. He is also now supervising operations for parent Faircom, Inc., which also owns WSBH/Southampton, NY. At the same time, **THOMAS HUNT** joined WTMA & WSSX as General Sales Manager, arriving from WXLV/North Charleston, SC.

● **TERRY METCALF** becomes GM at WKIX & WYLT/Raleigh-Durham-Chapel Hill, NC. He joins parent Mann Media from Decision Data Computer Corp., where he was Regional Sales Manager.

● **LARRY JOHNSON** joins Jhan Hiber & Associates as Sr. Research Consultant. A veteran broadcaster/consultant/educator, Johnson will oversee the conduct of the firm's Predictor perceptual research projects.

● **BRUNO KRETCHMAR** is elevated to President of Chrysalis Music worldwide, based at the company's London office. Kretchmar joined Chrysalis Music earlier this year.

Ratt Rap



Atlantic's Ratt were awarded gold and platinum LPs for their "Invasion of Your Privacy" LP following a New Jersey Meadowlands concert. Pictured (l-r) are group's Robbin Crosby, Atlantic President Doug Morris, group's Stephen Pearcy, Atlantic Chairman Ahmet Ertegun, and Exec. VP/GM Dave Glew.

Coury

Continued from Page 1

Discussing his move, Coury continued, "It really came together in a matter of weeks. Releasing three or four albums a year became boring to me, so this came at a time when I was looking for new challenges. Geffen is very similar to RSO in the way it operated: an entrepreneurial, multimedia type of company with records, Broadway shows, and movies. And what we did at RSO was done with a limited number of people, which, in many respects, is also similar to Geffen."

Asked about the status of legal action taken this past summer by Irene Cara against Network and himself, Coury said, "It's still pending, but I'm presuming it will be settled soon, one way or the other." Cara is claiming career mismanagement and is suing for damages. Coury denies the charges.

Barbis told R&R, "I've given Geffen Records five years of my heart and soul. I'd like to thank all the wonderful artists and friends who've made it a great time for me in my career.

I look forward to a new challenge and wish everyone at Geffen continued success."

Curelop

Continued from Page 1

Curelop's leadership qualities: "He's highly respected by the staff; they'd walk through walls for him. Carey also has a good musical ear for the market, likes the lifestyle, and wants to work for a stable company in a growth market. He led the station to some of its highest numbers, and bringing him back is a sign of our commitment to AOR."

Curelop told R&R, "With morning team Jim Johnson & George Baier coming over and considering recent Arbitrends and Birches, WLLZ is going to be very successful in 1986. I'm looking forward to joining CBS and working with the fine staff at WYNF again."

Curelop, who served as PD of WYNF's Country sister WSNW from January to June of this year, has also programmed WABX/Detroit and KFMG/Albuquerque.

Blair

Continued from Page 1

With this acquisition, we've positioned ourselves to be an even tougher competitor, capable of winning a significant share of spot and unwired network radio business for our stations."

Hilliard added that the integration of the Selcom and Torbet operations into the Blair organizational structure is now underway, noting that joint Selcom/Torbet/Blair management teams have been established and are working to assure a smooth transition.

EMI

Continued from Page 1

Smith, who worked for Capitol in Detroit before joining EMI America, told R&R, "I've always set my sights on a national position, so I'm ecstatic to have this opportunity. I intend to tackle the job with the same enthusiasm I had as a local and a regional rep, and then some."

Driscoll

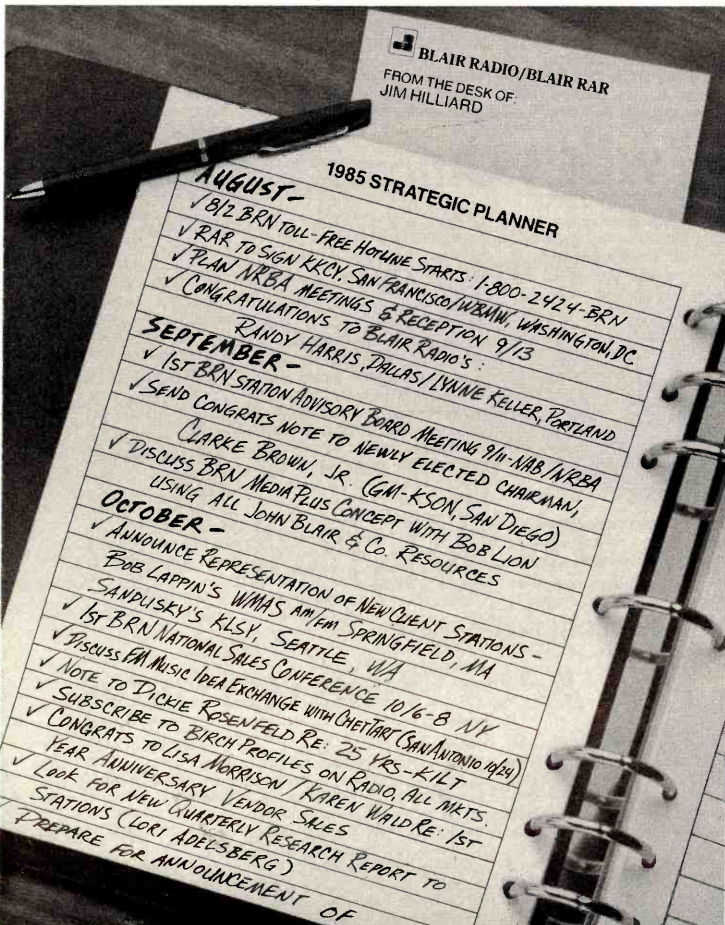
Continued from Page 1

as well as A/C combo WKQE & WBGW/Tallahassee. Driscoll noted, "This company is going to become a whole lot bigger real fast, and this will give me a real opportunity to be in on the ground floor. We're going to explore our programming options in all areas as the months unfold."

Driscoll's past programming experience includes Group PD for Brandon Communications and PD posts at KITE/Corpus Christi, WLUM/Milwaukee, KSTP/Minneapolis, WJMX/Miami, WDRQ/Detroit, WBBF/Rochester, and WAPE in its earlier CHR incarnation.

STAFF

Founder: ROY WILSON  
 Publisher: THOMAS CASE  
 Executive Vice President: DICK KRIZMAN  
 Editor:  
 Los Angeles Office: (213) 553-4330  
 Senior Vice President & Editor: KEN BARNES  
 At Large: RICHARD SHAWWALT  
 Managing Editor: JEFF GREEN  
 Executive Editor: GAIL MITCHELL  
 Ratings & Research Editor: JIM HIBER  
 Networks & Specials Editor: REED BLUMEL  
 Music & Marketing Editor: HARVEY MENCHEK  
 AC Editor: JERRY BRANT  
 ADN Editor: STEVE FENSTER  
 Bookings Editor: WALEY LOVE  
 CHR Editor: KYLE DENVER  
 Country Editor: LORI HILSON  
 Easy Listening Editor: GAIL MITCHELL  
 Jazz Editor: BARBARA BARNES  
 News Editor: BRAD MCCORDMAN (Washington)  
 Records Editor: ADAM WHITE (New York)  
 Senior Associate Editor: BARBARA HERRMAN  
 Associate Editors: JAYE CASE, VIVIAN CALSON  
 "MUSIC" Editor: SHARON KOTZ  
 Executive Assistant: SUSAN BRAVAMAN, PAMELA MARTEZ  
 Vice President/Communications: DICK KIRBY  
 Corporate Counsel: LEE CLARE, JAMES KANE  
 MIKE CAUFER, JOHN ERMENTRUTSCH  
 Traffic Director: ADRIAN RINGS  
 Assistant Traffic Director: KELLEY SCHEFFELN  
 Circulation Director: ANGERA HOFFMANN  
 Production Director: RICHARD KEATY  
 Associate Art Director: MARLYN FRANSEN  
 Photography: ROGER ZIMAWALT  
 Typography: RENT THOMAS, LUCIE MORIS, BILL MOHR  
 Graphics: L. PEARL, GARY VAN DER STEUW, MARIA GUINONES  
 Administrative Assistant: ELLEN ZINGBRO  
 Controller: MARGARET BECKWITH  
 Accountant: WENDY YANG  
 Accounting Assistant: LESLIE GINSBERG  
 Legal Counsel: JASON SHROPSKY  
 New York Bureau: (212) 605-0355, 575 Madison Avenue, New York, NY 10022  
 Bureau Chief: ADAM WHITE  
 Office Manager: BARBARA SHARBITZ  
 Washington Bureau: (202) 543-7481, National Press Building, Suite 807, 575 First St. NW, Washington, DC 20045  
 Bureau Chief: THOMAS CASE  
 Office Manager: CHRISTINE ACCIARI  
 Nashville Bureau: (615) 252-8700, 792-8900, 1819 Sixth Avenue South, Nashville, TN 37212  
 Bureau Chief: SHARON ALLEN  
 Office Manager: DIANEANNE EVANS  
 Sales:  
 Senior Vice President: BILL CLARK  
 Los Angeles: (213) 553-4330  
 Vice President/Sales: WIM MICHAEL ATKINSON  
 Account Executive: PAUL BELLAIR, GUY GIL, KEN ROSE  
 Marketing Coordinator: NINA ROSSMAN  
 Production Coordinator: RANDY SHIBERT  
 Administrative Assistant: SUE CAROL VAN KEEREN  
 New York: (212) 605-0355  
 Vice President/Sales: RAY SHERRY O'BRYEN  
 Account Executive: WENDY BISS  
 Nashville: (615) 252-8700, 792-8900  
 Account Executive: SHARON ALLEN



# THE **Predictor**<sup>TM</sup>

Some Of America's  
Leading Stations  
Gave Themselves  
A Christmas Present.

## The Predictor<sup>TM</sup>

Stations owned by Gannett, Greater Media, Malrite, Metroplex — and leading independents — are using The Predictor<sup>TM</sup>. Our clients want to enjoy the holidays buoyed by the feeling that 1986 may be their best year yet for Arbitron payoff. These stations are mapping strategy using the unique insights from the "diarykeeper profile" person who cooperates with The Predictor<sup>TM</sup> perceptual diary.

It only makes sense that if your success is measured by a diary-based ratings service your market research homework should be done through a perceptual diary. Telephone studies can't offer the same insights as gleaned from the diarykeeper types. Broadcasters from New York to Huntsville already know this and have put The Predictor<sup>TM</sup> to work.

What'll it be? Happy holidays and Arbitron success in 1986?  
Or a lump of coal in your Arbitron stocking?

Call or write for details and market availability. Put The Predictor<sup>TM</sup>'s unique advantage on your side.

**JHAN HIBER & ASSOCIATES**  
P.O. Box 1220, Pebble Beach, California 93953 (408) 625-3356

**PMT On Atlantic Spaceship**



Atlantic has signed "Miami Vice" star Philip-Michael Thomas, with his first single on his own Spaceship/Atlantic label, "Just The Way I Planned It," just out. Pictured (l-r) are Atlantic Exec. VP Dave Glew, Atlantic VP/GM Black Music Operations Hank Caldwell, Thomas, attorney Allen Jacobi, and Atlantic VP Tunc Erim.

**Gold "Secret" Goes Public**



Paul Young's "The Secret Of Association" LP recently hit gold, and Young got the news after a Dallas concert. Celebrating are (l-r) Young along with Columbia's Michael Surlock and Jack Chase.

**Minckler**

Continued from Page 3

even. The great tradition, call letters, and all that are there, but it really doesn't make any difference anymore. What I will demand of the station is that it be consistent with the good things about its past and only do that which makes sense for the future.

"I'm restoring some things I think were removed prematurely. We have a very well-known airstaff for the Bay Area and I'm letting them do nearly anything they want, based on their understanding of the 35-54 target audience. We look to recapture our consistency day to day."

**Landis**

Continued from Page 3

the radio business makes all those years of hard work and 14-hour days worth it. I'm delighted to be here and look forward to the challenges that a company of this stature provides."

Landis joined RKO in 1982, serving as Manager/RKO Radioshows and Manager/Programming before becoming Director/Programming in 1983. He previously worked at Wichita-based Landis Advertising, and served as a regional sales manager at Los Angeles-based Watermark.

**Tillery GM, Bump GSM At WHLY**

KXXY-AM & FM/Oklahoma City VP/GM Jim Tillery and WCMS-AM & FM/Norfolk GSM Michael Bump have accepted the GM and GSM posts, respectively, at CHR-formatted WHLY/Orlando. Bump, who fills the station's ten-month GSM vacancy, has already started work; Tillery succeeds exiting GM Alan Rock and will take over January 1.

Peter Starr, President/CEO of WHLY parent Southern Star Broadcasting Group, remarked, "We think the combination of Jim and Mike will probably form one of the best management teams we've ever had anywhere. Both have had the benefit of excellent training backgrounds, and I expect they'll provide very professional management to Y106."

Tillery, who earlier worked in sales for over five years in Orlando at WKIS, takes his new post after 18 months as VP/GM at KXXY. He previously was GSM there, as well as at WVLC-AM & FM/Lexington, KY. "I regret leaving Summit, as it's a fantastic organization. But I can't think of a better place to be than in Florida or a better person to work with than Peter Starr. Y106 just needs a GM to organize things and a GSM to generate the revenues. PD Rick Stacy is very qualified and has turned the station in the right direction." Tillery added that he's made some recommendations from within KXXY regarding his successor.

A 17-year broadcaster, Bump spent six years as GSM at WCMS,

having earlier worked at crosstown WNIS and also at WAAM/Ann Arbor. "I'm delighted to be back in Class A rock 'n' roll; the time was right. This company is fast on the move to grow and add properties, and the energy in this station is all positive."

**Holbrook**

Continued from Page 3

my goals in broadcasting is to manage a station, and this puts me on the right track, handling two very separate stations. WDBO is full-service with a heavy news emphasis, and in fact this year won the Edward R. Murrow news award for best news operation. It does rather well for an AM station in a market dominated by FMs."

Holbrook will continue to program Country WWKA, a job he's held since Katz bought the station in January 1983. Before that he programmed WKSJ/Mobile from 1979-83.

Commenting on Patti's move, Holbrook said, "His background in programming has always been with AM stations. I think it's important that someone who comes into a market to program an AM station has some knowledge of AM radio and the AM radio listener."

"DBO is news-oriented, but we do play music and are very aggressive in that. We wanted to find someone equally aggressive to maintain the visibility of the station in the market."

Patti added, "I'm very excited about this promotion. I've worked in Orlando about ten years and WDBO has always been the one radio station I've wanted to work for. I got the opportunity to do that about eight months ago when I came here as Production Director, and now I'm Program Director, so I'm very happy about that."

Before coming to WDBO, Patti programmed crosstown WREM for four years and was an air personality at WKIS for a year.

**Murphy Parties With Whitney**



Arista staged a party at the Palladium in New York following Whitney Houston's Carnegie Hall concert. Pictured are (l-r) guest Eddie Murphy, Houston, and Arista President Clive Davis.

**Epic's Congaing Heroes**



E/P/A held a dance party for Miami Sound Machine recently in support of the single "Conga." Pictured (l-r) are group's Emilio Estefan and Gloria Estefan, E/P/A Sr. VP/GM Don Dempsey, and group's Kiki Garcia and Marcos Avila.

**Why WBNS Radio's cartridge tapes sound better than yours**

Columbus, Ohio Radio Station WBNS has found the permanent cure for inherent cartridge tape problems: the Harris Phase Fixer audio time base corrector.

Ron McGrew of WBNS explains. "We needed this device 20 years ago. The Phase Fixer gives us consistently clean sound on every tape in the rack. No matter how much repeat play and abuse they're subjected to,

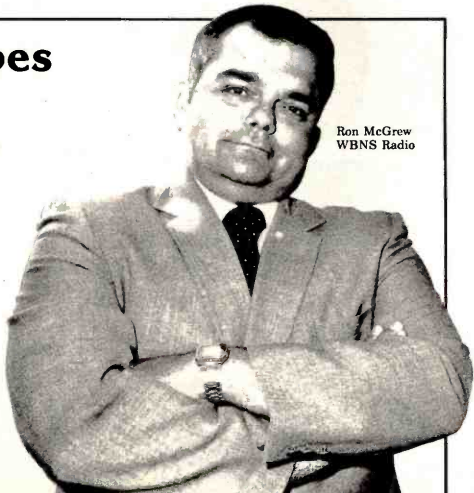


tapes sound perfect and flutter-free. There's no high frequency loss, and phase error is totally eliminated. After several months of using the Phase Fixer, I must say that Harris, once again, has a winner."

Your programming may be flawless. But performance problems develop in every cartridge tape. Don't enter the ratings war unarmed. The Harris Phase Fixer gives you a competitive edge. For more information, contact Harris Corporation, Broadcast Group, P.O. Box 4290, Quincy, Illinois 62305. (217) 222-8200.



For your information, our name is Harris.



Ron McGrew  
WBNS Radio



## ELEVEN YEARS, PLAYING TO SELLOUT CROWDS.

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

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

Why?

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

Because we give you more

programming options than anybody else.

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

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

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

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

## AP Associated Press Broadcast Services Without A Doubt.

# Aloha Deals KKUA & KQMQ For \$1.9 Million

**KKUA & KQMQ/HONOLULU**  
 PRICE: \$1.9 million  
**BUYER:** Northpark Media, owned by James Ellis, Melvin Hammer, and J.M. Walrad. It also owns 82% of KMQ/Santa Fe.  
**SELLER:** Aloha Broadcasting, principally owned by Barbara Daleris, Patrick Lannan, and John Lannan.  
**DIAL POSITION:** 690 kHz; 93.1 mHz  
**POWER:** 10 kw; 54 kw  
**FORMAT:** A/C; CHR  
**BROKER:** Blackburn & Co.

**WGAI & WWOK/ELIZABETH CITY, NC**  
 PRICE: \$1.4 million (\$350,000 for AM; \$1,050,000 for FM)  
**BUYER:** Ellek Seymour, who also owns WVBS-AM & FM/Burgaw, NC; WYAK AM & FM/Surfside Beach, SC; WGCA/Charleston, SC; WLNB/Goose Creek, SC; WETT/Ocean City, MD; WWTR/Bethany Beach, DE; WSVS-AM & FM/Crewe, VA (WSVS-FM is being sold); WDSC-AM & FMDylan, SC; and WMBL & WMBJ/Moorehead City, NC (to be sold). Seymour is buying WVAB/Virginia Beach, VA; WWGH/Cape Charles, VA; WAKS AM & FM/Varina, NC; and WSLB/Fayetteville, NC. Seymour recently purchased WRJY/Rich-

mond, VA and WHCC & WQNS/Waynesville, NC (R&R 11-29).  
**SELLER:** Success Communications, owned by Thomas Campbell.  
**DIAL POSITION:** 560 kHz; 105.7 mHz  
**POWER:** 1 kw days/50Q watts nights; 37 kw at 611 feet  
**FORMAT:** Country; A/C

**WYAI/RIDGELAND, MS; and WZXQ/GLUCKSTAD, MS**  
 PRICE: \$700,000  
**BUYER:** Exchequer Communications, owned by William Neville.  
**SELLER:** Jackson Radio, which is owned by Matthew Wiggins.  
**DIAL POSITION:** 780 kHz; 101.7 mHz  
**POWER:** 5 kw daytime; 3 kw at 300 feet  
**FORMAT:** AOR

**WFLR-AM & FM/DUNDEE, NY**  
 PRICE: \$650,000 (price includes two newspapers — *Dundee Observer* and the *Lake Country Weekly*).  
**BUYER:** Brian Clark Printing Co., owned by J. Brian Clark.  
**SELLER:** Finger Lakes Radio, owned by Donald Stork and John Clancy, who also own WSCM & WITU/Cobleskill, NY and WSPQ/Springville, NY.

**DIAL POSITION:** 1570 kHz; 95.9 mHz  
**POWER:** 5 kw daytime; 600 watts at 600 feet  
**FORMAT:** A/C (simulcast)

**WYJW/SOUTHPORT, NC**  
 PRICE: \$600,000  
**BUYER:** Atlantic Broadcasting, principally owned by Fred Avent and family. It also owns WJMX-AM & FM/Florence, SC and WMQX/Moncks Corner, SC.  
**SELLER:** Rawley Communications, owned by David Rawley, who also operates WINH & WMXX/Georgetown, SC.  
**DIAL POSITION:** 107.1 mHz  
**POWER:** 3 kw at 300 feet  
**FORMAT:** Beautiful Music  
**BROKER:** Harold Miller Jr.

**KRAL/RAWLINS, WY and KIQZ/RAWLINS, WY**  
 PRICE: \$245,000 and \$250,000, respectively  
**BUYER:** Richard Moore, John Cortowski, and Roy Davenport.  
**SELLER:** Dorothy Sterling and Clata Peteren, respectively.  
**DIAL POSITION:** 1240 kHz; 92.7 mHz

**POWER:** 1 kw days/250 watts nights until-midnight; 3 kw at 100 feet  
**FORMAT:** A/C; Country  
**BROKER:** Bill Lochman of Chapman Associates

**KBBB & KDXR/BORGER, TX**  
 PRICE: \$450,000  
**BUYER:** Matt Frontera  
**SELLER:** Phillip Spivey (79%), Rudolph Spivey (20%), and Bill Shelton (1%). Phillip Spivey retains 50% interest in KWEY & KBXR/Weatherford, TX.  
**DIAL POSITION:** 1600 kHz; 104.3 mHz at 170 feet  
**POWER:** 5 kw daytime; 26 kw  
**FORMAT:** Country; A/C  
**BROKER:** Bill Whitley of Chapman Associates

**KZEA/HEALDTON, OK**  
 PRICE: \$295,000  
**BUYER:** Jimmy Dean Williams and Bradley Fenton, who have no other broadcast interests.  
**SELLER:** TAP Communications, which is principally owned by Richard Parrish and family. It also has interests in KNFB/Nowata, OK and KMUS & KRLO/Muskogee, OK.  
**DIAL POSITION:** 105.5 mHz  
**POWER:** 3 kw at 300 feet  
**FORMAT:** TBA

**WFNE/FORSYTH, GA**  
 PRICE: \$290,000  
**BUYER:** WFNE Inc., owned by Charles Finney, Charles Roberts, and two others. Finney has interests in WJAZ & WJIZ/Albany, GA; WTJH/East Point, GA; and WMJM & WFAV/Cordale, GA.  
**SELLER:** P.O.S. Radio Inc., owned by Mark Picus, executor of the estate of his father, Lawrence Picus.  
**DIAL POSITION:** 100.1 mHz  
**POWER:** 3 kw at 300 feet  
**FORMAT:** Black  
**BROKER:** Stan Raymond and Associates

**WJOZ/TROY, PA**  
 PRICE: \$175,000  
**BUYER:** WJOZ, Inc., principally owned by Leonard Ackerman, who also operates WLMB/West Hartford, CT; WCGI/Geneva, NY; and is an applicant to purchase WLIS/Old Saybrook, CT and WKAD/Canton, PA.  
**SELLER:** Joel Clawson, an applicant for an AM CP permit in Interlaken, NY  
**DIAL POSITION:** 310 kHz  
**POWER:** 500 watt daytime  
**FORMAT:** A/C  
**BROKER:** Kozaco-Horton Company

## PUTTING BUYERS AND SELLERS TOGETHER FOR OVER 31 YEARS

### NORTHERN CALIFORNIA

FM in growing community - no local competition. Asking \$775,000 (approx. 2.7 times gross rev.) with \$135,000 down.  
 Contact - Elliot Evers (415) 387-0397

### JACKSONVILLE FLORIDA

WCRJ-AM - includes valuable real estate and equipment. Asking \$395,000 cash.  
 Contact - Randy Jeffery (305) 295-2572

### MIDWESTERN COLLEGE TOWN

Class C FM with sister AM. Profitable. Asking \$1,100,000 with \$300,000 down.  
 Contact - Bill Lytle (816) 941-3733

### ROCKY MOUNTAINS

AM with Class C FM in good retail area. Asking \$1,100,000 with \$250,000 down.  
 Contact - David LaFrance (303) 234-0405

### TEXAS

AM fulltimer w/ Class C FM in metro mkt. Asking \$1,800,000 with \$100,000 down.  
 Contact - Bill Whitley (214) 680-2807

### NORTHWEST

Top 100 market. Class C FM with AM. Priced at a little over 7 times projected cash flow. Asking \$3,350,000 cash.  
 Contact - Greg Merrill (801) 753-8090



**CHAPMAN ASSOCIATES**  
 nationwide media brokers

For further information on buying or selling, contact Janice Blake, Marketing Director, Chapman Associates, 1835 Savoy Drive, Suite 206, Atlanta, GA 30341 (404) 458-9226

## Mirror Men



Geffen and WB held a party for Aerosmith in the group's hometown, Boston, to celebrate the new LP "Done With Mirrors." Pictured (r-l) are Geffen's John Dally Kaldner and Aerosmith's Steven Tyler.

## Golden Future



MCA recently celebrated the gold status of the "Back To The Future" soundtrack. Pictured (r-l) are music supervisor Bones Howe, film's executive producer Steven Spielberg, writer/director Robert Zemeckis, and MCA Records & Music Group President Irving Azoff.



**“THERE’S ONLY ONE**



**RADIO NETWORK  
...AND WE’RE ON IT”**

CHUCK DuCOTY *98Rock* W1YY  
BALTIMORE

**abc rock radio network** 

# RELIABLE

Reliable research. It seems like a simple concept, but things are not always what they seem.

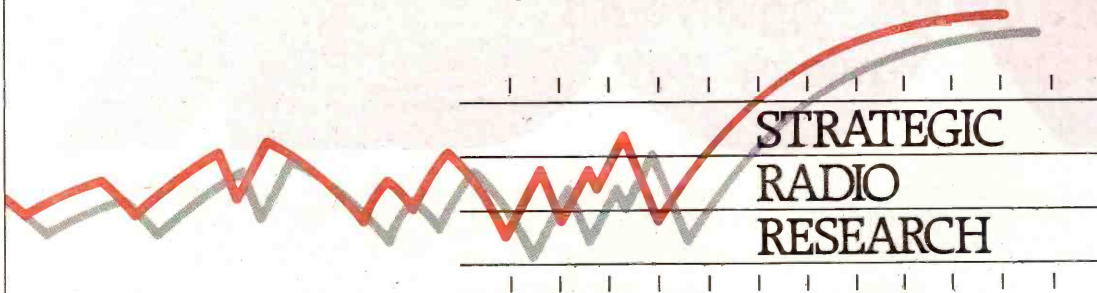
At Strategic Radio Research, you always get exactly what you pay for. Fast, accurate, and reliable research. Research that uses an adequate sample size. Research based on clean, unbiased questions. Research tailored to fit your specific needs.

Strategic Radio Research delivers. And we deliver on time, every time, because we do all our own research. No farming-out studies. No second-rate back-up. No blown deadlines. No confusion. No kidding.

We handle all of your station's critical research right from our own offices, using our 90 WATS-line interviewing stations.

This is it, and it's actually pretty simple. You know your next book, and your job, depends on your ability to make the right decisions. That's true whether you're planning a major format change or considering a minor adjustment in your target audience.

Strategic Radio Research. We're the people who help you make those decisions, through fast, accurate, and reliable research. Decisions that make your next book a winner. With you sitting right on top.



STRATEGIC  
RADIO  
RESEARCH

Kurt Hanson, President  
211 E. Ontario  
Chicago, IL 60611  
(312) 280-8300

## ALL MUST COMPLY

### New RF Radiation Rules Hit Radio Stations January 1

Starting January 1 every radio station in the country will have to start thinking about whether its signal poses a health risk to people near its tower. That's when the FCC starts requiring stations to meet new standards on the biological effects of their signals, otherwise known as radio-frequency or RF radiation.

"We think most stations will find it a straightforward matter," says Bill Hassinger, engineering advisor to Mass Media Bureau Chief Jim McKinney. "It's going to be tough for maybe 200 to 300 that are going to have to put some work into it. I'm sure there'll be some cases where people have to make physical changes."

#### Staff Exposure "Knotty" Problem

While the new rules cover exposure of the general public to radio and television signals, the Commission has yet to grapple with the much thornier issue of how to deal with station engineers and other employees who work on or near towers.

"We are currently wrestling with some very knotty problems in that area," says Hassinger, who can't predict when the Commission will issue guidelines for station personnel. The precise health impact of RF radiation on humans is unclear, but government officials

agree that exposure should be avoided.

#### All Stations Must Certify

The new rules will most immediately affect all applications for new stations or modifications filed after January 1. But every station will have to certify compliance with the RF standard at its next renewal, or even sooner if a party files a complaint with the Commission.

#### High Power FM Problems

According to Hassinger, AMs should have little problem because, generally, their power levels are fairly low and their antennas are surrounded by grassy areas. He says the greatest trouble will be experienced by "high-powered FMs on low towers." Fencing and warning signs will solve most problems, but tower changes may be needed at some stations, especially where neighborhoods have encroached on tower sites.

Hassinger says station engineers will be able to make RF calculations in most simple cases, but con-

sulting engineers or other experts may have to be called in to take measurements in more complicated instances.

#### FCC Bulletin Available

To obtain an FCC bulletin on the new RF radiation guidelines, write or call International Transcription Services, 2100 M St. NW, Washington, DC 20037 (phone 202-857-3800). Ask for FCC OST Bulletin #65. The bulletin includes background information on the RF standards; prediction methods, including calculations, tables, and figures; measurement procedures and instrumentation; and methods for controlling exposure.



**LONG ARM** — The long arm of the FBI will be reaching out to radio stations across America next week with distribution of drunk driving radio PSAs taped last week by NAB President Eddie Fritts (left) and FBI Director William Webster.

## NEWS BRIEFS

### Tax Reform Advances In House

Although final passage by Congress remains in doubt, the House Ways and Means Committee has passed a tax reform bill that could have a major im-

act on radio stations.

For instance, the 10% investment tax credit on new equipment purchases would be wiped out effective January 1, and writeoffs would generally be spread over longer periods ranging from three to 30 years.

The tax rate for corporations earning up to \$50,000 would be set at 15%. The rate would be 25% for those earning up to \$75,000 and 36% for corporations with taxable income above that level.

One new tax break for business would be a deduction for 10% of dividends paid to stockholders. However, only 80% of the cost of meals and entertainment would be deductible.

Despite President Reagan's opposition, 401(k) pension plans would survive, although contribution limits would be lowered.

### "First Come, First Served" On Nine FMs

The FCC says it will skip comparative hearings and award nine FM licenses to the first qualified applicant who walks in the door. In all nine cases, every application submitted was defective and returned as not acceptable for filing, leaving nobody in the running. Under new FCC rules, such vacant allotments are now awarded on a "first come, first

served" basis to the first qualified applicant who files.

The FMs are available in Bruce, MS (94.5 mHz); Wishek, ND (100.3); Silverton, CO (99.3); Pawhuska, OK (104.9); Santa Rosa, NM (95.9); Baraga, MI (104.3); Powell, WY (104.1); Elk City, OK (94.3); and Houghton, MI (96.3). The FCC cautions that any new applications would be preempted by petitions for reconsideration by the original applicants, who still have time to ask for review.

In other action, the Commission announced a December-January 13 filing window for eight FMs in which previously granted CPs have been cancelled or forfeited. Those opportunities are in Belle Fourche, SD (95.9); Lihue, HI (96.9); Carrington, ND (98.3); Lyndon, VT (98.3); Thermopolis, WY (98.3); Saratoga, WY (99.9); Goodland, KS (102.5); and Lakeview, MI (106.3).

#### Other Key Developments:

- The U.S. Supreme Court this week refused to hear Faith Center, Inc.'s appeal of an FCC decision denying its renewal applications for educational KHOF/Los Angeles and KHOV-TV/San Francisco. The applications were dismissed by the FCC after Faith Center, citing religious privacy, refused to turn over documents for a Commission probe into allegations of fundraising improprieties at the stations.

## TEMPORARY BROADCAST VICTORY

### Senate Delays Negative Ad Response Provision Vote

An amendment that would force broadcasters to give free response time to candidates attacked in negative political ads was pulled off the Senate floor Tuesday (12/3) and sent to the Rules Committee for study. But, by a vote of 7 to 84, the Senate refused to table the bill entirely.

NAB had mounted a major lobbying effort to get the amendment by Sen. David Boren (D-OK) tabled, but said it was satisfied with the final deal that sent the measure to committee. "We're happy with the result," said NAB Executive VP/Government Relations John Summers.

Mandating free response time from radio and television stations is just one of numerous curbs Boren is seeking on the influence of political action committees (PACs). Bypassing the Senate's committee and hearing process, Boren offered his package on the floor as an amendment to a nuclear waste bill.

#### Foes Cite Lack Of Study

Opponents, including NAB, ar-

"At a time when we're trying to get equal status with newspapers, the trend seems to be going the other way and that disturbs us."

—John Summers, NAB

gued the bill should first be explored thoroughly in committee. Sen. John Heinz (R-PA) is expected to introduce a bill similar to Boren's, but dropping any mention

of free broadcast time. The Rules Committee is unlikely to take up the issue before early 1986.

NAB was upset that it never had a chance to testify on the free airtime issue, which first arose in legislation by Sen. John Danforth (R-MO). NAB's Summers said the association opposed the Boren maneuver because the airtime matter, while crucial to the broadcast industry, was "overshadowed" by more emotional PAC-related issues. "We want this in a forum all by itself," he explained.

#### Response Time Issue Here To Stay

"This question is not going to go away," Summers added. "It's going to be a hot item for quite awhile. At a time when we're trying to get equal status with newspapers, the trend seems to be going the other way and that disturbs us."

## Du Pont, Philips Announce Optical Disc Plans

The **Du Pont Company** and the Netherlands-based **N. V. Philips** firm recently announced a joint venture which is intended to become the world's largest supplier of optical discs (ODs). The two firms estimate the enterprise will constitute a \$4 billion world market by 1990.

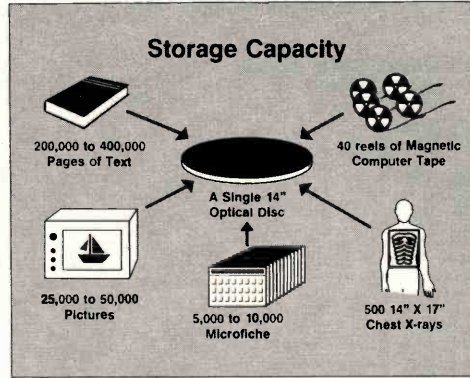
Initially, the venture will consist of the firms' existing optical, compact, video and data disc operations, with plans to quadruple its CD production capacity. Along with prerecorded audio CDs, the companies will manufacture and market CDs and high-density optical information storage discs (HDODs) for the data storage and retrieval markets, respectively, as well as video discs for the entertainment, educational and instructional markets. These CDs include the CD-ROM (read-only memory) discs and the CD-PROM discs, the latter of which can be programmed

only once. Rest assured that erasable CDs are in the works.

The CD-ROMs are designed for use with personal and home computers and are expected to be most useful within the business and instructional markets. (A single CD-ROM has the capacity of 1500 floppy discs or nearly 250,000 typewritten pages. Matter of fact, you could store all the telephone directories in the U.S. on five CDs.)

### Optical Discs: Libraries Of The Future

The storage capacity of the high-density optical disc used with a mainframe computer is even more mind-boggling. A single 14-inch disc could replace 40 reels of magnetic tape, 10,000 frames of microfilm or 400,000 pages of typewritten text. By the way, it would take a computer



operator three hours to ready 40 magnetic tapes for reading by computer, compared to five min-

utes for an optical disc containing the same information.

Developed by N.V. Philips in the

late 1960s, optical discs allow you to store audio, video and text on mirror-finish discs in the same digitized binary code of ones and zeros used by computers. Using the focusing power of a laser, amazing amounts of digitized information can be placed on an optical disc in the form of microscopic marks, mostly because ODs have an average capacity between 10 and 20,000 tracks per inch. A low-powered laser reads these tracks and the digital information is electronically converted into audio, video or text.

Prerecorded ODs are easily replicated through a mechanical stamping process. Actually, all these discs — compact audio discs, CD-ROMs, videodiscs and ODs — are manufactured through similar processes; the main difference lies in what and how much information you want to put on the platter.

**FOR A GOOD TIME CALL (314) 921-5027**

→

## Smudgeless Reading Glove

One reason Americans are reading fewer and fewer newspapers and magazines these days is that no one has ever solved the problem of readers' ink-stained hands. Until now, that is.

Marketed as the "Great American Sunday Newspaper Reading Glove," this latest example of good ol' American know-how is actually two white nylon gloves, upon which are printed such relevant newspaper articles — com-

plete with headlines — as "How To Read A Newspaper In Public" and "Where Sunday Smudge Is Most Likely To Strike." Developed by Dartmouth, MS-based **Mill Pond Associates**, this idea whose time has come carries a suggested retail price of \$9.95.

Incidentally, there is no truth to the rumor that **R&R** plans to offer these gloves as a subscription inducement to readers of ten years or longer...



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

# YOU HEARD IT FIRST ON MICHELOB'S ROCK TODAY

ROCK TODAY promised to make your station the first with the very latest! And we delivered at 140 stations from coast-to-coast!

Stations like WNEW, WLUP, WMMR, KRQR, WAAF, KTXQ, WKLS, WYNF, WIYY, WPLR, and KGB are the very first to break the very latest, the very hottest rock news and music with MICHELOB'S ROCK TODAY!

MICHELOB'S ROCK TODAY first aired on July 4th and what a revolution it has been!

ROCK TODAY is making it happen because on the same day it's produced, it's beamed down to your station by satellite. Sixty minutes of superstars and super sounds, produced to fit your format and ready to rock the airwaves!

Newsbreaking headlines! Exclusive, in-depth interviews! All heard for the first time on your station, so you really break the news!

You don't have to roll yesterday's news. Join the 140 stations who ROCK TODAY!

For further information contact MJI Broadcasting Affiliate Relations (212) 245-5010

## STARS ON ROCK TODAY

### FROM THIS WEEK'S SHOW BACK TO SHOW #1

GEDDY LEE/RUSH • ROGER DALTRY • X • MARSHALL CRENSHAW • LITTLE STEVEN VAN ZANDT • BRUCE SPRINGSTEEN  
BONO/U2 • BILL WYMAN • PHANTOM, ROCKER & SLICK • PREFAB SPROUT • SAGA • THOMPSON TWINS  
JOHN PAUL JONES/LED ZEPPELIN • JOE LYNN TURNER • MR. MISTER • TRIUMPH • TODD RUNDGREN • JANE WIEDLIN  
STEWART COPELAND/POLICE • NICK LOWE • JOHN WAITE • AUTOGRAPH • MARTHA DAVIS/MOTELS • QUARTERFLASH  
LONE JUSTICE • CRAIG CHAQUICO/STARSHIP • LOVERBOY • THE HOOTERS • GODLEY & CREME • JOHN BUTCHER AXIS • KISS  
BLASTERS • AC/DC • STEVIE RAY VAUGHAN • THE OUTFIELD • NIK KERSHAW • BON JOVI • PHIL COLLINS • EDDIE KENDRICK  
DAVID RUFFIN • EDDIE & THE TIDE • DEEP PURPLE • CHEAP TRICK • RAY DAVIES/KINKS • JOHN OATES/HALL & OATES  
R.E.M. • ADAM ANT • MAMA'S BOYS • ELLIOTT EASTON/CARS • SQUEEZE • GEORGE THOROGOOD • CARLY SIMON • JOHN PARR  
FRANK ZAPPA • JEFF BECK • KATRINA & THE WAVES • WEIRD AL YANKOVIC • COREY HART • PAUL YOUNG  
NICK MASON/PINK FLOYD • NILS LOFGREN • NIGHT RANGER • NEIL YOUNG • MICHAEL DESBARRES/POWER STATION  
TEXTONES • HELIX • JOHN CAFFERTY/BEAVER BROWN • MOTLEY CRUE • KENNY LOGGINS • SUPERTRAMP • BILLY SQUIER  
TIL TUESDAY • BOB GELDOF • SAMMY HAGAR



666 Fifth Avenue, New York, NY 10103 Telephone (212) 245-5010

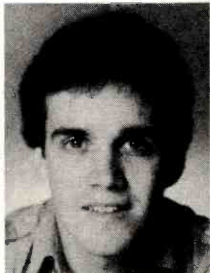


# PRO:MOTIONS

## PROS ON THE LOOSE

Max Hunter — Nights KMET/Los Angeles (818) 994-7060  
 Andy Kahn — 9pm-Midnight KSND/Eugene (503) 741-0802  
 R.G. Jones — PD/afternoons WKLC/Charleston (304) 744-4392 & (304) 346-9211  
 Rick Kaempter — PD WPGU/Champaign (217) 333-2016  
 Jim Leven — PD KREO/Santa Rosa (707) 578-4062  
 Rod Lewis — Production Director KSND/Eugene (503) 344-2036  
 Bill Miller — Mornings WPOC/Baltimore (301) 695-6329  
 Mike Newman — MD/mornings KSND/Eugene (503) 343-9511  
 John Piccillo — Operations Manager/afternoons WPHD/Buffalo (716) 834-5537  
 Tommy Rivers — PD LASER 558 (612) 561-5903  
 Alan Rock — VP/GM WHLY/Orolando (305) 644-3414  
 Wayne Shayne — PD KSND/Eugene (503) 485-2073

## Quinn E/P/A Product Manager/East Coast



Diarmuid Quinn

Diarmuid Quinn has been named Product Manager/East Coast for Epic/Portrait/Associated Labels. Quinn will be responsible for coordinating marketing strategies for East Coast E/P/A artists. Quinn has also served as Manager/College Marketing for CBS Records since 1984. Prior to that, he was Account Service Representative in the New England Branch.

## Atlantic Taps Schreiber



Renee Schreiber

Renee Schreiber has been promoted to Manager of Artist Relations/Television for Atlantic Records. She rejoined the label in May following a four-year association with the Bee Gees' Barry Gibb. Schreiber had previously worked in Atlantic's Artists Relations Department between 1977-80. Her background also includes stints with Screen Gems Television, Capitol Records, and RCA Records.

## Westar Debuts

Barbara Moore and Tommy DeVito have established Westar Records and Westar Music, Inc. Moore, President of MEG (Moore Entertainment Group), will serve as President. DeVito, a 38-year music industry veteran who sang with the Four Seasons, will be Executive Producer. Among Westar's artists are Tommy Bell and Kay Rives. Music arranger and co-producer Bill Shostak has also joined the new company, which has offices on both the East and West Coasts.

## Hesser Heads BIA Marketing

Broadcast Investment Analysts, Inc. has tapped Michael Hesser to head its marketing department for "Investing In Radio," a market-by-market guide to the radio industry. Hesser is one of the original founders of Sunbelt Communications, Ltd. He will coordinate the marketing and sales efforts from his office, located at 550 Price Avenue, Suite 8, Redwood City, CA 94063; (415) 366-1781.

## GSAA Moves Offices

Gulf State Advertising Agency has moved to 3410 West Dallas, Houston TX 77019-3892 or P.O. Box 6733, Houston 77265-6733. The telephone number is: (713) 521-1010.

## RRBA Elects New Officers

Rochester Radio Broadcasters Association announced the election of its new officers. Jack Palvino of WVOR is President; Jim Meltzer of WZKC is VP; and the Secretary/Treasurer is Peter Coughlin from WCMF.

## Nationwide Changes

Nationwide Radio consulting firm has announced the following promotions and changes: Tom Zarecki was promoted from Programming Strategist to Director/Station Consulting; Kathy Colbeth was upped from Office Manager and Research Assistant to Programming/Research Coordinator; Martha Carlstrom is Administrative Assistant; and Debbie Lucas is Research Assistant.

## Jobete Taps Averback



Joey Averback

Joey Averback has joined Jobete Music, Inc. as West Coast Professional Manager. Before coming to the company, Averback was President of Window Music. He also served a stint as West Coast Manager/A&R at Elektra/Asylum Records.

## Signature Sound Formed

Cindy Jo Hinkelman has left her post at Drake-Chenault as studio engineer to form a new jingle company called "Signature Sound." "Signature Package" is her debut package. For more information, call: (818) 760-8P47.

## Blumer Segues To RCA



Lee Blumer

Lee Blumer has been appointed East Coast Publicity Manager for RCA Records. Blumer most recently operated her own public relations company. Her background also includes posts as Director/Artist Development at ABC Records and in-house publicist for Chick Corea.

## Breen Director Business Affairs, Capitol



Kevin Breen

Capitol Records has promoted Kevin Breen to Director/Business Affairs. Breen joined the label in 1981 as a member of the legal department. He left Capitol for a time work for the firm of Margolis, Burill and Besser. Breen returned to Capitol's law department in 1984.

## CHANGES

Kevin McDonald, independent promotion rep, has relocated to 319 Elm St., Northampton, MA 01060; (413) 586-4316.

## THE LIGHT OF ST. LOUIS IS KLTH

"...agency reaction is great. They're very enthusiastic!"  
 CRAIG HODGSON, GM, KLTH-ST. LOUIS

Evergreen--America's Soft A/C--delivers the elusive 35-44 non-rock audience. It's available LIVE or SYNDICATED. No technical hassles, loss of inventory or lack of control that comes with satellite delivery. Evergreen is carefully researched to play the favorite songs of the target audience. To hear it for yourself, call 314-921-5027.

TURN YOUR MARKET - Evergreen™  
 AMERICA'S SOFT A/C  
 PLEASE CALL 800 423-5084

Drake  
 Chenault

THE PROGRAMMING AND MARKETING STRATEGY TEAM

8399 Topanga Canyon Blvd., Canoga Park, California 91304 (818) 883-7400 1-800-423-5084

# MR. MISTER



## *“Broken Wings”*

**RCA Dominates #1**

**CHR CHART: 1**

**The Second No. 1 Single “KYRIE”  
On Your Desk Next Week!**

**RCA**  
Records and Cassettes





JHAN HIBER

## Arbitron Diary Return Dilemma

The Arbitron diary — and the reliability of the data it projects — is being challenged on two fronts. First there are the professional researchers such as those on RAB's GOALS Committee. Then there's Birch, the Avis of the radio ratings business.

What's all the fuss about? Basically, the issue is the consistent decline in the number of usable diaries received by Arbitron. Let's examine the diary return issue and the most recent figures that bear on this matter. We'll also look at steps Arbitron is taking to reverse the diary return decline.

### A Mid-'60s Methodology

Keep in mind that the basic diary is a product of industry research conducted in the mid-'60s. The challenge for Arbitron is to continually update this technique so it can still measure radio listening in the '80s.

What are some of the problems that make it difficult for the 20-year-old methodology to perform this task? According to a recent Arbitron presentation, the problems are:

- Nonconsenting homes: A smaller portion of homes designated to be sampled in any market are agreeing to be surveyed. This is especially true among those households not listed in the relevant telephone directories.

- Diaries not returned: There is a steady decline in return rate among both the listed and nonlisted

"As the charts on this page indicate — and as Birch will gladly point out — Arbitron diary return problems are longterm and consistent."

"Expanded Sample Frame" aspect of the sample.

- Diaries returned but not usable: Diaries may not be usable owing to early or late return, diary security questions, or incomplete information.

The charts on this page, compiled by Arbitron, point out the declining trend in consent, response rate, and diary return. As you can see, less than half (47.9%) of the diaries that people do agree to keep are returned in a usable fashion.

### Areas Of Concern

In response to competitive pressures and inquiry from the GOALS Committee, Arbitron has identified two major categories as causes for concern. The first is respondent materials. This includes placement

letters sent to potential diarykeepers, the actual diaries, and any follow-up letters or material. There are concerns that people who are on the go may not want to cooperate with a seven-day diary. There's also the literacy factor — those unable to easily read the Arbitron material are less likely to return a usable diary. Finally, there's the growing competition for a person's attention: Many direct mail pieces are being sent out from a wide range of sources.

The second major area of concern is the quality — or lack thereof — of the telephone contacts made by the Arbitron interviewers. These interviewers often work unsupervised so the quality of those households supposedly consenting to keep a diary may be in question. Likewise, there's the problem of people being bombarded at home with telephone pitches. Perhaps they're resistant to going along with yet another "telephone pitch."

### Improvement Plans

Since it's in Arbitron's best interests — and perhaps radio's — to see higher diary return, it's only fair to ask what the ratings giant has up its sleeve. During a recent presentation to the GOALS Committee, Arbitron announced that the following steps are under consideration:

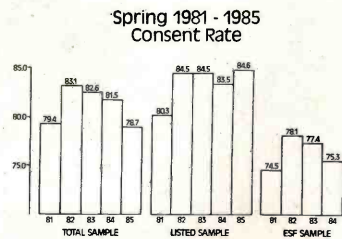
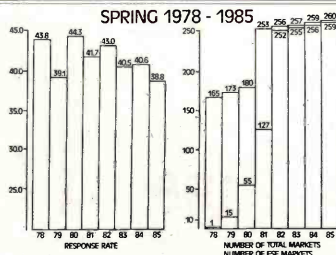
- More follow-up calls to diary-keeping homes. It's hoped that more reminders will prompt the return of more usable diaries.

- Personalized placement and follow-up letters. Instead of form letters addressed to potential diarykeepers, Arbitron is exploring the option of having more precise, personalized correspondence. This falls in line with the firm's aim to target better returns from nonethn 18-24 males.

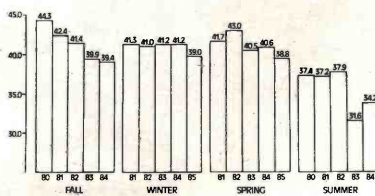
- Better interviewer training. Arbitron plans to increase by 50% the amount of training each local market's interviewers receive. The hope is that more consistent and professional placement or follow-up with diarykeepers will lead to better return.

- Arbitron is also studying new recruitment sources. Concurrently, the company is testing a telephone application method to replace the current system of recruiting through blind newspaper ads.

### HISTORICAL PERFORMANCE



### RESPONSE RATE SEASONALITY



## WEEK IN REVIEW

### Arbitron, ARAC Meet

Arbitron officials met this week with the Arbitron Radio Advisory Council. The agenda of the Scottsdale, AZ session was certain to include a discussion of Arbitron's recent Continuous Measurement announcement. ARAC members are unhappy the Council wasn't consulted regarding the significant survey expansion in the top 75 markets.

### Birch To Launch TSA

Birch Research President Tom Birch told broadcasters during a recent speech that his firm would soon begin to measure Total Survey Areas. Sources at Birch speculate the TSA coverage could be put into effect with the fall '86 sweeps in all markets where the metros are currently measured monthly.

## Computerized Music Logs Without A Computer!

FORMAX MUSIC SYSTEM™

"STATE OF THE ART SO FAR"™

Details call collect Doug Blair (312) 653-6527

Obedient Software Corporation 1007 Naperville Road, Wheaton, IL 60187

• While the ratings firm addresses the interviewer issue, it's also focusing on better rewards for better performance. Its steps include a continuation of incentive programs, a new performance-based compensation program, and an improved performance-oriented pay program for the firm's WATS center interviewers. Lastly, the field coordinators in Maryland, who supervise the local interviewers, will undergo a new compensation structure some time next year.

As the charts on this page indicate — and as Birch will gladly point out — Arbitron diary return problems are longterm and consistent. Perhaps the steps outlined above will make inroads toward

halting the diary return slide. The problem, however, may be more deeply rooted.

Arbitron may need to face up to more drastic and expensive measures. These might include sampling just one person per household, a significant diary redesign, or an acknowledgement of the biases inherent in the seven-day diary. Let's keep an eye on future consent, response and return rates, and see if the problem is solved. If the intermediate steps Arbitron proposes don't stop the slide, then tougher decisions will have to be made. The viability of the Arbitron diary — and perhaps radio's ratings themselves — may be in jeopardy.

Next Week: 1985 in review.



# Headliners For The Radio Advertising Bureau's 1986 Managing Sales Conference February 1-February 4



**Denis Waitley**  
Sales Consultant



**Arthur G. Gunther**  
President, Pizza Hut



**Zig Ziglar**  
Sales Motivator



**Dr. Ruth Westheimer**  
Therapist & Radio Personality

**Advance Registration for Members: \$345 (before Jan. 1)  
Call Lorraine Hamill 1(800) 232-3131**



REED BUNZEL

# NETWORKS/PROGRAM SUPPLIERS

## SECOND-OLDEST PROFESSION

# Laugh Your Jocks Off

Comedy and radio have been enjoying a professional affair ever since the first broadcaster decided that laughs were cheap. During the golden age of the industry, one-liners, punchlines, and stand-up routines were a staple of network radio's diet. Then along came contemporary broadcasting, with tight playlists, consultants, fearful program directors, and increased competition. The pressure was on: get those numbers up, and do it any way you can. Get a few laughs — buy them if you have to.

Syndicated comedy is the hooker of the morning show. No jock wants to admit he pays for it, but without it he's often frustrated. Staying on top is the name of the game, and a relationship with a professional service can provide the winning edge.

"Any successful morning jock has to have something the other guy doesn't have," says Joy Grdnic, half of All Star Radio's Stevens & Grdnic comedy team. "With all the funny announcing teams and morning zoos springing up all over the country, comedy has become quite popular. These guys need something that will make their station sound different, and the old needle-drop routines just don't cut it. That stuff was made for a different medium, while our material is designed strictly for radio."

Ron Stevens (the other half of the team) believes the album cut has its place on radio, but maintains that place is not within the tight structure of a morning show. "A well-produced bit that sounds like it was made especially for the station is going to relate to the radio show and continue the pacing, much as another song or even a good commercial does," he explains.

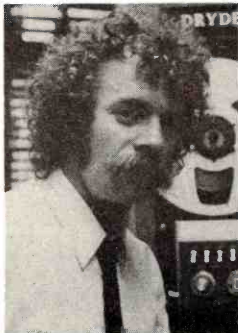
### Time Sharing

If comedy is so vital to the morning show, why doesn't the jock do it all himself? Three possible answers: He isn't very funny; his jokes are already spread too thin; or he just doesn't have the time to prep. "It usually boils down to the time factor," comments Andrew Goodman, President of the American Comedy Network. "The morning man can only do so much. He has so many different responsibilities and so many different things tugging at him that he doesn't have time to do everything. Anybody who has done a morning show knows how difficult it is to get everything done, and that's where we come in."

Goodman adds that the jock usually has a good grip on local issues, but has neither the time nor resources to concentrate on the national mindset. Meanwhile, the syndicator out of necessity has to focus on national topics and shy away from regional material.

Thus, as long as both parties respect the other's territory, all sides get covered and no one steps on the other's toes.

Roger Wilkerson, President of Comedy Writer, maintains that a lot of jocks and programmers see syndicated product as an intrusion on their turf. This can lead to a "we don't need you" attitude, which ultimately works against the comedy producer. "A lot of people think that we're out to replace them," he says. "They get very defensive and start thinking they can do better. In some cases they can do a great job, but because of their attitude they don't understand that a service is really only a mound of material they can pick and choose from." Wilkerson says



John Dryden

that comedy services, like the government, are "only here to help."

### Supply On Demand

So what sort of product is in greatest demand? "We've had a lot of response from our parodies," says Joy Grdnic. "These can be either a parody of a commercial, song, newscast, or anything else as long as it is fast-paced, well-produced, and blends in with whatever the station is doing."

Stevens concurs, adding that parodies work well because the "negative attitude about commercials is so universal," he says. "We

all think we don't like them, and they're easy to make fun of." Stevens adds that local and regional parodies should be a part of the DJ's terrain, but preproduced product from a syndicator can really do a good job on the national level.



Andrew Goodman

ACN's Goodman admits that parodies do get a lot of enthusiastic attention, but notes the popularity of interactive bits — prerecorded material that the jock can produce himself into. "Listeners react positively to stand-alone bits like parodies," he says, "but they really seem to respond to the interactive conversations. The jock remains the star in a well-written, well-performed sketch, especially if it sounds like it was conceived and produced at the station."

On another front, DC Audio President John Dryden has found success with topical satire. His "Daily Feed" is best described as an adaptation of old Firesign Theatre humor, treading on thin lines of political humor and sexual innuendo. "The bottom line to radio comedy is entertainment," he says. "All



Joy Grdnic & Ron Stevens

## Winter Wonderland



Stevie Wonder was the featured guest on a recent "Live Album Party" produced by NBC Radio Entertainment. The program, fed live via satellite from Motown's Hitsville Studio in Los Angeles, focused on Wonder's "In Square Circle" album, and included a surprise visit from Herbie Hancock. Pictured after the broadcast (l-r, seated) are NBC's Rona Elliot, Stevie Wonder, and Herbie Hancock. Standing (l-r) are NBC's Frank Cody, Cathy Lehrfeld, Bruce Briggs, and Andy Denmark.

you have to do is make people smile. They don't have to laugh out loud — although it's nice if they do that a couple times a week. You only have to leave them with the feeling that they just heard something funny. It doesn't have to be a Henry Youngman one-liner with a set-up and punchline, only something that strikes an emotional chord."

### Eleven Secret Herbs & Spices

Unlike sex, when comedy is bad it is truly bad. But, again like sex,



Roger Wilkerson

everyone seems to think he's good at it. This can be excruciatingly painful or embarrassing to the audience that ends up laughing at, instead of with, the jokester. What, then, are the keys to good comedy?

Variety is the spice of life, says Wilkerson: "People want to hear fresh, really funny material. They don't want to hear something they've heard 50 times before, or even something they've heard on a Steve Martin album they may have at home. A lot of jocks are beginning to realize this, so they either rip off someone like David Letterman or try to write like him. But what these people don't seem to under-

stand is that Letterman has 13 very talented people writing for him. It's not as easy as it looks."

Topicality is also critical to writing good comedy. Goodman believes good material comes from current thoughts or events, issues, or things that listeners can relate to and poke fun at. "Without getting too heavy about it, there is a world view just begging to be laughed at," he elaborates. "You take a look at things around you and say 'something is wrong here,' and whatever wrong there is can be righted by comedy. For instance, the Ford Arrowstar commercial uses the song 'Age Of Aquarius' — the anthem of the antimaterialistic generation — to sell cars to those same people. Something is wrong with that, and that's what comedy needs to poke fun at."

The element of surprise is also important in the payoff, Dryden adds. "You have to get the listeners involved and evoke a response," he explains. "You have to send them down one track and then switch them very quickly so they get caught off guard. When they can see the punchline or payoff coming right at them, they feel cheated and the piece loses its impact."

Any comic will tell you that the fine line between success and failure is timing. This is just as true in radio comedy, and Ron Stevens believes the good comedy writer should remember the element of time. "Setting a time limit is very important," he emphasizes. "The fledgling writer would be smart to copy the structure and rules of the radio commercial. It should be brief, it should be linear, it should only try to convey one idea, and it should have a distinct payoff at the end. Listeners are generally passive receivers of comedy, and if it gets too deep or complicated they're going to get bored and tune out."

And that's the last thing you want them to do.

# We won't leave you alone.

**When you join  
The American Comedy Network**

you put a team of highly-talented writers, performers, and producers to work for your morning show. Each week, we'll provide enough material so you can count on having something funny, topical, and memorable to offer every morning. But we won't stop there.

We'll send you a confidential newsletter every week with tips on how to localize our features and make them work in your morning show. You'll be able to contribute your ideas and help us shape our service to your unique needs. And we'll call you regularly to make sure we're delivering what we've promised.

We know how hard it is to do a creative, funny, and topical program every day. ACN has been producing comedy for a national audience for over 2 years, but our people have more than 30 years morning show experience among them. That's why we're confident you'll find our service worthwhile.

120 stations—including 45 of the top 50 markets—are already working with ACN every day.

We're ready to make your morning show a lot more fun for your listeners . . . and for you. So don't leave us alone!

**For a Free Demo, Call or Write Today:**

American Comedy Network  
Park City Plaza  
Bridgeport, CT 06604  
(203) 384-9443

**ACN**

The Proven Way to Win in the Morning

# NETWORK FEATURE FILE

# NEWS & INFORMATION FEATURES

December 9-13

## MUSIC FEATURES

### The Weekend

December 14-15

<b>American Country Portraits</b> (BRE) Mandrell Sisters	<b>On The Radio</b> (NSBA) Julian Lennon
<b>Christian Countdown America</b> (CCA) Twila Paris	<b>Playback</b> (SI) Feature year: 1971
<b>Countdown To Christmas</b> (NBCE) Billy Crystal/perfect album sides	<b>Power Cuts</b> (GSN) Roger Daltrey/Twisted Sister (12/15)
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US) George Harrison	<b>Rock Around The World</b> (BRE) Bryan Adams/Men At Work/Wham!
<b>Dr. Demento</b> (WO) Requests/"Weird" Al	<b>Rock Over London</b> (RI) Alarm
<b>Don &amp; Deanna On Bleecker Street</b> (CB) Turtles/Buckingham	<b>Rock Week</b> (WO) Pete Townshend/Mr. Mister
<b>Entertainment Coast-To-Coast</b> (CBSR) Connie Selleca/Gregory Hines/ Christopher Cross	<b>Solid Gold Saturday Night</b> (USR2) Creedence Clearwater Revival
<b>Gospel Line</b> (SI) Good shepherd	<b>Street Beat</b> (BRE) Kool & The Gang
<b>Great Sounds</b> (US) Teresa Brewer	<b>Super Gold</b> (TRAN) Top 20 from 18 years ago (12/14)
<b>Musical!</b> (WO) Great MGM musicals	<b>Superstars Rock Concert</b> (WO) Supertramp
<b>Musical Starstreams</b> (MS) Key Gardner	<b>That's Love</b> (WO) Ray Charles/Lou Rawls/Patty Duke
<b>Music Of The City</b> (SI) Temptations	<b>Top 30 USA</b> (CBSE) Hit TV themes
	<b>Weekly Country Music Countdown</b> (US) T.G. Sheppard

### The Week Of

December 16-20

<b>Country Closeup</b> (NP) Christmas special	<b>Country Today</b> (MJJ) Crystal Gayle
<b>Earth News</b> (WO) Dan Aykroyd/Nicholas Gage/Michael Douglas/ Nicholas Rowe	<b>Encore With William B. Williams</b> (WO) 1940: Tommy Dorsey
<b>Interview</b> (IN) John Parr	<b>Live From Gilley's</b> (WO) Mickey Gilley
<b>Metalshop</b> (Kiss)	<b>Off The Record</b> (WO) Cars/Rush/Phantom, Rocker & Slick
<b>Off The Record</b> (WO) Cars/Rush/Phantom, Rocker & Slick	<b>Off The Record Special</b> (WO) Phil Collins
<b>Rockline</b> (GSN) Twisted Sister (12/16)	<b>Solid Gold Country</b> (US1) Feature year: 1970 (12/16) Stars in the news (12/17) Janie, Fricka (12/18) Winter's greatest hits (12/19) Elvis Christmas collection (12/20)
<b>Special Edition</b> (WO) Billy Ocean	<b>Star Trak</b> (WO) Sting/Billy Joel/Kool & The Gang/ Dire Straits/Steve Perry
<b>Star Trak Profile</b> (WO) Olivia Newton-John Pt. 2	

## COMEDY

Daily Feed (DCA)

Last summit story/Reagan speaks again/  
Chinese MX sale/time travel agent/  
unavoidable friends

Laugh Machine (PRN)

Steve Martin/Monty Python/  
Henry Youngman/Groucho Marx/  
Galagher/George Carlin

Party Drop-Ins (ASR)

Party cooking with Walter Cronkite/  
I was a teenage Mensa/prize tag  
collection/party pooper scooper/Rocky IV  
& Bulwinkle

Radio Hotline (ASR)

Dreamer/what's going on down there?  
Dr. Bader's office/wrong picture/mothball

Stevens & Grdnic's Comedy Drop-Ins (ASR)

You weren't there/are you insane?  
honey, I'm home/are you insured?  
buyer beware

United Spots Of America (ASR)

Lunch with Dick & Deedee/takam & steal/  
Barton B. W. Banana/H&R Schlock  
#37 & 18.

## GENERAL INFORMATION

Ed Busch Talk Show (AP)

Hyper-profit system/off price shopping (12/7)  
Being funny/do-it-yourself/super handyman  
(12/8)

Computer Program (PRN)

Computers on planes/windows/  
literacy/programming

Health Care (PIA)

PM's: Fact or fiction? (12/8)

News Bloop (PRN)

Pink firmings/cas phones/volent fans/  
cigarette warnings/stage fright cure

Something You Should Know (SBS)

Creative Christmas gifts (12/9-10)  
Secrets men keep (12/11)  
Compulsive shopping (12/12)

Sound Advice (PRN)

Oxide agitators/tape backing/choosing &  
storing tapes

Waldenbooks Review (WO)

Nancy Friday/"Healing The Wounds"/  
Judy Carne/Betty Rollin



**NORWAY JOSE** — Dick Clark chats with Warner Brothers recording act A-Ha about their recent hit "The Sun Always Shines On TV" for a recent segment of United Stations' "Countdown America." Pictured (l-r) are Clark and A-Ha's Mags, Pal Waaktaar, and Morten Harket.



**HOOKER BY CROOK** — CBS RadioRadio and "Entertainment Coast-To-Coast" interviewer Sue Steinberg recently caught up with William Shatner on the set of "T.J. Hooker." Shatner spoke of his role in the upcoming film "Star Trek IV," as well as the move of "Hooker" to late-night network TV.

## NETWORK PEOPLE

• Mutual Radio Network has promoted part-time News Editor **Rob Schaefer** to full-time News Editor. Schaefer's responsibilities will include dealing with a world-wide corps of correspondents, gathering news tape,

preparing material for broadcast, and writing, editing and broadcasting Mutual newsfeeds to affiliates. Schaefer joined Mutual in March from NBC Radio News, where he was a radio engineer.



**BELZER SELTZER** — Richard Belzer, host of DIR Broadcasting's "Almost Live With Richard Belzer," shades his eyes from the brilliance of guest stars Robin Williams and Joe Walsh during a recent segment of the show.

- ABC = ABC Direction Net (212) 887-7777
- AP = Associated Press (202) 955-7200
- ASR = All Star Radio (213) 850-1169
- BRE = Barnett Robbins (818) 788-2331
- CB = Continuum Broadcasting (212) 580-9525
- CBS = CBS Radio (212) 975-4321
- CBSR = CBS RadioRadio (212) 975-4321
- CRS = Creative Radio Shows (818) 787-0410
- CW = Clayton Webster (314) 726-0906
- DCA = DC Audio (202) 638-4222
- DIR = DIR Broadcasting (212) 371-6850
- ISN = Global Satellite Net (878) 906-1686
- IN = Innetw (213) 662-8710
- LBP = Let's Baby Prod (213) 256-2778
- LW = London Wavelength (818) 961-7600
- MBS = Major Broadcasting (703) 685-2000
- MJ = MJJ Broadcasting (212) 245-5010
- MS = Musical Starstreams (415) 388-0622
- NBC = NBC Radio (212) 664-4444
- NBCE = NBC Radio Entertainment (212) 664-4444
- NP = Newsworld Broadcasting (212) 755-3320
- NSBA = NSBA Network (213) 306-8009
- PRN = Progressive Radio Network (212) 585-9400
- PIA = Public Interest Affiliates (312) 943-8888
- RI = Radio International (212) 696-2350
- SBS = Strand Broadcast (213) 316-1666
- SI = Syndicate It (818) 841-9350
- TRAN = Transtar (213) 460-6383
- US = The United Stations (212) 575-6100
- WRN = Westwood Radio Network (213) 462-5922
- WO = Westwood One (213) 204-5000

**Weird! Wacky! & Wild!**

Free Sample

Write on station letterhead to:  
CHEEP LAFFS  
1111 W. El Camino Real  
Suite 109-212  
Sunnyvale, CA 94087

You're weird,  
perverted, and  
demented.  
That's why  
I like your stuff!

Dr Don Rose  
KFCR  
San Francisco

YOU GET WHAT YOU PAY FOR

## The Search For Leadership

By Gary Kaplan



Gary Kaplan

Gary Kaplan currently serves as President of Gary Kaplan & Associates, which is active in broadcast recruiting. During the last five years he was Sr. Partner with a major international executive search firm. All in all, Kaplan has 20 years' experience as a personnel professional.

A growing number of broadcast acquisitions are commanding substantial sums of money; i.e., KJOI/Los Angeles and KMJQ/Houston. These escalated prices have certainly created some industry buzz. But they have also resulted in something else new owners must face — the management challenge.

Managers are now dealing with situations where enormous dollar grossing and cost control skills are the difference between life and death for a growing number of properties. For example, if you had a company with a market value of \$50 million, which grossed \$20 million and dropped \$6 million to the bottom line, you would probably be compensating your chief executive officer somewhere in the \$200,000 range, with a healthy perk package on the side. In case you haven't realized, that's about where some of the recent or proposed sale acquisitions are going to put the present manager.

### Resist Temptation

What does this mean to the new owners? It means the traditional hiring practices in our industry can no longer be relied upon as the primary source for filling key management positions. They should put traditional methodology aside and resist the temptation to only call on their buddies.

After all, where did CBS go when it needed a new chief operating officer? The company went to a major consumer package goods company — Pillsbury. And didn't RCA go to the ARCO pump when its vast com-

munications empire started to knock and ping? Although very few broadcasters think of going outside the industry confines for managerial talent, it does work. One example is Verma Green, GM of WJLB/Detroit. She was spirited

might be able to recommend an associate in advertising, marketing, or management with the skills you require. And business colleagues can also double as sounding boards, giving you the opportunity to clarify the situation without the pressure of making a dollar or assignment commitment.

Using a professional search firm has numerous advantages. For one thing, the search person comes to the table free of any precon-

**"Traditional hiring practices can no longer be relied upon as the primary source for filling key management positions. Resist the temptation to only call on buddies."**

away from a professional human resources position.

### The Alternatives

If you decide to take a peek outside of broadcasting's confines, there are two viable alternatives: (1) people you respect and know personally, who work in nonrelated fields, and (2) professional search firms.

People you know and respect are generally going to be sympathetic to your situation. By virtue of your relationship, they have a basic understanding of your needs and can serve as a valid research tool. As you explain your dilemma, they

ceived notions. So he can objectively assist you in outlining the criteria for finding the best individual to fill the position.

Here's another benefit you should bear in mind: This is what these professionals do for a living. They have amassed a host of procedures and techniques to ferret out information which might otherwise go unnoticed. Furthermore, the search process provides a far wider talent pool from which to select candidates. The skilled recruiter will conduct a comprehensive survey of the marketplace and contact persons who

are not considering a job change.

### Get In Step

As a general rule, search firm fees range between 30-35% of the first year's total compensation, with the norm being 33%. Those figures may sound shocking but consider this. If you elect to do it yourself, it will cost you many times that sum by the time you factor in your time, travel expenses, and hotel accommodations — not to mention the cost of making an inadequate hire.

The state of broadcasting, particularly radio, is undergoing one of the most critical periods in its often-challenged history. Megalister properties in all markets across the country are going for mega-dollar prices. And leadership's role and responsibilities are greater than they ever have been, prompting the need

for talented, multi-faceted managers.

It's time for radio to travel the path which has proven so successful for many major corporations. The industry should take a

**"The industry should take a more professional approach to identifying the leadership of the future."**

more professional approach to identifying the leadership of the future. Whichever recruiting technique is used, the goal is the same — to find the best and the brightest.

New for 1986!

## DISCOVERING TOMORROW

*A fascinating 2-minute daily feature looking into technology and inventions that will shape our future.*

*A free barter show sponsored by Toyota, hosted by the venerable Lew Irwin.*

**Jim Brown Productions, Inc.**  
**(213) 392-8743**

R&R FRIDAY, DECEMBER 6, 1985/21

Major and Medium  
Market Radio Only

**MAHLMAN**  
RADIO'S BLUE-CHIP  
BROKER

By concentrating our efforts in this area we are able to deal directly with the top, where your interests are best served.

THE MAHLMAN COMPANY

ONE STONE PLACE BRONXVILLE, NY 10708 (914) 779-7003



HARVEY MEDNICK

MAIL CALL

Directions For Direct Mail

Next time you're trying to spark conversation at a gathering of promotion people, say, "What do you think about direct mail?" Very few areas in our end of the business generate such mixed feelings. There are a slew of questions, and they have an accompanying slew of answers. Even Fred Bergendorf, KNX/Los Angeles's long-time Promotion Manager and former President of the BPME, called to ask a few questions on the subject. If you follow the "unsolicited-question" formula, there must be many who are interested in this technique and how it could work for your station.

Who's Out There?

There are several suppliers involved with the syndication of direct mail promotions. Their ideas and methods vary, but not greatly. We spoke with five practitioners in the field in order to provide a good cross-section of philosophy and technique. In order of programs run and time in the field they run like this:

• Unidyne, out of San Diego, has been active in this area of promotion since 1981 with 200 programs run.

• Women At Work, a Boston-based organization, has been in direct mail since 1982 and has mounted 35 campaigns.



Ilene Falber

• Boom Media, a division of the Richmond-based broadcast consultancy Ott & Sneed, started up last year, although it has dabbled in direct mail since 1980, with five programs to its credit.

• Marty Wall successfully assisted AM Communications with a program it ran for Q107/Washington, and there are growth plans in this area.

• Harris Marketing Group, a Dallas-based company, has run programs for stations in Allentown and New Orleans. It should be noted that many stations have put together their own programs in-house and enjoyed varying degrees of success.

Now You Know The Players, How About The Game

What are we talking about when we use the term direct mail? We are speaking of a print piece, containing a variety of prizes to be offered on the air, and a response mechanism. The material is mailed to the home of a targeted recipient.

To use an example with which we are all familiar, think about the Publisher's Clearing House sweepstakes program. The object of this program is to get you to read the print pieces and buy magazine subscriptions by enticing you with sweepstakes entries for gigantic prizes. In the radio arena there are two basic print techniques - custom and syndicated programs. Let's take a look at them individually.

Custom/Semi-Custom

In the custom camp is Women At Work and Boom Media. (Before you get the idea that WAW is a militant feminist organization, the name came about because President Ilene Falber was dating an Aussie when it was founded and she was a big fan of the group Men At Work.) Ilene worked at an agency which did a lot of retail business and designed a variety of direct mail programs. Partner Cindy Detz had been Sales Manager at WYBF/Boston, and together they recognized the opportunity to apply this outside promotion technique to radio.

Said Ilene, "The first thing you have to do when you get into direct mail is an extensive image investigation. The piece must look like the station. You also have to isolate the goal of the piece: Is it come, quarter-hour, market research, or some combination? That done, there are other things to bear in mind. The call letters must be prominent, the piece must talk about your programming, music-related questions should be included, and your prize structure should relate to your target audience and stay within your established budget."

At Women At Work they advocate one grand prize and one offering each day (Mon-Fri) for six weeks. Obviously, custom design allows you to relate the piece more closely to the format of the sta-



tion. However, if this is not a critical factor, then you might give consideration to a semi-custom or syndicated program which has all the tested success factors already present. The main virtue of the syndicated effort is that you stand little chance of compromising the efficacy of the promotion by producing an ineffective print piece which may have some key elements missing.

Getting It Out

As far as distribution is concerned, there are two basic methods, each with its own advantages and drawbacks. Boom recommends mailing to every household in the metro. As Rick Ott said, "By doing this you reach inside the household of nonlisteners and invite them, with the prize incentive, to sample the station and become active listeners." Ott also feels that direct mail, because it enters the home and physically interacts with the recipient, is a very aggressive way of reaching your audience.

On the other hand, Unidyne's Bill Alfredo and Ilene Falber feel that you do the most good when you target your mailing by hot zip codes or demos. Although you increase your mail costs because of the sorting involved, you also reduce the number of pieces you need to send out.

Name Or Number

Here's the third and last great differential in technique: Do you send out a name response card which, when returned by the recip-

Continued on Page 24

DATELINES

1986

February 1-4 Radio Advertising Bureau's 6th Annual Managing Sales Conference Amfac Airport Hotel, Dallas
February 2-5 National Religious Broadcasters' 43rd Annual Convention Sheraton Washington, Washington, DC.

March 6-8 Country Radio Broadcasters' 17th Annual Country Radio Seminar Opryland Hotel, Nashville.

April 13-16 National Association of Broadcasters' 64th Annual Convention Dallas Convention Center, Dallas

April 13-17 National Public Radio Annual Convention Town and Country Hotel, San Diego

May 14-17 American Association of Advertising Agencies' Annual Meeting Greenbrier, White Sulphur Springs, WV

May 21-25 American Women in Radio and Television's 35th Annual Convention Westin Hotel Galleria, Dallas

June 11-15 Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Seminar Loew's Anatole, Dallas

ONE YEAR AGO TODAY

- Steve Scott PD at KHTZ/Los Angeles
• Cos Cappellino VP/GM at KKQB-AM & FM/Houston
• Scott Alexander PD at WBZZ/Pittsburgh
• Michael St. John GM of WYHY/Nashville
• Stephen Anthony PD at CKGM/Montreal
• Randy Rahe VP/GM of WCOL & WXGT/Columbus
• John Mitchell GM of WXXS/Boston
• #1 CHR: "The Wild Boys" - Duran Duran (Capitol)
• #1 A/C: "No More Lonely Nights" - Paul McCartney (Columbia) (2 wks)
• #1 BIU: "Operator" - Midnight Star (Solar/Elektra) (2 wks)
• #1 Country: "Why Not Me" - Judds (RCA/Curb) (4 wks)
• #1 AOR Track: "The Boys Of Summer" - Don Henley (Geffen)
• #1 LP: "Building The Perfect Beast" - Don Henley (Geffen)

FIVE YEARS AGO TODAY

- Chuck Brinkman PD at WFFM/Pittsburgh
• Bert West VP/GM of KRLA/Los Angeles
• Paul Palmer VP/GM of KFMB & B-100/San Diego.
• James McQuade VP/GM of WCBS/New York
• Nancy Widmann VP/GM of WCBS-FM/New York
• #1 CHR: "Lady" - Kenny Rogers (Liberty) (5 wks)
• #1 A/C: "Track" - Kenny Rogers (Liberty) (3 wks)
• #1 BIU: "Celebration" - Kool & The Gang (De-Lite) (3 wks)
• #1 Country: "Smoky Mountain Rain" - Ronnie Milsap (RCA) (3 wks)
• #1 LP: "The River" - Bruce Springsteen (Columbia) (6 wks)

TEN YEARS AGO TODAY

- Chuck Olsen VP at Watermark
• Scott Owens PD at WGLF/Tallahassee
• Bobby Cole PD at KYA/San Francisco
• #1 CHR: "That's the Way I Like It" - KC & The Sunshine-Band (TK) (3 wks)
• #1 A/C: "My Little Town" - Simorf & Garfunkel (Columbia)
• #1 Country - "Secret Love" - Freddy Fender (ABC/Dot) (2 wks)
• #1 LP: "Hissing Of Summer Lawns" - Joni Mitchell (Asylum)

DIRECT  
MAIL

IMAGE  
CAMPAIGNS

BROADCAST  
PROMOTIONS

# WOMEN AT WORK<sup>INC.</sup>

Innovative promotions  
specializing in custom-designed  
direct mail.

"Impressed by their commitment and dedication, We recommend Women at Work without reservation. Cindy and Ilene are at the peak of their powers; They'll produce for your station as they did for ours. The 'BCN Rock 'N' Roll Expo was a hit. Thanks to Women at Work's creativity and grit. If you're looking for publicity to cause some commotion, Call Cindy and Ilene - they stand for promotion."

Tony Berardini, V.P./G.M.  
WBCN, Boston

"Their professionalism, exuberance and follow-through make doing business a pleasure... Their creative departments are without rival... If you are considering direct mail, you owe it to yourself to talk to Women at Work."

Boyd Arnold, V.P.  
WHCN, Hartford

"Direct mail produces cume... Women At Work produces results... that's why we recommend them."

Dwight Douglas,  
President  
Burkhardt/Abrams/  
Michaels/Douglas &  
Assoc.

"Excellent, highly efficient, competent... I would recommend them."

Scott Knight, President  
Knight Quality  
Broadcasting

"Terrific... totally professional."

Steve Dinetz,  
Executive V.P.  
T.K. Communications

617/266-2619  
7 Lansdowne Street  
Boston, MA 02215



## Directions For Direct Mail

Continued from Page 22

ient, activates their participation? Or do you send out tickets with numbers on them and call them out at random? The name method ensures you active involvement, since the cards returned indicate interest.

Names also have the advantage of being recognizable by family and friends. Said Rick Ott, "People who fill out activator cards are also the same as those who fill out a diary; they have the diary mentality." And who knows? One of them might receive a diary. Numbers require keeping a ticket handy to check every time you hear the contest announced on the air. According to Lene, "Names seem to generate more winners. Numbers do not seem to engender any sense of familiarity."

### To Liquidate Or Not To Liquidate

From the sales perspective there are these two options. You can include coupons in the print piece as both Bob Harris and Women At Work do, or you can invite advertisers to supply prizes. Another wrinkle is that you charge advertisers to be in the print piece and then when their prize is won you buy it from them for cash.

For an advertiser to participate in one of those bulk-mailed "Val-



Rick Ott

packs" costs about three to four cents each. If you charged an advertiser two cents each to appear in 100,000 direct mail pieces, you'd net \$2000. You then give away his gift (let's say a trip to Europe for two) and buy it for \$2500. You've then spent \$500 net for a \$2500 prize which he was able to advertise for half the cost of a normal program.

Rick Ott is dead set against couponing, saying, "It's not in keeping with the theme of the promotion." Taking the opposite view is Marty Wall, who responds, "It's a no-lose situation that must be self-liquidating. This way the sponsor, the listener, and the station profit."

### Nuts And Bolts

To further complicate your decision to get into direct mail, here are a few additional nuts and bolts:

- Expect the piece to cost between 25-30 cents each, including postage.
- Budget 10-12 weeks for planning and execution before mailing.
- Think in terms of a minimum of 100,000 pieces and be prepared to mail to the entire market.
- Consider playing the game for 6-10 weeks and don't be concerned with burnout.
- Make sure the entire station is committed to the promotion. Without total dedication the promotion does not have as great a chance of success.
- Be prepared to go for a while without a winner and remember that the exact number of winners is indeterminable.

### Pros And Cons

I guess you have gotten the message by now that there are many different ideologies, methods, and techniques when it comes to direct mail. To synthesize all of the variables into a pro-and-con list isn't easy, but here goes:

Pro

- 1) By mailing to exact demos you reach your target with little waste.
- 2) By mailing to the entire mar-



Bob Harris

ket you get into nonlistener households.

- 3) By self-liquidating the promotion, you amortize your costs.
  - 4) By using a response card, the direct mail material is a vital research piece.
  - 5) By using numbers you are certain the piece and your call letters stay in the home for the duration of the promotion.
  - 6) The print medium affords your advertisers a chance to show their prizes in the piece.
  - 7) The promotion generates ratings increases.
- Con
- 1) The promotion is only effective if your product is right. Don't

use direct mail if you're introducing a new format.

- 2) When selecting mailing lists, be aware that younger-demo lists have a high attrition rate.
- 3) The response rate is generally 4-6%, higher than the 2-4% for ordinary direct mail, but still contains a lot of waste circulation.
- 4) You are at the mercy of a lot of variable systems: the postal service, mailing houses, and list suppliers.
- 5) You have a low winner-to-solicitation ratio, so be prepared to air a lot of winner promos.
- 6) The promotion has a finite lifespan; three times seems to be the max.
- 7) The promotion is not easy to mount, sell and manage.

### Final Thought

In my view, direct mail promotion is very exciting. It contains all of the elements a promotion person thrives on: a complex print piece with high circulation, a sales and merchandising effort to secure prizes, a market-blanking mailing effort, and constant motivational interaction with all department heads and personalities. But there are equally offsetting dangers as well, so be sure to consider all the factors very carefully before embarking on a direct mail campaign.

## Direct Mail Promotions From BOOM MEDIA SERVICES Includes:

- Complete consultation regarding contest design and theme, mailing profile, client involvement, and on-air execution.
- Customized production, including copywriting, photography, artwork, printing, labeling, and mailing.
- Top-notch graphics and excellent service — the best in the business.

Call or write for free brochure: How To Make Direct Mail Promotions Work For You.

**BOOM MEDIA SERVICES**  
 300 Turner Rd. Suite 514  
 Richmond, Va. 23225  
 (804)320-1137





DAN O'DAY

# AIR PERSONALITIES

## NON-COMPETE CLAUSES

### Contracts — Part Three

Two key issues often arise with "covenants not to compete." The first is content. Most non-compete clauses offered by radio stations say, in effect, that if you leave the station's employ for any reason, you may not work for a specified length of time. A typical clause might prohibit the jock from working within a 50-mile radius of the station for the 12 months immediately following his or her termination.

I can understand a station wanting to protect itself from being raided by its competitors, from having its best talent lured away. But why in the world should a station want to prohibit a jock from getting a job elsewhere in the market if the jock is terminated against his will?

On the one hand, the station fires the air personality because of lack of audience response, or "poor ratings." The jock, they say, just wasn't cutting it. Then they turn around and say that during his tenure at KKED, the guy has become too well known and too popular to allow him to work for the competition.

My opinion: If you sign a non-compete clause that bars you from working in the area even if they fire you without cause (e.g., change of format, change of ownership, change of management), you're setting yourself up to get screwed. (I tried to think of the legal term for that and failed.)

Here's some language from a "standard contract" offered by a chain of small market stations in New England: "The Employee agrees that he will not for the next one year after such employment ceases or terminates for any reason enter the employment of,

"All too often the jock is handed the non-compete clause after accepting employment and reporting for work. Is that legal?"

or render any services to, any other person, partnership, association or corporation engaged in the business of operating a radio station located within a radius of 35 miles from the principal place of business or transmitter of the Employer or any affiliate of the Employer (emphasis mine)." Not only is a terminated employee prohibited from getting another job in town; the poor guy can't even look for

work in any town that's located within 35 miles of any of his former employer's sister stations! In this particular case, a map was attached to the contract, showing the locations of the four cities in two states in which the chain's radio stations are located.

The second issue concerns when you are asked to sign the covenant not to compete. All too often the jock is handed the non-compete clause after accepting employment and reporting for work. He or she simply is told, "Sign this." Is that legal?

"Well," says broadcast attorney Barry Skidelsky, "one of the elements for a contract to be binding and enforceable is consideration. One could make an argument that this was a post-

employment commencement condition for which no consideration was given." In other words, if you're asked to sign such an agreement without receiving anything extra in return, you might be able to argue in court that such a contract is not enforceable.

"When a station hands you a contract to sign, it's simply making an offer that is open to negotiation."

I know a jock in the Southeast who was handed what he believed to be an unreasonable non-compete agreement to sign. He said, "I'll have to have my attorney look this over for me." He never signed the agreement, and the station never asked him about it.

## FINDING NEW AIR TALENT

### A Novel Approach By KQKQ

"Where are the new air personalities going to come from?" That's a question asked by programmers in every market. KQKQ/Omaha, a CHR station, has turned this problem into an annual promotion. Program Director Jerry Dean and Operations Manager Mark Evans recently filled me in on some of the details.

DEAN: We have a contest that we've done for the last five years called "SUPERMOUTH," where we go out and solicit people to try out for the radio station. It's like a talent contest.

EVANS: It's open nationwide. Our third winner was a girl who was going to school in Santa Clara, California; her parents live in Omaha. We had an audition from a guy in Australia.

We open up our telephone line and have someone standing by to tape the calls. They have 30 seconds to give their name and say why they want to be our Supermouth. They say, "I can tell a really mean joke," or ...

DEAN: Rapping was very big this time around; we had a lot of rappers.

EVANS: Right now we're getting ready to pick our fifth winner.

We're down to about 98 quarterfinalists. We'll bring about 20 into the studio, and we'll give them each about 15 minutes on-the-air to do their thing.

R&R: What criteria do you listen for in the 30-second tape?

DEAN: Originality, mostly; being able to talk and make yourself clear. The thing that's really surprised me about this is that these people are so good and they haven't had any radio experience. All the winners we've had have been given jobs on our FM station or on our smaller AM station. The first Supermouth we had, Hot Scott, is doing afternoon drive for us now. One fellow who was a Supermouth of us worked on our AM station and is now working in Beaumont, Texas. So these people

## Radio Stories

This one comes from Westwood One's Frank DeSantis, recalling his days as Music Director of KZOZ/San Luis Obispo, CA:

"I was on the air. Our sales manager stopped by while I was doing my shift and wanted to know how come KSLY — our main competitor — was giving away Boz Scaggs albums while we weren't. "Naturally, I didn't take that too well. I said, 'Number One, I don't know why they're giving away Boz Scaggs albums. Number Two, get the hell out of the studio. I'm doing my shift; I don't want to hear about this right now.'"

"He was a big, ex-Marine type. He got right up to my face and said, 'Hey, you don't talk to me like that.'"

"I said, 'Yeah, I do. When I'm on the air and you're in the studio, I can tell you exactly what to do,' and I pushed him, saying, 'Get away from me.'"

"The next thing I knew I was being dragged out of the studio into the hallway and was in a brawl with the guy ... while a record was spinning in the studio. He had me down on the floor, choking me. Luckily the program director came along and pulled the guy off me. If it hadn't been for my PD, the record would've run out on the air and I would've gotten my face beat in."

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

### Miscellaneous

There are other areas of interest that can be covered in your employment contract: Show promotion, purchasing of support materials and subscriptions, budget for support staff, etc. Regardless of the details of your contract, remember three things:

1. You do have an employment contract (even if it's not in written form).

2. When a station hands you a contract to sign, it's simply mak-

ing an offer that is open to negotiation.

3. It is possible to have a contract that pleases both parties. To quote attorney Skidelsky, "The best deal is one in which both parties walk away happy in a mutually satisfactory arrangement, a win-win situation."

NEXT: A look at an actual contract that contains some surprising provisions which would please any air personality.

have started new careers from this promotion; it's been amazing.

R&R: What does the prize package consist of?

EVANS: This year's is the biggest we've ever had. It's about \$50,000 in cash and prizes. They get an on-air job for a year. Most of the time we've been putting them in at 10-2 at night. They get \$20,000, a new car to drive for a year, an apartment, a thousand-dollar clothing wardrobe, movie tickets, a big screen TV, and a T-bone steak every day for a year from one of our local grocers.

R&R: If somebody were to win and not want the gig, would they be allowed to just take the prizes?

DEAN: No, they have to work at the radio station!

EVANS: But it's not work for them; that's the greatest thing. Maybe after you've been in the business for a few years, it becomes work. But if you remember what it was like when you first got in the business, it was a fantasy land. And that's what it is for these people.

DEAN: One of the nice things I've found with the people we've had is that they aren't jaded toward radio. They don't have all these learned bad habits; they don't have tunnel vision; they don't think like radio people; they think like normal people, and that really comes across on the air. They just get on and are natural, they're themselves, they're not contrived, they're not trying to sound like they think a disc jockey should sound.

R&R: How easy is it to install in them a feeling of professionalism?

EVANS: We usually have them sit in for two or three weeks until they get the feel of running the board and everything. We go over the basics with them, and we'll critique their airchecks for a while. But I think sometimes we format ourselves too much. Some of the things they get away with, we programmers might think, "That's bad," but to the people listening out there, I think there's something appealing about that naivete.

# JOIN THE MIAMI SOUND MACHINE #1 CLUB!



**"CONGA"**  
has reached #1 status  
at the following stations:

WEEK BY WEEK  
THE LIST GROWS

195	KS103
Y100	KAMZ
Q105	KEZB
KKHR	KBFM
KIIS-FM	Y106

CHR CHART:  DEBUT  40



Distributed by CBS Records

26/R&R FRIDAY, DECEMBER 6, 1985

## R&R STREET TALK

Who'll be the new **KFRC/SAN FRANCISCO PD**? No decision's been announced yet, but all bets are on longtime staffer **DAVE SHOLIN**, who certainly deserves the nod in light of his tenure there and knowledge of the Bay Area. The folks at the *Gavin Report* don't seem to consider the post as a conflict of interest for their Top 40 Editor/partner, although the Big 610 might feel otherwise. And that rumor about the Gavin being sold appears to be, from what the Gavin people tell us, about as likely as finding King Tut in the executive suite of the Transamerica Pyramid.

It looks like **KSHE/ST. LOUIS** has attempted to patch up last week's blowout with **CAMEL RECORDS** and **NIGHT RANGER** (S.T. 11-29). **KSHE's** run a retraction of morning man **J.C. CORCORAN's** blistering comments about the band, and has followed each of However, Camel Prez **BRUCE BIRD** refused comment on **KSHE's** efforts.

But right as **KSHE's** wicky stick-it became unstuck, it appears that a New York station has incurred the wrath of a local promoter for purportedly jumping the gun on a ticket sale announcement. We hear the station may be sued by the promoter for allegedly commenting that "(He) has a ridiculous ego problem . . . when he stops playing with himself, we'll get back to reality . . . he gives ticket buyers a hard time."

Continuing with the Christmas spirit, **WSTF/ORLANDO MD/personality MICHAEL LOWE** got in trouble after an incident involving a child's request to hear "Rudolph The Red Nosed Reindeer." **Low** told the kid that Star 101 wasn't playing seasonal songs yet, but committed the faux pas of muttering an obscenity while still on the air. The facts hardly compare to the remarkable UPI story which had **Low** suggesting Rudolph be killed, calling Santa a nasty name, and singing a parody of "Rudolph," describing methods of disposing of the holiday hero. Nonetheless, **GM BARBARA VARDIN** made an on-air apology and immediately suspended **Low**.

Persistent rumors surrounding **LORIMAR** and **DIR BROADCASTING** seem to be unofficially correct. **DIR** execs were in L.A. this week fashioning a reported \$10-12 million deal for the company's sale, but could not be reached for comment. A **Lorimar** spokesperson issued the standard "no comment" when pressed about the impending acquisition.

Right at deadline, Street Talk heard that former **WCI Exec. VP ELLIOT GOLDMAN** will join **RCA** in an executive capacity.

After nine years with **WPHD/BUFFALO, OM/afternoon man JOHN PICCILLO** has left for a new challenge (see "Pros On The Loose," Page 14.) That means **PHD VP/GM HARV MOORE** is searching for a replacement.

**WRIF/DETROIT** has settled on a morning show to replace **JIM JOHNSON & GEORGE BAIER**, who are headed to rival **AOR WLLZ**. Midday vet **KEN CALVERT** will be teamed with actor/comedian **JOE NIPOTE**, who appeared in "Happy Days" and "Meatballs II."

To heck with morning teams, trios, and zoos — **AOR KQDS/DULUTH** has hired a 50-person local comedy troupe called "Colder By The Lake" to handle its AM drive slot for an initial 13-week period. Of course, not all 50 are on the air at the same time every morning (they work in rotating pairs); the in-studio crew is usually two performers, an engineer, and a producer. But the troupe does handle the news, weather, sports — everything — themselves, as well as contributing skits, parodies ("Mesabi Vice"), and character voices.

Back in Detroit, **WLLZ** personality **BOB BAUER** is camping out at a shopping center parking lot, and he's gonna stay put until a 30-foot "WLLZ For Meals" truck is filled with food donated for the local needy. **Bauer** is also broadcasting his afternoon show from the site. The truck was already 25% full after only four days.

Now that **NETWORK** is merging with **GEFFEN** (see Page 1), will **Network GM JOHN BRODEY** be joining **AL COURY** at his new **Geffen** post?

And the rumor which has **STEVE POPOVICH** moving to Nashville as **POLYGRAM** chief appears closer to reality. Word on the street is there's only one major hurdle to jump before **Steve** becomes **Music City** bound.

**LARRY KING** is also moving . . . to a new time slot, that is. In order to maximize revenue potential, his show is being pushed up one hour to a new 11pm-3am (EST) shift sometime in February. That leaves the network with an extra hour to fill during the graveyard shift. Any ideas?

Continued on Page 28

B I O  M E S S A G E  O	TO	AIR DATE	TIME
	PROGRAM DIRECTORS	ALL YEAR LONG	90 MIN.
	FROM	AREA CODE	NUMBER
	WESTWOOD ONE	213-204-5000	
	"SUPERSTAR CONCERT SERIES"		
	THE MOST LISTENED-TO CONCERT SHOW		
	ON RADIO ANYWHERE!		
	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY		



New  
From  
The  
Man  
Who  
Turns  
Oak  
Into  
Gold.

"Color Of Success"  
7-28809

The  
New  
Single.  
Written,  
Produced  
And  
Arranged  
By  
Morris Day.



# STREET TALK

Continued from Page 26



*A love  
Bizarre*

WKSE 4-1	WTIC-FM add 32
WBEN-FM 18-9	WTLQ add
WNYS 27-25	WNOK-FM add
CKOI add	WZLD add
WPLJ 21-18	WOKI add
Z100 26-18	Y106 add
WCAU-FM add	KJ103 add
PRO-FM add	WRQN add
94Q add	KMGX 13-11
WXKS-FM 29-27	KYNO-FM add
WCZY 19-17	WCGQ add
WHYT 20-16	WPFM deb 31
FM102 deb 25	WHS� add
KITS 22-18	99KG add
KMEL 5-4	KZOZ add
KPLUS add	

The new single from the Paisley Park album Romance 1600, as featured in the film "Krush Groove."

Produced, Written and Arranged by Sheila E. and Prince  
Marketed by Warner Bros. Records Inc.  
Management: Cavallo, Ruffalo & Farnoli  
© 1985 Warner Bros. Records Inc.

**KMOX/ST. LOUIS** 9am-noon host **ARNIE WARREN**, who replaced the late Jack Carney last February, has resigned to rejoin his family in Florida. Taking over the prestigious shift in early January will be **KCMO/KANSAS CITY's MIKE MURPHY**. Until then **JACK BUCK** and **RON MORGAN** are alternating in that slot.

Also on the talk front, **WXYT/DETROIT** host **SONYA FRIEDMAN** is joining **KABC/LOS ANGELES** for Mon-Tues afternoons and will replace Dr. **TONI GRANT** on **TALKRADIO**, starting Jan. 6.

As many as 40 radio stations and all 14 West Virginia TV outlets will stage a five-hour telethon Saturday night (12-7) to raise funds for victims of November's devastating floods. Originating from the state capital in Charleston, the broadcast will feature live entertainment, a look back at news coverage of the disaster, and appearances by daytime drama personalities Kim Zimmer and Kristie Tesreau ("Guiding Light") and Brian Taylor ("Loving").

Compact Disc players are surely this year's hottest Christmas gift, and in a timely move, **CAPITOL** has launched plans to open a CD manufacturing facility in Jacksonville, IL next fall. With an annual projected production schedule of seven million discs, the label should deal a major blow to the temporary CD shortage.

Now **ELTON JOHN** can afford at least one more Rolls Royce. Last Friday (11-29) in London, a High Court ruled in favor of Elton and lyricist **BERNIE TAUPIN** in their lawsuit against UK music publisher **DICK JAMES**. They were awarded approximately \$7 million in unpaid royalties on songs published by Dick James Music between 1967-75, including "Rocket Man," "Crocodile Rock," and "Goodbye Yellow Brick Road."

With the departure of **WPTF & WQDR/RALEIGH** VP/GM **BILL IRWIN**, WQDR Station Manager **LAUREL SMITH** has been named acting GM for 'QDR, while **WPTF PD BRYAN MCINTYRE** has been appointed acting GM for 'PTF. WQDR PD **MIKE RYAN** says the FM Country outlet is looking for morning talent. . . and **WLOL/MINNEAPOLIS** needs a PM driver, since **DENIS PRIOR's** packed up for **KEYN-FM/WICHITA**.

Former **WYNY/NEW YORK** airwave ace **DAN DANIEL** has returned to neighbor **WHN** for afternoons. Daniel was an original **WMCA** "Good Guy" and worked at 'HN back in '73. No one has left 'HN, by the way; the shifts have been shortened. And who's pitching around the talk about **WHN** picking up the **WMET** call letters to tie in with Mets baseball?

While **WHDH/BOSTON** did catch Red Sox baseball (see last week's S.T.), it should be noted for the record that neighbor **WMEX** has Bruins hockey, not 'HDH.

Sad to report the death of ten-year **WFMS/INDIANAPOLIS** PD **HERB ALLEN**, who suffered a heart attack November 25. A 30-year broadcaster, Allen's career included programming **WNEU/Wheeling**, **WHEC/Rochester**, and **WEAM/Washington**.

Our condolences also go out to the friends and family of **WGEE/GREEN BAY** AE **PAT O'HARA**, who recently passed away. Pat had been with the station for 32 years.

**WCCC (AM)/HARTFORD** has switched to Country from CHR. **WCCC-FM PD DAVID GROSSMAN** will be overseeing the AM programming and has named **BRIAN ILLES** as AM MD. The station also needs Country record service.

For an idea that can be customized to other markets, we go to Philadelphia, where **WYSP** is helping promote "So The Story Goes," an area all-star recording to raise money for the homeless. "**PHILADELPHIA FOR PHILADELPHIA**" is the organization behind the event, composed of 30 local bands and various Philly celebrities. They're eager to see the idea spread, so for more info, call 'YSP at (215) 668-9460.

If you're looking for the folks at **KMOD/TULSA**, you'll find 'em 30 floors up in a downtown skyscraper until a new office area can be found. The station was evacuated when asbestos was found in the walls of an adjoining bank vault. **KMOD** can still be reached at its old phone number, and of course, the staff is trying to adapt asbestos they can.

## WINDHAM HILL ARTIST INTERVIEWS

ALONG WITH MUSIC & CONVERSATION WITH THE CREAM OF THE NEW AGE CROP. HEARD ONE HOUR, ONCE A WEEK, NATIONWIDE ON,

*Portraits in Sound*

25-49 UPSCALE ADULTS AVAILABLE BY BARTER. EMFANA SYNDICATION GROUP (209) 578-6747

From the  
man who's given you  
"ROCK ME TONIGHT"  
and  
"YOU ARE MY LADY,"

# FREDDIE JACKSON'S

next hit single is

## HE'LL NEVER LOVE YOU (LIKE I DO)

HEADED FOR THE TOP ON

*Capitol.*



### OUT OF THE BOX

94Q	WCZY
Z93	FM102
I95	KPLUS



KEN BARNES

# ON THE RECORDS

## MOTORCYCLES ROAR BACK

### Cycle Dramas & Pop Choppers

While the automobile song (or car tune) has been part and parcel of pop music from "Maybellene" to "Freeway Of Love," the motorcycle has been more of an outcast. But two current bike-themed records have stirred up some action and put cycles back in the race.

"Motorcycle Girl" by the Cruzados and "Leader Of The Pack" by Twisted Sister not only concern motorcycles, but they feature those actual engine-revving ambient sound effects that mark a hot cycle song.

Early motorcycle records took a fairly schlocky form on such discs as "Black Denim & Motorcycle Boots" by the Cheers (surely one of the lamest Leiber/Stoller songs ever waxed) and "Bad Motorcycle" by the Storey Sisters. Paul Simon, singing under the guise of Tico & The Triumphs, had a minor early-sixties hit called "Motorcycle," but it took the Beach Boys and the Shangri-Las to give the genre a kick-start.



A modern motorcycle crew produced several hot rod/cycle instrumentals as well.

A brief brand-name battle flared as Yamaha tried to get into the act with such immortal records as "Go Go Yamaha" by the Spats (previously best-known for their classic food song "Gator Tails & Monkey Ribs") and "Yum Yum Yamaha" by Carol Connors, who went on to cowrite the theme from "Rocky" and other film themes. Honda countered with "Honda Bike" by the Wheels, while Kawasaki proved too much of a challenge to enterprising songwriters and languished without a record of its own.

#### Pack Trouble

None of these motorbike cash-ins was a hit, however; it was left to the Shangri-Las in the fall of 1964 to launch another key cycle style: the motorcyclist as outcast/hero. "Leader Of The Pack," with its outlaw biker spurned by his girlfriend's family, leading to a spiteful exit followed by a fatal crash,



Lou Reed believes in helmet safety laws

was the first and most memorable of many melodramas by this ultimate girl group (see separate story), and spawned a few imitators, too. Most notable were "Daddy You Just Gotta Let Him In" by the Satisfactions, about "one of Hell's Angels" on the run from the cops; and 1969's "Condition Red" by the Goodees, which

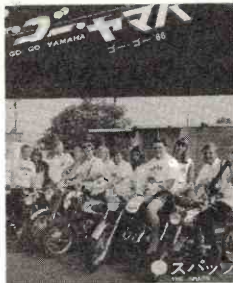
was a pure "Pack" ripoff and was actually an out-of-time hit of sorts.

Steppenwolf's "Born To Be Wild" and even Bruce Springsteen's "Born To Run" borrow something of the Shangri-Las' outlaw rider mystique. Of many instrumentals built around motorcycle movies (exploiting a similar theme), Davie Allan & The Arrows' "Blue's Theme" and "Theme From 'Wild Angels'" were the biggest.



An early detour on Carol Connors' "Rocky" road to success

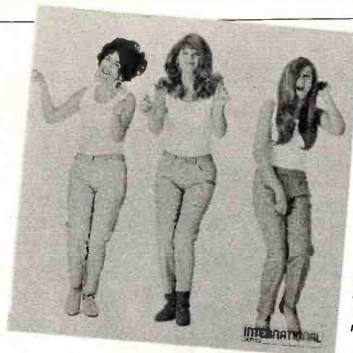
Other stray cycle songs include "Motorcycle" (rhymed with "pickle") by Arlo Guthrie, Saileat's 1972 hit "Motorcycle Mama," "Motorcycle Irene" by Moby Grape, and the British '70s hit "Motorbiklan" by Chris Spedding. Bob Dylan, who was later put out of commission by a motorcycle accident, sang "Motorpsycho Nightmare" on an early LP. And Lou Reed's Honda commercials are not the work of some bike novice: One of Reed's first recorded performances was a song called "Cycle Annie," as sung by the Beech Nuts. And his most recent



The Spats get ready for a Yamaha vs. Honda rumble with the Hondells

albums have included motorcycle narratives, "Bottoming Out" on the "Legendary Hearts" and the title track from "New Sensations."

Motorcycle songs may be rare, but the Cruzados and Twisted Sister records prove that, as with any cycle, they're bound to come round again.



The Shangri-Las: Queens of teenage melodrama

## LEADER OF THE PACK

### Shangri-Las Still Pack A Punch

Twisted Sister's new, rather reverent version of "Leader Of The Pack" not only suggested a survey of past motorcycle songs (see main story), but gave me an excuse to remember (walking in the sand) the Shangri-Las, that most dramatic of girl groups.

After a couple of obscure flops (and, according to legend, a Beatles tribute called "What's Wrong With Ringo" as the Bon Bons), the Shangri-Las hooked up with producer Shadow Morton and the Jerry Leiber/Mike Stoller label Red Bird. Their first record in summer '64 was "Remember," and its seagull-fueled nostalgia made it an instant hit.

"Leader Of The Pack," cowritten by Morton and the famous team of Jeff Barry & Ellie Greenwich, was next, and set the standard for mock-opera teenage melodrama once and for all. This tragic tale paved the way for "Give Us Your Blessings" (runaway teenage lovers in fatal car crash, first done by Ray Peterson); "Out In The Streets" (reformed outlaw lonely for his old gang); "Past Present & Future" (lovelorn trauma set to Beethoven's "Moonlight Sonata"); and another monster hit, "I Can Never Go Home Anymore" (teenage runaway returns home just after mama dies of a broken heart).

Melodramas were their strong suit (aside from the delightfully jivey "Give Him A Great Big Kiss"), and the creative inspiration of their writers ran out about 1966. But for those two years, sisters Mary & Betty Weiss and Marge & Mary Ann Ganser (give or take a Ganser) established an unforgettable legacy of music and image. Get the picture?



Dee Snider has a bone to pick with the Shangri-Las

Probably because their renditions were so vivid, the Shangri-Las were not often covered. "Remember" is the most popular, with Aerosmith and Louise Goffin among the most recent covers. "Give Him A Great Big Kiss" was a favorite of the New York Dolls and Tracey Ullman recently cut it, while an obscure B-side called "Paradise" (written by Harry Nilsson) was later recorded by both Bette Midler (brilliantly) and the Supremes. But before Twisted Sister's new "Leader In The Pack," the only significant versions I'm aware of are Annie Golden's from the "Leader Of The Pack" Ellie Greenwich tribute cast LP and a parody by a group called the Roadies called "Packer Of The Leads."

## Correction Corner

First to catch me on a ridiculous omission in my "singing comedians" column was Tammy L. Parker, Asst. PD at KRRG/Laredo, who reminded me of Tracey Ullman's "They Don't Know" and subsequent records. Tracey hasn't done a whole lot of comedy in the States, but she's guested or starred in any number of specials and series in the UK.

And what seems to be the authoritative scoop on why Eric Clapton named his Cream song "Badge"; Q102/Lincoln Creative Director

Steve Graziano explains that in George Harrison's book "I Me Mine," he describes writing the song with Clapton, coming to the bridge and writing "bridge" on the paper before starting to inscribe the lyrics. Clapton, reading the paper from the opposite side, thought it said "badge." Graziano goes on to wisecrack, "I'd photocopy the page, but we all know how Mr. Harrison feels about copyright violations." But KYOS/Merced PD Richard Perry went ahead and sent me a xerox of the page anyway, and that's the way it reads.



Bob Dylan in his motorpsychodelic period. Note Triumph T-shirt

#### Motorbike Melee

The Beach Boys wrote "Little Honda" in 1964 as part of a conscious design to keep up with any teenage fad that might spring up. They or Capitol weren't sure that the Japanese motorbike craze was worth risking a single on, so it was left as an LP and EP track and the song was loaned to the Hondells, a group of Hollywood session singers quickly formed to promote "Little Honda."

The Hondells' version was a hit, despite competition from Pat Boone (of all people), and allowed them to make two albums of cycle songs (or is that song cycles?) like "My Buddy Seat," "Two Wheel Show Stopper," and "Honda Beach Party" and pose with Hondas on the covers. (They also cut an extended version of the Honda theme song of the time, "You Meet The Nicest People On A Honda," written by Mike Curb, who wrote and



The Hondells: You meet the nicest sweaters on a Honda

## Osmosis '85

Apparently **Donny Osmond** was more than a little bit rock-'n'-roll. The rest of his family resurfaced as country artists (the other Osmonds in 1982 with "I Think About Your Loving" and **Marie** recently with "Meet Me In Montana"), but Donny has waited eight years to start to work on a CHR comeback. His next LP has contributions from a number of outside acts, including one song from **Culture Club**. (It may or may not contain the song Osmond and **Billy Idol** threatened to cut together.) He's also a coauthor of **Jack Wagner's** "Too Young," which is somewhat odd considering Osmond had a 1972 hit with somebody else's "Too Young." His first hits ("One Bad Apple" and "Sweet And Innocent") are nearly 16 years old, more than 2½ years older than Osmond was at the time. He'll be 28 Monday.

## MONDAY, DECEMBER 9

1967/**Jim Morrison** is clubbed during an argument with a New Haven policeman. When he begins ranting about the incident on stage later, police halt the show, and nab Morrison for disturbing the peace and resisting arrest.

1983/**R&R** names its #1 songs for the year: "Every Breath You Take" (CHR), "King Of Pain" (AOR Tracks), "Never Gonna Let You Go" (A/C), "Islands In The Stream" (Country) and "Billie Jean" (B/U).

1984/**The Jacksons** "Victory" tour ends in Los Angeles at Dodger Stadium. The final show is 1 hour and 45 minutes; by the last days of the tour, it is finally possible to buy tickets as one would for any other concert.

Birthdays: **Joan Armatrading** 1950, **Steve Askew (Kaja)** 1957, **Redd Foxx** 1922, **Rick Danko (Band)** 1943.

## TUESDAY, DECEMBER 10

1967/Those who knew **Otis Redding** describe him as a competent pilot, thus adding some mystery to his death (along with four members of the **Bar-Kays**) in a plane crash near Madison, Wisconsin.

1971/**Frank Zappa** is shoved into the orchestra pit during a London concert by an audience member who "did it because my girlfriend said she loved Frank."

1976/**Billy Idol's** **Generation X** plays its first concert at London's Central Art School.

1976/**Boney M's** "Daddy Cool" is released in America — one of the few markets the German group will never successfully crack — along with an LP cover that shows the band's females lying on top of each other in their lingerie.

1982/Delco chooses Motorola AM stereo for use in GM cars, thus marking the first clear endorsement of any of the four competing systems.

Birthdays: **Johnny Rodriguez** 1952, **Walter Orange (Commodores)** 1946, **Ralph Tavares** 1948.

## WEDNESDAY, DECEMBER 11

1957/**Jerry Lee Lewis** secretly marries his third wife/third cousin **Myra Gale Brown**.

1964/**Sam Cooke** is shot to death under mysterious circumstances in Los Angeles.

1972/**Genesis** plays its first American concert at Boston's Brandeis University.

1982/Record executive **Jerry Sharell**, known for his love of **Frank Sinatra**, appears as a Sinatra soundalike on the soundtrack of a TV movie, "Cry For A Stranger."

1982/**The Jam** plays its final concert at Brighton, England.

Birthdays: **Nikki Sixx (Mötley Crüe)** 1958, **Booker T. Jones** 1944, **Brenda Lee** 1942, **Jemaine Jackson** 1954.

## THURSDAY, DECEMBER 12

1970/Black advocacy group **Blacks, Inc.** files charges against **Little Richard** in Miami Beach, claiming that he kept \$250 he'd raised in the group's name. Little Richard counters that he was waiting for a receipt before he turned over the cash. Charges are dropped within a week.

1973/**Helen Reddy** plays L.A.'s Dorothy Chandler Pavilion and performs CCR's "Travelin' Band."

1974/**The Rolling Stones** begin sessions for the "Black & Blue" LP without **Mick Taylor**

1975/**David Geffen**, later a film exec with his own record company, becomes Vice Chairman of WB's film arm.

Birthdays: **Cy Curnin (Fixx)** 1957, **Dionne Warwick** 1940, **Paul Rodgers** 1949, **Frank Sinatra** 1915, **Connie Francis** 1938, **Grover Washington Jr.** 1943.



Joan Armatrading, Paul Rodgers, Dave Clark, Brenda Lee

## FRIDAY, DECEMBER 13

1974/**George Harrison** has lunch at the White House at the invitation of **Jack Ford**. **Gerald Ford** looks for a WIN button to give his visitor and can't find one.

1975/"Squeeze Box," "Love Hurts," and "Sing-A-Song" debut on the CHR chart.

Birthdays: **John Anderson** 1954, **Ted Nugent** 1949.

## SATURDAY, DECEMBER 14

1963/**Dinah Washington** dies of a drug overdose.

1968/**Iron Butterfly**, whose "In-A-Gadda-Da-Vida" was recently remade as a disco number by **Maddog**, receives a gold award for the "Gadda" LP.

1977/Using the ad line, "Where do you go when the record's over," "Saturday Night Fever" opens in New York City.

1980/Many radio stations worldwide devote ten minutes of silence to the memory of **John Lennon**. Most Contemporary stations that remain on the air play Lennon's music.

Birthdays: **Patty Duke** 1946.

## SUNDAY, DECEMBER 15

1955/**Johnny Cash** releases the original version of "Folsom Prison Blues," which he'll remake, live at the prison, 13 years later.

1968/**Grace Slick** appears in blackface as part of the **Jefferson Airplane's** performance of "Crown Of Creation" on the **Smothers Brothers** show. Slick, wearing leather gloves, gives the "black power" upraised-fist salute at song's end.

Birthdays: **Nick Beggs (Kaja)** 1961, **Harry Ray (Ray, Goodman & Brown)** 1946, **Dave Clark** 1942, **Alan Freed** would be 63, **Jesse Belvin** would be 52.

# ASIA

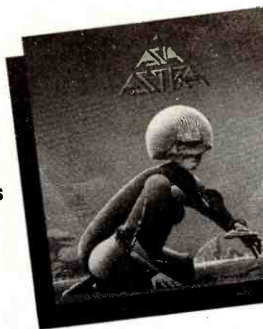
# "GO"

7-28872

THE FIRST SINGLE  
FROM THE ASIA  
ALBUM, **ASTRA**

GHS-M5G 24072

PRODUCED BY  
**MIKE STONE**  
FOR **MIKE STONE**  
**ENTERPRISES, LTD**  
AND **GEOFF DOWNES**



MANAGEMENT:  
**BRIAN LANE**

ON **Geffen Records**,  
CASSETTES AND  
COMPACT DISCS.

SECOND WEEK:

**CHR NEW & ACTIVE**

98/40 - 48%!!

**AOR TRACKS: 7**  
**AOR ALBUMS: 9**


Geffen Records

# QUEEN

## ONE VISION



### CHR NEW & ACTIVE

94/42  
P-1 ACTION:

<b>WHTT</b>	<b>Y100</b>
<b>WXKS-FM</b>	<b>WGCL</b>
<b>WBEN-FM</b>	<b>WMMS</b>
<b>WPHD</b>	<b>WHYT</b>
<b>CKOI</b>	<b>KHTR</b>
<b>WCAU-FM</b>	<b>KKRZ</b>
<b>PRO-FM</b>	<b>KPLUS</b>
<b>CHUM</b>	

The new single from the forthcoming  
Tri-Star motion picture



©1985 Tri-Star Pictures, Inc. All Rights Reserved.

Produced by Queen/Mack

TRISTAR PICTURES PRODUCTIONS LTD. / QUEEN PRODUCTIONS LTD.

Capitol



BRAD MESSER

## CALENDAR

### The Newspaperman's Headache

The sun rises. Newspaper editor awakens, rolls out of bed, pulls on his robe, dashes to the front porch to get the morning paper which his staff has put together during the previous evening, pours his first cup of coffee, turns on the local station to hear some news, sits at the kitchen table, reads and listens.

He begins not liking what he is hearing. Not liking it one bit. The radio newsman has a story that isn't in the paper. A local story, and a pretty good one, too.

Although his paper does have an advancer on a murder trial that begins today, the radio says charges against the accused killer will be reduced because of a pretrial plea bargain.

The broadcaster, just looking for tape, had interviewed an attorney last night and lucked into the new development.

Editor frowns. Listens more attentively. Lays the morning paper down. Coffee forgotten, getting cold. Mind on more important things. Journalism. Competition.

Radio newsman switches to a Washington story. Good. Just a rehash of something the EPA released last month about low-quality drinking water in various towns nationwide. Old story. Whups, there's more. The feds had promised a detailed followup. It was issued late yesterday. It says the local water has traces of contaminants and that further tests must be conducted.

Editor suddenly remembers his cup of coffee. Wonders about the water in it. Mood going downhill. Newspaper didn't know the EPA report was due yesterday. Editor decides maybe there ought to be a sudden and ugly staff meeting later this morning if the

two-man news department can consistently come up with stuff the paper is missing.

Newspaperman heads for shower, frowning, muttering to himself, mentally experimenting with potential opening lines for the staff meeting. One part of his mind now wonders about the shower water and another part speculates how the radio station keeps track of just about everything with only two people and no real resources.

It turned out to be a bad morning at the newspaper office. The day was sunny but the staff meeting was thunder and lightning. Heads almost rolled.

The editor told me that story. I knew the two small town broadcasters who gave him such fits.

No big mystery. Shucks. Give any dedicated radio newsman a phone and a Futures/Followup file and he can accomplish wonders.

### Christmas Seals

**MONDAY, DECEMBER 9** — The world's first Christmas Seal stamps went on sale 78 years ago today at the Wilmington, Delaware post office (1907). A woman named **Emily Bissell** thought up the idea as a way of raising donations for tuberculosis research. The first year, she brought in \$3000. Today, Christmas Seals raise more than \$40 million annually for the American Lung Association.

1979 — World's heaviest turkey 77 pounds 4 ounces (dressed).

1958 — John Birch Society formed in Indianapolis, Indiana.

1884 — Roller skates with ball-bearing wheels patented.

1842 — First Christmas cards created by **Henry Cole** of London.

**Birthdays:** Donald Clark "Donny" Osmond 28. Beau Bridges 44. Dick Van Patten 57. Redd Foxx (John Elroy Sanford) 63. Kirk Douglas (Issur Danielovitch) 69. Thomas "Tip" O'Neill 73.

### Fastest Piston Airplane

**TUESDAY, DECEMBER 10** — The world record speed for a piston-engine airplane is 469 miles per hour, established 38 years ago today (1947) by the late **Jacqueline Cochran** in a P-51 Mustang, over a course 100 kilometers long. The Mustang was destined to escort American bombers over Europe in World War II, powered by a 16-cylinder Rolls Royce "Merlin" engine.

1964 — Dr. **Martin King** accepted Nobel Peace prize.

1958 — National Airlines began first domestic jetliner service.

1913 — Mona Lisa painting recovered after two years stolen.

1901 — First Nobel prizes given (on anniversary of 1896 death of **Alfred Nobel**). 1817 — Mississippi 20th state.

### U.S. Commits To Vietnam

**WEDNESDAY, DECEMBER 11** — The United States committed the first *direct* military support to South Vietnam 24 years ago today (1961). We had already been providing money, weapons and advisors (to the government of President **Ngo Dinh Diem**) and on this date we committed the first American combat troops, two U.S. Army helicopter units.

34th anniversary of the 1950 Supreme Court Fifth Amendment ruling establishing that no person can be forced to be a witness against himself in a criminal case (or certain other cases).

1948 — First car with Nylon upholstery ('48 Studebaker).

1946 — **John D. Rockefeller** donated six blocks of land in New York City for United Nations Headquarters.

1941 — Germany and Italy declared war on the USA (WWII).

1816 — Indiana 19th state.

### First Motel Turns 60.

**THURSDAY, DECEMBER 12** — The world's first motel opened 50 years ago today — about two weeks before Christmas of 1925 — beside the main highway in San Luis Obispo, California. It was the Mo-Tel Inn, and it's still in business. The contraction stands for "motorists' hotel."

1953 — **Chuck Yeager** flew Bell X-1A at Mch 2.5.

1924 — First live radio remote: a band at **WNYC/New York** relayed to **KDKA/Pittsburgh** and then on to Savoy Hotel in London.

1917 — Deadliest train wreck killed 543 at Modane, France.

1901 — First transatlantic radio (**Marconi**) Newfoundland-Britain.

1899 — Golf tee patented.

**Birthdays:** Dionne Warwick 45; Connie Francis (Concetta Franconero) 47. Francis Albert "Frank" Sinatra 70.

### Brilliant Meteor Shower Tonight

**FRIDAY-THE-13th** — Tonight and tomorrow night, we're in for perhaps the most spectacular shooting star display of the entire year. The annual Geminid meteor shower (which appears to originate from the constellation Gemini) is forecast to produce up to 50 or 60 per hour. Last year's Geminid shower was ruined by bright light from a full moon, but not this year.

1977 — Indiana plane crash killed 29 including whole University of Evansville basketball team. 1942 — New Zealand discovered. **Birthdays:** Christopher Plummer 56. Dick Van Dyke 60. Guitarist **Carlos Montoya** 82.





ADAM WHITE

# RECORDS

## Taking An Independent Stance

Independent record distribution is stronger than it's been in years, declared industry veteran Phil Jones during the 1985 New Music Seminar. As a result, said the Fantasy Records executive, the future for indie labels is bright.

There's no shortage of people in agreement with Phil, judging by the number of independents starting up. This column is about four recent entries. The principals all have music business experience of one kind or another, and their enthusiasm is not dimmed by today's major-dominated and highly competitive marketplace.

The four labels are involved in various types of music. Adam Levy's Warlock Records is a New York-based, Black/Urban-oriented company. It reflects his promotion background with indies like Sunnyview, Sutra, and Streetwise, and such acts as the Fat Boys and Newcleus. Pete Dyer's Atlanta-based Press Records works with rock bands from that part of the country. Press is an extension of his former partnership with Danny Beard in DB Records.

Private Music, led by former Tangerine Dream member Peter Baumann, is exploring the growing interest in instrumental music and (for lack of a better description) "new age" sounds. It's headquartered in New York. And John Abbey's Ichiban Records, another Atlanta-based firm, is producing new recordings from R&B stalwarts like Clarence Carter and Rufus Thomas as well as contemporary black talent.

### Levy's Rap

"I base my company around the fact that I can promote records really well," says Levy. "People have asked me if I just want to do rap records because our big successes at Sutra and the other labels were with that type of artist. But my first release is a ballad, which I picked up because it was selling in Detroit. Anything I feel I can get played on the radio and sell is what I'm going for. I'm not trying to create a sound or an image for Warlock, except that we'll put out good product."

Levy's first release is "Quiet Guy" by Kiara. Street-oriented indies — especially those marketing 12-inch singles — are often seen as product-oriented rather than artist-oriented. "Kiara could become an act," says Levy. "They write and produce their own material. You're always looking for that because you never know who's going to be an artist. If anything looked like a one-shot, it was the Fat Boys, but we created an act. You always have to treat your people like

you're trying to build a career."

He continues, "Generally, I like to put out a 12-inch record. If it starts to sell, calls come into the stations, and I recognize it's a hit, I'll go in and cut an album. But I test my records very carefully, and I do that by getting them played on the radio. I won't service clubs because the majors have blocked indies out of that market. They're so flooded with 12-inch product, and the majors have staffs working them as extensively as they work radio. It doesn't pay to compete when my return is only going to be an additional 10,000 sales, whereas I can get three radio stations and sell three times that."

Levy is currently preparing Warlock's second project. His label is distributed by, among others, California Record Distributors, Sunshine in New York, MS for Chicago and Atlanta, JFL in Florida, Great Bay for Washington/Baltimore, Action in Cleveland, and Big State for Texas.



Pete Dyer



### Dyer's Strategy

Pete Dyer, working with four acts on his Press label, is candid about his hope that at least two are commercial enough to graduate to a major. "Having done independent distribution with Danny Beard and other projects, I realize there's a huge gulf between the indies, such as Important, Rounder, and Greenworld, and selling real records to real people. The truth is if we sell 2000-5000 copies of anything, they may just be going to college radio

staffs and writers; 5000 is just a drop in the ocean."

Press existed as an outlet for "one-off and esoteric" projects when Dyer partnered with Danny Beard. The reorganized label now has two bands, Art In The Dark from Athens and Face of Concern from Atlanta, solo performer Kevin Dunn, and a U.K. group, Balaam and the Angel. "Basically, I have acts who are prepared to make a three-album commitment to me," Dyer explains. "Financially, I can afford to hold a roster of about six acts." Toward that end he's looking at two more bands: Baxters from New York and This Future from Georgia.

Promotionally, Dyer's strategy will be to build from a solid regional base — "We have very good college radio in Atlanta and appalling commercial radio" — rather than go the national route, which he says DB often tried. He also employs a fulltime publicist, Mark Pucci. "One of my objectives is to get simultaneous reviews nationally in as many papers as possible when a record is released. Copy is basically going to get me more attention in the long run than uncoordinated radio play. I'm not out to sell



Peter Baumann



records so much as to promote what I believe is a fairly credible label to attract investment. Then I'll have the resources to tackle things on a larger scale."

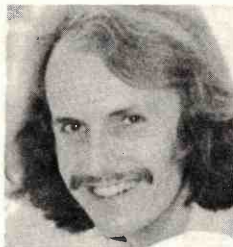
Dyer says Press is distributed by several U.S. accounts, but he also sells (via a partner in England) to the English arms of various U.S. importer/wholesalers. These firms then ship the product as imports to their American sites — and apparently pay more promptly than their U.S. equivalents.

### Private's Plan

Peter Baumann laid the Private Music foundations about a year ago in response to consumer demand that he says is not being adequately met. "There's an age group being ignored and a demand for music that's not being filled. People who grew up in the '60s buying records once, twice, three times a week no longer have any relationship to the music produced today. You don't want to listen to AC/DC every day when you're 30 and over. The new CD technology has revived the interest in music among that age group."

Private's response is acoustic and electronic instrumental music from such artists as Patrick O'Hearn, Jerry Goodman, Eddie Jobson, Sanford Ponder, and Lucia Hwang. Baumann, who is producing half of the company's output, stresses, "We are certainly not a new age label. There's a big distinction between new age and instrumental music. Tangerine Dream was around long before new age was even mentioned."

The company's promotional efforts have been directed first to "more progressive" AOR stations, explains Private VP Dor-



John Abbey



een D'Agostino. She cites airplay on WXRT/Chicago, KBCO-FM/Denver, KSPN/Aspen, and CFNY/Toronto, among others.

"We started out with the 12-inch vinyl sampler. As we got positive response, we followed up with compact discs." A number of outlets are also programming from the CDs, reports Doreen. Other promotional tactics embrace college and Jazz stations, the latter targeted with the services of Bob Laul of Serious Bob

Promotions. Product distribution is handled nonexclusively through Intercon Music Corp. of Wallington, NJ and Precision Sound Marketing for the West Coast.

Baumann puts a \$2 million price tag on Private Music's start-up, far more than most fledgling independents would or could spend. "You could do it for \$200,000, but I made sure we could do it for two years without selling a single record. I'm giving it two years to get to a certain point." Does he have partners in the enterprise? "Just say I'm solely responsible," he replies.

### Abbey's Road

Like Baumann, John Abbey sees Ichiban Records filling a void created by others' disinterest in artists such as Clarence Carter and Rufus Thomas. "So many major labels are letting a lot of black talent go," he says. "But there is a market for it, and Malaco provides the perfect example. They're getting anywhere from 30,000 to 100,000 sales on a release, and you can make good money on that."

The promotional road can be rough, Abbey concedes, and the potential radio base can be small. "Realistically, you aim for people you think will like the record out of the box. The South is where it all starts, then you hope to spread it. With Clarence, we've been successful in Chicago, Detroit, and St. Louis. We don't stand a hope in hell of a WBLS or KISS (WRKS) in New York. I just hope the day will never come when Black stations are ashamed to play a black record. They can play what they want to, of course, but I still believe they have a responsibility to black music. It worries me to hear a station say it can't play a Clarence Carter because he's too black."

Not that Abbey's label isn't involved with contemporary talent. Slave is on the roster, and an album is imminent. Drac, one of the band's original members, has also been signed.

Ichiban is nationally distributed by independents via Stan's Records of Shreveport. Abbey says, "Working with the indies is both the most exciting and disappointing experience of my life. Some of them are so good and so aggressive. Others are losers who get exactly what they deserve and make me understand why labels like Motown went to the majors. But if you take the time and trouble to build a relationship with a distributor, it can work. I just hope it still works when it comes to payday!"



JOEL DENVER

# CONTEMPORARY HIT RADIO

## LIKE MAGIC

# Small Budget Tricks For '86



The New Year is fast approaching — are you ready? It's not just the new annum we're waiting for; it's a new ratings period. So next month, while you're thinking about resolutions for self-improvement, you might want to work on some station improvement ideas as well.

How about that budget? Do you spend a lot of time figuring out ways to offset costs and keep those trade-out mentions from airing every ten minutes? Well, welcome to the club! Such dilemmas are not uncommon, especially in smaller markets. Usually everyone is in about the same boat, but occasionally there's a station in town that gets all the money it wants. Then you're stuck competing against a powerhouse whose identity is plastered all over the city.

Are you the station that gets it all, or are you the one looking to do champagne ideas on a beer budget? If you're the financial underdog, or are simply looking for some inventive ways to stretch that tight budget, then this column's for you. Offering helpful tricks are 94Z/Raleigh's Peter Delloro, KNMQ/Albuquerque's Steve Stucker, and 99KG/Salina's Denny Collier.



Peter Delloro

Let's say you're about to make your pitch for the coming year's budget. Generally, you're going to figure out how much should be allotted for various giveaways, the merchandise budget, and the station's media campaign. From there you'll have to decide when clients can help, and which portions of the costs you can expect them to handle.

KNMQ is the sole property of Mesa Grande Broadcasting, which is working on the purchase of another. The company's partners include GM Ron Sack, WFYR/Chicago's Jim Ellis, and two private businessmen. Not having a huge



Steve Stucker

corporation feeding them dollars, KNMQ relies largely on its own imagination when it comes to promotions.

The job becomes doubly hard when you consider the A/C powerhouse in town, KOB-FM, which gave away two \$100,000 houses as only one of its promotions during the last book. Needless to say, exposure is always a bit of a feat for KNMQ. As Steve puts it, "We're always trying to sneak in the back door."

### Making Headlines

But KNMQ has infiltrated the town in several ways. First, and most important, it goes for all the free press it can get. "Developing a relationship with the local media is very important to me," said Steve. "Whenever we do something, the local TV and print media are either invited or receive a press release. Nine times out of ten, the event gets covered on local TV news and in the papers."

Second, Steve has worked hard with major charities such as the March Of Dimes Haunted House, or WalkAmerica. KNMQ announcers host the annual telethon for MDA every year, as well as a "Jail-A-Thon" for the American Cancer Society. The station recently came up with a new idea for Cystic Fibrosis, the "Pit Climb," where people collect pledges to run from the top of a 20,000 seat arena to the bottom as many times as they can.

Next come community and client tie-ins. KNMQ sponsors a ski series every year with Dr. Pepper, giving away lift tickets, ski weekends, and nearly \$20,000 worth of related prizes. Dr. Pepper subsidizes up to two-thirds of the cost for its own mentions and exposure.

The station also works with local bars in town, playing "The Dating Game" (a la the TV show) at



Denny Collier

various establishments, offering reduced-priced drinks, prizes, and so forth. KNMQ's second annual Costume Contest, which featured 400 contestants this year, handed out cash and prizes obtained entirely from the mall where it was held. The station's presently giving away a \$15,000 Buick Somerset, traded entirely for mentions. Not bad, eh?

So what does KNMQ spend money on? Mainly personal advertising. Last spring it spent about half of its budget on TV and billboards, with the rest going into concert trips, on-air cash giveaways, and a big direct mail

campaign. "We got at least five times the mileage out of what we spent," estimated Steve.

With the arrival of two new CHR's in the market, however, he's setting bigger sights for the coming year. "I expect we'll have to spend at least 50% more than we did this year," said Steve, "but that doesn't mean listeners will be bombarded with spots and mentions. There's no way I'm cluttering up my airwaves."

### Inventive Strategies

Across the country, 94Z's Peter Delloro also knows how important promotions are. Owned by Village Companies, his management sees the necessity of promotion and gives Peter a substantial amount of money to work with. A calculated, workable strategy is Peter's aim, and every year he gets together with the GM, GSM, promotions director, station manager, and salespeople to set up a calendar for the upcoming ratings period.

94Z plans at least one major cash giveaway. Last book it gave away \$500,000 on the air, including a Nissan 280ZX with \$300 tucked in the glove compartment as the

Continued on Page 37

## First Snow Of The Year

99KG/Salina sponsored the area's "First Snow Of The Year" last month, prepping listeners for approaching winter months. First it negotiated with a local mall, where merchants offered either a prize item from their store or a discount on merchandise.

After a month's worth of plugging, each prize was written on a ping-pong ball — 3500 prizes on 3500 balls. The station then hired a helicopter and pilot for \$175. PD Denny Collier went along for the ride, and as the 'copter circled around a shopping center, he dropped prize balls off to listeners below!

Listeners were out there with nets and boxes to collect as many as they could. Denny made multiple passes overhead, unloading 200 to 300 of 'em at a time before backing off to build anticipation for the next load. No doubt, it was a promotion that not only was relatively inexpensive to pull off, but also got the whole community



talking. As a precaution, check with the FAA and also investigate any local ordinances or insurance problems which might present a problem to you, your station, and whoever is cosponsoring the event.



94Z's Molson Golden Secret Campsite



KNMQ's Great Grocery Giveaway

# NEW AND ACTIVE



## **Dream Academy**

**"Life In A Northern Town"**

**CHR NEW & ACTIVE**

**117/43**

One Of The **"Most Added"**

From their debut album, *The Dream Academy*  
Produced by David Gilmour/George Nicholson/Nick Laird-Clowes  
Available on Warner Bros. Records and Cassettes



© 1985 Warner Bros. Records, Inc.



## **a-ha**

**"The Sun Always Shines On T.V."**

**CHR BREAKERS**

One Of The **"Most Added"**

From the a-ha album *Hunting High And Low*  
Produced by Alan Tarney  
Available on Warner Bros./Reprise Records, Cassettes  
and Compact Discs



## BRUCE SPRINGSTEEN

### "My Hometown"

b/w "Santa Claus Is Coming To Town"

DEBUT **37**  
CHR BREAKERS  
200/60 — 81%  
ONE OF THE MOST ADDED

The 7th **CHR BREAKERS** from the 14-million-plus album "BORN IN THE U.S.A."

AOR Tracks: **26**

#1 MOST ADDED TRACK

A/C BREAKER — DEBUT **30**



## BARBRA STREISAND

### "Somewhere"

The hit single from the fastest-selling album in her career!  
This multi-platinum album is Top 10 in your market!

22 CHR Adds — Out Of the Box

Including: 94Q  
WXKS-FM I95  
PRO-FM Q103

A/C: **20** A/C Full-Service: **9**

# NON-STOP MUSIC



## PAUL YOUNG

### "Everything Must Change"

From developing artist to A-U-T-O-M-A-T-I-C your audience has demanded Top 5 rotation for every one of his releases this year!

**CHR NEW & ACTIVE**

94/23 — 48%



## HOOTERS

### "Day By Day"

Two hit singles and 750,000 albums later, they're about to hit the road with the hottest tour of the new year with LOVERBOY.

FIRST WEEK—39 CHR ADDS! **CHR SIGNIFICANT ACTION**

Including: B104 Z106 WMMS  
WPHD WAVA KPLUS



Columbia Records

# Small Budget Tricks For '86

Continued from Page 34

grand prize. Although the market will be rated year 'round for the first time, Peter thinks he can succeed with the same amount of money. "I don't think it's necessary to put more than that on the air," he stated. "We should be able to get enough mileage out of \$500,000."

The object is spreading it around, and 94Z does it with client tie-ins. Peter explained, "After laying out our calendar of activities we try to match them with clients who would be the best and most logical coparticipant. Then we make them wonderful advertising offers to put it all together."

Up to three-fourths of the expenditures have been covered in past years, and some advertisers are equally pleased, due to some very skillful sales planning. 94Z sponsors either "Big Weekends," where big prizes (donated from a major manufacturer) are given away every hour for the entire weekend, or "Theme Weekends," where local merchants will donate items for mentions on the air.

An example of the theme concept was an "Invasion Of The LP Snatchers" weekend, where listeners could call in to win an LP four-pack whenever they heard sound effects of an alien landing on earth. Local merchants are quick to tie in with T-shirts and other promotional merchandise displaying their logo. "Even the peel-off from the bumper sticker is useful," noted Peter.

## Á Traveling Road Show

94Z has also made a very wise investment with its own traveling road show — a huge truck containing a lighting/sound system, mixing board, and 500 watts of power. Although the truck was donated, the station installed all the equipment and hires college kids to do the legwork while out on remote assignments. The "94Z Jam Stand" does eight events a month, and for \$2500 in advertising, a client gets one remote package all to itself. Peter estimates about \$15,000 goes into the truck's annual upkeep, which is figured into the budget as an expense.

Because the CHR war in Raleigh is fast becoming a bloody one, Peter wouldn't give us any specifics on how 94Z will handle its

upcoming media campaign. He did mention, however, that ideally he'd like to spend around \$100,000. Unlike KNMQ, cash is not a problem, but Peter wisely looks for ways to maximize his resources.

## Small-Scale Bigtime Productions

While discussing ways to make those dollars go farther, we've only touched lightly on the subject of sales staffs, but we cannot let their importance go unrecognized. 99KG's Denny Collier said, "You need that sales department for all the wheeling and dealing that goes into client sponsorship, and in a small market, you need all the sponsorship you can get. The sales department is invaluable in a market like this."

In Salina, KS; home to "Wizard Of Oz" characters Dorothy and Toto, there's no local TV or public transportation and few large corporations. 99KG has one owner, and while it's the town's solo CHR, Denny is kept busy worrying about the two stations 45 miles away. So he goes for community involvement to ensure that his own personal listeners are tuned into their own personal radio station.

Along with sales' help, Denny has been able to subsidize almost all of the station's promotional merchandise (he did buy some frisbees last year) and most of the prizes and albums he's given away. Again, Denny stressed, "The sales department people are the keys to many of our giveaways."

The other side of it is the spotload to pay for it all — 16 to 21 units an hour. But to enforce the music image of 99KG, Denny runs 30 to 60-minute "Free Ride" music sweeps, with at least six 30-minute sweeps during drivetimes so listeners won't feel overwhelmed by all those spots.

But imagination is the focal point at 99KG, so let's get into that. Denny and his staff have dreamed up some incredible promotions, and here are a few:

- "We Have Ours, Now You Can Have Yours," an idea spawned by the station's purchase of a new car, gives the listeners a chance to win a duplicate of the 99KG vehicle. In return for on-air mentions, Dr. Pepper financed half of the price of the car's actual price, handled the display work, and set up locations

where listeners could register to win it. For two weeks the car was kept under wraps with the word "Yours" written across it, and it traveled all over town sparking interest.

Using the 99KG car as a focal point, the air personalities conducted remotes and handed out prizes. The mystery of what kind of car was under wraps grew, and finally the wraps came off and listeners registered to make it their own.

Four weeks later, registered listeners gathered at a local mall to be among the 30 finalists picked to lay their hands on the auto. Three days later, the one person still glued to the car was the winner. With preparation and planning, this contest was stretched out over the entire summer, for half the price of a car.

- "99KG Two-Dollar Bills." The station handed out its own \$2 bills, and the serial numbers were later announced on-air. Listeners had 99 minutes to call in to win \$99. Sometimes it was more than money they received, as merchants donated movie passes, LPs, Dr. Pepper, and lots of other freebies for the event.

- "99KG Money Button." Listeners credited wearing the station button picked up \$99. There was also the "99KG Christmas Logo Hunt," where listeners had to literally hunt around town for prizes and other goodies.

Denny keeps his listeners busy all year 'round. If you'd like to hear more about those crazy activities, pay attention to our "Bits" column, where he is a regular participant.



**We're giving away Hundreds of Thousands of Dollars!!!**

106.5 KWK is working to be THE NEXT NUMBER 1 HIT MUSIC STATION! You told us you wanted more hits, without repeating the same songs over and over again. And that's what you get on 106.5 KWK, a BETTER VARIETY of hit music, with LESS REPETITION!!!

Now, when we call and ask what station you listen to simply say 106.5 KWK, THE NEXT NUMBER ONE HIT MUSIC STATION! and you'll win \$1,000 CASH!

**106.5 KWK**  
THE NUMBER 1 HIT MUSIC STATION  
NEXT

## KWK Wants To Be Your Next #1

If you happen to have hundreds of thousands of dollars available, as KWK/St. Louis does, then this could be the promotion for you. It not only reinforces the calls, but also builds a winning image interweaved with hit music. What more could you ask for? In only a little over two weeks into the contest, PD Garry Mitchell reported giving away in excess of \$20,000. I guess they're listening, Garry!

## MOTION

Uncle Jack McKay has waited out his 30-day court injunction filed by KBQ-100, so he can now join cross-town rival KHHT/Minot, ND for mornings . . . Brian Thomas is new to overnights at KNIN/Wichita Falls, TX from neighbor KKGQ . . . Boom Boom Cannon is upped to Assistant PD at WKSE/Bufalo, and former WERZ/Exeter air personality Scott McKay moves in as MD/noon-3pm . . . Steve Mann joins 7pm-midnight at WQUT/Johnson City as PD Mark Potter slides into mornings.

Z104/Madison AE Ted Waldbillig is upped to GSM for WTSO & WZEE, and 6pm-midnight air personality Debra Glick takes over as Promotions Director . . . KHJ/Los Angeles welcomes Yvonne Painton as News Director/morning anchor, and Paul Crosswhite for afternoon news . . . At KRQK/Lompoc, Jaimie Roedel joins Mike O'Neil on the afternoon show, and Janine Siegel takes on late-nights . . . At G100/Mobile, James Fulton is named News Director, Blaine Kelly returns to 7pm-midnight,

MD Jim Golden joins the "Gee Morning Crew," and midday air personality Carmen Brown acquires Promotions Director duties. WJXQ/Jackson-Lansing announces the following lineup: Jay in the morning with Barb Smith and Gregg O'Connor, Brian O'Bryan at midday, Bill Lindy on PM drive, Bobby Lewis at night, and Lance Duncan overnight . . . RFR wishes SLY96/San Luis Obispo a hearty congratulations on its Silver Anniversary — 25 years of rockin' the West Coast!

## BITS

- A Home Of Your Own — Z100/ New York, Pepsi, and Vintage Homes of Mt. Pocono, PA are planning on making a dream come true in their newest Supersticker Giveaway. The grand prize is a Poconos vacation home, and listeners can either register at a specified location or be seen sporting the Z100 bumper sticker to win one of 150 keys that might open the door. The lucky keyholder wins a custom house with land, a year's membership at Cherry Valley Golf Club, and a year's supply of Pepsi.

- Your Very Own Comet — WBWB/ Bloomington is celebrating the visit of Halley's Comet by giving away one of its own — a 1961 Mercury Comet. Listeners must register at sponsor locations, listen for their names, and then call in to win a copy of the Cars' "Tonight She Comes" LP. Album winners will be entered in the grand prize drawing, scheduled for the day the comet passes.

- Attention All Turkeys — WAVA/ Washington and Safeway embarked on a search for all "turkeys" in the DC area. Listeners could win their own Thanksgiving bird as well as one for the "turkey" they knew best by sending in a postcard describing their favorite "turkey" and why they deserved to be flipped a free bird. "Turkey Stories" were reviewed twice a day, and the best ones were awarded the entree.



**CHEECH & CHONG DO BREAKFAST** — Cheech & Chong found time to break away from East L.A. to visit the KZZP/Phoenix Breakfast Show. Shown (l-r) are MCA's crazy man Billy Brill, Tommy Chong, KZZP morning man Bruce Kelly, and Cheech Marin.



GAIL MITCHELL

# EASY LISTENING RADIO

## Keeping Sales, Programming Compatible

By Steve Hibbard

This is a discussion of "commercial acceptance." The purpose is to help you identify commercial material that could cost you listeners and find solutions that won't hurt your bottom line.

The best commercial approach in the Easy Listening format is one that is conducive, rather than disruptive, to the musical atmosphere you've created for the listener. Friendly, conversational spots are the best for the format itself. Nevertheless, some variety in commercial approaches is desirable. So what we need to know is what makes a commercial incompatible with the format.

### Incompatibles

While we can isolate many factors that can cause a commercial to be incompatible, there are times when it comes down to a "feel" for the format. Therefore, it's important for one person to be responsible for the screening of commercials, usually the operations manager.

Here are some of the commercial types that we know are incompatible:

- Hard-sell copy and delivery.
- Jingles and instrumental production beds that are oriented to rock or Country formats.
- Sound effects, such as auto crashes, kettle drums, thunder, and lightning, etc.
- Offensive copy lines. ("Pssst. Hey fats! Want to lose those unsightly pounds?")
- Commercial subject matter that may prove distressing, such as funeral homes, personal medications like Preparation H, etc.
- Amateur voicing, political ads excepted, that take away from the professionalism of the sound.
- Over-produced spots, which use many voices or inserts, excessive music production, or production techniques such as echo, phasing, etc.
- Character voices (old prospector, "granny," Dracula, etc.)
- Accounts that tie in with the station, such as "Mention you heard it on WXXX and get a free

Businesses, services, or products of dubious repute. This includes movie spots for horror shows, "flesh flicks," etc.

Overly long copy, resulting in a rushed delivery.

Poor technical quality (noise, distortion, compressed audio, EQ, etc.) Equalization problems can sometimes be corrected in your production room. The others really can't be.

When you receive a spot, that falls into one of the preceding categories, it's necessary to explain to the client why there's a problem. Then offer to work with him in developing an alternate approach that will better serve both him and your station.

### Gaining Respect

Many stations never get to this point because they anticipate either offending the client or needing to back up and take the spot if the client won't compromise. This is unfortunate because not only have you jeopardized your audience, but you've set a precedent that makes you less credible to clients in the future when you do try to draw the line.

What may seem like an occasion to irritate a client ("What do you mean you don't like my spot?"), is actually an opportunity to gain new respect for your station. If you put the integrity of your format foremost, you'll gain a reputation with clients and listeners alike as a station that believes in what it's doing.

The trick for salespeople is being able to present the station's point of view effectively. For example:

CLIENT:

I spent good money on this jingle. I'm using it on all the other stations in the market. And you're telling me it's too "rock" for your format?

ANSWER:

I don't doubt that your jingle has been effective on those stations. A rock listener will naturally find a rock jingle more appealing. A country listener will respond well to a country jingle. The same logic

follows for our format. Our listeners respond best to a spot that corresponds to their taste. We've been very successful in putting our listeners in a relaxed, comfortable mood (that's the best mood for receiving your message).

To disrupt that mood with a spot that's way out of line with the format would be doing a disservice to you, not to mention our listeners and other advertisers. Of course, we'll be happy to work with you to create a spot that will actually be more effective for you in the context of our format. And we won't risk eroding the audience you want to reach.

Note: The next two questions concern spots voiced by clients and music behind spots. Neither of these circumstances is always unacceptable. It depends on the voice or the music in question:

CLIENT:

I've voiced my own spots for years. Why can't I do the same on your station?

ANSWER:

To maintain and increase audience for our advertisers, we find it necessary to be selective in the voices that are heard on the station. This preserves the "class" image which our clients and listeners respond to. Non-professional voices can attract attention in a negative way. We want your spot to evoke a positive response from all of our listeners, and we want to deliver to you the largest audience possible.

CLIENT:

Why do you advise against using music behind my spots?

ANSWER:

Remember that your message is preceded by a full quarter-hour of uninterrupted, mostly instrumental music. Unlike other formats, ours makes a voice (and your spot) a welcome contrast to the music. If you put music behind your spot, the listener will be distracted by the music, almost as a continuation of the preceding music sweep. That can dilute the effectiveness of the spot. And the use of familiar music makes the problem even worse.

CLIENT:

I have a big sale I want to promote. Why do you advise against running a spot every hour?

ANSWER:

Most importantly because it's not the most effective use of your money. A big reason why spot schedules get results on our station is because the format is designed to generate long listening spans. A key element is a minimum of repetition (we have 2000 music selections in play right now). If we introduce an element of undue repetition, we can create tuneout by hitting the same listener with too many repeats of your spot.

That can erode your audience.

CLIENT:

Does that mean you don't want my budget?

ANSWER:

Not at all. We just want to schedule your spots for maximum



Steve Hibbard, Director of Programming, TM Easy Listening for TM Communications since 1981, has a varied radio background. His programming experience includes WDXY/Sumter, SC, WSSV/Petersburg, VA, and WSGH (now WKZL)/Winston-Salem/Greensboro. Between 1975-78 he was Production Director/morning man at WGLD/Greensboro (now WOJY). And he spent three years as OM/morning talent at WYYD/Raleigh-Durham (now WYLT).

effect. By running your spot once every two hours for an even longer period, you'll actually reach more different people. And the money left over can be used on other days in an image campaign to keep your business's name top-of-mind with our listeners.

Finally, what happens if the client won't consent to listen to an alternate production of the spot? You either run his spot or lose the buy. Don't think that losing the buy is necessarily a no-win situation. You've stood up for what you think is best for your clients and listening audience. It's not unlike walking away from the guy who expects a deal cheaper than the rate card. You've stood by what you think the station is worth. In either case, more often than not, you'll earn the client's respect. And if your station gets results for his fellow advertisers, he'll be back.



FASTER THAN A SPEEDING BULLET— That's how fast Peter Peirce (center left) was moving when he grabbed \$375 worth of classical LPs in 1:04.3 seconds during WNCN/New York's second annual "Record Run" promotion. Reveling in the thrill of victory are (l-r) WNCN morning host Bob Evans, Sony's James Bobowski, winner of the Sony door prize Mitchell Chester, WNCN's VP/GM Matthew Field and PD Mario Mazza.

## FLOW

Scott Jacintho named LSM at WKXS/Boston ... 25-year broadcast vet Bill Hickok joins WRC/Washington in the morning slot ... KLIN/Lincoln promotes Cliff Gaudin to News Director ... Jim Bond handles mornings, Scott Goettel takes on afternoons at WVEZ/Louisville ... Mace Rosenstein segues to the WGMS-AM & FM/Washington airstaff ... Lisa Ford returns to mornings at WKAT (Lucky 13)/Miami and teams with veteran radio/TV personality Big Wilson; Ned Powers shifts to afternoons, while PD Jack McDermott moves to middays ... Ed Lenane takes on PMS at WLIX/Bay Shore, NY ... WJJD & WJMK/Chicago GSM Lois Gredell elected 1986 President of the Broadcast Advertising Club of Chicago ... KBEZ/Tulsa relocates to Park Towers, 53rd and South Yale.



STEVE FEINSTEIN

BODY BUILDERS

# Making Your Cume Zoom

AORs that lead their markets in cume are only slightly less rare than Halley's Comet. Generally, cume leaders are broad-appeal CHR or News-Talk outlets whose high repetition of programming elements yields a huge audience with short listening spans. A number of A/Cs, mostly full-service AM giants with outstanding market heritage, are also cume leaders by way of offering "something for everybody."

With its more specialized appeal and slower rotations, AOR tends to have a smaller overall audience that listens for longer stretches. A number of AORs in smaller, less fragmented markets are tops in cume, but within top 100 markets, only four rockers have been #1 in recent books: **KBPI/Denver**, **WZZO/Allentown**, **WAAF/Worcester-Boston**, and **WBCN/Boston**. Let's examine some of their case histories.

### KBPI

Sandusky National Program Director Jeff Sattler, headquartered at KBPI, describes it as having a "classic, mass appeal, hybrid, rock position that touches everybody musically and promotionally."

But exactly how hybrid KBPI leans will change according to marketplace conditions. KBPI, like most Sandusky stations, is known for a strategy of often adjusting its musical position accord-

"KBPI has a mass appeal, hybrid position that touches everybody musically and promotionally."

—Jeff Sattler

ing to competitors' musical postures. If necessary, KBPI will shift even while it's still on top in the ratings, rather than only after a decline. For example, though last spring's numbers showed KBPI #1 in cume and #2 12+ with a 7.7, it has since modified its sound.

Last spring, KBPI read both of its AOR competitors on the left as playing comparatively unfamiliar music. Assessing a gaping hole for a station between unfamiliar AOR

and hit-oriented CHR, KBPI moved to expand its cume position by using a mix of highly familiar AOR and compatible CHR hits. The rationale was that it had the leeway to move to a mass appeal position, as its AOR flank on the left was still safe because it would still be the choice for rock listeners who wanted a station with music more familiar than the other AORs. At the same time, employing pop crossovers like Madonna, Harold Faltermeyer, and Prince would enable KBPI to pick up its share of vulnerable CHR listeners.

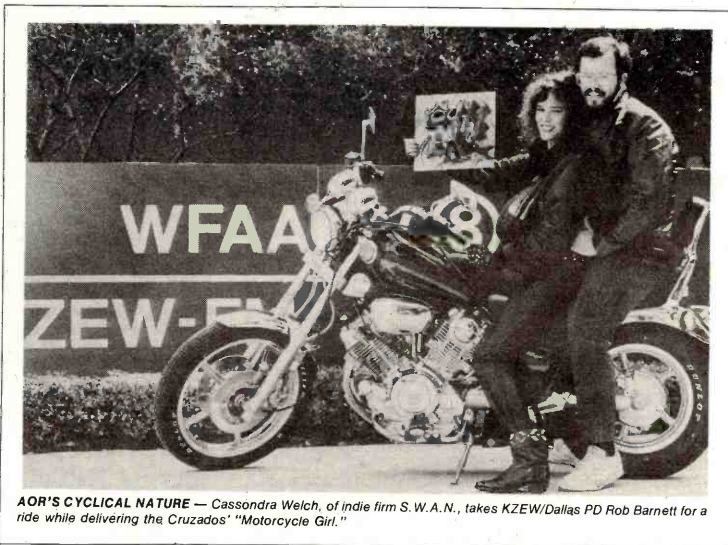
Most observers would say it now sounds more rock-oriented than it did six months ago. Unlike last spring, there are no songs on its current list that are not receiving widespread AOR play.

There are still substantial differences between KBPI and its AOR rivals. Sattler terms KBPI more contemporary-sounding than **KBCO** and **KAZY**. Its rotations are as hot as every two-and-a-half hours in certain dayparts, while the others are eight-ten hours, estimates Sattler. KBPI's current list is half the length of its competitors, reflecting Sattler's philosophy of going only with secondary album tracks that are "going to be the next single or could be the next single. They have that contemporary, mass appeal sound, rather than leaning to the esoteric side."

"Females bored by A/C and turned off by CHR will sit through a hard rock song knowing that we'll play a nice song they like."

—Gene Romano

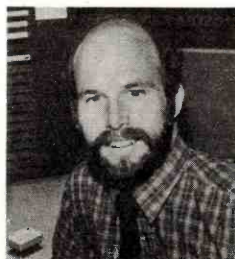
While playing a conservative music mix, KBPI maintains its AOR image in a number of ways. Special programming includes "Live From The Hard Rock Cafe." The station's primary slogan is still "KBPI Rocks The Rockies," with secondary slogans of "More variety and less repetition" and "Best of the old and best of the new." While jock presentation is bright and upbeat a la CHR, it's more genuine and believable; says Sattler, "You can be energetic without sounding obnoxious."



AOR'S CYCLICAL NATURE — Cassandra Welch, of indie firm S.W.A.N., takes KZEW/Dallas PD Rob Barnett for a ride while delivering the Cruzados' "Motorcycle Girl."



SHAW 'NUFF LIVE — Tommy Shaw serenades the audience during a visit to WDHA/Dover.



Jeff Sattler

Lately, though, with the AORs sounding more familiar and being more of a potential threat than when they were further to the left, the hole that KBPI occupied is smaller. Accordingly, it's shifted back to the left to protect its AOR flank. Sattler explains, "If you're being pushed from the left, you've got to be more cautious about the CHR records you play. When you no longer see the CHRs as your main competition, then you pull off crossovers sooner or don't even go on them at all."

Instead, KBPI is more likely to use AOR exclusives such as Mike & The Mechanics that "give us a feeling of depth and help battle stations on the left." Hence, though KBPI's stance is still that of a tight AOR,



Gene Romano

### WZZO

WZZO has long been more hit-oriented than most AORs, which partly explains its #1 cume position in three of the last four books. At one point last year, its AOR/CHR mix included crossovers by the likes of Lionel Richie, Madonna, Ashford & Simpson, and Teena Marie.

When he took over early this year, PD Gene Romano returned the station to a more traditional AOR stance, but still with some differences — hotter rotations and softer musical elements. The peculiarities are responses to competitive conditions, says Romano.

Because he sees a cross-town CHR as vulnerable ("their approach is more 18-24" than most CHRs), his turnover on powers is faster than most AORs' four to five-hour rotation. Combined with

Continued on Page 40

## Making Your Cume Zoom

Continued from Page 39

a quick turnover on power recurrences, the result "subconsciously helps us pick up the hit-oriented person, who thinks 'Jeez, these guys give me the hits.'"

Ironically, though his power rotation is closer to many CHRs than AORs, not all of Romano's powers are songs that have attained CHR play. Unlike many AORs that consider cross-format play a prerequisite for a move into power or heavy rotation, for Romano the decision is simply "if it's a great song, we put it into power. We're probably ahead of most people."

Examples of songs 'ZZO has powered without CHR play would be John C. Mellencamp's "Rain On The Scarecrow," and the Hooters' "Day By Day" and "Where Do The Children Go."

### Soft Touch

Like many AORs of late, 'ZZO shies away from music "on the heavier end that has 80% of its appeal with 18-24 year-old males," says Romano. Though he doesn't purposely target A/C listeners, Romano does mention that 'ZZO plays healthy doses of acts like Hall & Oates, Rod Stewart, and Phil Collins that he feels a cross-town A/C is light on. Romano figures this "makes us come across as more adult to a 35 year-old male. Also, a lot of females who are bored by A/C and turned off by CHR find us and will sit through a hard rock song knowing that in ten minutes we'll play a nice Phil Collins song they really like."

Similarly, his library touches on mellow tunes like "Amie,"

"Taxi," "Cats In The Cradle," "Joy To The World," "Fire And Rain," and "Mrs. Robinson." Elton John enjoys particular depth, with titles that include "Daniel," "Levon," and "The Bitch Is Back."

He also does "Ladies Day Tuesday," when 'ZZO takes requests "from ladies, and for ladies from guys." The station often puts requests directly on the air, such as a guy calling to wish his wife a happy anniversary.

Though it does use a "Quality Rock 'n' Roll" positioning statement, 'ZZO's primary slogan —

"We only play album tracks that are going to, or could be, the next single."

—Jeff Sattler

"Lehigh Valley's Radio Station" — paints a broader picture than one that might limit the station's appeal.

Asked how he maintains healthy time spent listening and a high cume at the same time, Romano concedes, "It's not easy riding that fine line; we don't want to lose it either way."

In order to keep the station sounding fresh, particularly in light of such a hot power rotation, he does music with (MD) Rick Strauss every day. Rarely does a song stay in power longer than five weeks, and a tune such as "Sleeping Bag" or "Small Town" will often be decreased in play well before it starts its decline on national charts.

## Halloween Hijinks



On the left, we have a glimpse of WXQR/Jacksonville, NC's Rock & Roll Halloween Costume Party, which had guys and ghouls dress up as rock artists, song characters, and song or album titles. The revelers included (l-r) "Jumpin' Jack Flash," who sported an oversized appendage beneath his raincoat; "All You Zombies" Donna Richards and Dave Priest of 'XQR, "Master & Servant"; PD Kris Kelly; and "The Old Man Down The Road." Who better to host WMMR/Philadelphia's "Zappaween Costume Party" than Barking Pumpkin artist Frank Zappa? The morning of the party found (l-r) the Morning Zoo's newly-cleanshaven Mark The Shark, Zappa, Zoologists John DeBella and Chip Horanick, and state trooper Chuck Ash.



FOREIGNER IN A FOREIGN LAND — Posing provocatively at Foreigner's L.A. date are (l-r) the band's Dennis Elliott and Lou Gramm, KMET MD Pam Edwards, the group's Rick Wills and Mick Jones, and KMET Assistant PD Sky Daniels.



A BANNER NIGHT — For many AORs concerned with upper demos, an AC/DC Banner Night may seem like a throwback to another era (say 18 months ago). Bucking the tide, WAAF is able to score #1 in 25-49 man, while also pulling off Human Banner Nights at AC/DC shows in Boston and Worcester. Pictured with some of the entrants are ex-Promotion Director Steve Stockman (top, far left) and Atlantic's Joe Iannello (top, far right).

## SEGUES

WJHR/Jackson, TN "Good Rock 103" switches from A/C to AOR with PD Phil McKay at (901) 427-9611.

200; Lincoln, NE 68506; (402) 489-6500.

Morning driver Tom Michaels replaces Chuck Ellis as PD of KTAL/Shreveport, which is now consulted by Ted Ferguson.

KISS/San Antonio brings on Greg Fitzgerald, ex-KLKL/Houston, for afternoons . . . Rick Stone is upped to evenings at WEQX/Manchester . . .

KROQ/Los Angeles ups the lovely and talented Kathleen Reilly to Promotions Director . . . WAAF/Worcester-Boston does the same for the equally charming Maggie Duggan

. . . WYSP/Philadelphia promotions head John Bloodwell exits, replaced by Scott Segeibaum from Musicland and Sam Goody's in Minnesota.

Harris Communications moves to 1021 Lancaster Avenue; Suite 206; Bryn Mawr PA 19010-1401. New phone is (215) 525-0933 (note inclusion of client WMMR's 93.3 frequency)

. . . The last line of Ace Entertainment's recently updated address should read Studio City, CA 91604 . . . Effective 1/1/86, KFMO moves

to 1540 South 70th Street; Suite



COOKIN' UP TROUBLE — As Steve Ray Vaughan and his wife Lenny hang on for dear life, KBCO/Denver MD Doug Clifton (left) supervises the good, clean family lun.





DONNA BRAKE

# ADULT/CONTEMPORARY

WDTX/DETROIT

## Just A Splash Of A/C

We spend a lot of time trying to determine which format a certain station falls under. In fact, terms such as "A/C," "CHR," "AOR," "Urban," "Country," "Jazz," and "News/Talk" were created specifically for that purpose, and those designations work out rather well for the majority of radio stations.

But once in a while there are stations that simply refuse to fall in one format classification, and this week's column highlights one of them: WDTX/Detroit or "99 DTX."

### Pop Radio

Only a few weeks ago WCLS (which originally was the legendary AOR WABX) was programming A/C in Detroit and garnering less-than-exciting ratings. In June the station was purchased by Metropolis Broadcasting, comprised of former crosstown WNIC GM Lorraine Golden, former WNIC



PD/morning man Jim Harper, and financial executive Harvey Deutch.

On October 11, 99 'DTX "Pop Radio" was born. Programming this brainchild is Harper, who takes over as morning man in February when contract restrictions with 'NIC expire. Talking about the concept of "Pop Radio," he said, "Lorraine and I were at 'NIC together for a decade. Over the last couple of years we've watched CHR's start taking shares from the three strong A/C stations: WOMC, WNIC, and WMJC.

"We examined what the people in the 18-34 demo enjoyed about those CHR's and found out that it's the music, which included a lot of songs the A/Cs wouldn't play. We noticed that while CHR's were true to the definition of Contemporary Hit Radio, Adult/Contemporary stations weren't true to theirs because there were so many strict guidelines about what they wouldn't play.

"Next we looked at what people don't like about CHR. In this market they don't like the teen style of jocks, the overcontesting, and the lack of the ability to communicate one on one. So we decided we'd combine the best of those two formats in the adult sense, and also take all the redeeming adult qualities of AOR. That meant a certain percentage of gold and current cuts that neither the A/Cs nor CHR's played."

### The Music

Jim calls WDTX a mix of the best of all three formats combined with its own special input of jock style, marketing, and music. Aside from the AORs, Jim claims WDTX is the only station in Detroit over the last six years to play album cuts. He elaborated, "We're playing three cuts off Tears For Fears, two cuts from Mr. Mister, two from the new Joni Mitchell, and tracks from a lot of albums that AORs aren't touching but people are buying.

"The whole idea behind 'Pop Radio' is that we play what is

popular. Every song is hand-picked and it all works on a flow system. Instead of a clock telling me what to play and when, regardless of tempo or mood or psychological appeal, we're telling the clock what to do."

The record out of the top-of-the-hour ID is particularly important because it's preceded by the slogan, "It's cool, daddy, and you know it!" — a slogan borrowed from one of their TV spots.

As far as research goes, Jim said the station is doing a great deal of callouts, street sampling, and in-store surveys on active records.

### Street Talk

The target audience for WDTX is primarily adults. Said Jim, "The people who are reacting to it first are 30-year-old men and women, and teens. The 30-year-olds appreciate the variety; they appreciate the contemporary nature of the format. The record companies like us because we don't have a lot of rules that have stifled both radio and records for a long time."

### D-TV

Promotion Director Carolyn Krieger is another 'NIC transplant, and she assisted Jim and Lorraine in conceiving the station's TV campaign. It began with six rotating 10-second spots featuring the animated logo with a visual at the end saying, "Coming Soon," then "Tomorrow," then "New Pop Radio is Here." Each version had a different music bed under it including: Dire Straits' "Money For Nothing," Aretha Franklin's "Freeway Of Love," Bryan Ferry's "Don't Stop The Dance," and Lionel Richie's "You Are."

Next, WDTX ran three :30s featuring old black-and-white footage from early rock 'n' roll days with actual sound. One features Fats Domino, another shows teens talking about rock 'n' roll and dancing to "Freeway Of Love," and the third offers a young evangelist preaching the evils of rock 'n' roll. The spots were locally done and you really have to see them to appreciate them.

### Hi Mom, I'm On 'DTX

The station has plugged-in features, including "Hi Mom, I'm On 'DTX," which airs every Thursday night from 9-10pm with DJ Karen Dalessandro. Jim explained, "Radio tends to ignore the fact that everybody wants to be a jock. The concept is that we ask listeners to send us a card telling us why they'd like to be on. Then we follow up by talking to the people. The great thing is that when they're on, they talk about the records they play and why they're important to them.



HEY MOM, I'M ON 'DTX — That's the title of 'DTX's version of Amateur Hour. Every Thursday night from 9-10 DJ Karen Dalessandro (left) coaches another lucky listener through her shot at being a DJ, playing her own records. Dalessandro is pictured here with the first winner, Carol Branton.



DT-EXPOSE — Mitch Ryder recently joined 'DTX personality Jackie Kallan for DT-Expose. From left: Jim Harper, Mitch Ryder, and Jackie Kallan.



I WANT MY 'DTX — The original 'DTX promotion featured callers saying "I want my 'DTX." When they heard themselves back on the air, they won \$99 and qualified for \$9900. Metropolis Broadcasting President Lorraine Golden (left) gives the lucky winner her check.

"The point is that you don't end up listening to someone doing our format and our liners; what you get is a look at an interesting side of a stranger's personality. So far the response has been incredible. We've been getting hundreds of cards."

'DTX also features the old "make-it-or-break-it" in afternoon drive, using the info to program extras among the currents. Airing from midnight-2am is "Radios in Motion," which features new music and occasional live interviews with visiting artists. On the weekend, there's "DT-Expose," an artist-interview program.

### The Competition

WDTX's multifarmat influence may well affect other stations in the market. How has the competition reacted? Jim said, "When a new station is serving the public and sounding good, PDs either try to do the same thing or go back to the basics of their own format. One of the CHR's seems to be doing the latter. Another seems to be going more Urban. The leading AOR is using a lot of phraseology that establishes them more as pure rock."

"On the other hand, the A/Cs are

deciding to be even more boring than before. I don't know why because it would seem they could now be more aggressive than ever. We're giving them the luxury or not having to take a chance on a record. For that reason, I don't know why they're backing off."

### Serious Fun

For Jim, Lorraine, and Carolyn, play is work, and a lot of it. Jim's average day is 6am-11pm. For Lorraine and Carolyn, getting the sales and marketing plans together for the new station requires an enormous amount of work as well.

One advantage has been support from print media in town. The Detroit Free Press hails WDTX as "the most talked-about station in the market, thanks to the inventive and interesting pop playlist conceived and handpicked by Jim Harper, who has a genius ear for song hooks and programming. 'DTX is becoming the '80s version of what 'ABX was during the late '60s and early '70s." Whew.

So 'DTX is making waves in Detroit. The impact will, of course, be measured in the next few books. We'll all get a chance to see if Detroit thinks "99 DTX" is cool Daddy.

## Sample Music Of WDTX

- "Don't You Want Me" — Human League
- "Small Town" — John Cougar Mellencamp
- "Life In A Northern Town" — Dream Academy
- "Young Americans" — David Bowie
- "She Bop" — Cyndi Lauper
- "After The Fire" — Roger Daltrey
- "Everybody Wants To Rule The World" — Tears For Fears
- "One Of The Living" — Tina Turner
- "Ain't Love A Bitch" — Rod Stewart
- "Love Is The Seventh Wave" — Sting
- "Think" — Aretha Franklin
- "Stand By Me" — Maurice White
- "Rosalia" — Bruce Springsteen
- "Broken Wings" — Mr. Mister
- "Rock 'N' Me" — Steve Miller
- "You Belong To The City" — Glenn Frey
- "What's Love Got To Do With It" — Tina Turner
- "Tonight She Comes" — The Cars
- "Peg" — Steely Dan
- "You're A Friend Of Mine" — Clemons & Browne
- "One Way Or Another" — Blondie
- "Someone To Lay Down Beside Me" — Linda Ronstadt
- "We Built This City" — Starship
- "The Power Of Love" — Huey Lewis & The News
- "Separate Lives" — Phil Collins & Marilyn Martin
- "Go Home" — Stevie Wonder



WALT LOVE

# BLACK/URBAN

## CONVENTION WRAP-UP

### YBPC: Projecting Positive Views

The mood at the eighth annual Young Black Programmers Coalition meeting (November 15-17) in New Orleans was very positive. Once again the planning committee did an excellent job. Everything from registration to workshops ran smoothly.

On Friday a welcoming cocktail party was held. The evening festivities also coincided with WYLD-AM & FM/New Orleans's annual talent show. PD Dell Spencer predicted it would be a sellout and it was. If I hadn't known better I would have sworn it was a big-name talent concert.



#### Opening Day

We were up bright and early the next morning for the conference opening. New Orleans Councilman Sidney Barthelemy gave the opening address; YBPC President Brute Bailey then commented on what the organization is trying to accomplish.

I moderated the first workshop, "Life After Radio & Records," which featured Norman Thrasher, CEO of outdoor advertising company Thrasher & Thrasher; Jess Peters, Tapscan; Bob Long, Cashbox; and accountant/financial advisor Sam Buggs. The session was well attended, and the audience asked some very good questions. Sam Buggs's financial advice really hit home with a lot of people. In fact, he was mobbed for additional information after the workshop. Look for an interview with Buggs in this column early next year.

#### Women In The Media

The second workshop, "Women In The Media," was moderated by Terri Avery, Asst. PD/MD at KKDA-FM/Dallas. On the panel were Atlantic's National Director/Black Promotion Sylvia Rhone, KACE/Los Angeles PD Pam Robinson, WJLB/Detroit GM Verna Green, and MJI Broadcasting's Director/Media Carol Cruickshank.

This room was packed with on-lookers from both industries. Each panelist talked about her views of the industry. Verna Green, whose present post is her first in broadcasting, discussed how she was lured into the business from the human resources arena by JLB parent Booth American. Ms. Cruickshank, with a year of the broadcasting business under her belt, explained how her record promotion experience helped her adjust to the change in jobs.



Mike Kelly (left) talks business with Malaco Records' Dave Clark.



Pictured (l-r) in photo #1 are WTKL/Baton Rouge Operations Manager Guy Brody and WDIA/Memphis PD Bobby O'Jay. Photo #2 shows former YBPC President Brute Bailey (right) and KAPE/San Antonio PD Mike Kelly.



#### Handling Stress

YBPC President Brute Bailey moderated the third and final workshop, "Handling Stress In Radio & Records." The panelists were Dr. Lynette Smith-Causey and Dr. Keith C. Ferdinand. Given our stressful industry, it wasn't surprising that this session attracted a full house. I don't know if you've noticed, but more and more people are looking for knowledge that can help them succeed in this business. We may still be slappin' hands and soul-shaking, but we're doing it with a more professional demeanor.

#### Awards Dinner

Saturday night's awards banquet was very enjoyable. Dr. David Banks served as Master of Ceremonies; the entertainment card featured Levert, Carl Carlton, and the Dealers. And WALT/Meridian MD Guy Black favored the crowd with a rendition of his alltime favorite, "Buc-Wheet's Toupee." Everyone agreed that the turkey and stuffing dinner was terrible. But the warmth that was shared that night was something we'll all cherish for years to come.

Keynote speaker John Wiley Price, a Dallas County Commissioner, lit a fire under the audience by putting it "on trial." Simultaneously playing the roles of prosecutor, defendant, judge, and jury, he accused Black radio of "the heinous crimes of deserting the black communities in which they work, airing music with suggestive lyrics, and not utilizing the power they possess to help other blacks." Price also intimated that a number of individuals within the industry weren't conducting themselves as proper role models for black youth.

Some in the audience enjoyed his dramatic presentation, but others took offense at his remarks. However, I must say that good or bad, Price's talk sparked plenty of talk between the radio and record people.

#### New Officers Elected

On Sunday the YBPC held its annual election for officers. WKXI/Jackson's Tommy Marshall, was

elected President, replacing Brute Bailey. KEZM/Lake Charles's Patrick Manuel is now Vice Presi-

dancer. Mike Kelly of KAPE/San Antonio, continues as Sergeant-at-Arms.

Awards were also handed out: AM PD of the Year Tommy Marshall, FM PD of the Year Dell Spencer, AM MD of the Year Al J. Wallace, FM MD of the Year KMJQ/Houston's G.L. Hayes, AM DJ of the Year WDIA/Memphis's Bobby O'Jay, FM DJ of the Year KKDA-FM/Dallas's Scott West, and Promotion Man of the Year RCA's Roland Edison. The Record of the Year was Freddie Jackson's "Rock Me Tonight." New Artist of the Year was Whitney Houston, and the Record Company of the Year was MCA Records.

The eighth annual YBPC conference was a very rewarding experience. I hope those of you who didn't attend will try to make it '86.

## B/U Ratings War — Postscript

While teens remain a major part of the constituency for virtually any Black/Urban outlet that's not full-time "quiet storm," the term "teen-oriented" is apparently a dirty word to most B/U programmers these days. (At least one PD compared it to calling a station "disco" these days.) In the days following publication of "Black/Urban Ratings Wars," two PDs expressed concern with the way their stations had been portrayed. Bill Price of WLOU/Louisville took issue with the description of his playlist as "rap-oriented" and Mike Roberts wrote that he would much rather have his WBUS/Atlanta called "a Black station using CHR formatics" than "aimed primarily at teens."

Roberts also wrote, "While it is true that we play our share of dayparted rap music, it is also true that our competitors play a larger variety of these songs. WBUS is positioned to appeal to the 18-34 demographic.

"We go through great pains to make sure our music appeals to the widest segment of our target demographic. Our audience is very much aware of the music alternative we are offering. Much of our mail points out how much they enjoy the personalities, oldies and our daily 4-hour block called 'Nightmoods' (a program very similar to the "Quiet Storm").

"At one time, when I programmed WIGO, we did super-serve the teen audience. It was an attention-getting move, and that practice stopped long before I left.

"There are many people that will listen to a station in one daypart and conclude that a station is shooting for one particular demo. If these people happen to be your competitors, they may be surprised by the results."

— Sean Ross

# STARPOINT



THANK YOU, RADIO,  
for the tremendous success of  
"Object Of My Desire"  
and for the new, chart-topping single  
"WHAT YOU BEEN MISSIN'"

(7-695881/46875)

R&R: **15**  
BILLBOARD: **20\***

Produced by Keith Diamond for Rough Cut Productions, Inc.  
and Lionel Job for Lionel Job Inc.

On:

WILD, WKND, WNHC, WBL, WRKS, WDAS, WUSO, WPEG, WAAA, WQMG, WPDQ, WGCI, WJLB, WWIN, WXYZ, WDJY,  
WKYS, WHUR, WOL, WANT, WPLZ, WPAL, WWIL, WWWZ, WORL, WOKR, WTMP, WBMX, WCHR, WJAX, WLUM, WWSW,  
WJIS, WAOK, WIGO, V103, WRDW, WSOK, WATV, WLE, W WDM, WEDR, WANM, HOT 105, WGPR, WKWM, WJMD, WDMT,  
WAMO, WTLC, WHRK, K104, KAEZ, KIIZ, KOKA, KACE, WIYL, WLOK, KDLZ, WJMI, KMIQ, KQXL, XHRM, WDKX, WESL,  
WZEN, KPBS, Z103, WRNR, KAPE, WKXI, KHYS, KGFI, KUKQ, WCIN, WBLZ, WDAO, WVKO, WLOU, WDIA, WQQK, KZEY,  
WBLX, WYLD, KDAY, and KDKO

Catch STARPOINT on the *Restless* tour!



ELEKTRA

ON ELEKTRA MUSIC CASSETTES, RECORDS AND COMPACT DISCS.

© 1985 Elektra/Asylum Records, a Division of Warner Communications Inc. ●



LON HELTON

# COUNTRY

PT. II

## More Profiles Of 12+ Winners

Again this week we continue our salute to those stations which have achieved ratings dominance in the 12+ category. While we all know that the 25-54 share is for dough and 12+ is for ego, being number 1 in the 12+ column does put an extra bit of bounce in one's step. Following is the remainder of the group that won top 12+ numbers in either the fall '84 or spring '85 Arbitron.

### WTQR/Greensboro-

#### Winston Salem-High Point:

#### For Six Years, Nobody's Done It Better

WTQR is an amazing story of one station completely dominating a market. Ever since the Greensboro-High Point and Winston-Salem markets were combined into one metro for the spring '79 survey, WTQR has been No. 1 in adults 12+. That amounts to an incredible 13 straight books!

The PD for much of that time was Mark Tudor, who earlier this year moved on to WBOS/Boston. Then, several months ago, former WMC and WGKX/Memphis PD Les Acree took over. I thought it might be interesting to get his "outsider" opinion on why the station has been so remarkable: "Not becoming complacent has as much to do with this station's success as anything," Acree comments. "The numbers have been good from the very beginning, and everyone has come to expect great numbers in all demos.

"WTQR has been Country about 11 years. The station started off automated, went to live-assist automation, then moved to live mornings. It then evolved to full time personalities, and along the way added informational elements and traffic. The station is still known in town as the 'more music station,' even though it now has all these other ingredients. We really have the best of both worlds, but it's been done through evolution not revolution. People perceive us to be a music station, yet we carry some 30 NASCAR races on Sunday afternoons throughout the year."

Offering several other reasons for "TQR's tremendous success, Acree added, "WTQR has always maintained a high level of air talent. Having the best talent in town makes a big difference in a market this size. In addition, even though the station has had great numbers for a long time, there's absolutely no evidence of the company slacking off in outdoor or television promotion. WTQR dominates this market in terms of marketing.

"WTQR has many faces that have evolved over a long period of time," he continues. "It's done a tremendous job of responding to

what people in this market wanted, and being perceived as a music station while still providing so many other programming elements is really the best of both worlds. When you can do that it can result in top 12+ numbers."

### WWKA/Orlando: This Magic Kingdom Is No Fantasyland

WWKA surged to the 12+ top in Orlando with a 13.4 share of the fall '84 ARB, and is another station that gives the listener more than just "four in a row." K92-FM OM Steve Holbrook says this success comes from the entire programming package: "I've always felt that what's between the records is just as important as the records themselves."

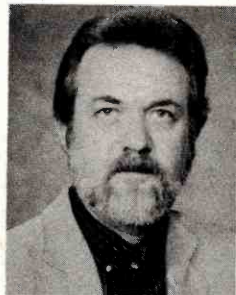
Steve cites teamwork, giving the listeners what they want, and high visibility as the keys to success; in the case of K92FM that



Wayne Gardner

visibility is spelled with a capital "V." "At least twice a month we do K92FM parties at local night-spots," Holbrook says, outlining WWKA's awareness campaign. "This helps us with younger demos. Plus, every club here has a K92FM sign - not a little banner but a carved-wood, sand-blasted, neatly-painted piece of art bearing our logo.

"We also give away more than 200 trips per year, including 20 around-the-world vacations," Holbrook continues. He also feels that any station can emulate a concert, but the impression is not lasting. "We tie-in with more than just ticket give-aways to every concert that comes to town," he adds. "We have a character called 'The Millionaire' who drives up in a



Mickey Ashworth

Rolls Royce. He searches for folks who have something - anything - that says K92FM on it, and gives them as much as \$100 cash. After you see a few thousand people at every concert wearing K92FM, it becomes imbedded in your mind."

No wonder, then, that Steve began our conversation by praising his station's visibility: "When people in this market think of Country they think of K92FM," he boasted. With the numbers K92FM has garnered, it's obvious they've captured the hearts of a few "non-Country" fans, too.

### WKSJ-FM/Mobile: Gulf Coast Killer

WKSJ hit the top spot in the fall '84 sweep, the ninth time it's ranked first in the last ten books!

OM/morning man Wayne Gardner says, "Our first advantage is the enormous country music lifestyle audience we have on the Gulf



Les Acree

Coast. More than that, though, WKSJ manages to please all ends of the musical spectrum. We can be very traditional, very contemporary, or very middle of the road if we need to be. We don't go back very far with our oldies but we don't ignore our core.

"We do a lot of research to find out where people stand with the traditional, contemporary, and modern traditional music. It's simply a matter of finding out what they want and how they want it, and then delivering it."

### KYKR/Beaumont-Port Arthur-Orange: 12+ Gusher

KYKR has been Country from the day it signed on in 1962. Being



Jim Tice

at or near the top of the 12+ heap is nothing new for PD Mickey Ashworth and his crew.

Describing the metro, Mickey said, "Historically, this has been a very good Country market, and for us to be near the top is not that unusual. However, it is always nice to actually be number one."

Don't let Mickey's assertion that Beaumont is a "Country market" lessen his and KYKR's accomplishments. Beaumont-Port Arthur-Orange is the 98th-ranked metro (12+ : 300,000) with 21 stations, eight of which are Country. CHR KZZB is regularly in double digits, as is Black/Urban KHYS, which had a 22.3 in spring '84.

When talking about KYKR's success, Mickey said, "No mirrors, no magic. We're just a solid Country station that pays strict attention to the flow of the music. We're very conscious of remaining uptempo.



Steve Holbrook

All of our music categories are subdivided by tempo so we can keep a tight grip on it. We keep it cookin'."

Further describing the station, Mickey added, "We're a more-music station with personality in the morning. We play a lot of music but don't promote ourselves as such. No 'three-in-a-row' hype. We run at least 50 minutes of music every hour (outside of mornings)."

### WZZK/Birmingham: Another Tide That's Rollin'

In the nine books since the spring of '81, WZZK has been absent from the top 12+ spot only once! PD Jim Tice has been equally consistent, with eight in a row at number 1 12+, including six at WCOS/Columbia, SC, where he was PD prior to joining WZZK in October



Don Crawley

'84. Jim came aboard when Rusty Walker left to program KFKF/Kansas City.

Tice sees many similarities between 'COS and 'ZZK that account for the tremendous success in both markets. Of Birmingham he said, "Consistency is the reason WZZK has done so well for so long. Stations around us have been volatile, changing their image and sound. People who turn on WZZK know what to expect. That includes maintaining the same jock lineup as consistently as possible. Strong, consistent promotion has also been a key. Top-of-mind awareness is critical."

Tice added confidently, "We have the best staff in America. From GM Jerdan Bullard to the airstaff to the sales team to the support personnel, you couldn't hand pick a finer group of professionals. They are the real story behind WZZK's winning."

### WDAF/Kansas City: The Other Royalty In Town

The "Flatland Godzilla" roared in both the fall '84 and spring '85 Arbitrons. This Midwest powerhouse has staved off the FM challenges of both KFKF and KCMO (which changed formats this past fall). 'DAF has not only led the 12+ charge the last three books, but it's also the only station in 12+ double digits in each of those books.

Longtime PD Neal Mullins left for WHN/New York a few months ago and was replaced by Asst. PD/MD Don Crawley, a seven-year 'DAF vet. A new manager is on the scene too, as Tom Connolly transferred to the GM chair at WKLS-AM & FM/Atlanta. Replacing Tom was Mike Costello, GM at co-owned KYYS/Kansas City.

Explaining WDAF's success, Crawley said, "We have a great airstaff around the clock, including weekends. Add in tremendous support from Taft management, and the fact that we play one Homer and Jethro record per hour."

Crawley's sense of humor notwithstanding, WDAF rolls along with a broad range of music (Uncle Dave Macon to Hobie Slep to Southern Pacific, as well as assorted album cuts), a ton of personality, and a whole lotta promotion. Simply put, it's the prototypical AM Country station.

# COUNTRY

## The Hits Of Christmas

**B**ack by popular demand is a list of Christmas songs you might consider for airplay this holiday season. Obviously not a comprehensive list of every Christmas song ever recorded by country artists, it should serve as a guideline for contemporary Country stations.

Christmas In Dixie	Alabama	1982	RCA
Joseph And Mary's Boy	Alabama	1985	RCA
Po' Folks Christmas	Bill Anderson	1968	Decca
Ding-A-Ling The Christmas Bell	Lynn Anderson	1970	Columbia
Jolly Old St. Nicholas	Eddy Arnold	1962	RCA
A Trucker's Christmas	Lee Arnold	1976	Kirshner
Jingle Bell Rock	Chet Atkins	1961	RCA
Here Comes Santa Claus	Gene Autry	1947	Columbia
Rudolph The, Red Nosed Reindeer	Gene Autry	1949	Columbia
Peace On Earth	Razzy Bailey	1982	RCA
It's So Close to Christmas	Bellamy Brothers	1981	WB
I Saw Mommy Kissing Santa Claus	Jimmy Boyd	1952	Columbia
77 Softly Snow	Jim Ed Brown & H. Cornelius	1977	RCA
Christmas In The Caribbean	Jimmy Buffett	1985	MCA
There's No Place Like Home	Glen Campbell	1968	Capitol
Merry Christmas Darling	Carpenters	1970	A&M
The Little Drummer Boy	Johnny Cash	1959	Columbia
That Christmasy Feeling	Johnny Cash & Tommy Cash	1972	Columbia
Rudolph The Red Nosed Reindeer	Chipmunks	1960	Liberty
Christmas Wouldn't Be . . .	Roy Clark	1982	Churchill
The Christmas Song (Chestnuts . . .)	Nat King Cole	1946	Capitol
The Christmas Dream	Perry Como	1974	RCA
Home For The Holidays	Perry Como	1959	RCA
I'll Be Home For Christmas	Perry Como	1961	RCA
White Christmas	Earl Thomas Conley	1983	RCA
Do You Hear What I Hear	Bing Crosby	1963	Capitol
I Hear the Bells On . . .	Bing Crosby	1956	Decca/MCA
White Christmas	Bing Crosby	1947	Decca/MCA
Jingling Brass	Danny Davis & Nashville Brass	1970	RCA
Yes Patricia, There Is A Santa Claus	Jimmy Dean	1965	Columbia
Christmas For Cowboys	John Denver	1975	RCA
Please Daddy	John Denver	1973	RCA
Medley: Have Yourself A Merry Little . . .			
We Wish You A Merry Christmas	John Denver & Muppets	1979	MCA
Old Time Merry Christmas	Dave Dudley	1970	Mercury
Feliz Navidad	Jose Feliciano	1970	MCA
Please Come Home For Christmas	Freddy Fender	1977	Dot/MCA
Sweet Baby Jesus	Larry Gatlin	1982	Columbia
Grandma Got Run Over By A Reindeer	Elmo & Patsy	1984	Epic
Lonely Christmas Call	Mickey Gilley	1976	Playboy
Live at Gilley's Christmas Medley	Mickey Gilley	1981	Epic
Look Around You . . .	Bobby Goldsboro	1968	UA
Nuttin' For Christmas	Barry Gordon	1955	MGM
Christmas To Christmas	Lee Greenwood	1985	MCA
Goin' Home For Christmas	Merle Haggard	1982	Epic
If We Make It Through December	Merle Haggard	1973	Capitol
Christmas Is	Tom T. Hall	1979	RCA
Natividad (The Nativity)	George Hamilton IV	1970	RCA
Light of The Stable	Emmylou Harris	1984	WB
Little Drummer Boy	Emmylou Harris	1980	WB
I Believe In Santa Claus	Freddie Hart	1973	Capitol
Jingle Bell Rock	Bobby Helms	1957	Decca/MCA
Christmas Is Holy (Nof A Holiday)	Ferlin Husky	1967	Capitol
A Marvellous Toy	Irish Rovers	1970	Decca
A Holly Jolly Christmas	Burl Ives	1964	Decca/MCA
Barefoot Santa Claus	Sonny James	1966	Capitol
My Mom And Santa Claus	George Jones	1962	UA
New Baby For Christmas	George Jones	1960	Mercury
The Christmas Guest	Grandpa Jones	1970	Monument
(All I Want For Christmas Is) My . . .	Spike Jones & City Slickers	1948	RCA
Who Is This Babe	Judds	1985	RCA
Shake Me I Rattle (Squeeze Me . . .)	Cristy Lane	1977	LS
One Bright Star	Nicolette Larson	1985	MCA
Rockin' Around The Christmas Tree	Brenda Lee	1960	Decca/MCA
Please Come Home For Christmas	Johnny Lee	1981	Elektra
A Christmas Tribute	Bob Luman	1977	Polydor
Shadrack, The Black Reindeer	Loretta Lynn	1974	Mecca/MCA
To Heck With Old Santa Claus	Loretta Lynn	1966	MCA
Christmas Is Just A Song . . .	L. Mandrell & RC Bannon	1962	RCA
Sing Silent Night	CW McCall	1977	Polydor
Christmas Cheer	Charlie McCoy	1974	Monument
Old Toy Trains	Roger Miller	1967	Smash
It's Christmas	Ronnie Milsap	1983	RCA
The Cowboys' Christmas Ball	Michael Martin Murphey	1985	WB
Medley: Silver Bells, I'll Be Home	Anne Murray	1981	Capitol
For Christmas, Winter Wonderland	Anne Murray	1985	Capitol
Go Tell It On The Mountain	Anne Murray	1985	Capitol
O Holy Night	Anne Murray	1985	Capitol



**'TIS THE SEASON** — The Statter Brothers and their producer Jerry Kennedy (on Santa's left) are shown auditioning a Santa for the Statter's "Christmas Present" LP. They're probably explaining that even Santa must play guitar to be a country star.

Pretty Paper	Willie Nelson	1966	RCA
Rudolph The Red Nosed Reindeer	Willie Nelson	1979	Columbia
White Christmas	Willie Nelson	1979	Columbia
Need A Little Christmas	New Christy Minstrels	1966	Liberty
Colorado Christmas	Nitty Gritty Dirt Band	1983	Liberty/85 WB
Thank God For Kids	Oak Ridge Boys	1982	MCA
Together This Christmas	Kenny O'Dell	1975	Capricorn
Pretty Paper	Roy Orbison	1963	Monument
Christmas Shopping	Buck Owens	1968	Capitol
Santa Looked A Lot Like Daddy	B. Owens & S. Raye	1971	Capitol
Jingle Bells	Johnny Paycheck	1968	Little Darling
A Christmas Gift	Pinkard & Bowden	1985	WB
Blue Christmas	Elvis Presley	1957	RCA
If Everyday Was Like Christmas	Elvis Presley	1966	RCA
Christmas In My Hometown	Charley Pride	1970	RCA
Let It Snow, Let It Snow, . . .	Charley Pride	1982	RCA
They Stood In Silent Prayer	Charley Pride	1968	RCA
Sleigh Ride	Boots Randolph	1969	Monument
Christmas Time's A-Coming	Jerry Reed	1983	RCA
An Old Christmas Card	Jim Reeves	1962	RCA
Snowflake	Jim Reeves	1969	RCA
Holidays Are Happy Days	Bobby G. Rice	1973	Metromedia Country
Sajo	Del Reeves	1968	UA
Christmas Everyday	Kenny Rogers	1981	Liberty
Winter Wonderland	D. Rowland/Sugar	1981	Elektra
Jingle Bells	St. Nick	1981	WB
Katey's Christmas Card	John Schneider	1981	Scotti
Please Come Home For Christmas	John Schneider	1985	MCA
Little Drummer Boy	H. Simeone Chor.	1958	20th Century
Jingle Bells	Singing Dogs	1959	RCA
Santa Claus Is A Texas Cowboy	R. Sovine/Girls	1974	Chart
A Letter To Santa Claus	Hank Snow	1974	RCA
Christmas Cannonball	Hank Snow	1967	RCA
Nestor The Long-Eared Christmas			
Donkey	Hank Snow	1975	RCA
I Believe In Santa Claus	Statter Brothers	1978	Mercury
Christmas Eve (Kodia's Theme)	Statter Brothers	1985	Mercury
Santa Claus Is Watching You	Ray Stevens	1985	MCA
Blue Christmas	Nat Stuckey	1967	Paula
Silent Night	Joe Sun	1981	Elektra
God Bless The Children	B. J. Thomas	1979	MCA/Songbird
White Christmas	Mel Tillis	1981	Elektra
Silver Bells	Tompall & the Glaser Brothers	1981	Elektra
Tennessee Christmas	Steve Wariner	1985	MCA
A Christmas Tree	Keith Whitley	1985	RCA
Where Is The Christ In Christmas	Slim Whitman	1980	Epic
Little Drummer Boy	Hank Williams Jr.	1981	Elektra
One Happy Christmas	Tammy Wynette	1970	Epic
Shake Me I Rattle (Squeeze Me . . .)	Marion Worth	1963	Columbia
Candyland	Faron Young	1978	Gold Dust

## 1985 Christmas Albums

Alabama Christmas	Alabama	RCA
Christmas To Christmas	Lee Greenwood	MCA
Christmas At Our House	Barbara Mandrell	MCA
Elvis's Christmas Album	Elvis Presley	RCA
Christmas Present	Statter Brothers	Mercury
A Country Christmas Album Vol. 4	Various Artists	RCA
The Best Of Christmas	Various Artists	RCA
Tennessee Christmas	Various Artists	MCA



SHARON ALLEN

# NASHVILLE THIS WEEK

## 'Tis The Season

Yes it's that time of year again: time to start thinking of Christmas programming. We thought you'd like to know what the labels are doing for Christmas promotions.

You've received a Christmas EP that MCA/Nashville shipped only to radio, featuring songs from MCA's "Tennessee Christmas" LP. MCA's primary Christmas promotion centers around Ray Stevens's single "Santa Claus is Watching You" (a remake of his 1962 Christmas hit). The promotion will involve numerous radio stations, the Music Country Radio Network, and a video tie-in.

The holiday contest will run on 15 radio stations across the country under the theme of "Santa Claus is Watching You. So If You've Been Good Win A Trip To Nashville." The grand prize winner from each station will win a vacation package including air fare to Nashville (for

two), rooms at the Ramada Inn Opryland, special seating at the Grand Ole Opry, dinners at the Stockyard Restaurant, and a 3½-hour tour courtesy of Country and Western Tours, along with other prizes. Runners-up will receive copies of Stevens's "I Have Returned" album and baseball caps. Music Country Radio Network will run a similar contest. The prize package will be the same as the market-by-market promotions.

### Alabama Christmas

In addition to four new RCA Christmas singles the label is running a special Alabama Christmas promotion in conjunction with the Nashville Network (R&R 11-1). The grand prize winners will be flown to Nashville or Chattanooga, where they'll be picked up by Alabama's private jet and flown to Ft. Payne. From there, the group's tour bus will take them to Christmas parties at each of the group members' homes. The grand prize winner will also receive a color TV.

Radio was offered Alabama Christmas promotions wrapped around the LP. RCA's Jack Weston said, "All that we asked is that they did some pre-promotion before Christmas Eve. We've had many stations go on that promotion early because it's such a unique piece — their first Christmas album with all original songs, except for 'Christmas In Dixie,' and their first digital deal."



**HANGING ON TO NEW YORK'S HEART** — Exile recently performed at the Bottom Line in New York. Pictured celebrating after the show are (l-r): CBS/Nashville VP Joe Casey, group's Sonny Lemaire, J.P. Pennington, and Steve Goetzman, E/P/A Sr. VP/GM Don Dempsey, Les Taylor, CBS/Nashville VP Roy Wunsch, and group's Marion Hargis.

In addition, RCA is releasing to radio only a picture disc, "Thistle Hair The Christmas Bear," by Alabama. The following artists will be bidding Yuletide greetings via promotional cassette: Ronnie Millsap, the Judds, Restless Heart, Alabama, Eddy Raven, Earl Thomas Conley, Ed Bruce, Gus Hardin, Louise Mandrell, Keith Whitley, Michael Johnson, Sylvia, and Vince Gill.

### Pinkard & Bowden: Seasonally Serious

Warner Bros. originally planned to release "Let's Put The X Back In Christmas" from Pinkard & Bowden's PG-12 album but when the duo started to cut the B-side, they came back with "A Christmas Gift." The song was written by Richard Bowden in honor of his grandparents, and is dramatically different from the comedy duo's usual fare.



**HEARTS OF GOLD** — Nicolette Larson recently did a series of concert dates with Neil Young. In addition to opening his shows, she also joined him during his set contributing background vocals.



**CLIMBING THE TOP 40** — Not only have the Forester Sisters' singles climbed to the Top 40 and beyond, but so have the ladies. They recently climbed up to pose next to one of 40 billboards in the Nashville/Knoxville areas heralding the release of their debut album.

WB's Nick Hunter said, "When we heard this song, we knew it had to be the single. We feel it will touch everybody." So it was slotted for the A-side. P&B then went back in the studio, and a number of Christmas favorites were cut Cajun style. Warner Bros. also released a single just for radio with "A Cowboy Christmas" by Michael Martin Murphey on one side and "Colorado Christmas" by the Nitzy Gritty Dirt Band on the other side. "And," says Hunter, "We're trying to put together some of our artists to do Christmas greetings. We're trying to customize them directly for the radio stations."

**Bits And Pieces:** The Arthritis Foundation's fifth annual national telethon is slated for April 27. The show will originate live from Nashville, with Mickey Gilley and Bill Anderson co-hosting... Congratulations to acoustic musicians Bela Fleck, Jerry Douglas, and Mark O'Connor for being inducted into the Frets magazine Gallery of Greats. O'Connor is also listed in the December issue of *Esquire* as one of "America's New Leadership Class — Men and Women Under 40

Who Are Changing the Nation" ... Kathy Mattea recently performed in her home state of West Virginia at a Flood Aid Benefit sponsored by the Red Cross. Other West Virginia natives who performed at the benefit in Huntington were Charlie McCoy and members of the group Hot Rize... Tom T. Hall will narrate the Nashville Network special "The Day Hank Williams Died." Scheduled to air New Year's Eve, the day Williams died in 1953, the show will feature interviews with people who were with Williams the day his heart failed in the backseat of a Cadillac on the way to a show in Ohio. PolyGram will release a collection of Williams' classics to coincide with the broadcast... Vern Gosdin recently appeared in a benefit in his hometown Woodland, AL, sponsored by the Quarterback Club of Hoodland High School. Proceeds went to the school's athletic program. He also performed at the annual Octoberfest in White Bluff, TN to raise money for their community center.

Just thought you'd like to know.

## NASHVILLE IN MOTION

Carolyn K. McClain just formed CKM Enterprises, representing singer/songwriter Diana Lantrip and author/television producer Larry Wacholtz. The firm's address is P.O. Box 23344, Nashville, TN 37202... Austin-based manager and businessman Larry Watkins changed the name of his record company from Longhorn Records to Black Hat Records. The address remains P.O. Box 4088, Austin, TX 78765. The debut release is Rusty Wier's "Lover On the Other Side Of The Hill."

**D.J.'s - RECORD COMPANIES - RECORDING ARTISTS - JOIN!**

**ADJA**

The American Disc Jockey Association

THE AMERICAN DISC JOCKEY ASSOCIATION

1222 16TH AVE. SOUTH NASHVILLE, TN. 37212

For Membership Information Call: (615) 320-0454



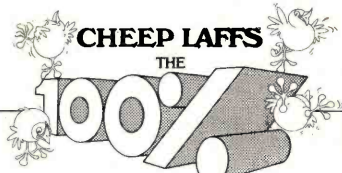
## Country Music's Top Ten

Watch For Our Special Year-end Top 25

131 Ocean Park Blvd., Santa Monica, CA 90405 (213) 392-8743

# MARKETPLACE

## COMEDY



### COMEDY SERVICE

NOW IN OUR THIRD YEAR OF SERVING THE RADIO COMEDY PROFESSIONAL.

We find most comedy services unusable, but yours is wonderful!  
 — Bob & Tom, The Q-Zoo, Q-95, Indianapolis  
 When a service is this strong, how can Wright possibly go wrong??  
 — Dancin' Danny Wright, WGL, Cleveland  
 You're perverted, demented, and WEIRD... That's why I love your stuff!  
 — Dr. Don Rose, KFRC, San Francisco  
 The secret of my success?? Hard work, CHEEP LAFFS, and 40 zillion cups of  
 rancid station coffee! — Dan Mackey, Z-95, Salt Lake City

Be first in YOUR market to corner the only mid-month professional comedy  
 service: 8 pages of nothing but great bits & liners mailed the 10th of each  
 month. Why wait for "The Guys Across Town" to beat you to it??

FOR YOUR FREE SAMPLE, write on station letterhead to:  
 CHEEP LAFFS, 1111 West El Camino Real, Suite 109/212, Sunnyvale,  
 CA 94087, or phone (415) 954-0165

## COMPLETE BITS!

Not just one-liners, but a series of complete, ongoing bits.  
 Write for free samples or send \$10 for starter kit and info to:

### GHOSTWRITERS

2301 Unity Avenue North, Minneapolis, MN 55422

## Contemporary COMEDY

Hundreds renewed again!

Free sample!

Write on station letterhead to  
 Contemporary Comedy

5804-D Twining  
 Dallas, TX 75227

**THE FUNNY BUSINESS**  
 Happy Holidays and Thank You Z100/New  
 York, KFRC/San Francisco, WHB/Kansas  
 City, CILQ/Toronto, KLLS/San Antonio,  
 CKOM, FM101, 2x5/Australia, WPHD/  
 Buffalo and lots of others. Free Samples!  
**THE FUNNY BUSINESS**  
 210 Hollywood St., Fitchburg, MA 01420-6134  
 (617) 342-1074

## O'Liners

FREE SAMPLE ISSUE

of radio's most popular humor service

For sample, write on station letterhead to: **O'Liners**

1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025



## MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied  
 by check. One-inch minimum; additional space up to six inches  
 available in increments of one-inch. Rates for R&R Marketplace  
 (per inch):

	Per insertion
1 Time	\$50.00
6 Insertions	\$45.00
13 Insertions	\$40.00
26 Insertions	\$35.00

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more  
 if camera-ready art provided. Deadline for Marketplace ads is  
 Friday noon, two weeks in advance of publication date.  
 Marketplace ads are non-commissionable.

Submit to: **Marketplace**

**RADIO & RECORDS 1930 Century Park West  
 Los Angeles, Calif. 90067 (213) 553-4330**

## the Electric WEENIE!

**RADIO'S MOST RESPECTED  
 DJ GAG SHEET SINCE 1970**

**RICK DEES, KIIS-FM:** "Tom, you really  
 are The Best. Really look forward to the  
 arrival of The Weenie, such a shot in the  
 arm for our Morning Team!"

FOR FREE SAMPLES WRITE



The  
 Electric Weenie, Inc.  
 P.O. Box 2715  
 Quincy, MA 02269

## Disk Jockey Comedy

10 years and 200 jocks later, **HYPE INK** continues  
 to supply the world's top DJs with the most original  
 comedy material available. For-FREEBEE, write: **HYPE  
 INK**, 7805 Sunset Blvd., #206, Los Angeles, CA  
 90046

## CONSULTANTS

### "DROPINZ"

50 wild tracks for your show each month only  
 \$20. Semi-annual and yearly rates too. Sample  
 cassette \$4. Station consulting, aircheck critique  
 and production by a 22-year major market veter-  
 an. Call or write for rates.

Stu Collins Broadcast Services

174 King Henry Court, Palatine, IL 60067 (312) 991-1522

## EMPLOYMENT/INSTRUCTION

### 10,000 RADIO, TV JOBS

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB MARKET weekly paper.
- The most current and complete radio and television job publication in America.
- Subscribed to by nearly every major broadcast school, Jr. colleges, colleges and universities.
- Complete listings for DJs, Program Directors, News people, Salesmen, Engineers, Production Directors.
- All major, medium & small markets.
- All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
- Many openings for those men and women with little experience.
- Money Back Guarantee.

Rates: One week \$6.00. SPECIAL 6 weeks \$14.95 — you save \$21.00!

## American Radio JOB MARKET

1553 North Eastern, Las Vegas, NV 89101

## PERSONALITY

### DIYMA THERIA L.O.U.

Presents "USED CARS." Used by a little old disk jockey  
 who worked weekends at an automated Beautiful Music  
 station. Good material CHEAP. Sample:

1395 Overlook Ave., N.W.,  
 Salem, OR 97304

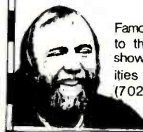
### INFO-BITS

"MOST USABLE SERVICE EVER."

A SHEET LIKE NEVER BEFORE.  
 TWO WEEKS TRIAL ONLY \$5.00  
 INFO-BITS, c/o KFMB, BOX 80888, SAN DIEGO, CA 92138

## FEATURES

### FREE FREE FREE



Famous PSYCHIC David Guardino, Psychic  
 to the Stars, is available FREE for talk  
 shows, phone interviews and news actual-  
 ities... 24 hr. phone... just call...  
 (702) 386-0702 or (702) 386-0827.

Terry Marshall's

## daily insider

• Entertainment News For Radio •

CHR AOR AC

Call for a free trial subscription  
 (415) 564-5800

## GALAXY

write:  
 Box 20093R,  
 Long Beach, CA 90801

\*Indicate COUNTRY or  
 CONTEMPORARY Format

Free Sample Of  
**RADIO'S DAILY  
 ON-AIR  
 PREPARATION  
 SERVICE!**

Airshift-ready music  
 notes, star facts,  
 calendar, more!

## PROGRAMMING

### CHRISTMAS MUSIC

TRADITIONAL - COUNTRY - INSTRUMENTAL  
 THREE X-MAS LIBRARIES • HUNDREDS OF  
 CLASSIC CUTS • PRE-PROGRAMMED ON  
 STEREO 10" REELS TONED FOR AUTOMATION  
 • SUITABLE FOR CARTS • "TM QUALITY" •  
 • SOME MARKET RESTRICTIONS

CALL DAVE GRAUPNER FOR INFO  
 (800) 527-7759 (214) 634-8511



**TM Communications, Inc.**

Because your listeners need to know fast when snow  
 closes schools, factories, businesses, or events, here's

## SNOWTIME

Transform your IBM PC into an instant, computerized,  
 "closing" control center.

FREE 30 DAY TRIAL

### SNOWTIME

HML SOFTWARE, P.O. Box 12226, Columbus, OH 43212

All payments must be in US dollars, sorry, no COD or purchase orders.



## TALES From The PRAIRIE

BLAZING NEW TRAILS  
 IN  
 :60 DAILY COMEDY

1 YEAR EXCLUSIVE ANY MARKET \$15.00/WEEK

DEMO & INFO **transmedia** (415) 956-3118

"SYNDICATION THAT SELLS"

R&R FRIDAY, DECEMBER 6, 1985/47

# MARKETPLACE

## PROGRAMMING

**N.Y.P.D. (New York Parody Department)**  
Pre-recorded comedy bits including parody commercials, slice-of-life skits, drop-ins and more. Call or write for FREE demo.  
Call the BPE Instant demo hotline weekdays after 5pm, EST and all day weekends:  
**BROADCAST PRODUCTIONS EAST, INC.**  
23 Rustic Ave., Medford, NY 11763  
(516) 286-8125

**RED NECKERSON**  
**A COMEDY EDITORIAL**  
PROVEN RATINGS-BUILDER  
PROVEN MONEY-MAKER  
Call SYNDICOM Collect At: (415) 366-1781

FREE DEMO

## FOR SALE:

### Radio Stations

South Texas FM  
Excellent owner-operator situation  
\$850,000 terms  
**Norman Fischer & Assoc., Inc.**  
P.O. Box 5308, Austin, Texas 78763 (512) 476-9457

## DISK 'N' DATA

PROVEN MUSIC LIBRARY PROGRAM FOR YOUR PERSONAL COMPUTER  
DEVELOPED BY RADIO PEOPLE FOR RADIO PEOPLE  
EASY ACCESS... DATA STORAGE AND RETRIEVAL  
FOR FREE BROCHURE WRITE:  
**DISK 'N' DATA**  
BOX 91, MARATHON, N.Y. 13803  
OR CALL: (607) 849-6063

**Christmas Music**  
163 Christmas hits and seasonal songs on 10 1/2-inch reels.

Call or write for information and free list of titles.

**"THE MUSIC DIRECTOR"**  
PROGRAMMING SERVICE  
Box 103 • Indian Orchard, Massachusetts 01151 • 413 783-4626

## INCREASE SALES RESULTS

The radio and record industries are big markets to cover with a limited sales force.

So why not put R & R Marketplace to work for you?

It's a sure way to generate qualified sales leads.

Just Call  
**(213) 553-4330**  
for more information.



## RECORD SERVICES

**OLDIES BY THE THOUSANDS**  
NEW EXPANDED UP-TO-DATE CATALOG of 45-rpm oldies from the past 40 years. Fast, reliable service. Credit card accepted; send \$2 for comprehensive catalog to:

**American Pie**  
Box 86455, Dept. RFR, Los Angeles, CA 90066  
(213) 391-4088

**AutoSelect**  
COMPUTER SCHEDULE  
The Custom Music schedule. The Custom Music CART.  
& current carts - updates weekly affordable  
Radio Program Services  
(303) 685-9563  
ALL FORMATS • LIBRARIES AVAILABLE, TOO  
M. ACKSTONE

# OPPORTUNITIES

## OPENINGS

### NATIONAL

### CLIENT SERVICE REPRESENTATIVE

New York Office

Arbitron, one of the nation's leading radio and television audience measurement firms, has an opening for a Radio Client Service Representative. This position requires a degree, research experience and excellent written and oral communication skills. Person will handle telephone contact and written correspondence with station clients and our product group. Will also work on analytical projects and train clients in the use of our services. If you are qualified, send resume with salary requirements to:

Roberta DePolo

### ARBITRON RATINGS

ARBITRON RATINGS COMPANY  
a Control Data Company  
1350 Avenue of the Americas  
New York, ny 10019

An affirmative action employer

### ARE YOU FUNNY?

We're looking for produced comedy bits for syndication. Song parodies, phony commercials, etc. Keep it clean, :60 or under, and funny! Send T&R to Radio & Records, 1930 Century Park West, #184, Los Angeles, CA 90067. EOE

### MORNING PERSONALITY

If you're warm and sincere with a good sense of humor, you could be the person(s) we're looking for! We need a morning communicator who possesses the ability to get involved with people and their community... and... find out what makes them tick. It's a definite plus if you also have the ability to make people smile and laugh when they listen to you. If you'd like to work for a major station in a desirable Top 30 Market with some of the most aggressive broadcasters in the business, RUSH cassette, resume, and a recent photo to: Radio & Records, 1930 Century Park West, #192, Los Angeles, 90067. EOE

## OPENINGS

### RADIO PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



**BROADCAST TALENT COORDINATORS**  
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

## EAST

GLU-92 needs full/parttime AOR announcers. C&R: Garrett Hart, WGLU, 516 Main St., Johnstown, PA 15901. EOE M/F (12-6)

Afternoon drive/production whiz needed for hot AM/FM Country, MD shore. Enthusiasm required. T&R: Dave, WICO, Box 909, Salisbury, MD 21801. EOE M/F (12-6)

Solid pro for afternoon drive. Community FSA. Smooth remotes, six-day week. T&R: PD, WINE, Box 95, Danbury, CT 06810. EOE M/F (12-6)

Powerhouse CHR FM needs up & coming jocks. Mature voice, strong production a must. T&R: WZM, 98 16th St., Wheeling, WV 26003. EOE M/F (12-6)

Powerhouse FM seeks qualified newperson now. Good delivery/writing skills. Mature voice a must. Writing samples/ T&R: WZMM, 98 16th St., Wheeling, WV 26003. EOE M/F (12-6)

RI 104 seeks parttimers & possible vacation fill. C&R: Jonathan Monk, Box 325, Westerly, RI 02891. EOE M/F (11-29)

Senior salesperson ready to lead local sales force for NJ AM/FM combo. Salary & resume. GSM, WNNJ/WXKL-FM, Box 40, Newton, NJ 07860. EOE M/F (11-29)

Full & parttime positions open now. Rush C&R: John Frawley, WYLT-WHAV, Box 1490, Haverhill, MA 01831. EOE M/F (11-29)

Adult rocker needs up tempo personalities for all dayparts immediately! T&R: Don Spencer, Box 79, Waterville, ME 04901, or (207) 673-3311 EOE M/F (11-29)

## Classy 95

is looking for a CONVERSATIONAL NEWS ANCHOR

- Your newscasts don't sound like newscasts.
- You tell the news; you don't read it.
- You're serious about the news, but you've got a sense of humor.
- You're not bound by traditional definitions of "what news is."
- You were blessed with one of those interesting voices — the kind people can't ignore, and you know how to use it.
- You're ready to work in the News Capital of the world. Tape and resume to:

Allan Hotlen  
Program Director, Classy 95 Radio  
P.O. Box 10239, Washington, DC 20018  
WCLY-FM/WPGC-AM  
Stations of The First Media Corporation  
An equal opportunity employer



# OPPORTUNITIES

## OPENINGS

Better than the rest... & can write fresh, creative copy? We want you yesterday! Production skills a plus. T&R: Dave Fierro, P.D. WINB, Box 707, N. Adams, MA 01247. EOE M/F (11-29)

Potential bucks. Salesperson needed. Barbara Weitz, WRF: (203) 438-1211 EOE M/F (11-29)

## Classy 95

is looking for America's most creative PRODUCTION PERSON

- You create commercials; you don't "do promos."
- You're an inspired writer, and your voice is as good as your copy.
- Your friends always say, "you ought to open up an advertising agency," but you love radio too much.
- On the air you're natural, warm, and interesting.
- You can handle creative freedom.
- You're mature enough to be organized and creative.
- We're asking a lot. We'll pay a lot.

Please send a tape with lots of production samples, plus an aircheck to:

Allan Hotlen  
Program Director, Classy 95 Radio  
P.O. Box 10239, Washington, DC 20018  
WCLV-FM/WFGC-AM  
Stations of The First Media Corporation  
An equal opportunity employer

Resort area FM seeks evening personality with natural delivery & winning attitude. T&R: Reb Thaler, WSUL, 250 Broadway, Monticello, NY 12701. EOE M/F (11-29)

Night shift open WLBK (AM). Good opportunity with excellent fringe benefits. T&R: WLBK, Box 1270, Lebanon, PA 17042. EOE M/F (11-29)

## SOUTH

100kw contemporary Country FM, Monroe market. Seeks talented announcer. Nice community. Good bucks. T&R: KKKZ, Gary McConney, Box 430 Ruston, LA 71270. EOE M/F (12-6)

1490 WFKY seeks talented, experienced announcer. Absolutely no beginners. T&R: Chris McKay, 28 Fountain Pl., Frankfort, KY 40601. EOE M/F (12-6)

## WCII/Louisville All American Country

Morning drive personality or team. Creative, crazy, not just good, but Great! Send cassette aircheck, resume, photo, references, salary requirements to: Mark Williams, 307 W. Muhammad Ali Blvd., Louisville, KY 40202. EOE. Excellent compensation.

## CHR MORNING SHOW

Leading 100s CHR in Top 100 Sunbelt market seeks great morning show. We're looking for creative, spirited, professional talent for dominant morning show. If you possess these qualities, are motivated to win, and are winning in your market, we want to hear from you! Great bucks & support from growing company. Beautiful, bustling market. Send C&R and references to Radio & Records, 1930 Century Park West, #187, Los Angeles, CA 90067. EOE.

## K104 fm

### Outstanding Production Wizard Sought!

#1 Dallas station Urban Contemporary. 3 years experience. 5-day week! Cassette demo first please. Michael Spears, KKDA-FM, P.O. Box 860 Grand Prairie, Texas 75053. EOE M/F

## OPENINGS

Strong personality. Heavy production. T&R: James Avery, 4256 Up The Groove Ln., W. Palm Beach, FL 33407. No Calls. EOE M/F (12-6)

100kw AC FM/Oldie AM seeks PD, GA coast. Must have people management skills. T&R: Dick Belekoo, WRQ/WYMR, Rt. 6, Box 150, Brunswick, GA 31521. (12-6)

ND/Anchor needed immediately. 24-hour stereo FM (Jacksonville ADI). NBC affiliate. AP speedwrite. T&R: Paul Hafer, WLKS-FM, Box 1171, St. Mary's, GA 31558. EOE M/F (12-6)

## CREATIVE PRODUCTION WIZARD

Group flagship young adult station needs a world-class production talent. Station is #1 in top 10 Sunbelt market with proven track record of creativity. Writing and administrative skills are basic. Send aircheck, resume and references. This is a career move, not another job. Radio & Records, 1930 Century Park West, #191, Los Angeles, CA 90067. EOE

## AFTERNOON DRIVE

Dominant large market Southern CHR is looking for energetic, fun afternoon drive jock. Good pay, great benefits. Immediate opening. T&R to: Radio & Records, 1930 Century Park West, #194, Los Angeles, CA 90067. EOE M/F

Rock & Roll powerhouse seeks energetic afternoon drive. Rare opening. T&R: Dave Krusenklau, WKQQ-FM, Box 100, Lexington, KY 40590. EOE M/F (11-29)

Immediate opening. PM shift for energetic female. FM Country. Must want to have fun. C&R: Jay Christian, PD, WGKK-KM, 106, 5900 Poplar Av., Memphis, TN 38119. EOE M/F (11-29)

## DOMINANT CHR

Extremely dominant CHR in medium Southern market seeks experienced pro with bright, natural wit to control highly competitive morning market. Surprisingly good money for the right excitement. Tape, resume, present salary please. Radio & Records, 1930 Century Park West, #197, Los Angeles, CA 90067. EOE

## OPENING'S 1986

"One of America's fastest-growing radio chains" is now taking applicants for openings in 1986. Our needs include: A Top Talent with voices to join a morning zoo. An individual morning talent who's wild and creative! An energetic midday personality. All openings are CHR. Join our chain of 20 and growing! Send T&R to Radio & Records, 1930 Century Park West, #196, Los Angeles, CA 90067. EOE

## MIDWEST

## 74 KRMG

74KRMG has a rare fulltime on-air opening. We're a full-service, clear channel A/C with heavy emphasis on news, sports, community involvement, and great personalities. If you can add to our outstanding lineup of stable, creative, high-visibility personalities, send your materials to prove it. Good production is a must, as are lots of personal appearances. For your chance to join a longtime market leader in one of America's most beautiful cities, ship your T&R immediately to: Kelly Carlis, Program Director, 74KRMG Radio, 7136 S. Yale, Tulsa, OK 74136. No calls, please. EOE M/F

## OPENINGS

K95-FM/Tulsa needs talent now! KATZ is everything you've heard it is. T&R: Bob Cooper, 1502 S. Boulder, Tulsa, OK 74119. EOE M/F (12-6)

Country FM has possible future openings for ND. Must have at least one year experience. T&R: John Gauss Jr., WKZC, Box 36, Scottville, MI 49454. EOE M/F (12-6)

## OUTRAGEOUS

7-12 AOR personality for Top 50 market. AOR music background a must. Excellent company. Music Director potential for right person. Send T&R to Radio & Records, 1930 Century Park West, #189, Los Angeles, CA 90067. EOE.

PD needed for AOR. On-air/production required. Music & promotion knowledge a plus. T&R: Job, 108 Drexel Av., La Grange, IL 60525. EOE M/F (12-6)

WVVC-AM/FM seeks PD w/2-3 years' experience in competitive CHR. Good salary/benefits. T&R: Wanda Holst, Goodrich Broadcasting, 3565 29th St., Kentwood, MI 49508. EOE M/F (12-6)

## Magic 107.7 WSJM AM 14

NEWS DIRECTOR - Leading stations in 175,000 metro market on Lake Michigan. 3 1/2 person staff. Personality/service AM, Regional CHR FM. Professional growth with 14-station Midwest Family Group in return for aggressive, complete news coverage and memorable writing/presentation. T&R: Gayle Olson, GM, Box 107, Benton Harbor, St. Joseph, MI 49805. EOE, M/F.

## CHR

Personalities/Communicators  
CHR personalities/communicators needed for AM and PM Drive. Teams considered. Mass appeal Top 20 CHR. Fun is what this format is all about. Rush tape and resume for immediate opening to Radio & Records, 1930 Century Park West, #199, Los Angeles, CA 90067. EOE M/F

Needed immediately! Afternoon drive person for EZ A/C AM. T&R: Fred Brooks, KSCJ, Box 1379, Sioux City, IA 51102. EOE M/F (11-29)

Radio station manager for Cadillac, MI. Strong sales & management with radio experience. Donald Benson: (517) 321-1763, evenings. EOE M/F (11-29)

## ANNOUNCER K95FM TULSA

We need a nighttime Personality ASAP! The successful candidate will have considerable experience in music-oriented formats, strong production skills, accompanied by high visibility skills. Here's your chance to discover KATZ is everything you've heard it is! You'll work with the BEST... you'll be the BEST!

Tape and resume to: Bob Cooper, Program Director, KWEN (FM), 1502 South Boulder, Tulsa, OK 74119.

KATZ BROADCASTING COMPANY IS AN EQUAL OPPORTUNITY EMPLOYER

KATZ BROADCASTING COMPANY  
America's Employee Owned Broadcast Group  
A SUBSIDIARY OF KATZ COMMUNICATIONS, INC.



KATZ. The best.

## OPENINGS

## A/C Afternoon Drive Personality

Top 10 A/C seeks great afternoon voice. Must be good in production and on location. Confidentially guaranteed. Send tape and resume to: Radio & Records, 1930 Century Park West, #198, Los Angeles, CA 90067. EOE

## WEST

CA coast AOR with weekend opening. Must have one year pro/two years' college experience. T&R: KMBY, Mark Kaufman, Box 1271, Monterey, CA 93942. EOE M/F (12-6)

KSEI-AM/FM has future openings for full/parttime announcers. Consider newcomers with team player attitude. T&R/salary requirements: KSEI, Box 40, Pocatello, ID 83204. EOE M/F (12-6)

## News Director/Personality

Leading full-service A/C is seeking a professional who can host 3-hour morning news slot, and direct our news staff. CBS Radio affiliate. Upbeat, comfortable delivery required. Immediate opening. T&R to Jeff Harris, KSMA, Box 1240, Santa Maria, CA 93456. EOE

ND needed immediately. No beginners, please. T&R: Vidya Tolani, KLLK, Box 1520, Willits, CA 95490. EOE M/F (12-6)

## WANTED!!

Highly-motivated team players, with a desire to work hard and have fun. High-profile CHR Major with incredible facilities and awesome staff is looking for personalities to fill potential openings in new and major airshifts. No card readers please! RUSH tapes and resumes to: Radio & Records, 1930 Century Park West, #195, Los Angeles, CA 90067. EOE

Position opening soon. Heavy personality A/C. Exceptionally strong production skills. T&R/cover letter. Mike Bell, KGAL, Box 749, Albany, OR 97321. EOE M/F (12-6)

Sales Manager. Highest commission around. Enjoy life with beautiful sunshine. Rush T&R: Larry Schneider, Box 860, Bethel, NM 87002. EOE M/F (12-6)

Leading Central CA FSA seeks quality announcers. Two openings. Immediate. Experienced only, please. T&R: Jeff Harris, Box 1240, Santa Maria, CA 93456. EOE M/F (11-15)

## HOT CHR

"We're one of the country's hottest CHR FMs in one of the world's most exciting cities." We're looking for a morning entertainer that can blow this town away! Quick, to the point, relatable humor... Lots of drop-ins, phone bits fine... but the most important quality you'll need is... to have fun on the air and make it sound that way. RUSH tape & resume with references to: Radio & Records, 1930 Century Park West, #193, Los Angeles, CA 90067. EOE

## Adult Communicator

Experienced, career-oriented adult communicator for airshift and production in highly competitive market. Female encouraged. Cassette and resume to: Boxholder, P.O. Box 105, Boise, Idaho 83701. EOE

# OPPORTUNITIES

## OPENINGS

### WANTED

**Major Market Drive Time Talent**  
We need more than just a great jock. We need a great personality. If you relate to adult radio and have a minimum 5 years experience, apply NOW for January '86 opening. Cassette and resume to Radio & Records, 1930 Century Park West, #188, Los Angeles, CA 90067 EOE.

## Rock 108 KFMG

ROCK 108 KFMG, Albuquerque's leading rocker, is looking for a premier morning talent. Minimum of five years experience, at least three in AOR. Must be personable, entertaining, informative and highly motivated, with good production. Cassette, resume and cover letter detailing morning drive philosophy to Tom Marshall, KFMG, 5601 Domingo NE, Albuquerque, NM 87108, EE.

### Southern California Contemporary Needs

Morning Drive Personality or Team. Entertaining. Adult-appel communicator gets this opportunity. Send cassette aircheck, resume, photo, promotional material and salary requirements to Calif. GM c/o Box 1290, San Bernardino, CA 92404, EOE

## POSITIONS SOUGHT

PD/MD now available. Eight years' experience. Let's discuss your needs. Will relocate. VICTOR S. LENTINI: (312) 354-3274 (12-6)

Creative Telecommunications graduate seeks challenging AOR career. Want to use production/audio experience. Willing to relocate. ANDREW TOLLAN: (812) 336-0687 (12-6)

Over two years' small market. Seek medium in college town. Strong comedy writer. KEVIN: (905) 786-8149 (12-6)

Top 10 experience. DC market. Strong creative writing. News/sports/mornings. A/C, CHR. NICK: (703) 685-2055 (12-6)

Sweet female voice. Appeal to men, do not repel women. Proven 25-54 demo. Skilled production. MARIANNE: (904) 373-8053 (12-6)

Programming? Pro will deliver success. Last eight years in L.A. Leave message: (818) 360-3079 (12-6)

News position wanted. Experienced ND. Seek anchor/reporter gig medium market. CARL: (607) 733-8060. (before 10 am EST) (12-6)

I love what I'm doing. I just need somewhere else to do it for awhile. Let's talk. HAWK: (208) 232-4295 (12-6)

## POSITIONS SOUGHT

Jock with AOR experience. Good production, loves radio. Need station. AOR/CHR. JOHN: (419) 385-6975, or (312) 262-3779 (12-6)

### Major Market Winner!

If you want an "up," funny all-around team player, you want me! No screamer. 20+ years as DJ/PD/GM. Available and will relocate anywhere. (303) 689-1438 Ric.

### "KILLER COMMERCIALS"

Radio commercials listeners talk about. Showtime's "Funniest Person in Florida" can put his 150 celebrity voices to work for you. From Ronald Reagan to Truman Capote. Call (904) 788-4674 for demo.

PD/Group PD. 10 years' experience in winning. BOB SHANNON: (214) 663-2496, or 757-2662 (12-6)

My manager doesn't believe in changing with the times. I do! Five years' experience. Currently employed. BRIAN: (806) 293-7903 (12-6)

Have a few good years behind me. AOR, A/C, Country. Want to get back to fulltime. Prefer MW. VERN: (216) 322-2840 (After 2:30 EST) (12-6)

Save me! CHR nightmare! Expert progressive rock jock. Currently AM. Sound professional, not my forte. Let's help each other. DAVID: (201) 768-6691 (12-6)

Lady DJ seeks new challenge for night bucks. T&R available! Let's talk seriously. B. KARCHER: (813) 366-0620 (Evenings EST) (12-6)

## POSITIONS SOUGHT

Air personality. AM/PM drive, remotes/promotions, farm, broadcast writing experience. Seek opportunity to put it all to work. KIRK: (317) 659-5677 (12-6)

JAY MARVIN, formerly KSAN. WJJD, seeks Oldies/AOR/Country station. Major/medium markets only. (505) 299-7089 (12-6)

Morning talent seeks A/C, Country. Strong production, excellent references. Team player. All shifts considered. MW preferred. Will relocate. DAVE DANIELS: (515) 955-5679 (12-6)

Hey Tampa! Experienced, versatile, talented production pro. All formats. Currently CHR. I need new challenge. SCOTT: (704) 553-1141 (12-6)

J. MICHAEL PRUET is available. SE CHR, A/C, PD/MD gig. 24-year pro. Winning track record. (901) 668-8557 (12-6)

Flyjock. Helicopter pilot with broadcasting experience seeks traffic reporting/saving position. GORDON LIGHT: (615) 477-4368 (12-6)

Need a start. Go anywhere. Good production/news/copy writing/DJ. Excellent PBP, any airshift. Available now. DAVID SCOTT: (319) 355-4212 (12-6)

### MORIN & KRANTZ

Quality, proven morning talent is nearly impossible to find. WPIX/New York, WZOU/Boston. Call 617-566-7028 for a class act with the right touch of insanity.

Attention MI/OH! Got a Country/Religious that needs voice/studio engineer? Look no further. DAN: (412) 664-1146 (12-6)

Hot CHR/Hot Hit up tempo night talent is available. I-100 Daytona Beach/Olando. Large/major markets. J.J. SHANNON: (305) 997-2131 (12-6)

## OPPORTUNITY FORM

OPENING

Region \_\_\_\_\_

PD Name: \_\_\_\_\_

GM Name: \_\_\_\_\_

1. Please type or print clearly, using 24 words or less to include address/phone number.
2. Do not use abbreviations.
3. All ads are subject to editing.

Mail to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

POSITION SOUGHT

MISCELLANEOUS

NAME: \_\_\_\_\_

PHONE: ( ) \_\_\_\_\_

## POSITIONS SOUGHT

Want new & exciting voice? College news & sportscaster/PBP with broadcast training. Seek first break. Make my day & yours. DAVID: (718) 779-1753 (evenings EST) (12-6)

Three years' news pro seeks small market ND gig in WI. Honesty & integrity well established. AL: (503) 798-5929 (12-6)

### ATTENTION BROADCASTERS:

Wanted Opportunity to Perform for You. Morning Personality, experience with team presentation too. Medium, Large, & Major Markets. Contact — JACKSON for BREAKFAST, P.O. Box 6586 Ocala, FL 32678 Message (904) 622-9105.

Experienced communicator seeks work with winning team small/medium market. BA in radio. Willing to relocate. Excellent references. BOBBY: (312) 724-7586 (12-6)

Bright, typical AM driver with good Arbitron wants combo sales. Experienced PD/ND/production director/sales. D.W.: (402) 564-7334 (12-6)

Willing to travel! Top 30 market experience. A/C, CHR, BU. BRUCE COLLINS: (513) 732-1669 (12-6)

Top 10 market anchor/reporter seeks community-involved company. Prefer serious news commitment in NE. Combine writing, style & credibility. MAGORDON: (313) 584-7352 (12-6)

Hot promo! Spots that sell! Production for all occasions. Eight years' experience. It's all yours just by calling MIKE: (312) 849-0404 (12-6)

PD/air talent seeks PD/MD gig. Proven winner, seven years' experience research & business. Available now to help you win. MARK: (707) 822-7223 (12-6)

Tired of being parttime. Want to move on. Degree & experience. I'll go anywhere. KAREN: (507) 625-2249 (12-6)

10 year pro seeks up tempo CHR/Modern Music AOR. Very creative, strong production skills. Team player. SCOTT: (213) 832-5892 (12-6)

MDI! If you need someone who will get out the product, fill out airstaff, do promotions. T&R/strong references. All formats. STEVE: (615) 297-0137 (12-6)

Hardworking, creative. Eight years' experience PD/MD. Seek medium/major market challenge. FRANK POLLARD (ROSS MacDONALD): (413) 737-0179 (12-6)

Black male journalist, seven years' medium market experience. One year TV. Seek challenging position on East Coast. GREG: (401) 351-8455 (12-6)

I have university degree & experience. Seek sales/promotion/production in medium/major market. TOM: (414) 344-2130 (12-6)

Chief Engineer position wanted, now! Former: CE in Boston/Houston/Miami/Ft. Lauderdale. Non-drinker. Heavy theory. Have license. MEYER GOTTESMAN: (415) 550-8506 (11-29)

Dates appearing at the end of each listing signify first week listed.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages fitted to a 9" x 12" envelope.

ATTENTION:  
GMs & PDs

# PROMOTIONS DIRECTOR

Be all that you can be . . . without joining the Armed Forces.  
Dynamically and originally creative  
Unusually resourceful and efficient  
Provoking and aggressive promotions

I'll make things happen and make them so different  
that your competition will be baffled

Let's promote like there's no tomorrow  
(CHR-A/C-B/U-Gold) Top 50 markets

Call or write:

Steven Bernson  
P.O. Box 35  
Newton, MA 02168  
(617) 449-8141

# NATIONAL MUSIC FORMATS

Added This Week

## Bonneville Broadcast System

Kevin McCathy (800) 631-1600

### Love Sounds

JOHN DENVER "Dreamland Express"

### Easy Listening

PIA ZADORA "Maybe This Time"; "It Had To Be You"

## Broadcast Programming

John Sherman/Bob English (800) 426-9082

### Adult Contemporary

WHAM "I'm Your Man"  
STING "Love Is The Seventh Wave"  
BARBRA STREISAND "Somewhere"  
JOHN DENVER "Dreamland Express"

### Modern Country

CHANCE "She Told Me Yes"  
EDDY RAVEN "You Should Have Been Gone By Now"  
C. McCLAIN & W. MASSEY "You Are My Music, You Are..."

## Century 21

Greg Stephens (214) 934-2121

### The Z Format

ASIA "Go"  
RUSH "The Big Money"  
BRUCE SPRINGSTEEN "My Hometown"  
WHITNEY HOUSTON "How Will I Know"

### The AC Format

WHAM "I'm Your Man"  
DIANA ROSS "Chain Reaction"  
BILLY OCEAN "When The Going . . ."  
DREAM ACADEMY "Life In A Northern Town"

### Super-Country

MERLE HAGGARD "American Waltz"  
JOHN DENVER "Dreamland Express"  
MICKY GILLEY "Your Memory Ain't What It Used To Be"

## Concept Productions

Elvin Ichiyama (916) 782-7754

### CHR

BRUCE SPRINGSTEEN "My Hometown"  
WHITNEY HOUSTON "How Will I Know"  
DREAM ACADEMY "Life In A Northern Town"

### Country

RAZZY BAILEY "Old Blue Yodeler"  
T.G. SHEPPARD "In Over My Heart"  
JOHN SCHNEIDER "What's A Memory Like You . . ."  
LOUISE MANDRELL "Some Girls Have All The Luck"

## Drake-Chenault

Bob Laurence (818) 883-7400

### XT-40

BRUCE SPRINGSTEEN "My Hometown"  
COREY HART "Everything In My Heart"

### Contempo 300

STEVIE NICKS "Talk To Me"

### Great American Country

DOLLY PARTON "Think About Love"  
EXILE "I Could Get Used To You"  
SYLVIA & MICHAEL JOHNSON "I Love You By Heart"  
BARBARA MANDRELL "Fast Lanes And Country Roads"

## Media General

### Broadcast Services

Bob Dumais (901) 320-4433

### Action

WHAM "I'm Your Man"  
DIANA ROSS "Chain Reaction"  
BILLY OCEAN "When The Going . . ."  
JOHN CAFFERTY "Small Town Girl"

## MEDIA GENERAL CONTINUED

### Your Country

SOUTHERN PACIFIC "Perfect Stranger"  
GLEN CAMPBELL "It's Just A Matter Of Time"  
C. GAYLE & G. MORRIS "Makin' Up For Lost Time"

### Hit Rock

BILLY OCEAN "When The Going . . ."  
BRUCE SPRINGSTEEN "My Hometown"  
TA MARA & THE SEEN "Everybody Dance"

## Peters Productions, Inc.

George Junak (800) 255-8511

### Country Lovin'

ROSANNE CASH "Never Be You"  
EXILE "I Could Get Used To You"  
RESTLESS HEART "Back To The Heartbreak Kid"  
EDDY RAVEN "You Should Have Been Gone By Now"

### The Great Ones

BARBRA STREISAND "Somewhere"

## Radio Arts

John Benedict (818) 841-0225

### Country's Best

VINCE GILL "Oklahoma Borderline"  
SOUTHERN PACIFIC "Perfect Stranger"

### Soft Contemporary

BRUCE SPRINGSTEEN "My Hometown"  
JON ANDERSON "Easier Said Than Done"  
DREAM ACADEMY "Life In A Northern Town"  
M. FRANKS #B. RUSSELL "When I Give My Love To You"

### Sound 10

JOHN CAFFERTY "Small Town Girl"  
BRUCE SPRINGSTEEN "My Hometown"  
JON ANDERSON "Easier Said Than Done"  
DREAM ACADEMY "Life In A Northern Town"

## Satellite Music Network

Pat Clarke (214) 991-9200

### The Starstation

JACK WAGNER "Too Young"  
BARRY MANILOW "In Search Of Love"

### Country Coast-To-Coast

DOLLY PARTON "Think About Love"  
C. McCLAIN & W. MASSEY "You Are My Music..."

### Rock 'N' Hits

ASIA "Go"  
LOVERBOY "Dangerous"  
JAMES BROWN "Living In America"  
BILLY OCEAN "When The Going . . ."  
BRUCE SPRINGSTEEN "My Hometown"

## TM Programming

Cal Casey (214) 634-8511

### Stereo Rock

WHAM "I'm Your Man"  
BILLY OCEAN "When The Going . . ."  
COREY HART "Everything In My Heart"

### TM AC

DIRE STRAITS "Walk Of Life"  
BARBRA STREISAND "Somewhere"

### TM Country

DOLLY PARTON "Think About Love"  
WAYLON JENNINGS "The Devil's On The Loose"  
SYLVIA & MICHAEL JOHNSON "I Love You By Heart"  
BARBARA MANDRELL "Fast Lanes And Country Roads"

## Transtar Country

Ed Chandler (213) 460-6383

STEVE WARINER "You Can Dream Of Me"  
OAK RIDGE BOYS "Too Much On My Heart"  
T. GRAHAM BROWN "I Tell It Like It Used To Be"

# THE BOOKSHELF

## 370) THE RECORD PRODUCERS, John Tabler & Stuart Grundy

Profiles based on exclusive interviews with 3 of the greatest hitmakers, Leiber & Stoller, Tom Dowd, Phil Spector, Richard Perry, Bill Szymczyk, Todd Rundgren, George Martin, Mickie Most, Glynis Johns, Tony Visconti, Chinn & Chapman, Roy Thomas Baker, and Chris Thomas. 248 pp.(P) \$10.95

345) THE PROGRAM DIRECTOR'S HANDBOOK, Bob Paiva The author strips away mystique and misinformation to provide a wealth of practical information and thoughtful examination of the program director's functions, the creative, the administrative, and the profit-making responsibilities, as well as special talents required for success. 162 pp.(P) \$9.95

340) MAKING MONEY MAKING MUSIC (NO MATTER WHERE YOU LIVE), James Dearing Dearing shows practical ways to make reliable music income by developing a solid professional reputation within your own community, diversifying your talents, and building business savvy; maximizing club performance earnings, casuals, teaching, jingle work, session work, operating a home studio, renting out your equipment, and more useful ideas. 310 pp.(P) \$12.95

311) MUSICIAN'S GUIDE TO INDEPENDENT RECORD PRODUCTION, Will Connolly Practical and realistic advice on the whole process of record-making for the aspiring producer. Describes the interplay of creative, technical, and business aspects, and explains the techniques and methods for planning, directing, and budgeting the production. 208 pp.(H) \$12.95

304) BREAKIN' INTO THE MUSIC BUSINESS, Alan Siegel Written by one of the top entertainment lawyers, this is a concise, complete and well-documented guide filled with straight talk and practical advice on making your break. In addition to detailed explanations of the mechanics of music deals, it also includes pointed interviews with top industry execs, managers, producers, and artists. 288 pp.(H) \$14.95

160) DICTIONARY OF CREATIVE AUDIO TERMS, CAMEO The first comprehensive dictionary of creative audio terminology containing over 1,000 definitions for those without much technical training. Focuses on creative audio/ musical equipment, techniques, systems, and practices. Illustrated to give a quick and comprehensive grasp of meanings. 100 pp.(P) \$4.95

130) BUILDING A RECORDING STUDIO, Jeff Cooper, M. Arch., S.M., S.B., B.S.A.D. A step by step guide to recording studio construction for small or large budgets. Thorough coverage of the principles of acoustics, how acoustics affect recording, soundproofing a room, plus chapters on the studio, the control room, and a glossary of the 100 most misunderstood terms in acoustics. 209 pp.(P) \$30.00

120) CRITICAL LISTENING COURSE, F. Alton Everest This invaluable course specifically addresses the important nuances of the audio world. The 106 page training manual with ten pre-recorded lessons on cassette tapes lead you from basic to advanced listening techniques in increasing progression. Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities, various types of distortion, reverb, reverb effects on speech and music, signal vs. noise, and voice colorations. \$129.95

## R & R BOOKS IN ASSOCIATION WITH MIX BOOKSHELF

Please ship books to:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

Send orders and payment to:

R & R BOOKS  
1930 Century Park W.  
L.A., CA 90067

Payment in U.S. funds must accompany orders

Please allow 4-6 weeks for delivery

BOOK # QTY PRICE

Subtotal

CA residents add 6.5% sales tax

Add \$2.00 postage & handling per book

TOTAL

ENCLOSED CHECK OR MONEY ORDER

BILL TO:  VISA  MASTERCARD  AMERICAN EXPRESS

CREDIT CARD # \_\_\_\_\_

EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_





JAZZ

TOP 30

DECEMBER 6, 1985

- 1 WYNTON MARSALIS/Black Codes (From The Underground) (Columbia)
2 McCoy TYNER & JACKIE McLEAN/It's About Time (Blue Note)
3 JEAN-LUC PONTY/Fables (Atlantic)
4 JOHN BLAKE/I'm Working On An Eye (Gramavision)
5 OTB/Out Of The Blue (Blue Note)
6 WAYNE SHORTER/Atlantis (Columbia)
7 DIANE SCHUUR/Schuur Thing (GRP)
8 KIRK WHALUM/Floppy Disk (Columbia)
9 ODD GROLNICK/Hearts & Numbers (Hip Pocket/Windham Hill)
10 CARLA BLEY/Night-Glo (WB)
11 BENNY CARTER/A Gentleman & His Music (Concord)
12 BEN SIORAN/On The Cool Side (Magenta/Windham Hill)
13 HERBIE MANN/See Through Spirits (Atlantic)
14 JAMES NEWTON/African Flower (Blue Note)
15 JIMMY McGRUFF/State Of The Art (Milestone/Fantasy)
16 RICHIE COLE/Bossa Nova Eyes (Palo Alto)
17 MIKE MARSHALL/DAROL ANGER/Chiaroscuro (Windham Hill)
18 ODDIER LOCKWOOD/Out Of The Blue (Gramavision)
19 TITO PUENTE/Mambo Diablo (Concord Picante)
20 BILL EVANS/The Alternative Man (Blue Note)
21 OEXTER GORDON/Nights At The Keystone (Blue Note)
22 TIM EYERMANN'S EAST COAST OFFERING/Walkin' With You (MCA)
23 ROB MULLINS/Soulscape (R.M.C.)
24 PAUL WINTER/Canyon (Living Music)
25 DJAVAN/Ojavan (Columbia)
26 JOANNE BRACKEEN/Havin' Fun (Concord)
27 AL DIMEOLA PROJECT/Soaring Through A Dream (Manhattan)
28 MULGREW MILLER/Keys To The City (Landmark)
29 JIMMY HEATH/New Piece (Landmark)
30 MONTY ALEXANDER/Full Steam Ahead (Concord)

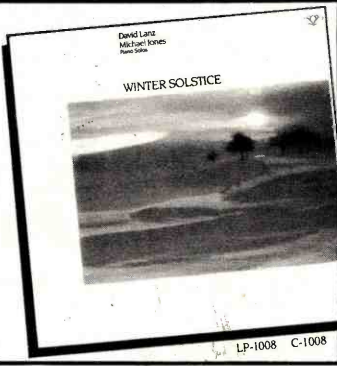
DEBUT 28
DEBUT 29
DEBUT 30

Black/Urban stations contributing to Jazz: WKNC/Raleigh, MeLoan/McLean, KJCB/Lafayette, Horatio/Hardy, WYLD-FM/New Orleans, Dell Spencer/WGCI/Chicago, Graham Armstrong/WDMT/Cleveland, Dean-Dean Hulusi/XHRM/San Diego, Duff Lindsey

NEW & ACTIVE

- HIROSHIMA "Another Place" (Epic) 15/4
Rotations: Heavy 3/0, Medium 7/1, Light 3/1, Extra Adds: 2, Total Adds 4, KMHD, KUOP, WMID, KRVS, Heavy, WBEE, KKGO, KIFM, Medium: WEBR, KERA, WFSS, WLVE, WGCI, WDMT.
LONNIE LISTON SMITH "Rejuvenation" (Doctor Jazz) 14/3
Rotations: Heavy 1/0, Medium 9/1, Light 4/2, Extra Adds: 0, Total Adds 3, WLOQ, WBEE, KUOP, Heavy: KPLU, Medium: KERA, KUHF, WNOP, KRJZ, KRVS, WLVE, XHRM.
DAVID GRISMAN "Acousticity" (Zebra/Acoustic) 12/10
Rotations: Heavy 1/0, Medium 3/3, Light 7/6, Extra Adds: 1, Total Adds 10, WEBR, WMOT, WDET, WKSU, KBEM, KJZZ, WFSS, WHRO, WUSF, KLCC, Heavy: KERA.
LARRY CORRELL & EMILY REMLER "Together" (Concord) 12/2
Rotations: Heavy 3/0, Medium 5/1, Light 4/2, Extra Adds: 0, Total Adds 2, KTJC, KUOP, Heavy: WFPL, WHRO, KPXR, Medium: WRTI, WKSU, KJZZ, KRVS, WLVE, XHRM.
MATT CATINGUB "Hi-Tech Big Band" (Sea Breeze) 11/3
Rotations: Heavy 3/0, Medium 4/1, Light 4/2, Extra Adds: 0, Total Adds 3, WBGO, KLON, KPXR, Heavy: WFPL, KKGO, KPLU, Medium: WYRS, WMOT, KJZZ.
GEORGE COLEMAN "Manhattan Panorama" (Theresa) 11/1
Rotations: Heavy 6/0, Medium 4/0, Light 0/0, Extra Adds: 1, Total Adds 1, KJZZ, Heavy: WBGO, WFPL, WKSU, KLON, WLSE, KPXR, Medium: WEBR, WRTI, KPLU, WHRO.
SEVENTH AVENUE "Heads Up" (ITA/Affligence) 10/1
Rotations: Heavy 2/0, Medium 7/1, Light 1/0, Extra Adds: 0, Total Adds 1, KKGO, Heavy: WMOT, WNJR, Medium: WFBO, WRTI, WFPL, WHRO, KMWM.
RAMSEY LEWIS "Fantasy" (Columbia) 9/3
Rotations: Heavy 2/0, Medium 5/3, Light 2/0, Extra Adds: 0, Total Adds 3, WLOQ, KKGO, WGCI, Heavy: KBEM, WFSS, Medium: WBEE, XHRM.

Narada presents an album of Seasonally Styled New Acoustic piano selections by Michael Jones David Lanz WINTER SOLSTICE



Contact Doug Mitchell Narada Productions, Inc. 1-800-862-7232

LP-1008 C-1008

MOST ADDED

- DAVID GRISMAN (10) Acousticity (Zebra/Acoustic)
TIM EYERMANN'S EAST COAST OFFERING (7) Walkin' With You (MCA)
HERBIE MANN (7) See Through Spirits (Atlantic)
CARLA BLEY (6) Night-Glo (WB)
GRP LIVE IN SESSION (6) GRP Live In Session (GRP)

HOTTEST

- WYNTON MARSALIS (25) Black Codes (From The Underground) (Columbia)
McCoy TYNER & JACKIE McLEAN (19) It's About Time (Blue Note)
OTB (17) Out Of The Blue (Blue Note)
JEAN-LUC PONTY (16) Fables (Atlantic)

- ALPHONSE MOUZON & LARRY CORRELL "The 11th House" (Pause) 9/10
Rotations: Heavy 1/0, Medium 6/0, Light 2/0, Extra Adds: 0, Total Adds 0, Heavy: KRVS, Medium: WMOT, WBBY, WJZZ, KJZZ, WFSS, WVPE.
STEVE RAWLINS "Step Right Up" (Sea Breeze) 9/0
Rotations: Heavy 2/0, Medium 2/0, Light 5/0, Extra Adds: 0, Total Adds 0, Heavy: KBEM, KADX, Medium: WMOT, WLOQ.
ODN SEBEKY "Moving Lines" (Doctor Jazz) 8/1
Rotations: Heavy 0/0, Medium 5/1, Light 3/0, Extra Adds: 0, Total Adds 1, KKGO, Medium: WRTI, WNOP, KPLU, KLCC.
CHARLIE SHOEMAKE/BILL HOLMAN "Collaboration" (Pause) 8/1
Rotations: Heavy 1/0, Medium 5/1, Light 2/0, Extra Adds: 0, Total Adds 1, KKGO, Heavy: KADX, Medium: WRTI, WFPL, WVPE, KMWM.
A LITTLE NIGHT MUSIC "Sitting Ducks" (Night Music) 7/4
Rotations: Heavy 0/0, Medium 5/3, Light 2/1, Extra Adds: 0, Total Adds 4, KCSC, KLCC, KIFM, KJCB, Medium: WJZZ, KPLU.
FRANK MORGAN with CEDAR WALTON TRIO "Easy Living" (Contemporary/Fantasy) 7/3
Rotations: Heavy 1/0, Medium 3/0, Light 2/2, Extra Adds: 1, Total Adds 3, WGBH, WBGO, KJZZ, Heavy: WNJR, Medium: KPLU, WMID.
GATO BARBIERI "Apsalonado" (Doctor Jazz) 7/2
Rotations: Heavy 1/0, Medium 4/2, Light 2/0, Extra Adds: 0, Total Adds 2, KUHF, WVPE, Heavy: WNOP, Medium: KERA, KRVS.
ED BICKERT "I Wished On The Moon" (Concord) 7/1
Rotations: Heavy 2/0, Medium 3/1, Light 2/0, Extra Adds: 0, Total Adds 1, WVPE, Heavy: WMID, WHRO, Medium: WYRS, KJZZ.
JANET PLANET "Sweet Thunder" (Sea Breeze) 7/1
Rotations: Heavy 0/0, Medium 4/0, Light 2/0, Extra Adds: 1, Total Adds 1, KPLU, Medium: WRTI, WYRS, WNOP, WVPE.
MAXINE SULLIVAN "Uptown" (Concord) 7/0
Rotations: Heavy 3/0, Medium 3/0, Light 1/0, Extra Adds: 0, Total Adds 0, Heavy: WBGO, WYRS, KLON, Medium: WKSU, KPLU, WMID.
GRP LIVE IN SESSION "GRP Live In Session" (GRP) 6/6
Rotations: Heavy 1/1, Medium 1/1, Light 3/3, Extra Adds: 1, Total Adds 6, WEBR, WMOT, WLOQ, KMHD, KPXR, KIFM.

REGIONALIZED ADDS & HOTS

- WEST: KAD/Denver (1), J.B. Dawkins, Roger Smith, ZARIEH NASH, HIRSHMAN, GET LIVE IN SEASIT, LOU FISCHER KEBA, RON HELLER, BOB KELLER, SIDIE HASKINSON, RICCI COLE, MARSHALL & ANGER, MARCO SANCHEZ, KEXP/Sacramento, Gary Vercetti, KJZZ/KRVS, NATE CATFISH, MICHIGAN CHERRY, A LITTLE NIGHT MUSIC, HERBIE MANN, WADE BRONSTE, DAVID GRISMAN, KJZZ/KRVS, KIFM, WYRS, WMOT, WLOQ, KMHD, KPXR, KIFM.
MIDWEST: WBBE/Chicago (1), J.D. Bash, JIMMY HEATH, JEFF TRISIK, STEVE LARSEN, TERRY LUTZ, AL ZIEMBA, RANNEY LEWIS, JIMMY McGRUFF, KIM HOLLAND, JOE SIMONS, KJZZ/KRVS, KRVS, WLVE, XHRM, KRVS, WLVE, XHRM, KRVS, WLVE, XHRM.
SOUTH: WFAE/Charlotte (1), BOB BERTRAM, BOB SEYMOUR, FRANK GRISMAN, JIMMY HEATH, KIM HOLLAND, JIMMY McGRUFF, DAVID CHIRBA, KRVS, WLVE, XHRM, KRVS, WLVE, XHRM, KRVS, WLVE, XHRM.

# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

## TOP 50

Three Weeks  
Two Weeks  
Last Week

Rank	Artist	Title	Label
4	1	<b>KENNY ROGERS</b> /Morning Desire (RCA)	
20	10	<b>DAN SEALS</b> /Bop (EMI America)	
12	9	<b>5 NITTY GRITTY DIRT BAND</b> /Home Again In My Heart (WB)	
2	2	<b>4 JUDD'S</b> /Have Mercy (RCA/Curb)	
10	8	<b>7 JANIE FRICKE</b> /Somebody Else's Fire (Columbia)	
5	3	<b>6 GEORGE STRAIT</b> /The Chair (MCA)	
15	11	<b>7 ROSANNE CASH</b> /Never Be You (Columbia)	
6	5	<b>8 MEL McDANIEL</b> /Stand Up (Capitol)	
18	13	<b>9 REBA McENTIRE</b> /Only In My Mind (MCA)	
25	19	<b>10 FORESTER SISTERS</b> /Just In Case (WB)	
9	7	<b>11 SAWYER BROWN</b> /Betty's Bein' Bad (Capitol/Curb)	
24	18	<b>12 EDDIE RABBITTA</b> /World Without Love (RCA)	
33	25	<b>13 CRYSTAL GAYLE &amp; GARY MORRIS</b> /Makin' Up For Lost Time (WB)	
29	24	<b>14 JUICE NEWTON</b> /Hurt (RCA)	
19	15	<b>15 DON WILLIAMS</b> /It's Time For Love (MCA)	
26	23	<b>16 RESTLESS HEART</b> /Heartbreak Kid (RCA)	
27	22	<b>17 GENE WATSON</b> /Memories To Burn (Epic)	
28	25	<b>18 JOHN CONLEE</b> /The Old School (MCA)	
34	28	<b>19 MARIE OSMOND</b> /There's No Stopping Your Heart (Capitol/Curb)	
1	4	<b>20 EARL THOMAS CONLEY</b> /Nobody Falls Like A Fool (RCA)	
45	32	<b>21 OAK RIDGE BOYS</b> /Come On In (You Did The Best You Could Do) (MCA)	
3	6	<b>22 BELLAMY BROTHERS</b> /Lie To You For Your Love (MCA/Curb)	
40	33	<b>23 STEVE WARINER</b> /You Can Dream Of Me (MCA)	
35	31	<b>24 T. GRAHAM BROWN</b> /I Tell It Like It Used To Be (Capitol)	
31	29	<b>25 CONWAY TWITTY</b> /The Legend And The Man (WB)	
21	17	<b>26 JOHNNY LEE</b> /They Never Had To Get Over You (WB)	
—	43	<b>27 GEORGE JONES</b> /The One I Loved Back Then (Epic)	
49	38	<b>28 WAYLON JENNINGS</b> /The Devil's On The Loose (RCA)	
—	42	<b>29 GLEN CAMPBELL</b> /It's Just A Matter Of Time (Atlantic America)	
46	37	<b>30 BILLY JOE ROYAL</b> /Burned Like A Rocket (Atlantic America)	
16	14	<b>31 GAIL DAVIES</b> /Break Away (RCA)	
—	40	<b>32 DOLLY PARTON</b> /Think About Love (RCA)	
—	44	<b>33 SYLVIA &amp; MICHAEL JOHNSON</b> /I Love You By Heart (RCA)	
41	39	<b>34 CHANCE</b> /She Told Me Yes (Mercury/PG)	
—	45	<b>35 VINCE GILL</b> /Oklahoma Borderline (RCA)	
13	12	<b>36 RICKY SKAGGS</b> /You Make Me Feel Like A Man (Epic)	
43	41	<b>37 WHITES</b> /I Don't Want To Get Over You (MCA/Curb)	
<b>BREAKER</b>	<b>38</b>	<b>SOUTHERN PACIFIC</b> /Perfect Stranger (WB)	
<b>BREAKER</b>	<b>39</b>	<b>EXILE</b> /I Could Get Used To You (Epic)	
<b>BREAKER</b>	<b>40</b>	<b>JOHN ANDERSON</b> /Down In Tennessee (WB)	
<b>BREAKER</b>	<b>41</b>	<b>CHARLY McCLAIN with WAYNE MASSEY</b> /You Are My Music, You Are My... (Epic)	
7	16	<b>42 LEE GREENWOOD</b> /I Don't Mind The Thorns... (MCA)	
—	47	<b>43 MARK GRAY</b> /Please Be Love (Columbia)	
<b>DEBUT</b>	<b>44</b>	<b>BARBARA MANORELL</b> /Fast Lanes & Country Roads (MCA)	
8	20	<b>45 STATLERS</b> /Too Much On My Heart (Mercury/PG)	
—	49	<b>46 JUDY RODMAN</b> /Sure Need Your Lovin' (MTM)	
—	50	<b>47 TOM JONES</b> /It's Four In The Morning (PolyGram)	
<b>DEBUT</b>	<b>48</b>	<b>JIMMY BUFFETT</b> /The Phone Doesn't Ring, It's Me (MCA)	
<b>DEBUT</b>	<b>49</b>	<b>EDDY RAVEN</b> /You Should Have Been Gone By Now (RCA)	
<b>DEBUT</b>	<b>50</b>	<b>JAMES TAYLOR</b> /Everyday (Columbia)	

DECEMBER 6, 1985

Total Reports/Adds	Heavy	Medium	Light
165/0	159	5	1
167/1	134	30	3
163/0	123	37	3
162/0	130	24	8
162/0	116	33	13
154/0	124	17	13
160/1	105	51	4
146/1	110	27	9
157/0	89	55	13
165/2	59	91	15
144/0	95	35	14
155/2	64	76	15
167/2	37	106	24
165/1	32	112	21
135/0	68	61	6
160/1	39	100	21
150/1	55	76	19
154/3	39	90	25
163/6	19	108	36
125/0	68	34	23
161/12	15	108	38
117/0	70	26	21
160/11	10	105	45
145/8	27	83	35
136/1	18	88	30
115/0	40	61	14
138/15	8	78	52
139/12	2	84	53
142/17	5	76	61
117/7	18	65	34
106/0	32	54	20
135/34	2	57	76
121/11	6	68	47
111/3	10	66	35
124/9	1	59	64
93/0	37	38	18
101/4	8	60	33
110/12	6	49	55
111/32	2	47	62
103/12	4	51	48
104/20	3	49	52
82/0	31	31	20
86/17	5	45	36
96/37	0	29	67
50/0	10	25	15
81/12	1	30	50
73/10	1	32	40
46/0	9	24	13
76/36	1	16	59
60/27	3	14	43

## MOST ADDED

- JOHN SCHNEIDER (46)**  
What's A Memory Like You (MCA)
- BARBARA MANORELL (37)**  
Fast Lanes & Country Roads (MCA)
- EDDY RAVEN (36)**  
You Should Have Been Gone By Now (RCA)
- DOLLY PARTON (34)**  
Think About Love (RCA)
- EXILE (32)**  
I Could Get Used To You (Epic)
- JOHN DENVER (31)**  
Dreamland Express (RCA)
- JAMES TAYLOR (27)**  
Everyday (Columbia)
- LOUISE MANORELL (26)**  
Some Girls Have All The Luck (RCA)
- MICKEY GILLEY (23)**  
Your Memory Ain't What It... (Epic)
- CHARLIE DANIELS BAND (20)**  
Still Hurtin' Me (Epic)
- CHARLY McCLAIN w/ WAYNE MASSEY (20)**  
You Are My Music, You Are My Song (Epic)

## HOTTEST

- KENNY ROGERS (103)**  
Morning Desire (RCA)
- DAN SEALS (96)**  
Bop (EMI America)
- JUDD'S (59)**  
Have Mercy (RCA/Curb)
- GEORGE STRAIT (58)**  
The Chair (MCA)
- MEL McDANIEL (38)**  
Stand Up (Capitol)
- SAWYER BROWN (32)**  
Betty's Bein' Bad (Capitol/Curb)
- NITTY GRITTY DIRT BAND (24)**  
Home Again In My Heart (WB)
- REBA McENTIRE (23)**  
Only In My Mind (MCA)
- ROSANNE CASH (23)**  
Never Be You (Columbia)
- JANIE FRICKE (22)**  
Somebody Else's Fire (Columbia)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

### EXILE

#### I Could Get Used To You (Epic)

On 66% of reporting stations. Rotations: Heavy 2, Medium 47, Light 62, Total Adds 32 including WGN, WAJR, KIX106, WZZK, KYKX, WCKX, WSIX, WRNL, KXXY, WXCL, K102, KFDD, KIZN, KYGO, KRYS, KMPS. A most added record. Moves 46-39 on the Country chart.

### SOUTHERN PACIFIC

#### Perfect Stranger (WB)

On 65% of reporting stations. Rotations: Heavy 6, Medium 49, Light 55, Total Adds 12, WRKZ, WAJR, KEAN, WSOC, WSIX, WSLR, WOW, WLLR, WTHI, KWJJ, KSON, KGA. Heavy: WCVR, WOKK, WTCM. Moves 42-41-38 on the Country chart.

### CHARLY McCLAIN with WAYNE MASSEY

#### You Are My Music, You Are My Song (Epic)

On 62% of reporting stations. Rotations: Heavy 3, Medium 49, Light 52, Total Adds 20 including WRKZ, WTCR, WYNN, WSOC, KILT-FM, WMC, WRNL, WUSN, WYNG, WDAF, KXXY, KKCS, KVEG, KOLO, KRAK. Moves 44-41 on the Country chart.

### JOHN ANDERSON

#### Down In Tennessee (WB)

On 61% of reporting stations. Rotations: Heavy 4, Medium 51, Light 48, Total Adds 12, WTSV, WYNN, KKIX, WIKV, WAMZ, WKSJ, KYXX, WUSN, WTHI, WTDQ, KRAK, KSAN. Heavy: WCVR, KPLX, KKYX, KCKC. Moves 46-42-40 on the Country chart.

# DOUBLE BREAKER!

## JOHN ANDERSON

### "Down In Tennessee" 7-28855

## SOUTHERN PACIFIC

### "Perfect Stranger" 7-28870

COUNTRY BREAKERS 40

COUNTRY BREAKERS 38



# COUNTRY

## NEW & ACTIVE

- BARBARA MANDRELL "Fast Lanes & Country Roads" (MCA) 96/36**  
 Rotations: Heavy 0, Medium 29, Light 67, Total Adds 37 including WTSV, WOKO, WIXY, KEAN, WCOS, WLWI, WPKA, KJUY, WQHK, K102, WTOD, KGH, KYGO, KMP5, KRPM. Debuts at number 44 on the Country chart.
- MARK GRAY "Please Be Love" (Columbia) 86/17**  
 Rotations: Heavy 5, Medium 45, Light 36, Total Adds 17, WTCR, WYII, WYNN, WVMJ, WVK, WPKA, WRNL, WONE, WBSC, KQJ, KQY, KSH, KIZ, KVEG, KXK, KWJ, KRPM. Moves 47-43 on the Country chart.
- JUDY RUDMAN "I Sure Need Your Lovin'" (MTM) 81/12**  
 Rotations: Heavy 1, Medium 30, Light 50, Total Adds 12, WTCR, WVMJ, KPLX, WAMZ, WRNL, KRMD, KBMR, WUSN, KCJB, WTHI, KKAL, KKCS. Heavy: WFNC. Medium: WCAO, WVA. Moves 49-46 on the Country chart.
- EDDY RAVEN "You Should Have Been Gone By Now" (RCA) 76/36**  
 Rotations: Heavy 1, Medium 16, Light 59, Total Adds 36 including WQBE, WTCR, WDSY, WVA, WUSY, WESC, KILT-FM, WVK, WPKA, KJNE, WBOS, WOV, KVOO, KIZ, KTOA. Debuts at number 49 on the Country chart.
- TOM JONES "It's Four In The Morning" (PolyGram) 73/10**  
 Rotations: Heavy 1, Medium 32, Light 40, Total Adds 10, WQBE, WAJR, WKY, WVMJ, WRNL, WSLR, KBMR, KCJB, WTHI, KFRE. Medium: WFNC, WLWI, KTTS, KFDI, KSOP. Moves 50-47 on the Country chart.
- JOHN DENVER "Dreamland Express" (RCA) 66/31**  
 Rotations: Heavy 1, Medium 9, Light 50, Total Adds 31 including WPTF, WCAO, WKY, WDSY, WEZL, WDXE, KKYX, WUSN, WGE, KXXY, WKCO, KIZ, KJUY, KYGO, KALF.
- JOHN SCHNEIDER "What's A Memory Like You..." (MCA) 61/46**  
 Rotations: Heavy 2, Medium 11, Light 48, Total Adds 46 including WRKZ, WDSY, WFOR, WEZL, KPLX, WSM, WCM5, WKIX, WTOR, KSO, WOV, KTTS, KFRE, KR5Y, KCKC.
- JAMES TAYLOR "Everyday" (Columbia) 60/27**  
 Rotations: Heavy 3, Medium 14, Light 43, Total Adds 27 including WCAO, WTSV, WVA, WASE, KYKR, WUSY, WVK, KSSN, WYNG, WKCL, WIL, KRST, KVOO, KQJ. Debuts at number 50 on the Country chart.
- CHARLIE DANIELS BAND "Still Hurtin' Me" (Epic) 51/20**  
 Rotations: Heavy 0, Medium 12, Light 39, Total Adds 20 including WBGW, WQBE, KEAN, WXBO, WVK, WLWI, WONE, KWMT, WITL, WXCL, KFDI, KRST, KKAL, KIZ, KCCY.

## SIGNIFICANT ACTION

- EMMYLOU HARRIS "Timberline" (WB) 49/9**  
 Rotations: Heavy 0, Medium 15, Light 34, Total Adds 9, WOKO, WFOR, WVA, KEAN, WPAP, WKCO, KUUY, KVEG, KOLO.
- ROBIN LEE "Safe In The Arms Of Love" (Evergreen) 46/9**  
 Rotations: Heavy 0, Medium 8, Light 38, Total Adds 9, KEAN, WYNN, WUSY, WESC, KSO, WOV, WKCO, KFDI, KSOP.
- CON HUMBLEY "What Am I Gonna Do About You" (Capitol) 43/14**  
 Rotations: Heavy 0, Medium 10, Light 33, Total Adds 14 including WQBE, WFOR, WXBO, WDXE, WITL, WKCO, KKAL, KQIL.
- TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 41/4**  
 Rotations: Heavy 0, Medium 7, Light 34, Total Adds 4, WEZL, WKCO, KVOO, KQIL. Medium: WTSV, WFNC, WOKK, WSM, WITL, KFDI, KRWO.
- TOMMY ROE "Some Such Foolishness" (MCA/Curb) 41/1**  
 Rotations: Heavy 1, Medium 17, Light 23, Total Adds 1, WTOR. Heavy: WVA. Medium: WBGW, KKYX, WOKK, WYNG, WITL, WOV, KRWO, KEIN, KOLO.
- PATTY LOVELESS "Lonely Days, Lonely Nights" (MCA) 40/6**  
 Rotations: Heavy 0, Medium 10, Light 30, Total Adds 6, WTVY, WLWI, WPAP, WITL, WOV, KIZN. Medium: WTSV, WCVR, KRWO, KQIL.
- LOUISE MANDRELL "Some Girls Have All The Luck" (RCA) 31/26**  
 Rotations: Heavy 0, Medium 3, Light 28, Total Adds 26 including WGNM, CHOW, KEAN, WVK, KKYX, WGE, WTCM, KQIL, KVEG, KOLO.
- MERLE HAGGARD "American Waltz" (Epic) 31/11**  
 Rotations: Heavy 1, Medium 8, Light 22, Total Adds 11, WEZL, WGTG, KSSN, WPKA, WOV, KTTS, KKAL, KKCS, KFRE, KR5Y, KMP5.
- RAZZY BAILEY "Old Blue Yodeler" (MCA) 30/8**  
 Rotations: Heavy 0, Medium 5, Light 25, Total Adds 8, WIXY, WUSQ, WAXX, KFGO, KXXY, WOV, WTCM, KUUY. Medium: WCVR, KKYX.
- OSMOND BROTHERS "Baby When Your Heart Breaks Down" (EMI America/Curb) 27/10**  
 Rotations: Heavy 1, Medium 6, Light 20, Total Adds 10, WPTF, WVA, KEAN, WUSY, WLWI, KKYX, WONE, WKKO, WITL, WOV.
- SHOPPE "While The Moon's In Town" (MTM) 27/8**  
 Rotations: Heavy 0, Medium 8, Light 21, Total Adds 9, WPKA, WIRK, WAXX, KFGO, KTTS, KVOO, KFDI, KVOO, KQIL.
- MICKEY GILLEY "Your Memory Ain't What It Used To Be" (Epic) 26/23**  
 Rotations: Heavy 0, Medium 3, Light 23, Total Adds 23 including WBGW, WCVR, WESC, WOKK, WPKA, KFGO, WTSO, KVOO, KUZZ, KTOA.
- JOHNNY PAYCHECK "Everything Is Changing" (AMI) 23/5**  
 Rotations: Heavy 0, Medium 6, Light 17, Total Adds 5, WPKA, WAXX, WITL, WOV, KTTS. Medium: WTVY, WPAP, WIRK, KFDI. Light: WYII, KOLO.

- FAMILY BROWN "Feel The Fire" (RCA) 22/5**  
 Rotations: Heavy 0, Medium 3, Light 19, Total Adds 5, WGNM, WEZL, WTVY, WESC, KWMT. Medium: WCUZ, WOV. Light: WLWI, KTTS, KRWO, KSOP.
- MAINES BROTHERS "Some Of Shelly's Blues" (Mercury/PolyGram) 19/0**  
 Rotations: Heavy 1, Medium 9, Light 9, Total Adds 0, Medium: WEZL, WPAP, KXXY, WOV, WXCL, KIOV, WTCM, KRWO, KQIL.
- RAY PRICE "Five Fingers" (Step One) 18/8**  
 Rotations: Heavy 0, Medium 0, Light 14, Total Adds 8, WGNM, WTCR, WIXY, KWMT, WOV, KTTS, KFDI, KKAL. Light: KASE, WOKK, KRWO.
- BRENDA LEE "Why You Been Gone So Long" (MCA) 16/12**  
 Rotations: Heavy 0, Medium 2, Light 14, Total Adds 12 including WVA, WESC, KILT-FM, WCM5, KKYX, WAXX, WCUZ, WOV, KFDI, KKAL.
- CHUCK PYLE "Breathless In The Night" (Urban Sound) 14/3**  
 Rotations: Heavy 0, Medium 0, Light 14, Total Adds 3, WBGW, WXY, WTVY. Light: WVA, WFNC, WKIX, WAXX, WDAF, KFDI, KUUY, KEIN.
- BILLY BURNETTE "Try Me" (MCA) 13/9**  
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 9, WGNM, WVA, KEAN, WNC, WCM5, WKIX, WTCM, KVOO, KRWO. Medium: KEIN.
- MOE BANDY "Can't Leave That Woman Alone" (Columbia) 11/1**  
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, KFGO. Medium: KKYX. Light: WYII, WESC, KFGO, KWMT, KQIL, KR5Y.
- JERRY REED "What Comes Around" (Capitol) 11/1**  
 Rotations: Heavy 0, Medium 3, Light 8, Total Adds 1, KVOO. Medium: WTSV, KKYX, WOV. Light: WCVR, WFNC, KWMT, KTTS, KFDI.
- JIM COLLINS "What A Memory You'd Make" (White Gold) 10/1**  
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, KFGO. Medium: KKYX. Light: WVA, WFNC, WLWI, WKIX, KTTS, KFDI, KSOP, KGA.
- CARL JACKSON "You Are The Rock (And I'm A Rolling Stone)" (Columbia) 9/4**  
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 4, WTVY, WOV, KVOO, KFDI. Light: WESC, WOKK, WAXX, WCUZ, KUZZ.
- BILLY WALKER "Coffee Brown Eyes" (Tall Texan) 9/2**  
 Rotations: Heavy 0, Medium 3, Light 6, Total Adds 2, WPAP, KTOA. Medium: WOV, KFDI. Light: WFNC, WLWI, KTTS, KSOP.
- LARRY WAYNE KENNEDY "She Almost Makes Me Forget About You" (Jere) 9/1**  
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1, WBGW. Medium: WOV. Light: WVA, WYII, WAXX, KUUY, KR5Y, KSOP.
- MASON DIXON "Got My Heart Set On You" (Texas) 8/4**  
 Rotations: Heavy 0, Medium 2, Light 6, Total Adds 4, KPLX, WLWI, WPAP, KJNE. Light: WTSV, WTCM, KVOO, KTOA.
- RONNY ROBBINS "It's The Lovers That Give Love A Bad Name" (Columbia) 8/2**  
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, WPAP, KFDI. Medium: WCAO. Light: WCVR, WEZL, KSO, KGE, KTTS.

## ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

- FORESTER SISTERS/Mama's Never Seen Those Eyes (WB) *The Forester Sisters*
- JUDDS/Rockin' With The Rhythm Of The Rain (RCA/Curb) *Rockin' With The Rhythm*
- GEORGE STRAIT/In Too Deep (MCA) *Something Special*
- KENNY ROGERS/Tomb Of The Unknown Love (RCA) *Heart Of The Matter*
- CONWAY TWITTY/Lay Me Down Carolina (WB) *Chasin' Rainbows*
- GARY MORRIS/100% Chance Of Rain (WB) *Anything Goes*
- SAWYER BROWN/Shakin' (Capitol/Curb) *Shakin'*
- BAMA BAND/Stone Cold And Country (Compeat/PG) *Bama Band*
- STEVE WARINER/Life's Highway (MCA) *Life's Highway*
- GEORGE STRAIT/Dance Time In Texas (MCA) *Something Special*
- STEVE WARINER/She's Crazy For Leaving (MCA) *Life's Highway*
- NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB) *Partners, Brothers, And Friends*
- LEE GREENWOOD/Streamline (MCA) *Streamline*
- BIG RIVER/Muddy Wafer (MCA) *Big River Soundtrack*



# JERE RECORDS PRESENTS Larry Wayne Kennedy "She Almost Makes Me Forget About You"

BILLBOARD  
 11/30/85



CASHBOX  
 12/7/85



SIGNIFICANT ACTION  
 11/29/85

WATCH FOR LARRY'S NEW SMASH

## "FIRE IN YOUR TOUCH"

SHIPPING DEC. 15th

National Promotions  
 Mike Borchetta & Sheila Hayes  
 47 MUSIC SQ. E., NASHVILLE, TN 37203  
 (615) 321-5080





# COUNTRY AND HITS

## MOST ADDED EAST HOTTEST

Station	Artist	Album	Notes
WDRB Albany, NY	John Denver (RCA)	Love Men	
WDRB Albany, NY	John Denver (RCA)	Love Men	
WDRB Albany, NY	John Denver (RCA)	Love Men	
WDRB Albany, NY	John Denver (RCA)	Love Men	
WDRB Albany, NY	John Denver (RCA)	Love Men	

## MOST ADDED SOUTH HOTTEST

Station	Artist	Album	Notes
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	

## MOST ADDED MIDWEST HOTTEST

Station	Artist	Album	Notes
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	

## MOST ADDED WEST HOTTEST

Station	Artist	Album	Notes
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	

## EAST

Station	Artist	Album	Notes
WDRB Albany, NY	John Denver (RCA)	Love Men	
WDRB Albany, NY	John Denver (RCA)	Love Men	
WDRB Albany, NY	John Denver (RCA)	Love Men	
WDRB Albany, NY	John Denver (RCA)	Love Men	
WDRB Albany, NY	John Denver (RCA)	Love Men	

## MIDWEST

Station	Artist	Album	Notes
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	

## MIDWEST

Station	Artist	Album	Notes
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	
WLSW Indianapolis, IN	Kenny Rogers (RCA)	Kenny Rogers	

## SOUTH

Station	Artist	Album	Notes
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	
WFLA Tampa, FL	Barbara Mandrell (MCA)	Barbara Mandrell	

## WEST

Station	Artist	Album	Notes
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	

## WEST

Station	Artist	Album	Notes
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	

## WEST

Station	Artist	Album	Notes
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	
KRZY Phoenix, AZ	Kenny Rogers (RCA)	Kenny Rogers	

168 Reporters  
161 Current Reports

The following stations reported no change in their rotations this week:

- WCX/Detroit
- WHN/New York
- WXL/Newton
- KRV/Alexandria
- KCV/El Paso
- KKK/Houston
- WWJ/No. Cal
- KWEN/Tulsa
- KRKT/Albany
- KLAC/Los Angeles
- KCBO/San Diego

The following stations failed to report this week and therefore their rotations were frozen:

- KLIL/Lubbock
- KRRV/East Grand Forks
- WFM/Indianapolis
- WMIL/Milwaukee
- KNEK/Taupeka
- KNEW/Oakland
- KIGS/ST. Anthony

# FULL-SERVICE A/C

## TOP 20

Three Weeks Last  
Weeks Weeks

2	2	1	<b>LIONEL RICHIE</b> /Say You, Say Me (Motown)
9	5	4	<b>DIONNE &amp; FRIENDS</b> /That's What Friends Are For (Arista)
1	2	3	<b>PHIL COLLINS &amp; MARILYN MARTIN</b> /Separate Lives (Atlantic)
3	3	4	<b>JAMES TAYLOR</b> /Everyday (Columbia)
20	12	8	<b>KLYMAXX</b> /I Miss You (Constellation/MCA)
5	4	5	<b>KENNY ROGERS</b> /Morning Desire (RCA)
17	10	7	<b>MR. MISTER</b> /Broken Wings (RCA)
14	11	9	<b>BARRY MANILOW</b> /In Search Of Love (RCA)
—	—	12	<b>BARBRA STREISAND</b> /Somewhere (Columbia)
4	6	10	<b>FREDDIE JACKSON</b> /You Are My Lady (Capitol)
8	7	11	<b>GLENN FREY</b> /You Belong To The City (MCA)
—	—	16	<b>STEVIE WONDER</b> /Go Home (Tamil/Motown)
15	14	13	<b>ABC</b> /Be Near Me (Mercury/PG)
7	9	11	<b>DAVID FOSTER</b> /Love Theme From "St. Elmo's Fire" (Atlantic)
<b>BREAKER</b> <b>15</b> <b>DIRE STRAITS</b> /Walk Of Life (WB)			
—	19	17	<b>POINTER SISTERS</b> /Freedom (RCA)
—	20	18	<b>JOHN DENVER</b> /Dreamland Express (RCA)
13	13	14	<b>ARETHA FRANKLIN</b> /Who's Zoomin' Who? (Arista)
<b>DEBUT</b> <b>19</b> <b>SADE</b> /The Sweetest Taboo (Portrait/CBS)			
—	—	20	<b>FRANKIE VALLI &amp; FOUR SEASONS</b> /Moonlight Memories (Curb/MCA)

DECEMBER 6, 1985

Total Reports/Adds	Heavy	Medium	Light
42/0	38	4	0
41/1	36	4	1
39/0	34	5	0
41/0	34	5	2
41/6	25	15	1
36/0	25	11	0
35/1	23	11	1
34/0	16	17	1
36/2	11	19	6
30/0	17	13	0
27/0	16	9	2
30/0	7	20	3
24/1	13	8	3
26/0	8	14	4
25/4	5	17	3
27/0	2	21	4
28/2	1	20	7
17/0	8	7	2
28/5	1	18	9
23/0	2	16	5

## MOST ADDED

- EL DeBARGE w/DeBARGE (6)**  
The Heart Is Not So Smart (Gordy/Motown)
- KLYMAXX (6)**  
I Miss You (Constellation/MCA)
- SADE (5)**  
The Sweetest Taboo (Portrait/CBS)
- WHITNEY HOUSTON (5)**  
How Will I Know (Arista)
- DIRE STRAITS (4)**  
Walk Of Life (WB)
- MICHAEL FRANKS /BRENDA RUSSELL (4)**  
When I Give My Love To You (WB)
- PIA ZADORA (4)**  
Come Rain Or Come... (CBS Associated)

## HOTTEST

- LIONEL RICHIE (33)**  
Say You, Say Me (Motown)
- JAMES TAYLOR (28)**  
Everyday (Columbia)
- DIONNE & FRIENDS (27)**  
That's What Friends Are For (Arista)
- PHIL COLLINS & MARILYN MARTIN (24)**  
Separate Lives (Atlantic)
- MR. MISTER (17)**  
Broken Wings (RCA)

## BREAKERS

### DIRE STRAITS Walk Of Life (WB)

58% of our reporters on it. Rotations: Heavy 5, Medium 17, Light 3, Total Adds 4, WTAE, KJR, WBT, WGOW. Moves 19-17 on the Full-Service chart.

**PIA ZADORA with LONDON PHILHARMONIC ORCHESTRA**  
Come Rain Or Come Shine (CBS Associated)

51% of our reporters on it. Rotations: Heavy 0, Medium 8, Light 14, Total Adds 4, KFMB, WGOW, WRVA, KBOI.

## NEW & ACTIVE

- EL DeBARGE with DeBARGE "The Heart Is Not So Smart" (Gordy/Motown) 21/6**  
Rotations: Heavy 0, Medium 12/2, Light 9/4, Total Adds 6, WTMJ, WICC, WBT, WING, WSPD, KBOI, Medium including WFBR, WBS, WCCO, WHBC, KSL.
- MAURICE WHITE "I Need You" (Columbia) 21/3**  
Rotations: Heavy 1/0, Medium 13/2, Light 7/1, Total Adds 9, WKBW, KHOW, WING, Heavy: WTKO, Medium including KFMB, KBOI, WNNR, WPOE, WGBR, WCIL, KVEC.
- AMY GRANT "Everywhere I Go" (A&M) 16/1**  
Rotations: Heavy 1/0, Medium 11/1, Light 4/0, Total Adds 1, WNNR, Heavy: KVEC, Medium including WKBW, KHOW, WHBY, WHBC, WSPD, WPOE, WTKO, WGBR, WJBC.
- JUICE NEWTON "Hurt" (RCA) 16/1**  
Rotations: Heavy 2/0, Medium 10/0, Light 4/1, Total Adds 1, WHBC, Heavy: WHBY, WTKO, Medium including WFBR, WKBW, WBT, WING, KOB, WPOE, WGBR, WJBC, KVEC.
- JOHN COUGAR MELLENCAMP "Small Town" (Riva/PolyGram) 14/2**  
Rotations: Heavy 3/0, Medium 6/0, Light 5/2, Total Adds 2, WGOW, KBOI, Heavy including WICC, WNNR, Medium: WKBW, KHOW, WCHS, WING, WPOE, WCIL.
- JACK WAGNER "Too Young" (Qwest/WB) 13/2**  
Rotations: Heavy 2/0, Medium 7/0, Light 4/2, Total Adds 2, WTKO, KFOD, Heavy: WKBW, KJR, Medium: JTVN, KHOW, WICC, WCHS, WSPD, WPOE.
- WHAMI "I'm Your Man" (Columbia) 12/3**  
Rotations: Heavy 0, Medium 9/2, Light 3/1, Total Adds 3, WFBR, WCHS, WBT, Medium including WICC, WING, WSPD, WPOE, WJBC.

### STEVIE NICKS "Talk To Me" (Modern/Atco) 11/2

Rotations: Heavy 1/0, Medium 7/0, Light 3/2, Total Adds 2, WGBR, KFOD, Heavy: WKBW, Medium: WFBR, KHOW, WICC, WCHS, WING, WNNR.

### DIANA ROSS "Chain Reaction" (RCA) 11/1

Rotations: Heavy 2/0, Medium 6/1, Light 3/0, Total Adds 1, KVEC, Heavy: WKBW, WTKO, Medium including WFBR, KHOW, KFMB, WPOE, WGBR.

### STING "Love Is The Seventh Wave" (A&M) 10/3

Rotations: Heavy 1/0, Medium 6/2, Light 3/1, Total Adds 3, KHOW, WCHS, WSPD, Heavy: WKBW, Medium including WICC, WNNR, KFOD, KVEC.

### BRYAN FERRY "Don't Stop The Dance" (WB) 10/0

Rotations: Heavy 2/0, Medium 5/0, Light 3/0, Total Adds 0, Heavy: WNNR, WPPA, Medium including WKBW, KHOW, WGOW, WSPD.

### JILL MICHAELS "Where Did The Feeling Go" (Scotti Bros./CBS) 9/1

Rotations: Heavy 0, Medium 5/0, Light 4/1, Total Adds 1, WGBR, Medium: WHBY, WPOE, WTKO, WJBC, KVEC.

## SIGNIFICANT ACTION

### DOLLY PARTON "Think About Love" (RCA) 8/3

Rotations: Heavy 0, Medium 5/0, Light 3/3, Total Adds 3, WSPD, WCIL, KFOD, Medium: WBT, WHBY, WPOE, WTKO, WJBC.

### MARIE OSMOND "There's No Stopping Your Heart" (Capitol/Curb) 8/0

Rotations: Heavy 2/0, Medium 5/0, Light 1/0, Total Adds 0, Heavy: WHBY, WTKO, Medium including WGBR, WJBC.

### DIANE SCHURR & JOSE FELICIANO "By Design" (GRP) 7/0

Rotations: Heavy 0, Medium 5/0, Light 2/0, Total Adds 0, Medium including WHBY, WPOE, WCIL.

### WHITNEY HOUSTON "How Will I Know" (Arista) 6/5

Rotations: Heavy 0, Medium 2/1, Light 4/4, Total Adds 5 including KFMB, WING, KBOI, WGBR, Medium: WICC, WPOE.

### BILLY OCEAN "When The Going Gets Tough..." (Jive/Arista) 6/3

Rotations: Heavy 0, Medium 2/1, Light 4/2, Total Adds 3, WICC, KBOI, WGBR, Medium including WPOE.

### PAUL YOUNG "Everything Must Change" (Columbia) 6/0

Rotations: Heavy 0, Medium 4/0, Light 2/0, Total Adds 0, Medium including WICC, WPOE, WTKO.

### BRUCE SPRINGSTEEN "My Hometown" (Columbia) 5/2

Rotations: Heavy 0, Medium 2/0, Light 3/2, Total Adds 2, WHBY, WGBR, Medium: WING, WPOE.

### JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 5/1

Rotations: Heavy 0, Medium 3/0, Light 2/1, Total Adds 1, WJBC, Medium: WNNR, WPOE, WGBR.

### MATT BIANCO "More Than I Can Bear" (Atlantic) 5/0

Rotations: Heavy 0, Medium 5/0, Light 0, Total Adds 0, Medium including WKBW, WHBY, WNNR, WPOE.

### MICHAEL FRANKS featuring BRENDA RUSSELL "When I Give My Love To You" (WB) 4/4


Rotations: Heavy 0, Medium 2/2, Light 2/2, Total Adds 4 including WHBY, WHBC, Medium: WFBR, WPOE.

### RANDY GOODRUM "Silhouette" (GRP) 4/1

Rotations: Heavy 0, Medium 1/0, Light 3/1, Total Adds 1, WHBY, Medium: WPOE.

### RAY PARKER JR. "One Sided Love Affair" (Arista) 3/3

Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3 including WCI, Medium: WPOE, KVEC.



# DIRE STRAITS

**FULL-SERVICE A/C**

**BREAKERS**

## "WALK OF LIFE"

FULL SERVICE CHART: 15

A/C CHART: 8

# ADULT/CONTEMPORARY

## BREAKERS

### BILLY OCEAN

#### When The Going Gets Tough... (Jive/Arista)

63% of our reporters on it. Rotations: Heavy 2, Medium 26, Light 41, Total Adds 27 including WPIX, 2WD, WSNY, KIFM, WFSM, WIVY, WMGN, KDUK, KWAV. Debuts at number 25 on the A/C chart.

### WHITNEY HOUSTON

#### How Will I Know (Arista)

60% of our reporters on it. Rotations: Heavy 1, Medium 27, Light 37, Total Adds 30 including WSNY, WSB-FM, KVIL-FM, 97A1A, 2WD, WMJI, WSNY, KOST, KIFM. Debuts at number 26 on the A/C chart.

### MAURICE WHITE

#### I Need You (Columbia)

53% of our reporters on it. Rotations: Heavy 3, Medium 32, Light 23, Total Adds 6, WCLY, WRKA, WHNN, KDUK, KKPL, KWEB. Moves 30-29 on the A/C chart.

### BRUCE SPRINGSTEEN

#### My Hometown (Columbia)

50% of our reporters on it. Rotations: Heavy 2, Medium 19, Light 34, Total Adds 34 including WSNY, WSB-FM, WLTF, KMJI, KIFM, K106, K10A, KKUA. Debuts at number 30 on the A/C chart.

## NEW & ACTIVE

### WHAMI "I'm Your Man" (Columbia) 53/14

Rotations: Heavy 3/0, Medium 25/5, Light 25/9, Total Adds 14 including KVIL-FM, KMGG, WFSM, WKGW, K106, WRAL, WFMK, WMT-FM, Heavy: WCKQ, KRLB, KTYL, Medium including WHTX, WRKA, WTRX, KDUK, KWFM.

### JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 53/12

Rotations: Heavy 2/0, Medium 27/2, Light 24/10, Total Adds 12, WCLY, WKGW, KEY103, WEIZ, K10A, WLHT, WMGN, KWAV, WTNV, WCHV, WGSV, WBDW, Heavy: WAVE, KALE, Medium including 97A1A, WKYE, KVUU.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHEL	109/0	107	2	0
2 OIONNE & FRIENDS	107/0	90	15	2
3 MR. MISTER	105/1	89	12	4
4 JAMES TAYLOR	101/0	78	22	1
5 KLYMAXX	99/2	79	17	3
6 PHIL COLLINS & MARILYN MARTIN	99/0	75	20	4
7 STEVIE WONDER	102/4	44	54	4
8 DIRE STRAITS	95/4	37	48	10
9 GLENN FREY	77/0	39	26	12
10 KENNY ROGERS	85/0	41	38	6
11 JACK WAGNER	85/4	27	47	11
12 ABC	75/0	33	31	11
13 FREDDIE JACKSON	76/0	15	43	18
14 STEVIE NICKS	83/2	22	47	14
15 BARRY MANILOW	80/2	20	51	9
16 JOHN COUGAR MELLENCAMP	75/6	32	30	13
17 ARETHA FRANKLIN	63/0	14	36	13
18 POINTER SISTERS	75/3	14	45	16
19 TEARS FOR FEARS	65/0	9	36	20
20 BARBRA STREISAND	81/9	4	51	26
21 BRYAN FERRY	67/1	22	38	7
22 SADE	74/10	6	49	19
23 STING	73/14	6	46	21
24 DAVID FOSTER	46/0	8	25	13
25 BILLY OCEAN	69/27	2	26	41
26 WHITNEY HOUSTON	65/30	1	27	37
27 THOMPSON TWINS	43/0	9	23	11
28 El DeBARGE w/DeBARGE	68/14	1	36	31
29 MAURICE WHITE	58/6	3	32	23
30 BRUCE SPRINGSTEEN	55/34	2	19	34

## MOST ADDED

**BRUCE SPRINGSTEEN (34)**  
My Hometown (Columbia)  
**WHITNEY HOUSTON (30)**  
How Will I Know (Arista)  
**BILLY OCEAN (27)**  
When The Going Gets Tough (Jive/Arista)  
**MICHAEL FRANKS / BRENDA RUSSELL (17)**  
When I Give My Love To You (WB)  
**El DeBARGE w/DeBARGE (14)**  
The Heart Is Not So Smart (Gordy/Motown)  
**STING (14)**  
Love Is The Seventh Wave (A&M)  
**WHAMI (14)**  
I'm Your Man (Columbia)

## HOTTEST

**LIONEL RICHE (98)**  
Say You, Say Me (Motown)  
**MR. MISTER (74)**  
Broken Wings (RCA)  
**DIANNE & FRIENDS (67)**  
That's What Friends Are For (Arista)  
**KLYMAXX (58)**  
I Miss You (Constellation/MCA)  
**JAMES TAYLOR (49)**  
Everyday (Columbia)  
**PHIL COLLINS & MARILYN MARTIN (48)**  
Separate Lives (Atlantic)

### DREAM ACOAEMY "Life In A Northern Town" (Reprise/WB) 49/11

Rotations: Heavy 1/0, Medium 12/0, Light 36/11, Total Adds 11, WHTX, 2WD, WLTF, WMJI, WMGF, KIFM, WEIZ, KDUK, WCHV, WAGE, KMGG, Heavy: WBOV, Medium including WSB-FM, KGW, K10A, KWAV, WSKI.

### DIANA ROSS "Chain Reaction" (RCA) 49/7

Rotations: Heavy 0, Medium 23/2, Light 26/5, Total Adds 7, LOVE94, WRKA, WLAC-FM, WMGN, WCKQ, WFFX, I94, Heavy including WCLY, 2WD, KOST, WAEB, WKYE, WFSL, KWAV.

### SHEENA EASTON "Do It For Love" (EMI America) 41/4

Rotations: Heavy 2/0, Medium 24/0, Light 15/4, Total Adds 4, WCLY, KQ99, WLHT, WFMK, Heavy: WEIM, KTYL, Medium including WPX, KVIL-FM, 2WD, KOST, WFSL, K10A, KWAV.

### JOHN ANDERSON "Easier Said Than Done" (Elektra) 33/3

Rotations: Heavy 1/0, Medium 8/0, Light 26/3, Total Adds 3, WAEB, WKYE, WCHV, Heavy: WEIM, Medium including WAVE, KWFM, WGLL, WSKI, WORG, WFFX, KALE.

### CARS "Tonight She Comes" (Elektra) 33/3

Rotations: Heavy 6/0, Medium 16/1, Light 11/2, Total Adds 3, WLTF, V100, WKYX, Heavy: WLHT, WFMK, WMMJ, WSKI, WCKQ, WBOV, Medium including KEY103, WMGN, WHNN, KKPL.

### ISLEY, JASPER, ISLEY "Caravan Of Love" (CBS Associated) 31/10

Rotations: Heavy 0, Medium 9/2, Light 22/8, Total Adds 10, KIFM, KEY103, WLTL, WSLF, WAVE, KOIL, WSKY, WCHV, WBOV, Medium including WPX, WLTS, WSKI, KALE.

### MICHAEL FRANKS featuring BRENDA RUSSELL "When I Give My Love To You" (WB) 27/17

Rotations: Heavy 0, Medium 2/1, Light 25/16, Total Adds 17 including KIFM, WAEB, WKYE, WFSL, WTRX, KWFM, WEIM, WSKY, WORG, WMT-FM, KKL, Medium: WPX, WGLL.

### CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 26/2

Rotations: Heavy 5/0, Medium 12/1, Light 9/1, Total Adds 2, WLHT, WTNV, Heavy: WSNY, WXTC, WAVE, KRBS, KALE, Medium including WHTX, KVIL-FM, WMGN, WHNN, KKUA.

## SIGNIFICANT ACTION

### JOHN DENVER "Dreamland Express" (RCA) 24/4

Rotations: Heavy 0, Medium 8/0, Light 16/4, Total Adds 4, WKYE, WTRX, KTYL, KKL, Medium including KVIL-FM, KGW, WEIM, WGLL, WSKI, WMT-FM, KALE.

### PAUL YOUNG "Everything Must Change" (Columbia) 22/2

Rotations: Heavy 1/0, Medium 7/1, Light 14/1, Total Adds 2, WSKI, WKYX, Heavy: WFSL, Medium including WMMJ, WAEV, KTYL, KFSB, KRBS, KALE.

### KOOL & THE GANG "Emergency" (De-Lite/PolyGram) 19/1

Rotations: Heavy 0, Medium 12/1, Light 5/0, Total Adds 1, V100, Heavy including WSKI, Medium including WHTX, KVIL-FM, WMGN, WEIM, WCKQ, WCHV, WKYX, WZLQ, KTYL, KRBS.

### JONI MITCHELL "Good Friends" (Geffen) 16/7

Rotations: Heavy 0, Medium 2/0, Light 14/7, Total Adds 7, WORG, WZLQ, WMT-FM, I94, KFSB, KMGG, KALE, Medium: WCKQ, KKL.

### SIMPLE MINDS "Aive & Kicking" (Virgin/A&M) 14/4

Rotations: Heavy 5/0, Medium 4/0, Light 5/4, Total Adds 4, B100, WENS, WHNN, WMHE, Heavy including KMGG, KQ99, KKUA, WMMJ, Medium: V100, WFMK, WTNV, WSKY.

### MATT BIANCO "More Than I Can Bear" (Atlantic) 14/0

Rotations: Heavy 0, Medium 2/0, Light 12/0, Total Adds 0, Medium: KRBS, KALE.

### EDDIE MURPHY "Party All The Time" (Columbia) 13/5

Rotations: Heavy 2/1, Medium 4/0, Light 7/4, Total Adds 5, V100, WKYE, WHNN, KKUA, WZLQ, Heavy including B100, Medium: KVIL-FM, KMGG, WMHE, KRLB.

### HEART "Never" (Capitol) 13/2

Rotations: Heavy 3/0, Medium 8/0, Light 2/2, Total Adds 2, WFSM, KRVA, Heavy: WMJI, WMHE, KKUA, Medium: WHTX, WLTF, B100, V100, KQ99, KDUK, WTNV, KPLB.

### ELTON JOHN "Wrap Her Up" (Geffen) 13/2

Rotations: Heavy 5/0, Medium 4/2, Light 4/0, Total Adds 2, V100, WMGN, Heavy: WAVE, KKUA, WSKI, WCKQ, KTYL, Medium including KEY103, WKYX.

### FRANKIE VALLI & THE FOUR SEASONS "Moonlight Memories" (Curb/MCA) 11/3

Rotations: Heavy 0, Medium 3/0, Light 8/3, Total Adds 3, WORG, KWEB, KRBS, Medium: WAEB, WTRX, WCHV.

### PEABO BRYSON "Love Always Finds A Way" (Elektra) 10/9

Rotations: Heavy 0, Medium 0, Light 10/9, Total Adds 9, WEIM, WSKI, WCKQ, WORG, WZLQ, KTYL, KKL, KRBS, KMGG.

### OND "Secret" (A&M) 9/7

Rotations: Heavy 0, Medium 0, Light 9/7, Total Adds 7, WMMJ, WSKI, WCKQ, WORG, WAEV, KRBS, KALE.

### A-HA "The Sun Always Shines On T.V." (Reprise/WB) 9/1

Rotations: Heavy 0, Medium 4/0, Light 5/1, Total Adds 1, WFSM, Medium: WCKQ, KTYL, KALE.

### PAUL McCARTNEY "Spies Like Us" (Capitol) 9/1

Rotations: Heavy 0, Medium 3/0, Light 6/1, Total Adds 1, WFSM, Medium: WCKQ, KTYL, KALE.

### CHARLIE DANIELS BAND "Still Hurtin' Me" (Epic) 9/0

Rotations: Heavy 0, Medium 1/0, Light 8/0, Total Adds 0, Medium: WEIM.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.



# AOR ALBUMS

Three Weeks Last  
Weeks Weeks

## 158 REPORTS

DECEMBER 6, 1985

Total Reports/Adds Power Heavy Medium

1	1	<b>1</b>	<b>ZZ TOP</b> /Afterburner (WB)	"Can't Stop" (119) "Stages" (100) "Sleeping" (85)	149 = /0	60+	140-	8+
3	2	<b>2</b>	<b>PETE TOWNSHEND</b> /White City (Alco)	"Face" (143) "Blood" (103) "Hiding" (23)	157 + /3	48 =	139 +	16-
5	3	<b>3</b>	<b>STEVIE NICKS</b> /Rock A Little (Modern/Alco)	"Talk" (146) "Wait" (106) "Sister" (12)	153 + /1	64+	134 +	17-
2	2	<b>4</b>	<b>JOHN C. MELLENCAMP</b> /Scarecrow (Riva/PG)	"Small" (99) "Justice" (49) "Rain" (44)	142 + /2	35-	110 +	31+
3	4	<b>5</b>	<b>RUSH</b> /Power Windows (Mercury/PG)	"Manhattan" (107) "Money" (75) "Territories" (47)	137 = /1	16-	82-	49+
5	6	<b>6</b>	<b>SIMPLE MINDS</b> /Once Upon A Time (Virgin/A&M)	"Alive" (132) "Sanctify" (12) "Things" (10)	138 - /0	50-	127-	8-
9	8	<b>7</b>	<b>PAT BENATAR</b> /Seven The Hard Way (Chrysalis)	"Sex" (133) "Le Bel Age" (26)	141 = /1	27 =	92 +	47-
13	12	<b>8</b>	<b>MIKE &amp; THE MECHANICS</b> /Mike & The Mechanics (Atlantic)	"Silent Running" (149)	152 + /2	19+	90 +	60-
10	9	<b>9</b>	<b>ASIA</b> /Astra (Geffen)	"Go" (129) "Too Late" (43) "Countdown" (13)	136 + /3	23+	78 +	54-
6	7	<b>10</b>	<b>CARS</b> /Greatest Hits (Elektra)	"Tonight She Comes" (131)	131 - /0	51-	121-	8-
—	20	<b>11</b>	<b>T. PETTY &amp; THE HEARTBREAKERS</b> /Pack Up The Plantation... (MCA)	"Star" (78) "Needles" (61) "Don't Bring" (50)	123 + /39	5+	38 +	73+
7	8	<b>12</b>	<b>DIRE STRAITS</b> /Brothers In Arms (WB)	"Walk" (67) "Ride" (34) "World" (19)	99 - /3	20-	65-	30+
15	14	<b>13</b>	<b>MR. MISTER</b> /Welcome To The Real World (RCA)	"Kyrie" (129) "Broken Wings" (22)	137 + /15	9-	47 +	84+
22	19	<b>14</b>	<b>ROCKY IV</b> /Soundtrack (Scotti Bros./CBS)	"Burning Heart" (108)	114 - /4	21+	65+	45-
11	14	<b>15</b>	<b>STEVIE RAY VAUGHAN &amp; DOUBLE TROUBLE</b> /Soul To Soul (Epic)	"Change It" (113)	121 - /4	2 =	37-	79+
9	13	<b>16</b>	<b>ROGER DALTRY</b> /Under A Raging Moon (Atlantic)	"Let Me Down" (81) "Raging" (39)	106 - /7	2-	36-	65-
19	18	<b>17</b>	<b>WANG CHUNG</b> /To Live And Die In L.A. (Geffen)	"To Live And Die" (113)	114 + /3	13+	66+	44-
26	20	<b>18</b>	<b>ALARM</b> /Strength (IRS/MCA)	"Strength" (122)	125 + /5	8 +	37 +	79+
8	12	<b>19</b>	<b>INXS</b> /Listen Like Thieves (Atlantic)	"This Time" (87) "What You Need" (26)	105 - /2	4-	36-	57-
16	16	<b>20</b>	<b>AEROSMITH</b> /Done With Mirrors (Geffen)	"Let The Music" (62) "Shela" (61)	105 - /3	2-	24-	67-
23	22	<b>21</b>	<b>DIVINYLS</b> /What A Life (Chrysalis)	"Pleasure And Pain" (124)	125 + /5	1 =	25 +	82-
29	28	<b>22</b>	<b>DREAM ACADEMY</b> /Dream Academy (Reprise/WB)	"Life" (117)	119 + /4	2 =	26 +	81+
28	25	<b>23</b>	<b>JONI MITCHELL</b> /Dog Eat Dog (Geffen)	"Good Friends" (100)	103 = /5	7 =	25-	67+
18	24	<b>24</b>	<b>STARSHIP</b> /Knee Deep In The Hoopla (Grunt/RCA)	"Sara" (88) "We Built" (10)	98 + /11	4 =	30-	65+
27	26	<b>25</b>	<b>LOVERBOY</b> /Lovin' Every Minute Of It (Columbia)	"Dangerous" (90)	99 - /2	0-	19+	74+
12	23	<b>26</b>	<b>STING</b> /The Dream Of The Blue Turtles (A&M)	"Russians" (50) "Seventh" (31)	79 + /14	6-	25-	47+
—	39	<b>27</b>	<b>BRUCE SPRINGSTEEN</b> /Born In The U.S.A. (Columbia)	"My Hometown" (80)	84 + /34	14 +	33 +	46+
17	22	<b>28</b>	<b>CLARENCE CLEMONS</b> /Hero (Columbia)	"Friend Of Mine" (79)	81 - /0	8-	38-	36-
—	33	<b>29</b>	<b>NIGHT RANGER</b> /7 Wishes (Cameo/MCA)	"Goodbye" (78)	79 + /10	4 +	30 +	45+
—	31	<b>30</b>	<b>TWISTED SISTER</b> /Come Out And Play (Atlantic)	"Leader" (91)	93 + /11	0 =	10 +	65+
32	27	<b>31</b>	<b>YES</b> /9012 Live (Alco)	"Hold On" (81) "Changes" (26)	84 - /1	1 =	9+	64-
30	31	<b>32</b>	<b>HEART</b> /Heart (Capitol)	"Never" (28) "If Looks Could" (21)	48 + /5	15 +	28-	16+
14	21	<b>33</b>	<b>PHANTOM, ROCKER &amp; SLICK</b> /Phantom, Rocker & Slick (EMI America)	"Men Without Shame" (45) "My Mistake" (37)	73 - /9	3-	15-	44-
37	36	<b>34</b>	<b>CHARLIE SEXTON</b> /Pictures For Pleasure (MCA)	"Beat's So Lonely" (73)	79 + /8	2 +	11 +	58+
<b>DEBUT</b>		<b>35</b>	<b>HOOTERS</b> /Nervous Night (Columbia)	"Day By Day" (69)	74 + /26	3 +	10 +	51+
<b>DEBUT</b>		<b>36</b>	<b>DOKKEN</b> /Under Lock & Key (Elektra)	"The Hunter" (81)	81 + /23	0 =	2 =	56+
—	37	<b>37</b>	<b>BRYAN ADAMS</b> /Reckless (A&M)	"It's Only Love" (53)	54 + /6	7 +	26 +	22-
21	30	<b>38</b>	<b>THOMPSON TWINS</b> /Here's To Future Days (Arista)	"Lay Your Hands" (20) "Roll Over" (18) "King" (17)	51 + /6	4 +	21-	26+
<b>DEBUT</b>		<b>39</b>	<b>BON JOVI</b> /7800 Fahrenheit (Mercury/PG)	"Silent Night" (74)	74 + /15	0-	4-	57+
40	40	<b>40</b>	<b>WATERBOYS</b> /This Is The Sea (Island)	"The Whole" (61)	62 + /5	2 +	10 +	45+

## BREAKERS

### TOM PETTY & THE HEARTBREAKERS Pack Up The Plantation — Live! (MCA)

78% of our reporters on it. 123/29 including adds at: WBCN, KTXQ, WSHE, WLLZ, KAZY, KMET, 91X, KRQR. Moves 20-11.

### The Waterboys' album This Is The Sea.



*"if for some strange reason  
you can't add the record,  
quit your job."*

Ken Ornberg, KABL



### The Waterboys' single Whole Of The Moon.

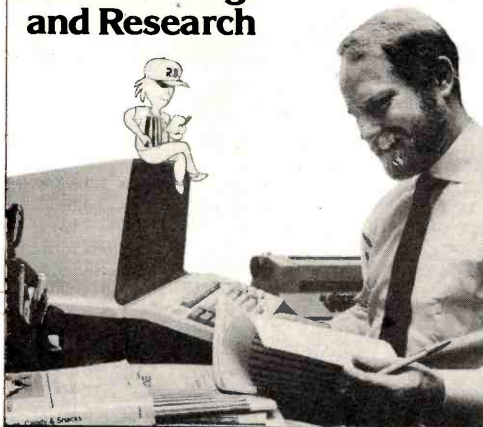
**CHARTS** — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), 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.

# HIBERNETICS

## A Guide to Radio Ratings and Research

by Jhan Hiber



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

### Chapter 1

#### Radio Research Overview

— a history of research

### Chapter 2

#### Focus On Focus Groups

— Definition, use, do-it-yourself

### Chapter 3

#### Telephone Studies

— strengths/weaknesses, do's and don'ts

### Chapter 4

#### Other Market Research Techniques

— Mail, in-person, when/how to

### Chapter 5

#### A Look Inside Arbitron

— Intro and production

### Chapter 6

#### The Almighty Diary

— evolution, longevity, history

### Chapter 7

#### Diary Analysis

— how to get the other 75% of information

### Chapter 8

#### Quarterly Measurement

— how to succeed, history and problems

### Chapter 9

#### Birch Radio

— background, methodology, comparison with ARB

### Chapter 10

#### Sales Research

— a key to better revenues

### Chapter 11

#### Sales Breakouts

— computer options, types of breakouts



### Order your copy now and take advantage of this SPECIAL PRE-PUBLICATION OFFER:

Please send me \_\_\_\_\_ copies at \$39.95 of Hibernetics, A Guide to Radio Ratings and Research.

NAME \_\_\_\_\_

STATION/AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

MASTERCARD # \_\_\_\_\_

INTERBANK # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

VISA # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

Make check payable to: R&R Books/Hibernetics (please allow 4-6 weeks for delivery.)

Ca. residents add 6½% sales tax.

HIBERNETICS © R&R BOOKS 1984  
1930 CENTURY PARK WEST LOS ANGELES, CA 90067



# AOR ALBUMS

## MOST ADDED

### TOM PETTY & THE HEARTBREAKERS (39)

Pack Up The Plantation - Live! (MCA)

### BRUCE SPRINGSTEEN (34)

Born In The U.S.A. (Columbia)

### HOOTERS (26)

Nervous Night (Columbia)

### DOKKEN (23)

Under Lock & Key (Elektra)

## HOTTEST

### STEVIE NICKS (64)

Rock A Little (Modern/Atco)

### ZZ TOP (60)

Afterburner (WB)

### CARS (51)

Greatest Hits (Elektra)

Simple Minds (50)

Once Upon A Time (Virgin/A&M)

### PETE TOWNSHEND (48)

White City (Atco)

## NEW & ACTIVE

### TRIUMPH "Stages" (MCA) 51/2 (53/9)

Adds: WYNF, WTPA. Powers 1: Heavy 6 including Q107, WYSP, KNKN, KRIX, KROU. Medium 33 including WDVE, WHJY, KL0L, WSHE, WLVO, WLLZ, KOMÉ.

### ✓ MOLLY HATCHET "Double Trouble Live" (Epic) 50/14 (40/13)

Adds including WHJY, Q107, WYNF, KLAQ, KKDJ, KEZE. Heavy 0: Medium 32 including WDVE, DC101, KZEW, WLVO, KSHE, KZAP, KOMÉ.

### TONY CAREY "Blue Highway" (MCA) 49/6 (43/11)

Adds: WXRK, WPLR, WHEB, KOMP, KZAM, KVRE. Heavy 2: WYSP, KRQU. Medium 37 including WYNF, WLLZ, WRIF, KUPD, KOMÉ, WPDH, WDIK, KISS.

### OUTFIELD "Play Deep" (Columbia) 48/7 (42/13)

Adds: WSHE, WYNF, WDHA, WAAF, KNKN, KQDS, WIZN. Powers 3: Heavy 8: KL0L, WLLZ, WRIF, WCMF, KGGO, KDKB, KEZE, KRQU. Medium 33 including KZEW, KSRR, WEBN, KORS, KSHE, KLOS, KOMÉ.

### ✓ JETHRO TULL with the LONDON SYMPHONY ORCHESTRA "A Classic Case" (RCA) 46/12 (36/6)

Adds including Q107, KSHE, KUPD, KROR, KOMÉ, KEZO. Heavy 3 including KISW, WHMD. Medium 28 including WIYY, DC101, KTCZ, KAZY, KZAP, WPYX, WRXL, KZEL.

### CRUZADOS "Cruzos" (Arista) 45/9 (42/1)

Adds including KAZY, WPDH, WEZX, WAQY, KNKN, WONE, WTUE. Heavy 5 including WBCN, WDHA, KRIX, KTCL. Medium 31 including KZEW, KSRR, WNOR, WYNF, WXRT, KROQ, 91X.

### CLASH "Cut The Crap" (Epic) 42/3 (40/5)

Adds: KTXQ, KBPI, WZEW. Heavy 6: WBCN, KROQ, 91X, WLIR, KTCL, KCGL. Medium 28 including WBAB, KZEW, KL0L, WNOR, WXRT, KFOG, WHEB.

### SCORPIONS "World Wide Live" (Mercury/PolyGram) 38/8 (36/8)

Adds: WYNF, WDHA, KNKN, WKDF, KEZO, KDJ, WTPA, KOLA. Heavy 0: Medium 23 including WNEW, WHJY, WLVO, KSHE, KLOS, WDIK, KATT.

### HOODOO GURUS "Mars Needs Guitars!" (Big Time) 37/3 (37/3)

Adds: KZEW, WCRT, KYRE. Heavy 3: KSTM, KRQU, KCGL. Medium 28 including Q107, WXRT, KROQ, 91X, WOUR, KLBJ, KLAQ, KILO.

### ✓ JON ANDERSON "3 Ships" (Elektra) 32/13 (19/3)

Adds including WBAB, WNEW, WPYX, WQBK, CHEZ, KATT, WIOT, KMOD. Powers 1: Heavy 3 including KTCZ. Medium 22 including WXRT, KAZY, KBKO, WPDH, WONE, WTUE, WLAV.

### COREY HART "Boy In The Box" (EMI America) 30/7 (23/11)

Adds including WPLR, WKDF, WRDU, KOMP. Powers 1: Heavy 6 including KLBJ, K97. Medium 22 including KBPI, WQBK, WHEB, KGGO.

### CULT "Love" (Sire/WB) 25/2 (24/2)

Adds: WZZQ, KTYD. Powers 2: Heavy 3 including WLIR, KCGL. Medium 16 including Q107, KROQ, 91X, WHEB, WEZX, WAAF, KLAQ, KMOD.

### ARCADIA "So Red The Rose" (Capitol) 24/4 (21/1)

Adds: CHOM, KBKO, KSTM, WZEW. Powers 2: Heavy 12 including WBCN, WSHE, KFOG, WLIR, CHEZ, WIMZ. Medium 8 including WPHY, KMJX.

### SADE "Promise" (Portrait/CBS) 21/1 (19/3)

Adds: KVRE. Powers 2: Heavy 11 including KTCZ, KAZY, KBKO, KINK, WQBK, WONE. Medium 7 including WXRT, CHEZ, WRDU.

### BOB DYLAN "Biograph" (Columbia) 19/2 (18/5)

Adds: KFOG, WWWW. Heavy 3 including KTCZ, KVRE. Medium 9 including WXRT, KBKO, WONE, WTUE.

### MARSHAL CRENSHAW "Downtown" (WB) 19/2 (18/1)

Adds: KBKO, KILO. Powers 1: Heavy 6 including WXRT, WRIF. Medium 10 including WNEW, WMMR, DC101, KSTM.

### BIG AUDIO DYNAMITE "This Is Big Audio Dynamite" (Columbia) 18/5 (14/0)

Adds: WNEW, KFOG, WPYX, WCPZ, WZZQ. Powers 6: Heavy 8 including WBCN, KROQ, WLIR, CPNY. Medium 5 including WXRT, KSTM.

### WHITE NIGHTS "Soundtrack" (Atlantic) 17/2 (15/1)

Adds: KMOD, KVRE. Powers 1: Heavy 3: KMJX, K97, KLYV. Medium 10 including WXRT, WLVO, WQFM, KINK, 91X, KLBJ, WWWW, KTYD.

### FIREIGN THEATRE "Eat Or Be Eaten" (Mercury/PolyGram) 16/7 (13/11)

Adds including WDVE, KZEW, WOUR, WKDF, KKDJ, KLXP. Heavy 0: Medium 5 including WQBK, WLAV.

### ECHO & THE BUNNYMEN "Songs To Learn And Sing" (Sire/WB) 15/2 (13/5)

Adds: WBCN, CHEZ. Heavy 4: WLIR, KTCL, KRQU, KCGL. Medium 6 including WXRT, KROQ.

### WALL OF VOODOO "Seven Days In Sammystown" (IRS/MCA) 15/1 (13/1)

Adds: KNKN. Heavy 1: KROU. Medium 14 including WXRT, KROQ, 91X, WLIR, CHEZ.

**NEW & ACTIVE** — Records building in airplay 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.













CHR PARALLEL ONE PLAYLISTS

EAST
BIO4 WBSB
PD: Steve Kingston
MD: Amy Kronthal

POWER 95 WPLJ-FM RADIO
PD: Larry Berger
MD: Lisa Tonacci

Hot Hits 103
Baltimore PD: Ralph Wimmer
MD: Tim Watts

Kiss 98.2 Buffalo
PD: Scott Robbins
MD: Boom Boom Cannon

103 WHTT TRITRADIO
PD: Bob Travis
MD: Chris Knight

Philadelphia PD: Scott Walker
MD: Glenn Kalin

1050 chum
PD: Jim Waters
MD: Brad "Knobby" Jones

92 PRO-FM
Operations Manager: Providence
Tom Cuddy

ckgm Montreal
PD: David Wolfe
MD: Stephen Anthony

WAVE 105 Washington
PD: Smokey Rivers
MD: Gene Baxter

ckoi97 Montreal
PD: Bob Beauchamp
MD: Guy Bourillard

CFTR 680 Toronto
VP/Programming: Sandy Sanderson
MD: Bob Saint

Z100 New York
PD: Scott Shannon
MD: Frankie Blue

WXSX-FM Kiss 108 FM
PD: Sunny Joe White
MD: Geni Donaghy

103 WPHD Buffalo
PD: Carolyn Wessel

Hot 104 Buffalo
PD: Jim Randall
MD: P.J. Fox

WBLI 106.5 FM Long Island
PD: Bill Terry
MD: Ruth Tolson

WB94 Pittsburgh
PD: Nick Bazoo
MD: Lori Campbell

WKEN-FM/ Buffalo
PD: Hank Nevins
MD: Roger Christian

ROCK 102
PD: Roger Christian

WASH DC
PD: Randy Lane
ASST. PD: Mary Taten

Z106 WZGO Philadelphia
ALL HIT RADIO
Opr. Mgr: Steve Davis
MD: Andre Gardner

South
all hit 97.1 WYGL Dallas
PD: Randy Brown
MD: Joe Folger

103 WPHD Buffalo
PD: Carolyn Wessel

103 WPHD Buffalo
PD: Carolyn Wessel











# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

## 246 Reports

**JOHN DOE**  
"The Song" (Anylabel)  
LP: R/S Song

Regional	100/25	44%	National
Rank	33	53	15
M	21%	54	6
A	30%	54	1
T	19%	54	28

## EXAMPLE

100/25 - 100 CHR reporting stations on which it week including 25 new adds.

44% - Percentage of this week's listeners reporting playing of this week's record.

**Regional Reach** - Percentage of reporters playing the song within each region.

**National Summary**  
Up 51 - Number of stations moving it up on the charts.

**Debits 20** - Number of stations debuting the song this week.

**Sensu 4** - Number of stations reporting no movement this week (DN to Ch, Add, Down to Ch, 31-3), etc.

**Down 0** - Number of stations moving it down on the charts.

**Adds 25** - Total number of stations adding it this week.

## A

### A-H

The Sun Always Shines On TV  
LP: Huring High And Low (Reprise/WB)

Regional	147/45	60%	National
Rank	4	31	2
M	5%	30	2
A	5%	29	1
T	5%	45	4

## BREAKER

Regional	222/1	90%	National
Rank	1	1	1
M	1	1	1
A	1	1	1
T	1	1	1

### BRYAN ADAMS & TINA TURNER

It's Only Love (A&M)  
LP: Rockers

Regional	219/4	89%	National
Rank	24	17	2
M	1	17	2
A	1	17	2
T	1	17	2

## ARCADIA

Electricity Day (Capitol)  
LP: So Rock The Pose

Regional	222/1	90%	National
Rank	1	1	1
M	1	1	1
A	1	1	1
T	1	1	1

### ARTISTS UNITED AGAINST APARTHEID

Sun City (Mannhattan)

Regional	61/0	21%	National
Rank	1	1	1
M	1	1	1
A	1	1	1
T	1	1	1

## ASA

(Go/Geffen)  
LP: Kioko

Regional	98/40	40%	National
Rank	1	1	1
M	1	1	1
A	1	1	1
T	1	1	1

### BALTIMORA

Teenage Boy (Mannhattan)

Regional	88/16	28%	National
Rank	1	1	1
M	1	1	1
A	1	1	1
T	1	1	1

## PAT HENAR

Sex As A Weapon (Chrysalis)  
LP: Seven The Hard Way

Regional	184/8	75%	National
Rank	35	2	1
M	4	2	1
A	4	2	1
T	4	2	1

### JAMES BROWN

Living in America (Soul Bros./CBS)  
LP: Rocky IV Soundtrack

Regional	100/68	41%	National
Rank	1	1	1
M	1	1	1
A	1	1	1
T	1	1	1

## CARS

Tonight! She Comes (Elektra)  
LP: Cars Greatest Hits

Regional	238/2	98%	National
Rank	12	1	1
M	1	1	1
A	1	1	1
T	1	1	1

### C. CLEMONS & J. BROWNE

You're A Friend Of Mine (Columbia)  
LP: Hero

Regional	192/117	78%	National
Rank	21	15	2
M	1	15	2
A	1	15	2
T	1	15	2

## DIRE STRAITS

Walk Of Life (WB)  
LP: Brothers In Arms

Regional	222/4	90%	National
Rank	13	1	1
M	1	1	1
A	1	1	1
T	1	1	1

# PARALLELS

## DIOWNE & FRIENDS

That's What Friends Are For (Arista)  
LP Friends

218/13		89%		National	
Regional	Rank	Weeks	Peak	Regional	Rank
1	1	1	1	1	1
2	2	1	1	2	2
3	3	1	1	3	3
4	4	1	1	4	4
5	5	1	1	5	5
6	6	1	1	6	6
7	7	1	1	7	7
8	8	1	1	8	8
9	9	1	1	9	9
10	10	1	1	10	10
11	11	1	1	11	11
12	12	1	1	12	12
13	13	1	1	13	13
14	14	1	1	14	14
15	15	1	1	15	15
16	16	1	1	16	16
17	17	1	1	17	17
18	18	1	1	18	18
19	19	1	1	19	19
20	20	1	1	20	20
21	21	1	1	21	21
22	22	1	1	22	22
23	23	1	1	23	23
24	24	1	1	24	24
25	25	1	1	25	25
26	26	1	1	26	26
27	27	1	1	27	27
28	28	1	1	28	28
29	29	1	1	29	29
30	30	1	1	30	30
31	31	1	1	31	31
32	32	1	1	32	32
33	33	1	1	33	33
34	34	1	1	34	34
35	35	1	1	35	35
36	36	1	1	36	36
37	37	1	1	37	37
38	38	1	1	38	38
39	39	1	1	39	39
40	40	1	1	40	40
41	41	1	1	41	41
42	42	1	1	42	42
43	43	1	1	43	43
44	44	1	1	44	44
45	45	1	1	45	45
46	46	1	1	46	46
47	47	1	1	47	47
48	48	1	1	48	48
49	49	1	1	49	49
50	50	1	1	50	50

## SHEENA EASTON

Do It For Love (EMI America)  
LP Do You

173/2		79%		National	
Regional	Rank	Weeks	Peak	Regional	Rank
1	1	1	1	1	1
2	2	1	1	2	2
3	3	1	1	3	3
4	4	1	1	4	4
5	5	1	1	5	5
6	6	1	1	6	6
7	7	1	1	7	7
8	8	1	1	8	8
9	9	1	1	9	9
10	10	1	1	10	10
11	11	1	1	11	11
12	12	1	1	12	12
13	13	1	1	13	13
14	14	1	1	14	14
15	15	1	1	15	15
16	16	1	1	16	16
17	17	1	1	17	17
18	18	1	1	18	18
19	19	1	1	19	19
20	20	1	1	20	20
21	21	1	1	21	21
22	22	1	1	22	22
23	23	1	1	23	23
24	24	1	1	24	24
25	25	1	1	25	25
26	26	1	1	26	26
27	27	1	1	27	27
28	28	1	1	28	28
29	29	1	1	29	29
30	30	1	1	30	30
31	31	1	1	31	31
32	32	1	1	32	32
33	33	1	1	33	33
34	34	1	1	34	34
35	35	1	1	35	35
36	36	1	1	36	36
37	37	1	1	37	37
38	38	1	1	38	38
39	39	1	1	39	39
40	40	1	1	40	40
41	41	1	1	41	41
42	42	1	1	42	42
43	43	1	1	43	43
44	44	1	1	44	44
45	45	1	1	45	45
46	46	1	1	46	46
47	47	1	1	47	47
48	48	1	1	48	48
49	49	1	1	49	49
50	50	1	1	50	50

## WHITNEY HOUSTON

How Will I Know (Columbia)  
LP Whitney Houston

181/86		74%		National	
Regional	Rank	Weeks	Peak	Regional	Rank
1	1	1	1	1	1
2	2	1	1	2	2
3	3	1	1	3	3
4	4	1	1	4	4
5	5	1	1	5	5
6	6	1	1	6	6
7	7	1	1	7	7
8	8	1	1	8	8
9	9	1	1	9	9
10	10	1	1	10	10
11	11	1	1	11	11
12	12	1	1	12	12
13	13	1	1	13	13
14	14	1	1	14	14
15	15	1	1	15	15
16	16	1	1	16	16
17	17	1	1	17	17
18	18	1	1	18	18
19	19	1	1	19	19
20	20	1	1	20	20
21	21	1	1	21	21
22	22	1	1	22	22
23	23	1	1	23	23
24	24	1	1	24	24
25	25	1	1	25	25
26	26	1	1	26	26
27	27	1	1	27	27
28	28	1	1	28	28
29	29	1	1	29	29
30	30	1	1	30	30
31	31	1	1	31	31
32	32	1	1	32	32
33	33	1	1	33	33
34	34	1	1	34	34
35	35	1	1	35	35
36	36	1	1	36	36
37	37	1	1	37	37
38	38	1	1	38	38
39	39	1	1	39	39
40	40	1	1	40	40
41	41	1	1	41	41
42	42	1	1	42	42
43	43	1	1	43	43
44	44	1	1	44	44
45	45	1	1	45	45
46	46	1	1	46	46
47	47	1	1	47	47
48	48	1	1	48	48
49	49	1	1	49	49
50	50	1	1	50	50

## ELTON JOHN

How Will I Know (Capitol)  
LP Ice On Fire

199/3		81%		National	
Regional	Rank	Weeks	Peak	Regional	Rank
1	1	1	1	1	1
2	2	1	1	2	2
3	3	1	1	3	3
4	4	1	1	4	4
5	5	1	1	5	5
6	6	1	1	6	6
7	7	1	1	7	7
8	8	1	1	8	8
9	9	1	1	9	9
10	10	1	1	10	10
11	11	1	1	11	11
12	12	1	1	12	12
13	13	1	1	13	13
14	14	1	1	14	14
15	15	1	1	15	15
16	16	1	1	16	16
17	17	1	1	17	17
18	18	1	1	18	18
19	19	1	1	19	19
20	20	1	1	20	20
21	21	1	1	21	21
22	22	1	1	22	22
23	23	1	1	23	23
24	24	1	1	24	24
25	25	1	1	25	25
26	26	1	1	26	26
27	27	1	1	27	27
28	28	1	1	28	28
29	29	1	1	29	29
30	30	1	1	30	30
31	31	1	1	31	31
32	32	1	1	32	32
33	33	1	1	33	33
34	34	1	1	34	34
35	35	1	1	35	35
36	36	1	1	36	36
37	37	1	1	37	37
38	38	1	1	38	38
39	39	1	1	39	39
40	40	1	1	40	40
41	41	1	1	41	41
42	42	1	1	42	42
43	43	1	1	43	43
44	44	1	1	44	44
45	45	1	1	45	45
46	46	1	1	46	46
47	47	1	1	47	47
48	48	1	1	48	48
49	49	1	1	49	49
50	50	1	1	50	50

## KLYMAXX

Just You (Constellation/MCA)  
LP Meeting In The Ladies Room

205/2		83%		National	
Regional	Rank	Weeks	Peak	Regional	Rank
1	1	1	1	1	1
2	2	1	1	2	2
3	3	1	1	3	3
4	4	1	1	4	4
5	5	1	1	5	5
6	6	1	1	6	6
7	7	1	1	7	7
8	8	1	1	8	8
9	9	1	1	9	9
10	10	1	1	10	10
11	11	1	1	11	11
12	12	1	1	12	12
13	13	1	1	13	13
14	14	1	1	14	14
15	15	1	1	15	15
16	16	1	1	16	16
17	17				





# PARALLELS

## SIGNIFICANT ACTION

### B I O S

**JON BUTCHER AXIS**  
Sounds Of Your Voice (Capitol)  
LP: Along The Axis

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**INXS**  
The Time (Atlantic)  
LP: Laser-Like Thrives

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**OMO**  
Secret (IRS/ASM)  
LP: Crush

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**CHARLIE SEXTON**  
Boat's So Lonely (MCA)  
LP: Pictures For Pleasure

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

### D

**ROGER DALTRY**  
Let Me Down Easy (Atlantic)  
LP: Under A Raging Moon

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**FREDDIE JACKSON**  
He'll Never Love You... (Capitol)  
LP: Rock Me Tonight

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**ROBERT PALMER**  
Discipline Of Love  
(Why Did You Do It?) (Island)  
LP: Riposte

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**SHEILA E**  
A Love Bizarre (WB)  
LP: Romance 1800/Knut Grooves Soundtrack

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

### L

**EL DEBARGE w/DeBARGE**  
The Heart Is Not... (Gordy/Motown)  
LP: Rhythm Of The Night

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**LISA LISA w/CULT JAM & FULL FORCE**  
Can You Feel The Beat (Columbia)  
LP: Lisa Lisa w/Cult Jam & Full Force

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**READY FOR THE WORLD**  
Digital Display (MCA)  
LP: Ready For The World

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**BARBRA STREISAND**  
Somewhere (Columbia)  
LP: The Broadway Album

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

### R

**FORTUNE**  
Stacy (Cameo/MCA)  
LP: Fortune

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**NICK LOWE**  
I Knew The Bride... (Columbia)  
LP: The Rose Of England

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**KENNY ROGERS**  
Morning Desire (RCA)  
LP: The Heart Of The Matter

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**EUGENE WILDE**  
Don't Say No Tonight  
(Philly World/Atlantic)  
LP: Serenade

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

### W

**HOOTERS**  
Day By Day (Columbia)  
LP: Nervous Night

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**JONI MITCHELL**  
Good Friends (Geffen)  
LP: Dog Eat Dog

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

**WRESTLERS**  
Land Of 1,000 Dances? (Epic)  
LP: The Wrestling Album

<b>P1</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P2</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON	<b>P3</b> EAST WEST ON WEEK ON SOUTH ON MIDWEST ON NORTH ON
---	---	---

Keep Yourself Informed with The Industry's Weekly Newspaper



**THE No. 1 PUBLICATION FOR RADIO**

Start my subscription immediately

Name \_\_\_\_\_  
 Station/company \_\_\_\_\_  
 Address \_\_\_\_\_ Telephone \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Subscription price \$215 per year (US/Canada)-mailed first class Overseas (\$400-US funds only)

Payment enclosed

Charge by:

VISA

MasterCard

Interbank # \_\_\_\_\_

Signature \_\_\_\_\_

# CONTEMPORARY HIT RADIO

## BREAKERS

### BRUCE SPRINGSTEEN

#### My Hometown (Columbia)

81% of our reporters playing it. Moves: Up 17, Debuts 76, Same 47, Down 0, Adds 60 including WBEN-FM, CKGM, Q107, WLS-FM, WCZY, KDWB-FM, KITS. See Parallels, debuts at number 37 on the CHR chart.

### WHITNEY HOUSTON

#### How Will I Know (Arista)

74% of our reporters playing it. Moves: Up 6, Debuts 48, Same 61, Down 0, Adds 66 including WHTT, B94, KAFM, WLS-FM, 92X, KIIS-FM, KZZP. Complete airplay in Parallels.

### A-MA

#### The Sun Always Shines On T.V. (Reprise/WB)

60% of our reporters playing it. Moves: Up 27, Debuts 22, Same 53, Down 0, Adds 45 including WNY5, Z93, WHYT, WZUO, Q103, KUBE, 94TYX. Complete airplay in Parallels.

## NEW & ACTIVE

#### RUSH "The Big Money" (Mercury/PolyGram) 123/27

Moves: Up 22, Debuts 17, Same 56, Down 1, Adds 27 including K106, WNY5, Z93, WGL, WHYT, KWK, KPLUS, WBBO, WANS-FM, WRON, K093, 103CIR, WBEN-FM 40.34, Q100 34.29, KOXR 18-14.

#### DREAM ACADEMY "Life In A Northern Town" (Reprise/WB) 117/43

Moves: Up 16, Debuts 24, Same 34, Down 0, Adds 43 including B104, WKSE, CKGM, B94, Q107, B97, WLS, WGL, 92X, WLOL-FM, KKRZ, KMEL, KNBO, WMM5 40-37, WAPI 28-22.

#### MIAMI SOUND MACHINE "Gonga" (Epic) 119/17

Moves: Up 47, Debuts 13, Same 28, Down 5, Adds 17 including 94D, KWK, KKRZ, WWSR, WERZ, WCKN, Z104, KOXR, KIYS, WIGY, WDRB, KZOO, WBEN-FM 16.6, KS103 1-1, KITS 17-9. See Parallels, debuts at number 40 on the CHR chart.

#### STARPOINT "Object Of My Desire" (Elektra) 108/16

Moves: Up 52, Debuts 4, Same 27, Down 9, Adds 16 including CKOI, WGL, KMJK, WDCG, KEZB, KRNO, KXXX, KYNO-FM, 95XXH, WPFM, WHSL, 98KG, B94 1-1, Z93 14-8, WQUE-FM 10-8. See Parallels, debuts at number 39 on the CHR chart.

#### SAD "The Sweetest Taboo" (Portrait/CBS) 106/23

Moves: Up 17, Debuts 13, Same 28, Down 5, Adds 17 including WBEN-FM, CHUM, Z93, WQUE-FM, WRSR, KIIS-FM, KUBE, 93D, 798, KJ103, KMGX, WCGO, WKSE 40-36, WCZY 33-28, KOPA 29-23.

#### JAMES BROWN "Living In America" (Scotti Bros./CBS) 100/69

Moves: Up 1, Debuts 10, Same 20, Down 0, Adds 69 including WKXS-FM, WBEN-FM, WCAU-FM, B94, KAFM, B97, WRSR, Q105, WMM5, WHYT, KWK, KZZP, FM102, KMEL, KUBE.

#### ASIA "Go" (Geffen) 98/40

Moves: Up 8, Debuts 8, Same 42, Down 0, Adds 40 including WQUE-FM, WRSR, WGL, 93D, Y107, KTUX, WGRD, WHOT, KQMG, KZUU, WKHI, KISR, WPHD 36-29, KEYN-FM 22-19, KCPX 32-28.

#### QUEEN "One Vision" (Capitol) 94/42

Moves: Up 2, Debuts 8, Same 42, Down 0, Adds 42 including WHIT, WKXS-FM, CKOI, PRO-FM, WGL, WHYT, KHTR, KKRZ, WKSE, WRSR, WLS, WCKN, KEYN-FM, KMGX, KFMN 33-22.

#### PAUL YOUNG "Everything Must Change" (Columbia) 94/23

Moves: Up 15, Debuts 9, Same 47, Down 0, Adds 23 including CKGM, WCAU-FM, PRO-FM, WQUE-FM, KWOD, KNBO, WTLQ, WNOK-FM, KRNO, KQMG, KFIV, WAZY-FM, WPHD 34-27, WMM5 32-29, WCGO 40-33.

#### TWISTED SISTER "Leader Of The Pack" (Atlantic) 77/16

Moves: Up 12, Debuts 12, Same 37, Down 0, Adds 16 including WKXS-FM, Z106, WSPK, Y106, KQKQ, KF95, KIKK, KLUJ, WFB3, Q101, KKS-FM, SL198, WZLJ 40-39, WLSX 33-29, WHOT 34-29.

#### LOVERBOY "Dangerous" (Columbia) 76/0

Moves: Up 31, Debuts 2, Same 43, Down 0, Adds 0, WBEN-FM 30-25, WPHD 30-25, KEGL 17-13, KZ2B 34-29, WGRD 27-24, KLUJ 32-27, KSKD 33-28, KCPX 35-31, WUGY 27-22, WGAN 39-35, WOMP-FM 32-29, KFMN 27-21, WHSL 37-33, WBLB 37-30, WDRB 35-30.

#### MIKE & THE MECHANICS "Silent Running" (Atlantic) 69/24

Moves: Up 6, Debuts 8, Same 31, Down 0, Adds 24 including WCAU-FM, KOPA, KNBO, K104, WERZ, WRNO, KTUX, WRON, KIKK, KMGX, WPFM, KBIM, WRCK 39-35, Z104 37-34, KFMN 37-29.

#### BALTIMORA "Tarzan Boy" (Manhattan) 68/16

Moves: Up 32, Debuts 2, Same 17, Down 1, Adds 16 including WBEN-FM, FM102, WZOU, WRCK, WANS-FM, WOKI, Z98, KAY107, KZZU, KRQ, WYKS, I95 10-9, Y100 11-7, WMM5 15-10.

#### NEW EDITION "Count Me Out" (MCA) 54/4

Moves: Up 12, Debuts 4, Same 24, Down 0, Adds 4, Q105, KX106, WNOK-FM, KWES, K106 26-19, WBEN-FM 31-26, WKSE 22-16, 94Q 20-15, Z93 35-28, WHYT 28-23, WVB3 25-20, KAMZ 11-9, KMGX 25-17, WLOL-FM 24-11.

#### JACK WAGNER "Too Young" (Qwest/WB) 54/3

Moves: Up 28, Debuts 1, Same 16, Down 6, Adds 3, WAVA, K3ND, WVBS, B104 30-17, WPLJ 27-24, Q107 22-18, WCZY 13-11, WHYT 9-7, KBEO 13-9, KMJK 22-17, WSSX 33-29, WEDG 14-11, 94Z 6-3, WGAN 20-16, WJZR 29-18.

#### JAMES TAYLOR "Everyday" (Columbia) 52/3

Moves: Up 24, Debuts 1, Same 23, Down 1, Adds 3, WBEN-FM, Y100, WRCK, PRO-FM 28-26, 94Q 27-25, KNBO 30-27, WVB3 37-32, WBCY 34-24, WNOK-FM 14-11, WDCG 28-24, WRNO 37-34, Q104 24-21, KNOE-FM 40-32, WPFM 36-33, WSPY 31-25.

#### ARTISTS UNITED AGAINST APARTHEID "Sun City" (Manhattan) 51/0

Moves: Up 23, Debuts 3, Same 22, Down 3, Adds 0, WKXS-FM 28-25, CKGM 22-16, WPLJ 30-26, Z100 21-19, Z106 35-30, CFTB 33-24, WMM5 19-15, WCZY 26-22, KMEL 10-9, KWSS 28-24, WWSR 30-27, WPST 21-17, KZIO 33-29, KMGX 26-22, WKB5 28-25.

## MOST ADDED

- JAMES BROWN (69)  
Living In America (Scotti Bros./CBS)
- WHITNEY HOUSTON (66)  
How Will I Know (Arista)
- BRUCE SPRINGSTEEN (60)  
My Hometown (Columbia)
- A-MA (45)  
The Sun Always Shines On... (Reprise/WB)
- DREAM ACADEMY (43)  
Life In A Northern Town (Reprise/WB)

## HOTTEST

- LIONEL RICHIE (196)  
Say You, Say Me (Motown)
- MR. MISTER (141)  
Broken Wings (RCA)
- EDDIE MURPHY (133)  
Party All The Time (Columbia)
- KLYMAXX (100)  
I Miss You (Constellation/MCA)
- PHIL COLLINS & MARILYN MARTIN (97)  
Separate Lives (Atlantic)

## SIGNIFICANT ACTION

LISA LISA & CULT JAM with FULL FORCE "Can You Feel The Beat" (Columbia) 45/3  
 Moves: Up 6, Debuts 1, Same 34, Down 1, Adds 3, WKXS-FM, WZON, WVBS, WKSE d-39, WHYT on, FM102 24-22, 93Q on, KAMZ 17-14, KEZB 30-25, KTUX 28-17, WHOT on, K305 on, KMGX 30-21, KFIV on, Z102 6-2.

HOOTERS "Day By Day" (Columbia) 39/30  
 Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 30 including B104, WAVA, WMM5, Q100, WRCK, WFMI, WRNO, Y106, WRON, WHOT, KFIV, KSKD, Z106 4-34, KPLUS on, WFX3 34-30.

READY FOR THE WORLD "Digital Display" (MCA) 39/21  
 Moves: Up 4, Debuts 3, Same 11, Down 0, Adds 21 including WKSE, WNY5, WCAU-FM, 94Q, WQUE-FM, WHYT, KS103, WAMX, WBBG, KJ103, KIKK, KMGX, FM102 25-21, KMEL 19-12, KPLUS 37-31.

DMO "Secret" (A&M) 38/18  
 Moves: Up 1, Same 18, Down 0, Adds 18 including WNY5, WMM5, Q100, WKEE, WZLD, WKFR, WHOT, KIKK, KFIC, KSKD, WJZR, WPFM, WKXS-FM on, KMEL 25-22, KZ0Z d-36.

SHEILA E. "Love Bizarre" (WB) 36/18  
 Moves: Up 11, Debuts 2, Same 5, Down 0, Adds 18 including CKOI, WCAU-FM, PRO-FM, 94Q, KPLUS, WZLD, WOKI, Y106, KJ103, WRON, KYNO-FM, KZOO, WBEN-FM 18-9, Z102 28-18, WHYT 20-16.

EL DEBARGE with DeBARGE "The Heart Is Not So Smart" (Gordy/Motown) 36/11  
 Moves: Up 2, Debuts 4, Same 19, Down 0, Adds 11, WKSE, Q100, K104, WTLQ, KAMZ, KTUX, KQMG, KO93, Ok100, WKSF, KKL5-FM, Y100 on, KKRZ d-35, KCX3 36-32, 95XL 40-35, WLOL-FM d-34.

CHARLIE SEXTON "Beat's So Lonely" (MCA) 32/12  
 Moves: Up 0, Debuts 1, Same 19, Down 0, Adds 12, WKXS-FM, WKSE, PRO-FM, WMM5, 93Q, WPMI, KTUX, WHOT, KSKD, WKSF, WHSL, KKL5-FM, WPHD d-38, KHF on, OK95 on.

INXS "This Time" (Atlantic) 30/0  
 Moves: Up 4, Debuts 2, Same 24, Down 0, Adds 0, WKXS-FM on, WPHD on, PRO-FM on, I95 on, KOPA on, KZZP 22-20, WERZ 40-37, WZLD on, WRNO on, WKZL on, WRON 27-25, KCAO on-dp, KRQ d-28, 95XXX d-37, WHSL 26-25.

EUGENE WILDE "Don't Say No Tonight" (Philly World/Atlantic) 25/11  
 Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 11, WQUE-FM, FM102, KZ2B, KMGX, KQMG, WKHI, WJAD, Q101, WHSL, 99KG, KZ0Z, WKSE on, WCAU-FM on, KBFM on, WRON on.

ROGER DALTRY "Let Me Down Easy" (Atlantic) 24/9  
 Moves: Up 0, Debuts 0, Same 15, Down 0, Adds 9, 93Q, WTLQ, WHOT, KQXR, WZON, KFMN, KOIZ-FM, WZPY, KYYY, CFTB on, KPLUS on, Q100 on, K104 on, WFMI on, KSKD on.

BARBRA STREISAND "Somewhere" (Columbia) 22/12  
 Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 12, Q103, WTLQ, WBBQ, KZ2B, WDCG, KIMN, KRQ, 95XXX, WKHI, Q104, WSPY, KTRS, PRO-FM on, 94Q d-31, I95 on, WFB3 40-39.

JONI MITCHELL "Good Friends" (Geffen) 22/10  
 Moves: Up 1, Debuts 0, Same 11, Down 0, Adds 10, WMM5, Q100, K104, WKRF-FM, WTLQ, WZLD, WFMI, WRON, KDON-FM, KZ0Z, WPHD on, CKOI on, KP0P 40-35, KFMN on, KQOT on.

NICK LOWE "I Knew The Bride (When She Used To Rock & Roll)" (Columbia) 21/2  
 Moves: Up 9, Debuts 2, Same 7, Down 1, Adds 2, Z104, KOZE, WLOL-FM 21-19, KZIO 32-28, WGAN on, WKSF on-dp, KYYY 28-18, WLOL-FM d-23, Y94 40-26, KKL5-FM 13-11, KF9X 30-26, KKRZ 16-13, WSPY 39-32, KYVA 17-15, OK95 d-39.

JON BUTCHER AXIS "Sounds Of Your Voice" (Capitol) 19/0  
 Moves: Up 1, Debuts 0, Same 18, Down 0, Adds 0, WKXS-FM on, WPHD 39-33, CKOI on, PRO-FM on, WMM5 on, WKEE on, WRCK on, WFMI on, WRON on, KF95 on, KMGX on, Q101 on, WHSL on, OK95 on.

ROBERT PALMER "Discipline Of Love (Why Did You Do It)" (Island) 18/0  
 Moves: Up 2, Debuts 0, Same 16, Down 0, Adds 0, PRO-FM 35-32, 94Q on, Q100 on, WRCK on, WZLD on, WRNO on, KP0P on-dp, WOMP-FM 28-27, KSMB on, KKL5-FM on, SLY36 on.

KENNY ROGERS "Morning Desire" (RCA) 14/1  
 Moves: Up 8, Debuts 1, Same 4, Down 0, Adds 1, KISR, Q103 31-29, K104 8-4, KZ2B 25-18, KZFM 23-20, KEZB on-dp, KIMM on, KRQ d-30, OK100 14-11, Q104 13-8, KNOE-FM 12-8, KBOZ-FM on-dp, KTRS 26-25.

FREDDIE JACKSON "He'll Never Love You (Like I Do)" (Capitol) 12/10  
 Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 10, Z93, I95, WCZY, KPLUS, WBBQ, KXX106, WPMI, KBFM, KTUX, WJAD, 94Q on, FM102 on.

FORTUNE "Stacy" (Cameo/MCA) 12/7  
 Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 7, WHIT, WPHD, KXX106, WOMP-FM, WJAD, WGLF, WHSL, WGLC on, WMM5 on-dp, WDSX on, WANS-FM on-dp.

WRESTLERS "Land Of 1,000 Dances!?!?" (Epic) 10/1  
 Moves: Up 2, Debuts 1, Same 6, Down 0, Adds 1, WIKZ, WKXS-FM on, Q105 21-18, WRON on, KQXR on, WGLY d-34, 95XXX on, Ok100 40-37, 95XL on, KHTX on-dp.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the asterisk (\*) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up: up or down chart movement; Same: same ranking; Down: down chart movement; Adds: added for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria — Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Dayparted Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 73  
 Adds & Hits Begin on Page 71  
 P-1 Playlists Begin on Page 68

*SANDY GALLIN*  
*OF*  
*GALLIN · MOREY · ADDIS*  
*IS*  
*PLEASED*  
*TO*  
*ANNOUNCE*  
*THE*  
*WORLDWIDE*  
*MANAGEMENT*  
*OF*

*Neil*  
*Diamond*

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	Artist/Track (Label)
4	2	2	18 MR. MISTER/Broken Wings (RCA)
17	8	3	2 LIONEL RICHIE/Say You, Say Me (Motown)
3	1	1	3 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
21	12	7	4 EDDIE MURPHY/Party All The Time (Columbia)
14	11	6	5 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
10	9	8	6 ARCADIA/Election Day (Capitol)
11	10	9	7 ZZ TOP/Sleeping Bag (WB)
20	14	12	8 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
6	6	4	9 HEART/Never (Capitol)
16	13	11	10 SCRITTI POLITTI/Perfect Way (WB)
19	15	13	11 KLYMAXX/I Miss You (Constellation/MCA)
25	19	16	12 CARS/Tonight She Comes (Elektra)
28	23	18	13 DIRE STRAITS/Walk Of Life (WB)
22	19	15	14 ELTON JOHN/Wrap Her Up (Geffen)
35	26	19	15 STEVE NICKS/Talk To Me (Modern/Atco)
40	31	20	16 DIONNE & FRIENDS/That's What Friends Are For (Arista)
1	3	5	17 STARSHIP/We Built This City (Grunt/RCA)
31	26	21	18 SURVIVOR/Burning Heart (Scotti Bros./CBS)
38	30	22	19 STING/Love Is The Seventh Wave (A&M)
34	29	23	20 KOOL & THE GANG/Emergency (De-Lite/PG)
37	33	24	21 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
5	5	10	22 THOMPSON TWINS/Lay Your Hands On Me (Arista)
7	7	17	23 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
—	39	29	24 BRYAN ADAMS with TINA TURNER/It's Only Love (A&M)
2	4	14	25 GLENN FREY/You Belong To The City (MCA)
—	36	28	26 WHAM!/I'm Your Man (Columbia)
—	40	35	27 PAUL McCARTNEY/Spies Like Us (Capitol)
36	34	31	28 SHEENA EASTON/Do It For Love (EMI America)
—	38	29	29 STEVIE WONDER/Go Home (Tamla/Motown)
39	36	33	30 WANG CHUNG/To Live And Die In L.A. (Geffen)
—	37	31	31 NIGHT RANGER/Goodbye (Carnel/MCA)
—	39	32	32 TA MARA & THE SEEN/Everybody Dance (A&M)
DEBUT	35	33	33 JELLYBEAN/Sidewalk Talk (EMI America)
—	40	34	34 PETE TOWNSHEND/Face The Face (Atco)
DEBUT	35	34	35 PAT BENATAR/Sex As A Weapon (Chrysalis)
DEBUT	36	35	36 BILLY OCEAN/When The Going Gets Tough (Jive/Arista)
BREAKER	37	36	37 BRUCE SPRINGSTEEN/My Hometown (Columbia)
DEBUT	36	36	38 COREY HART/Everything In My Heart (EMI America)
DEBUT	36	36	39 STARPOINT/Object Of My Desire (Elektra)
DEBUT	40	36	40 MIAMI SOUND MACHINE/Conga (Epic)

N&A Begins on Page 78

ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	Artist/Track (Label)
3	1	1	1 LIONEL RICHIE/Say You, Say Me (Motown)
13	7	4	2 DIONNE & FRIENDS/That's What Friends Are For (Arista)
7	4	3	3 MR. MISTER/Broken Wings (RCA)
8	5	4	4 JAMES TAYLOR/Everyday (Columbia)
15	9	6	5 KLYMAXX/I Miss You (Constellation/MCA)
1	2	6	6 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
31	18	10	7 STEVIE WONDER/Go Home (Tamla/Motown)
26	13	8	8 DIRE STRAITS/Walk Of Life (WB)
2	3	7	9 GLENN FREY/You Belong To The City (MCA)
10	9	10	10 KENNY ROGERS/Morning Desire (RCA)
23	15	11	11 JACK WAGNER/Too Young (Qwest/WB)
12	11	12	12 ABC/Be Near Me (Mercury/PG)
4	6	13	13 FREDDIE JACKSON/You Are My Lady (Capitol)
32	25	14	14 STEVIE NICKS/Talk To Me (Modern/Atco)
24	22	17	15 BARRY MANILOW/In Search Of Love (RCA)
29	26	20	16 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
6	8	12	17 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
25	23	19	18 POINTER SISTERS/Freedom (RCA)
5	11	14	19 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
—	32	26	20 BARBRA STREISAND/Somewhere (Columbia)
22	21	21	21 BRYAN FERRY/Don't Stop The Dance (WB)
—	33	29	22 SADE/The Sweetest Taboo (Portrait/CBS)
37	31	29	23 STING/Love Is The Seventh Wave (A&M)
11	13	16	24 DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
BREAKER	26	25	25 BILLY OCEAN/When The Going Gets Tough (Jive/Arista)
BREAKER	26	25	26 WHITNEY HOUSTON/How Will I Know (Arista)
15	15	27	27 THOMPSON TWINS/Lay Your Hands On Me (Arista)
DEBUT	28	27	28 EI DeBARGE with DeBARGE/The Heart Is Not So Smart (Gordy/Motown)
BREAKER	29	28	29 MAURICE WHITE/I Need You (Columbia)
BREAKER	30	29	30 BRUCE SPRINGSTEEN/My Hometown (Columbia)

N&A Begins on Page 59

AOR TRACKS

Three Weeks	Two Weeks	Last Week	Artist/Track (Label)
5	3	3	1 STEVE NICKS/Talk To Me (Modern/Atco)
6	4	4	2 PETE TOWNSHEND/Face The Face (Atco)
3	2	1	3 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
1	1	2	4 CARS/Tonight She Comes (Elektra)
12	10	7	5 MIKE & THE MECHANICS/Silent Running (Atlantic)
13	7	6	6 PAT BENATAR/Sex As A Weapon (Chrysalis)
10	9	8	7 ASIA/Go (Geffen)
11	11	10	8 ZZ TOP/Can't Stop Rockin' (WB)
2	5	6	9 JOHN C. MELLENCAMP/Small Town (Riva/PG)
4	6	9	10 ZZ TOP/Sleeping Bag (WB)
22	15	11	11 SURVIVOR/Burning Heart (Scotti Bros./CBS)
19	16	12	12 WANG CHUNG/To Live And Die In L.A. (Geffen)
55	37	23	13 MR. MISTER/Kyrie (RCA)
27	19	16	14 ALARM/Strength (IRS/MCA)
BREAKER	15	16	15 ZZ TOP/Stages (WB)
18	17	15	16 STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change It (Epic)
21	20	17	17 DIVINYLS/Pleasure And Pain (Chrysalis)
28	22	19	18 RUSH/Manhattan Project (Mercury/PG)
43	26	20	19 PETE TOWNSHEND/Give Blood (Atco)
BREAKER	20	21	20 STEVE NICKS/I Can't Wait (Modern/Atco)
35	29	24	21 DREAM ACADEMY/Life In A Northern Town (Reprise/WB)
7	8	14	22 RUSH/The Big Money (Mercury/PG)
8	12	13	23 INXS/This Time (Atlantic)
29	23	25	24 JONI MITCHELL/Good Friends (Geffen)
9	13	18	25 DIRE STRAITS/Walk Of Life (WB)
—	53	26	26 BRUCE SPRINGSTEEN/My Hometown (Columbia)
33	27	27	27 LOVERBOY/Dangerous (Columbia)
17	14	21	28 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
—	50	28	29 TOM PETTY.../So You Want To Be A Rock & Roll Star (MCA)
39	35	31	30 STARSHIP/Sara (Grunt/RCA)

Complete Tracks Chart Begins on Page 63

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	Artist/Track (Label)
5	3	2	1 EUGENE WILDE/Don't Say No Tonight (Philly World/Atlantic)
7	4	1	2 NEW EDITION/Count Me Out (MCA)
14	7	5	3 LIONEL RICHIE/Say You Say Me (Motown)
3	1	3	4 SHEILA E/A Love Bizarre (WB)
2	2	4	5 ISLEY/JASPER/ASLEY/Caravan Of Love (CBS Associated)
26	20	11	6 READY FOR THE WORLD/Digital Display (MCA)
38	23	13	7 DIONNE & FRIENDS/That's What Friends Are For (Arista)
10	9	8	8 JETS/Curiosity (MCA)
18	11	9	9 BERNARD WRIGHT/Who Do You Love (Manhattan)
21	13	10	10 KOOL & THE GANG/Emergency (De-Lite/PG)
—	39	22	11 STEVIE WONDER/Go Home (Tamla/Motown)
19	16	12	12 PATTI AUSTIN/Honey For The Bees (Qwest/WB)
25	19	14	13 EVELYN "CHAMPAGNE" KING/Your Personal Touch (RCA)
24	21	16	14 ISLEY BROTHERS/Colder Are My Nights (WB)
34	24	17	15 STARPOINT/What You Been Missin' (Elektra)
—	20	18	16 ATLANTIC STARR/Secret Lovers (A&M)
—	28	17	17 SADE/Sweetest Taboo (Portrait/CBS)
12	6	7	18 WHITNEY HOUSTON/Thinking About You (Arista)
23	22	19	19 VAL YOUNG/Seduction (Gordy/Motown)
6	5	6	20 SYSTEM/This Is For You (Mirage/Atco)
39	30	24	21 ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)
—	38	29	22 TEMPTATIONS/Do You Really Love Your Baby (Gordy/Motown)
30	27	25	23 FULL FORCE/Alice, I Want You Just For Me (Columbia)
36	31	27	24 KASHIF/Condition Of The Heart (Arista)
BREAKER	26	25	25 FIVE STAR/Let Me Be The One (RCA)
—	40	26	26 MELI'SA MORGAN/Do Me Baby (Capitol)
—	36	31	27 WINANS/Let My People Go (Qwest/WB)
—	37	29	28 9.9/I Like The Way You Dance (RCA)
11	10	15	29 PRINCESS/Say I'm Your #1 (Next Plateau)
—	40	36	30 POINTER SISTERS/Freedom (RCA)
—	37	34	31 CHOICE MCs/FRESH GORDON/Gordy's Groove (Mayberry...) (Tommy Boy)
15	15	21	32 TEDDY PENDERGRASS/Never Fell Like Dancin' (Asylum)
BREAKER	33	32	33 KURTIS BLOW/If I Ruled The World (Mercury/PG)
DEBUT	34	33	34 GRACE JONES/Slave To The Rhythm (Manhattan/Island)
20	17	23	35 CHERRELLE/You Look Good To Me (Tabu/CBS)
BREAKER	36	35	36 FREDDIE JACKSON/He'll Never Love You (Like I Do) (Capitol)
1	6	18	37 ARETHA FRANKLIN/Who's Zoomin' Who (Arista)
DEBUT	38	37	38 MAURICE WHITE/I Need You (Columbia)
DEBUT	39	38	39 YARBROUGH & PEOPLES/Guilty (Total Experience/RCA)
DEBUT	40	39	40 O'JAYS/What A Woman (PIR/Manhattan)

N&A Begins on Page 52