BLACK/URBAN GOES CURRENTS

Starting with this issue, R&R's Black/ Urban music information is gathered and tabulated on Mondays and Tuesdays. JAN Now the B/U charts and listings are not only the most accurate and complete available, but the most current by favson, N Page 58, 60, 88

ARBITRON ADVANCE RESULTS

- New York: WPLJ New Market Leader
- Los Angeles: KIIS-FM Slips Slightly **But Lead Widens**
- Chicago: WGN, WBMX-FM Off But Still 1-2
- San Francisco: KGO, KCBS Increase Edge
- Philadelphia: WMMR Extends Wide Margin
- · Detroit: WJR Down But Leads As WWJ, WHYT On The Move
- Dallas: KVIL-FM Adds 3 For Lead Pittsburgh: KDKA Under 12 But Holds First
- Atlanta: WKLS-FM Rebounds To Challenge WZGC
- San Diego: KJQY Vaults Into First Cleveland: WMMS Leads By 6 Shares Plus results from Baltimore, Denver, Hartford, Nassau, Riverside, and San

Jose Page 20, 22

POLLSTAR CONCERT RANKINGS

Debuting this issue in the What's New section, R&R will publish every week the Top 20 concert attractions in the country, as tabulated by the widelyrespected Pollstar newsletter on the basis of average gross per show.

Page 14 IN THE NEWS THIS WEEK

- Bob Bolinger VP/GM at KQYT
- John Moen PD at WLVE
- Lorimar buys DIR
- WZNE now "Classic Rock" WKRL
- Ron Jamison GM at KLSC
- Guy Phillips & Mike Wall sign milliondollar deal with KYKY
- Dick Downes VP/GSM at Drake-Chenault
- Mark Klose programs new free-form AOR WMRY WRLT now AOR WKRR: James Kerr
- OM, Bruce Wheeler PD WQUE now "Heart & Soul" WMKJ;
- Jeffrey Trepagnier OM KOZN faces license loss
- Jack Johnson GSM, Bruce Krawetz SM at WLS-AM & FM
- Ron Jones PD at WHOO
- Bob Ferro GSM at KXLR & KOIT **Duffy** buys KONO & KITY
- Goodphone forms H&H Broadcasting; Al Herskovitz Exec. VP

Page 3, 4, 8, 10

NEXT WEEK IN R&R

Donna Brake hears A/C consultants prognosticate provocatively on the state of the format in 1986.

Newsstand Price \$3.50



lenner Elevated To Sr. VP At Arista

Arista VP/Promotion Don Ienner has been elevated to Senior VP/Promotion. He continues to be responsible for overall direction of all the label's promotion strategies.

Making the announcement, Arista Exec. VP/GM Sai Licata said, "Don has made tremendous contributions to Arista's dramatic growth over the last few years, distinguishing himself with his leadership qualities, drive, and determination, and the integrity with which he approaches his work."

Ienner told R&R, "Being with



Don Ienner

Arista over the past two-and-ahalf years has been a great experience. All the format heads Tony Anderson, Rick Bisceg-

lia, Sean Coakley, and Bruce Schoen - have made tremendous contributions to Arista's breaking and established artists. It's been both a challenge and a pleasure, and there's still a lot more music to come.

Ienner joined Arista as VP/ Promotion in August 1983. He had been Exec. VP of Millennium Records, which he co-founded in 1977. Previously, he was National Promotion Director of publisher CAM-USA from

Edwards

PD At WIYY

GUERRA NEW KLAC & KZLA OM; VALENTINE KNEW'S PD

Edwards Promoted To Malrite California VP

As Malrite Communications completed its takeover of KLAC & KZLA/Los Angeles this week, KNEW & KSAN/San Francisco VP/GM Steve Edwards was named to the new position of VP/California Stations. He will add operating responsibility for KLAC & KZLA to his KNEW & KSAN duties, and said a KLAC

Cox Upped To GM At XHRM



Darryl Cox

After two years as PD, Darryl Cox has been elevated to the new position of GM at Urban outlet XHRM/San Diego.

Willie Morrow, President of station parent Morrow's Marketing & Publishing Develop ment Corp., commented, "Already a veteran, Darryl has really seasoned himself here. He understands music, programming, engineering, and can go on the air too. Darryl not only knows how things should be done, he also wants to satisfy me with what he does. For all these reasons, he needs to be the GM."

A 15-year radio veteran of Norfolk stations WRAP and WOWI and Riverside outlets KHFY and KGGL Cox told R&R, "The focal point, in the first quarter at least, will be on generating revenue. The logic behind 1986 overall is better business, better music, better everything.



Steve Edwards

& KZLA GM will be appointed in the next week to ten days

At the same time, KNEW PD Bob Guerra has been named OM for KLAC & KZLA. Replacing Guerra at KNEW is former 92X/Columbus and WNCI/Col-

Rosenwald commented, "Steve Edwards is the complete broadcast executive. He's long exhibited the capacity for more responsibility and he's uniquely qualified to oversee our four California radio stations."

Edwards said, "I'm pleased and honored they'd create this position for me. They haven't

Bob Guerra

turned anybody else loose with responsibility for more than their particular facility. We're looking forward to duplicating our San Francisco success in L.A., both in the ratings and financially."

umbus PD Harry Valentine. A six-year KNEW & KSAN Malrite Radio President Gil veteran, Edwards previously held management positions with GE, CBS, and Cox.

Regarding the programming appointments, Malrite National PD Jim Wood said, "Bob Guerra is a very smart guy who knows how to run the Malrite style of country music radio station. He's the right people per-

EDWARDS/See Page 10

Ted Edwards

KGB/San Diego Assistant PD Ted Edwards has accepted the PD post at Hearst AOR WIYY/ Baltimore, beginning January 20. Edwards, who will also handle middays, succeeds exiting nine-year staffer Ty Ford. WBAL & WIYY VP/GM Da-

vid Barrett observed, "Ted is regarded as one of the brightest radio people in the country. I'm confident Ted brings a dynamic, experienced, and winning dimension that will help us achieve even greater successes in 1986 and beyond." WIYY Station Manager Chuck DuCoty, "Ted was the top candidate for the position from the outset, and I'm very excited we were able to get him.

A former Asst. PD at WCOZ/ Boston, Edwards has been with KGB since late 1982. Earlier he worked in Rochester as MD at WCMF and personality at WMJQ.

Edwards told R&R, "I can't imagine being offered a greater opportunity; the decision made itself. I'm really looking forward to being in an American League baseball town again."

PUBLISHER'S NOTE

National Simulcast: "I Have A Dream"

Radio's unequalled ability to focus the nation's attention is once again being called into the service of a deserving cause the January 20th national holiday honoring Dr. Martin Luther King Jr. (see story, Page 3).

Through the leadership of Group W Radio President Dick Harris, the radio industry now has yet another chance to show the world how it can unite, almost overnight, to achieve a broadcast feat that can capture the nation's imagination.

R&R joins Mr. Harris in urging all stations to participate in a national simulcast of a fiveminute excerpt from King's spellbinding "I Have A Dream"

speech at 12:15pm (EDT) Monday (1/20).

We congratulate Harris and Group W, the radio networks who have agreed to carry the speech, PSAs, and other features and the thousands of individual broadcasters who we trust will join in this effort, which has been named "The Dream Forever.'

It seems especially fitting on this occasion that the United States - led by its radio industry - should pause and remember our champion of peaceful progress toward social justice and harmony among Americans of all races. -Dwight Case

17/1-

#2 NEW & ACTIVE #3 MOST ADDED 139/116 THE NEW SINGLE
IS 'STAGES'
BOLDLY GOING
WHERE NO
BAND HAS GONE BEFORE



21985 Warner Bros. Records

JANUARY 10, 1986

NEWS IN BRIEF

Augmenting R&R's news coverage, the News In Brief section spotlights late-breaking appointments in the radio and record industries in a short, easily scannable form. Look for it each week.

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Downes D-C VP/GSM

KGLD & KWK/St. Louis National Sales Manager Dick Downes is the new VP/GSM for Drake-Chenault. Downes's background includes sales management posts at KSHE/St. Louis, WAPI-AM & FM/Rirmingham, and WZEW/ Mobile; he has also programmed KGGO/Des Moines and KAAY & KEZQ/Little Rock.

"For 20 years I've been aware of the Drake-Chenault reputation for excellence" said Downes "This presents me with the opportunity to put to work the skills I've accumulated over the years, as well as broaden my own horizons with a highly respected company that maintains a national overview of radio trends.

campaign to enlist thousands of radio stations in a national simulcast of an excerpt from Dr. Martin Luther King Jr.'s "I Have A Dream" speech on the new federal holiday observing King's birthday. The broadcast is set for 12:15pm (EDT) on Monday, January 20. Named "The Dream Forever."

Group W Radio President Dick

Harris is spearheading a national

Moen PD At Love 94

John Moen has been named PD of WLVE (Love 94)/Miami, replacing Beau Raines, who late last year became PD at WZNE/Tampa. Moen most recently programmed WASH/Washington.

WLVE GM Dean Goodman told R&R, "John's familiar with the market, having worked at WEZI. We've had a very big year, just completing our new \$3 million state-of-the-art facility. Love 94 has been a successful station for ten years, and I believe things are going to be even better."

Moen added, "Love 94 is a station rich with tradition, and Beau's left it in fine shape. This facility is second to none, and we should be able to increase our share of the market and become the dominant A/C in Miami."

Before his WASH stint, Moen was PD at EZ Communications' WEZI for 18 months. Earlier he was National PD for United Broadcasting for eight years.

the effort began late last week when Harris learned that the Federal Holiday Commission was having little success organizing activities to celebrate the holiday.

National Radio Simulcast

Of King Speech Planned

King Day Not "Just For Blacks"

'One of the problems is that a lot of people think this is a holiday just for blacks," said Harris. "I hope we can get a spark lit on this thing, to position the recognition of this holiday."

While conceding there's no way of predicting how many stations will participate, Harris said his goal is to enlist "all of them." An estimated 8000 stations took part in last year's simulcast of the USA For Africa song, "We Are The

As for future involvement, Har-ris commented, "Wouldn't it be

Lorimar **Buys DIR**

Ending several months of speculation, Los Angeles-based television-film producer/distributor Lorimar Inc. has acquired New York-based DIR Broadcasting for an undisclosed cash sum.

Lorimar Chairman/CEO Merv Adelson said, "Radio is often overlooked by major entertainment software suppliers as an important outlet. However, it is anything but ignored by advertisers, and DIR Broadcasting's I ORIMAR/See Pene 4

nice for radio to take responsibility in this way? That's all I can say at this point.

King delivered the speech at a massive rally at the Lincoln Memorial in Washington, DC shortly before his assassination in 1968.

Nets Enthusiastic

Late last week Harris began contacting the heads of the national radio networks, and received enthusiastic responses to his request that they feed the speech to their affiliates at the appointed time. Harris said he expects the broad-

Jamison New GM At KLSC

Drake-Chenault VP/Major Market Sales Ron Jamison has accepted the GM's post at Century Broadcasting's recently-acquired 50-kw AM outlet KLSC (formerly KLSZ)/Denver. Since takeover, the station had been overseen by Station Manager Dee Thomps Plans for the A/C facility, which presently has no measurable ratings, are forthcoming over the next few weeks.

Commented Century President Howard Grafman, "Ron's a solid broadcast professional who's managed several stations. He's one of our best acquisitions. We're expecting an exciting '86."

Prior to Drake-Chenault, Jamison was VP-Director/Sales & Marketing for Bonneville. He earlier worked in Chicago as GSM at WJJD and WIND, Sales Manager for Petri TV, and Manager for CBS



Bolinger Back To KQYT As VP/GM

Former KOY & KQYT/Phoenix GSM Bob Bolinger has returned to KQYT, this time as GM. Bolinger, most recently VP/GM at Group W's KJQY/ San Diego for the past 15 months, assumes responsibilities held by Mike Horne, who continues as GM for KOY

Edens Broadcasting President Gary Edens remarked, "Our stations are growing rapidly, and with that growth has come the increased demands of running them. We've reached a point where we need a GM for each station. I'm pleased Bob has accepted our offer, which gives us the advantage of having two of the top GMs in the country right here in Phoenix."

Before his GSM experience at the Phoenix combo, Bolinger was Sales Manager at KQYT for two years and GSM at WHBQ/Memphis. "I look forward to keeping KQYT as one of the premier Easy Listening stations in the country, a position it's enjoyed for 22 years," he told R&R. "It will also be great to be working alongside Mike

Phillips & Wall Lock Up Million-Dollar KYKY Deal

EZ Communications' KYKY/St. EZ VP/Programming Dan Vallie Louis has signed morning team personalities Guy Phillips and Mike Wall to a five-year deal worth over \$1 million.

VP/GM Karen Carroll commented, "Phillips & Wall are a St. Louis institution as the longestrunning morning team and the most recognizable personalities in the market. We are thrilled to know Guy and Mike are committed to Y98-FM."

PD Jim Richards added, "Guy and Mike have shown that they are willing to put the extra effort in to have a great morning show," while

remarked, "Phillips and Wall are very talented people and it's time they were recognized as the true talents they are."

Phillips said, "Never have we been given the support and latitude for our creativity that these professionals allow. The signing of our current contract is indicative of EZ's seriousness on winning." Wall added, "Inking this contract was our top priority for the new year. Our forte is entertaining and putting together a radio show, so we didn't want any lengthy, distracting negotiations. EZ felt the same

WZNE Switches To Classic Rock WKRL

Sandusky has switched newlypurchased WZNE/Tampa from-CHR to a gold-based Classic Rock

KLOSE PD

WMRY Adopts Free-Form AOR

Free-form, progressive rock radio is alive and well in St. Louis. WMRY, an East St. Louis-based Pop-Jazz outlet for the last ten years, switched to a 24-hour "alternative" rock mix on December 29. The move leaves St. Louis without a fulltime Jazz station

Nancy Pool-Leffler, former GM at AOR KSHE and former AOR KWK, is consulting in management and sales. She's currently assisting in the search for a GM.

The PD is Mark Klose, a market veteran who logged 11 years (eight in mornings) at KSHE, and has also done mornings at KWK and afternoons at KMOX. Klose had been playing rock in the mornings at WMRY since last March and selling time for his segment. In late WMRY/See Page 4

format, with the new calls WKRL The format debuted this week (1-6) under the direction of PD Beau Raines, and is being consulted by Bob Hattrik and Sandusky Group PD Jeff Sattler. The station is using the slogans "Where Classic Rock Lives," and "Classic Rock 97.9," despite attempted on-air preemption by AOR competitor

VP/GM Don Hibbitts told R&R, There was an obvious hole not being serviced in the market. We're not playing chainsaw rock like Motley Crue, AC/DC, Ratt, and artists of those types. We'll leave that to WYNF."

Raines, who recently joined WKRL from WLVE/Miami, added, "It was an easy transition for us. We're about 70% oldies, varving with dayparts. We are not an AOR station; we're actually a male-oriented A/C station.

"No one has been let go as a result of the format switch. As far as WYNF using the words 'Classic Rock' goes, I don't foresee a battle of slogans shaping up. They've used the word 'Classic' in reference to certain oldie titles in the past."



RADIO BOOSTER SHOT — Above, a chuckle for the new year, with an implied message. Radio has survived wave after wave of new media technology, and while video gets the lion's share of press, radio attracts a far greater audience and still determines the fate of records. Something to keep in mind .

KERR, WHEELER OM. PD

WRLT Becomes AOR WKRR

Dick Broadcasting's WKRR ("Rock 92")/Greensboro-Winston Salem-High Point is the market's first AOR since August 1984, having switched on New Year's Eve from automated Easy Listening WRLT with a vastly improved signal. The former 20 kw facility now operates with 100 kw at 1400 feet.

As part of the changes, James Kerr, a six-year staffer from coowned WIVK/Knoxville, has joined as OM. Stepping in as PD is format veteran Bruce Wheeler.

Explaining the change, VP/GM Alan Dick said, "There were two stations in the market going after each other, trying to attack (Country-formatted market leader) WTQR, which we found has a tremendous amount of loyal



Continued from Page 3

cast to be a five-minute capsulized version of the original speech.

By presstime, Harris had secured agreements of cooperation from ABC, CBS, NBC, and Mutual, and planned to contact the remaining

Celebrities Enlisted

Harris also overnighted requests to dozens of major celebrities asking that they tape public service announcements that will be fed to stations for airplay throughout the day on January 20. Kenny Rogers was the first entertainer to pledge his assistance.

After he was contacted by Harris, NAB President Eddie Fritts agreed to encourage stations to carry the speech. NAB will publish the network feed schedule in the edition of its weekly newsletter, NAB Today, which arrives at sta-tions during the week of January

Lorimar

Continued from Page 3

reputation and track record immediately puts Lorimar in a strong position. It is a perfect addition to our company, broadening our base and providing exciting new horizons and great growth potential."

DIR President Bob Meyrowitz told R&R, "This new arrangement gives us the opportunity to do more programming and it gives Lorimar an association with a company that has been in the forefront of quality radio programming for many years.

Lorimar presently produces several programs for network televi-sion, including "Dallas" and "Knots Landing." It recently purchased the Kenyon & Eckart and Brozell & Jacobs advertising agencies, merging them into one entity. DIR currently produces and distributes radio programming aired on approximately 1600 stations nation-



Bruce Wheeler

listeners. On the CHR side, there's WKZL and WSEZ fighting. There was no one filling this void in the

"We're a library-based, babyboomer AOR based around the likes of the Eagles, Rolling Stones, Led Zeppelin, and Steely Dan," Dick continued. "Reaction has been incredible. We're running the whole scale from 14-year-olds to a 53-year-old who called to say it's the greatest rock station he ever listened to."

Regarding the arrival of Wheeler, whose background includes programming positions at WNCI/ Columbus, WMET/Chicago, KAZY/Denver, and KFMQ/Lincoln, Dick added, "I feel great about Bruce and the staff he's hired. With our staff and the marketing campaign we've got coming up, we'll be a force to be reckoned with."

WMRY

Continued from Page 3

September, the rock expanded into middays and afternoons. Now, having accepted the PD slot, Klose says he'll no longer be selling time for his show

Klose told R&R, "Each jock programs his own show. 50% of what we're doing is requests, and we're playing music outside of rock, like Joni Mitchell, Otis Redding, and David Sanborn. I'm shooting for a 25-40 year-old audience that knows music, and is open enough so that we can go from Motown into Robin Trower.

Klose added, "I'm not competing against KSHE, and don't want to be compared to them." He said no major staff changes are planned; the jazz airstaff has been retained, other than Leo Cheers, who exited nights. The only new addition is afternoon driver Ted Habeck, an ex-KSHE PD who's also been a KWST (now KMGG)/Los Angeles MD and KMET/Los Angeles Assistant MD.

The station has 50kw, at 101.1 (Class B), and is located in Belleville, IL, 5-10 miles across the Mississippi River from downtown St. Louis. It's been owned for 20 years by the Oblate Fathers Of St. Paul, a Catholic church order.

WKRR's new lineup includes John Amberg (from WWCT/Peoria) middays/MD, Chuck Jeffries (WZKS/Nashville) PM drive/pro-duction, and Erin Edwards (coowned WKDF/Nashville) nights. Wheeler is handling mornings until dthe post is filled, and a GSM is

TREPAGNIER **NEW OM**

also expected to be named.

WQUE Now "Heart & Soul" **WMKJ**



Jeffrey Trepagnier

WQUE (AM)/New Orleans has dropped its simulcast/shadowcast of co-owned CHR WQUE-FM to carry SMN's "Heart & Soul" format with new calls WMKJ ("Magic 1280). Coming aboard as OM is veteran personality Jeffrey Trepagnier, who succeeds exiting PD Dale Taylor. Also departing are night personality Dave White, Production Director Chris Bryant, and parttimer Steve Callender. Afternoon man Bob DelGiorno Jr. will remain with WQUE-FM.

VP/GM Bill Stoeffhaas told R&R, "The AM has been shadowcasting for about two years now, and it never amounted to its fullest potential. I feel strongly about the growth and acceptance of 'Heart & Soul,' as it has all the right ingredients, and will be supported by lots of outside media. With all his knowledge of music and this market, Jeffrey's the perfect choice to implement and oversee our new di-

Trepagnier, who joined the station last September, has also worked in New Orleans at WNOE-FM, WYLD-AM & FM, WAIL-FM, and WBOK(AM), as well as WOKJ & WJMI/Jackson, MI. "We will take SMN's feeds 24 hours a day," he said, "adding in our own promos and localized liners to give it a New Orleans feel. This city likes nostalgia, and our unique presentation of Motown oldies with current Urban hits will bring new cume back to AM "

Rick Nelson: Rock. **Country Pioneer**

By Adam White

Rick Nelson may have been born in New Jersey and attended school in Hollywood, but many of his first hits were convincingly rockabilly in sound and attitude. He was also one of the first pop performers to explore country music in the Sixties, with such albums as "Bright Lights & Country Music" and "Country Fever."

Nelson died Dec. 31 when the aircraft carrying the singer and his band crashed near De Kalb, TX. He was to have performed at a New Year's Eve concert in Dallas: he would have been 46 this May.

Regular appearances on his parents' TV sitcom "The Adventures Of Ozzie and Harriet" brought Nelson to national prominence in the Fifties. He parlayed that into a successful disc career from 1957. successiu disc career from 1807, with such hits as "A Teenager's Romance," "Be-Bop Baby," "Stood Up," "Believe What You Say," "Poor Little Fool," "Lone-some Town," "Travelin' Man," and "Hello Mary Lou."

Session musician James Burton gave many of these recordings their distinctive guitar sound, even as Nelson's sound became more melancholy and his persona more self-pitying ("Teen Age Idol," "It's Up To You").

Nelson recorded for Imperial Records between 1957 and 1963, then joined Decca in what was reportedly a \$1 million, longterm deal - signed on the eve of the British Invasion. The hits dried up and the singer ventured into coun-

Ferro GSM At KXLR & KOIT



Bob Ferro

Bob Ferro has been appointed to the newly-created post of GSM at "Trendformation"-A/C combo KXLR & KOIT/San Francisco

Noted VP/GM Chuck Tweedle, "Bob's combination of sales and management experience, along with his high personal integrity, will lead us very effectively in the sales arena in '86. He's just the kind of person I need."

Most recently an Account Executive with crosstown KFRC for nine months, Ferro previously held senior sales positions at WYNY/ New York and KIQQ/Los Angeles, having also been GM for the Robbins & Ries ad agency.



try music and country rock, the latter exemplified by "She Belongs To Me" (1970) and, most successfully,

"Garden Party" (1972).

Nelson was signed to Epic ("Intakes") in the late Seventies, Capitol ("Playing To Win") in the early Eighties. His Imperial masters, reissued many times, are today owned by Capitol/EMI and were recently sublicensed to Rhino for a "Greatest Hits" album

STAFF

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"When you do something very well, you simply can't do it for everyone."

E. Alvin Davis & Associates— Quality consulting for select clients



E. Alvin Davis

Our commitment is to provide quality consulting services. By design, we have chosen to offer close, personal attention to select clients.

As a result, we are able to tailor individual marketing strategies that have consistently and dramatically achieved improved rating performance.

A case in point: WLTF-FM/Cleveland

Situation: Booth's WZZP had good ratings, fine demographics (#3 25-54 Adults), and excellent billing, but was still the second Adult Contemporary station, two points behind its principal competitor.

WZZP General Manager Gordon Stenback, while pleased with his station's success, believed it could do better. The firm of E. Alvin Davis & Associates was retained as programming consultant. A remarketing strategy, call letter change, and an innovative marketing campaign created a new identity that one industry newsletter called "a textbook case of positioning."

Results: In short order, WLTF became Cleveland's number one A/C. In a year and a half, WLTF increased its 12+ share from 4.7 to 7.3, becoming #2 in every major demographic, including 18-34 Adults, 18-49 Adults, and 25-54 Adults.*

E. Alvin Davis & Associates' "custom" approach to consulting — serving select clients with individualized



"The way I figure it, E. Alvin has been worth almost three share points to WLTF In Cleveland, that represents Big Bucks. Hiring E. Alvin Davis & Associates may have been the best investment I ever made!" —Gordon Stenback, WLTF Vice President/General Manager

programming and marketing guidance—has produced a history of client rating and revenue successes.

If higher ratings and increased profits interest you, you should talk to us. To learn more, phone E. Alvin Davis at 513/984-5000.



9851 FOREST GLEN DRIVE CINCINNATI, OH 45242 513/984-5000 E. Alvin Davis President

RADIO PROGRAMMING & MARKETING

*Fall 1984—Spring 1985 Arbitron, Total Persons, AQH M/S, 6A-12M, Total Week

LIVEIN

The Premier

Roger ALTREY

PARTS | & || January 5 & 12

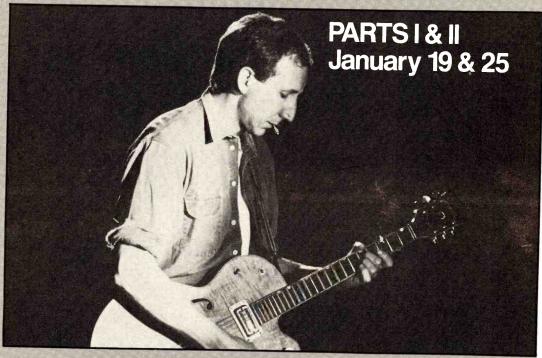
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CONCERTI

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TOWNSHEND Pete



FLOWER HOUR

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DIR BROADCASTING

ALIEN OWNER CITED

KOZN Faces License Loss or \$20,000 Fine

step of ordering KOZN/Imperial, CA to show cause why it should not have its license revoked or be fined \$20,000 because its owner is not a U.S. citizen. Federal law strictly forbids alien ownership of broadcast properties.

KOZN's 90% owner, Richard Edgar Green, had claimed on an FCC application that he was born in Einberg, PA on March 29, 1937. But the FCC said its investigation revealed he was actually born in Toronto, Canada on March 29, 1940. The Commission said Green had admitted misrepresenting his citizenship on renewal and station sale applications, as well as on FCC ownership forms.

The most prominent alien ownership issue to come before the FCC in recent years occurred in 1985 wben Australian Rupert Murdoch had to obtain U.S. citizenship to buy Metromedia's TV outlets.

NEW/S IN BRIEF

 JOHN VELASCO has accepted the new post of VP/Music Marketing at CBS Songs, responsible for exploiting songs and catalogs owned by the division through non-traditional channels. Velasco was Managing Director for Cherry Lane Productions Europe.

● JAMES TERLOUW is the new GM at McCov Broadcasting's Countryformatted KCCY/Pueblo. TerLouw most recently served as GM at KQIL &

KQIX/Grand Junction, CO from 1976-84

• ROY LOTT has been advanced to Sr. VP/Business Affairs at Arista Records, covering contract negotiations, A&R administration, and various licensing functions. Previously VP/ Business Affairs, Lott joined Arista as an attorney in 1979.

BILL NASH and MICHAEL ALFA-NO have been named GM and PD, respectively, at A/C-Easy Listening combo WDEF-AM & FM/Chattanooga. Nash, who previously worked in sales at the station, succeeds BEN CAGLE, now part-owner of WJSO/ Johnson City, TN. A former morning man at WNOO-FM/Chattanooga, Alfano takes over for Cecil Ruffin, who joined the sales department at neighbor WDSI-TV.

 Sunshine Broadcasting switched Easy Listening outlet WGOX/Charleston, SC to AOR as WFXR ("The Fox") January 5. The new staff includes JOHN LATON as GM, PETE NADEL as GSM, JON ERDAHL as OM, and LAVONNE ADAMS as OM. WFXR is consulted by Jeff Pollack.

 JANET EVANS has been elevated to President of Harvit Broadcasting. owner of WBTH & WXCC/Williamson, WV. She has been with Harvit for



19 years and VP/GM for "Coal Country Radio" since 1979.

● CHR-formatted KITT/Las Vegas has swapped calls and formats, becoming A/C-programmed KKLZ(Z96). VP/GM Bob Hanna, who will hire a new PD, noted that KKLZ is building new studios and transmitting facilities. "We're starting from the ground up," he said. "Everything will be in place shortly.

• TOM LAND, Operations Manager at KEYN & KQAM/Wichita, has been named VP/Programming for parent Long Pride Broadcasting. Land will now also oversee Long Pride's future acquisitions.

KRAWETZ NEW SALES MANAGER

Johnson GSM At WLS-AM &FM

WLS-AM & FM/Chicago Sales Manager Jack Johnson has been advanced to GSM for the Cap Cities/ABC CHR combo. He takes over for Simon T, who recently became President of Eric Chand-

ler Broadcast Communications in Los Angeles. Succeeding Johnson as Sales Manager is Bruce Krawetz, a four-year WLS Account Ex-

VP/GM Jeff Trumper observed, "Both Jack and Bruce have proven their sales expertise over the past several years and I believe we are heading into 1986 with one of the strongest sales management teams ever."

A former AE with neighbors WLAK and WLUP, Johnson moved up to SM for WLS a year and a half ago after three years as an AE there. Prior to WLS, Krawetz worked as an AE at crosstown WMAQ and suburban outlet WYEN/Des Plaines.

Jones Upped To WHOO PD

WHOO/Orlando MD Ron Jones has been promoted to PD for the Country outlet. Jones, who joined the station in August 1984, replaces Bucks Braun, who is now entering the voiceover business

WMMA & WHOO GM Jim Jordan told R&R, "Ron is talented, aggressive, and hard-working. We're confident he'll do a super job for

Jones, a former MD at WMIL/ Milwaukee and morning man at WJEZ/Chicago, added, "It's exciting to be part of the new team here at 'HOO, along with Jim Jordan and OD Mike Kinosian. We have a terrific bunch of people here and a great facility with a new tower. We have high hopes of turning things around.

Starr Debut



Mirage/Atco Records held a party at the New York club Down Under to celebrate the release of Brenda K. Starr's debut album "I Want Your Love." Pictured (I-r) are Starr's manager Buddy Allen, Starr, and Mirage President Jerry Greenberg.

ONE YEAR AGO TODAY

- Bill Smith VP/GM of WHK & WMMS/Cleveland
- Gordon Anderson VP/Promotion at Manhattan Records
- Tom Durney VP/GM of WASH/Washington
- Michael Lessner VP/Promotion for Motown
- Mike Grinsell GM of KABL-AM & FM/San Francisco ● Leigh Jacobs PD at WOMC/Detroit
- Larry Anderson VP/GM of WGR-AM & FM/Buffalo
- #1 CHR: "Like A Virgin" Madonna (Sire/WB) (3 wks)
- #1 A/C: "You're The Inspiration" Chicago (WB)
 #1 B/U: "Mr. Telephone Man" New Edition (MCA)
- #1 Country: ("There's A) Fire In The Night" Alabama (RCA) (2 wks)
- #1 AOR Track: "The Old Man Down The Road" John Fogerty (WB) •#1 LP: "Building The Perfect Beast" - Don Henley (Geffen) (4 wks)

FIVE YEARS AGO TODAY

- Stan Monteiro VP/Promotion at Columbia
- Michael O'Shea GM of KBLE/Seattle
- Dean Tyler PD at WFIL/Philadelphia ● Dale Reeves PD at WKTU/New York
- Dick Kline President of Radio Records
- Jack Craigo RCA VP/U.S. & Canada
- #1 CHR: "Just Like Starting Over" John Lennon (Geffen) (2 wks)
- #1 A/C: "I Made It Through The Rain" Barry Manilow (Arista)
- #1 B/U: "Celebration" Kool & The Gang (De-Lite/PG) (6 wks) • #1 Country: "Beautiful You" - Oak Ridge Boys (MCA)
- #1 LP: "The River" Bruce Springsteen (Columbia) (9 wks)

TEN YEARS AGO TODAY

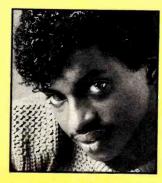
- Gerry Peterson PD at KCBQ/San Diego
- Bob Pittman PD at WMAQ/Chicago
- #1 CHR: "I Write The Songs" Barry Manilow (Arista) (2 wks) • #1 A/C: "Theme From Mahogany" - Diana Ross (Motown)
- ## Country: "Convoy" C.W. McCall (MGM) (2 wks)
- #1 LP: "Hissing Of Summer Lawns" Joni Mitchell (Asylum) (4 wks)

AIR DATE В 7:45 PM ET/PT PRI. JAN. 17 PROGRAM DIRECTORS WESTWOOD ONE ZB-ZD4-5000 O RE STRAITS: E M S E G EXCLUSIVE CONCERT SIMULCAST WITH SHOWTIME! M FOR THE BIGGEST EVENTS ON RADIO. IT'S WESTWOOD ONE ... AND ONLY

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OF COMMENTAL YELLIAR GOVERNMENT

TRANSACTIONS

HERSKOVITZ EXEC. VP

Goodphone Launches H&H Broadcasting

Goodphone Communications has formed H & H Broadcasting, headed by Goodphone President Mike Harrison and new H & H Exec. VP AI Herskowitz. The company's first acquisition was WSPR/Springfield, MA (R&R 1-3-86).

Said Harrison, "WSPR marks the kickoff of a major effort by our company to create and market new concepts for AM radio. Instead of only consulting in this area, we plan to acquire significant properties as well. WSPR will be the prototype of a new and aggressive approach to broad-casting on the AM band." He added, "I've long admired Al's accomplishments, style, and integrity, and am certain we shall be an extremely effective team."

Herskovitz brings management experience from WIPIPhiladelphia and KPOL-AM & FMILos Angeles, among, other stations. "Although it is too early to reveal the precise details of our plans for WSPR," he said, "look for the station to become one of the most audience-involved in America and the flagship of a dynamic network."



Al Herskovitz

Formed in 1978, Goodphone has been involved in media consultation, network radio/TV production, and trade publishing.

WFON/FOND DU LAC, WI

PRICE: \$2,475,000
BUYER: WFON Inc., principally held
by Donald Jones. It also owns WLIP
& WJZQ/Kenosha, WI and KFIZ/
Fond du Lac, WI.

SELLER: Costas Enterprises DIAL POSITION: 107.1 mHz POWER: 3 kw at 312 feet FORMAT: A/C WSVS/CREWE, VA PRICE: \$5 million

BUYER: Voyager Communications IV, owned by Jack McCarthy and Carl Venters. It also holds WMFR & WMAG/High Point, NC and WVOT & WRDU/Wilson, NC.

SELLER: Southern Virginia Broadcasting, headed by President Ellek Seymour. It also holds WETT/Ocean City, MD; WGCA/Charleston, SC; WLNB/Goose Creek, SC; WRCS & WQDK/Ahoskie, NC; WSVS/Crewe, VA; WVBS-AM & FM/Wilmington, NC; WWTR/Bethany Beach, DE; and WYAK-AM & FM/Surfside Beach, SC. Acquisitions pending FCC approval include WDSC-AM & FM/Dil-Ion, SC; WGAI/Elizabeth City, NC; WHCC & WQNC/Waynesville, NC; WMBL & WMBJ/Moorehead City, NC; WREE/College Park, GA; WRJY/Richmond, VA; WVAB/Virginia Beach, VA; and WWOK/Columbia,

DIAL POSITION: 104.7 mHz POWER: 100 kw at 404 feet FORMAT: Country

KDOK/TYLER, TX & KEYP/ WHITEHOUSE, TX

PRICE: \$1.7 million (\$1 million for FM, \$700,000 for AM)

BUYER: Linda Meyer, William Fritsch, Frederick Morton, and Dennis Yelton, who will form a new corporation. Each holds a 25% interest in KMGZ/Lawton. OK

SELLER: Barry Turner, John Culpepper, Jr. and Michael Connor. They also have interests in KAGC & KKYS/ Bryan, TX; WKSD & WPFM/Panama City, Ft; and KIOO & KVEE/Grand Junction, CO.

DIAL POSITION: 1490 kHz; 99.3 mHz

POWER: 1 kw days/250 watts nights; 3 kw at 450 feet FORMAT: Country; A/C

Edwards

Continued from Page 1

son, he knows the music, he knows California, and he knows exactly what needs to be done.

"The KNEW PD job needed someone who could be more than just a PD. It takes a businessman; it takes someone with the ability to deal with high-profile jocks; one who understands the intricate way KNEW has been put together. Harry's the perfect choice."

Guerra told R&R, "This is obviously the thrill of a lifetime. It's a major task but we feel that we're going to make this market another Malrite success story. We won't have it any other way."

Guerra has been with KNEW for ten years, joining the station as overnight personality. He worked his way through evenings, afternoons, and MD, and was named PD two years ago.

KWUN/CONCORD, CA

PRICE: \$714,100

BUYER: Concord Area Broadcasting, equally owned by Joseph Burry and Chester Coleman. Coleman has interests in KZTR/Camarillo, CA. SELLER: Burgundy Broadcasting, owned by Richard Helzberg. DIAL POSITION: 1480 kHz POWER: 500-watt daytimer FORMAT: A/C

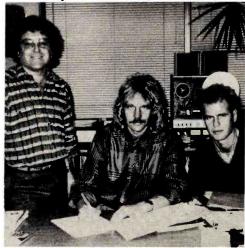
Duffy Buys KONO & KITY

Duffy Broadcasting has announced the purchase of KONO & KITY/ San Antonio from Mission Broadcasting. Although the terms were not disclosed, industry sources placed the value between \$11-12 million.

"Mission has owned these properties for over 60 years," said Duffy President Marty Greenberg. "We're thrilled to be in San Antonio. This particular combination fits in perfectly with our growth in the Sunbelt. The stations' A/C Gold and CHR formats will remain intact, but a search for a GM is underway, as current President/GM Jack Roth has announced he'll be leaving."

he'll be leaving."
Duffy also owns KSFM & KSMJ/
Sacramento and KRZN & KMJI/Denver; pending FCC approval is WCFI/
Orlando-Daytona. KONO operates
with 5 kw on 860 kHz; KITY has 100
kw at 92.9 mHz. Americom's Tom
Gammon served as broker for the
transaction, which is expected to
close by mid-February.

Styx Picker To City Slicker



Styx guitarist J.Y. is currently working on his debut solo album "City Slicker," which is scheduled for release this month. It will be issued on the Jern-distributed Passport Records label as a joint venture with his own Absolute Records. Pictured with J.Y. (center) at the signing are [+] Jern Records President Marty Scott and J.Y.'s manager and head of Direct Management Group Steve Jensen.

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8.5 times 1984 cash flow. Asking \$2,100,000 with \$500,000 down.

Contact - David LaFrance (303) 234-0405

MISSISSIPPI AM/FM in popular resort area. Asking \$1,500,000 on terms.

Contact - Mitt Younts (202) 822-8913

TEXAS Fulltime AM w/ Class C FM, includes valuable real estate. \$1.800.000 with \$100.000 down.

Contact - Bill Whitley (214) 680-2807

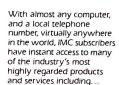
FM located in Top 50 market with expanding

economy. Popular resort area. Asking \$2,200,000 on terms. Contact - Mitt Younts (202) 822-8913

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COULD CHANGE BACKFIRE ON AM?

Industry Backs Unlimited AM-FM Program Duplication

The FCC's proposal to throw out simulcasting limits for AM-FM combos (Docket 85-357) won strong backing from broadcasters who filed comments with the Commission by last week's deadline. For markets of 25,000+ population, the rule now slated for elimination limits an FM to duplicating no more than 25% of a sister AM's programming.

Only one group opposed the change, citing the concern that 100% simulcasting will hurt AM—that listeners would be even less likely to tune to the AM band if the formats they hear, rather than being unique, are mere duplications of what's already available on FM. Most commenters, however, said the obvious advantages of separate programming assure that duplication will only be used as a last resort.

WJLK: Let Weak AMs Die

Press Broadcasting, owner of WJLK-AM & FM/Asbury Park, NJ, argued the change would "have the opposite effect of that intended by the Commission," which is to bolster struggling AMs.

"While elimination of the rule may permit now marginal AM stations to operate more cheaply and thus remain on the air, it will do so at the expense of improved service from independently programmed AM stations that can offer a unique service," Press told the Commission

"With FM penetration almost universal, there is no reason today to promote FM programming on AM. Who would listen to it?"

Rather than attempting to keep all AMs on the air, said Press, the FCC should let the marketplace "weed out those AM stations which will never succeed and which restrain improved service from well-run AM stations like WJLK, which might be able to improve technically in a less cluttered environment . . . If AM radio is to survive it will only do so as a totally unique medium."

KLOK Cites First Amendment

But the overwhelming tone of comments submitted to the FCC favored the rule change. KLOK Radio, which operates six California stations, said 100% duplication is needed "to allow AM stations to weather current economic conditions." The group added, "Under the First Amendment, broadcasters have the authority to choose programming as they see fit without censorship from the federal

government."

KLOK predicted, "If the rule remains in effect over the next five years, it could itself be responsible for the loss of AM service which would otherwise be available."

In a joint filing, Cox Communications, Manning Broadcasting, Multimedia, and TETCO argued that keeping the 25% limit will hamper spectrum efficiency "by encouraging stations to shut down operations during certain dayparts rather than exceed permissible duplication levels."

Summit Reports \$300,000 AM Losses

Summit Communications noted that "the program duplication rule is no longer needed to achieve its purpose of fostering the growth of FM radio."

The firm continued, "In Summit's experience, even with the maximum duplicated programming allowed under the current rules and with extreme cost-cutting measures, the losses associated with an AM station in competitive markets can be as high as \$250,000-300,000 annually. Frankly, as the demographic shift towards FM listening continues, it will be increasingly difficult to justify the continued operation of such AM stations."

M-3-X, Inc., which operates combos in Medford and Albany, OR, said its two AM daytimers, "with limited coverage and revenue potential, are very difficult to operate profitably with independent programming," especially in a depressed local economy. "The Commission should not be in the business of second guessing licensees as to what programming is dictated by marketplace conditions," it argued.

NAB, Great Trails Back Change

Also backing marketplace format decisions was Great Trails Broadcasting. It said a glut of duplication is unlikely because simulcasting "is, in most instances, not to the economic benefit of commonly-owned stations"

NAB echoed that theme in its comments: "The twin goals of maximizing audience and maximizing revenues will encourage financially secure operators of AM-FM combinations to seek out discrete audiences through the offering of discrete programming formats"

NAB stressed its belief "that rule changes to encourage fuller operation of broadcast facilities — especially when the alternative is no broadcasting at all — can only serve the public interest." NAB said stations should have the option to simulcast "while developing resources for subsequent provision of independent programming that will ensure longterm financial stability."

NEWS BRIEFS

WBBY's Renewal Upheld Despite Manager Dispute

Although he said the station has failed to meet FCC standards of "openness and fair dealing," an administrative law judge has upheld the license renewal of WBBY/Columbus.

The case was returned to the judge for further consideration after it was revealed that Station Manager and part-owner Richard Nourse was spending several days a week at a family car dealership, while WBBY's renewal application said he was working fulltime at the station.

Judge John Corllin said WBBY's failure to disclose that fact "was misleading and lacking in candor," raising "some question" about whether license renewal should be granted. However, Corlin concluded that denying renewal "is a more drastic action than the licensee's conduct warrants."

WBBY was denied renewal in favor of a competing applicant in 1983. The Jazz outlet regained the license by buying out the competitor last year, but the FCC continued to probe the challenger's prior allegation about Nourse's conduct.

EPA Finds RF Hotspots Near Seattle

A study by the Environmental Protection Agency has turned up radio-frequency (RF) radiation levels exceeding new FCC standards at the Cougar Mountain antenna site outside Seattle. Ten FM antennas are based

Because RF levels increase with height, EPA recommended that "the siting of new multistory dwellings near the high power antennas on Cougar Mountain should be approached with "Also, cooperation among broadcasters will be needed to protect tower climbers. .. There is no question that a worker who ascends any of the FM towers will encounter fields that exceed the ANSI (American National Standards Institute) radiation protection guide," which the FCC adopted as its standard, effective January 1.

Although no public areas near the towers exceeded the FCC limit, high levels were measured in the yard of at least one nearby home.

Broadcast Sales Force Now 45.4% Female

The sharpest single trend apparent in the FCC broadcast employment statistics just released is the rapid move of women into broadcast sales. Women now hold 45.4% of all sales jobs, up from 37.5% in 1981.

The report also shows women and minorities making slight gains overall in the upper four job categories (Officials/Managers, Professionals, Technicians, Sales Workers). Women account for 28.6% of all these jobs, up from 27.8% in 1984. Minority representation inched up from 13% to 13.5% in 1985.

Despite those gains, the fact remains that both groups are far better represented at the bottom of the broadcast employment scale. Women account for fully 87.9% of all Office/ Clerical jobs at stations, and minorities for 26.3%

Filing Window Open On 102.5, 100.7 mHz

The FCC's latest Docket 80-90 filing window opened January 2 and closes February 3. During that time, applications will be accepted for 14 Class A FMs across the country.

Allocations are available on 102.5 mHz in Nicholasville, KY and on

100.7 mHz in George, CA; Gretna, FL; Cuthbert, GA; Milledgeville, GA; Coal City, IL; Mexico, ME; Banner Elk, NC; Ulica, NY; Charleston, SC; Mission, SD; Bowie, TX; Palacios, TX; and Christiansburo. VA.

KNIX Renewed With EEO Conditions

Citing "the general absence of EEO efforts to recruit qualified minority applicants," the FCC has imposed EEO reporting conditions on the license renewal of KNIX-AM & FM/Tempe, AZ. The combo is owned by Buck Owens Production Company.

The stations had been admonished for a poor record of recruiting Hispanics, the area's dominant minority group, and women. The Commission found that, in its most recent license term, only one of 26 hirings at KNIX was a minority group member, and no minority recruitment sources were developed.

Although it was granted a full sevenyear renewal term, KNIX was ordered to file special reports on its EEO progress over the next two years.



Stan Freberg

Other Key Developments:

- NAB has announced that Willie Nelson will entertain at the closing brunch of this year's annual convention, April 12-16, at the Dallas Convention Center. Radio luncheon speaker for the conference will be legendary radio ad man Stan Freberg.
- Rep. John Seiberling (D-OH), the chief advocate in Congress of beer and wine counteradvertising, says he'll probably retire at the end of 1986.
- Although it now appears NAB and NRBA will be united into a single association by then, co-chairmen for September's joint radio convention in New Orleans are NAB Radio Chairman and Federated Media President John Dillie III and NRBA Director and Gannett Radio President Joe Dorton.
- New high-powered Cuban AMs on 710 and 1160 kHz (R&R, 11/15/85) have been officially added to the FCC's Cuban Broadcast List.
- Citing the press of other business, All Pro BroadcastIng President Willie Davis has resigned from the NAB Board of Directors. Also departing is former ABC Radio President Ben Hoberman, who retired last
- NAB's annual Washington conference for state broadcast association presidents and executive directors will be held February 26-28. Speakers include Senate Commerce Committee Chairman John Danforth (R-MO) and FCC Chairman Mark Fowlers.
- The deadline for commenting on the proposed streamlining of the FCC EEO rules (Docket 85-350) has been pushed back to February 2.

12/R&R FRIDAY, JANUARY 10, 1986



Spring Is Right Around The Corner.

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Arbitron results have shown an average of 20% growth for stations using The Predictor™. That's because telephone surveys can't research the mindset of the Arbitron "diary-keeper profile" person as well as The Predictor™. Why? Because people who respond to telephone studies are different from those who respond to diaries.

If you want to know how your programming and marketing strategies are likely to hit or miss in April, find out now! Call Larry Johnson or Jhan Hiber for details and market availability. Then, you can spring into the next sweep with confidence.

JHAN HIBER & ASSOCIATES

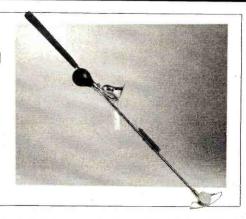
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What to get for the man-who-has-everything? While it may not scratch those hard-to-reach places, the "Schmeckenbecker Putter" remains a perennial holiday favorite among those denizens of the 19th hole. Actually, this standard-size putter comes equipped for every golfing

The instrument's built-in compass aids in finding your way out of the rough, while a candle illuminates the 18th - or 19th - hole after the sun goes down. The putter also includes a rabbit's foot for good luck, a level to help you read greens, a 40-inch tape measure to eliminate arguments over "gimme" putts, and an air horn to either command silence or speed up the slow-moving foresome ahead of you. For the more technical minded, a non-slip rubber handgrip and four-inch head round out the package

Available from the New York City-based Hammacher Schlemmer catalog (and therefore unconditionally guaranteed). Price: \$39.50.



Bathroom Radio **Booming**

An astonishing seven percent of all U.S. bathrooms house a radio, according to a recent "Media Trivia" column item published in Lintas Worldwide's Media Messages magazine. Unfortunately, no numbers are available as to favorite bathroom radio formats or stations, but we're sure some of you clever air personalities out there can come up with the appropriate exit lines.

"Major Market Airchecks" Available

The first two issues of "Major Market Airchecks" are currently available from the Miami-based firm of the same name. Issue One (New York '85) and issue Two (Los Angeles '85) appear on stereo cassettes, focusing on the top CHR stations in the respective metros.

Said Major Market Alrchecks Managing Director Gary Travers, "We will serve as an ongoing archive of the nation's best in CHR and A/C radio.

These cassettes will be a systematic, side-by-side comparison of several stations, all recorded within a few days of each other, usually in AM and PM drive. There will be no 'creative liberties' taken in editing. Purchasers of Major Market Airchecks will hear these stations just as thousands of radio listeners do each day."

For more information, contact Travers at (305) 923-5454.



Elvis Shampoo

The King of Rock 'n' Roll, Elvis Presley, has been gone, real gone to that Great Fillin' Station In The Sky for a decade now. But his legend is still powerful enough to make him what we believe is the first deceased rock star to have a line of hair products marketed in his im-

Beginning next spring. Westlake Village, CA-based Natural Choice Industries will launch "Elvis Presley Love Me Tender" shampoo, conditioner, styling gel, and other hair and body products, predominantly in the South. The company hopes to have the 16-ounce bottles of Elvis shampoo (retail price around \$3) in gift and drug stores by Father's Day. Initial marketing plans include a gift pack containing the full line of bath and hair care products, plus a special, commem orative medallion.

CONCERT PULSE

TOP 20

- 2 1 GRATEFUL DEAD
- 2 BRYAN ADAMS
- 3 DIRE STRAITS
- 4 TINA TURNER
- 5 5 KENNY ROGERS
- 7 6 STING
- 8 7 AC/DC
- 12 8 TEARS FOR FEARS
- 6 9 BARRY MAINLOW 9 10 FOREIGNER
- 15 11 THOMSPON TWINS
- 11 12 JAMES TAYLOR
- 10 13 MOTLEY CRUE
- 17 14 HEART
- 13 15 DIO
- 14 16 SUPERTRAMP
- 20 17 MANHATTAN TRANSFER
- 16 18 CROSBY, STILLS & NASH
- 19 19 SIMPLE MINDS 18 20 RATT

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters' On-Line Listings. (800) 344-7383, or in California, (209) 224-2631.

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Why WBNS Radio's cartridge tapes sound better than yours

C olumbus, 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,

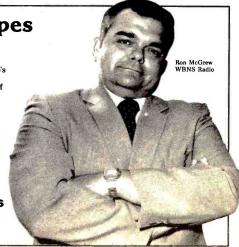


tapes sound perfect and flutter-free. There's no high frequency loss, and phase error is totally eliminated. After several months of using the Phase Fixer, I must say that Harris, once again, has a winner.

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.

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For your information, our name is Harris.



NBC RADIO NEWS' AWARD-WINNING

NBC Radio News earned so many honors in 1985 that its record is a story in itself. So far, 23 programs have won 37 awards from 18 important organizations.

We're proud of the recognition both from colleagues in journalism and broadcasting and from experts in the areas reported on. NBC Radio News was, for example, singled out by physicians and religious leaders for stories on AIDS

and the homeless, by engineers for coverage of computers, and by attorneys and conservationists for reports related to their professions. There were awards, too, for programming about national affairs, women's issues and sports.

The size and diversity of the roster below confirm that we're doing our job. Our thanks to all concerned, along with our commitment to serve as well or better in 1986.

American Academy of **Family Physicians**

"AIDS: The Killer Epidemic Continues"

American Women in Radio & **Television Commendations** "The Second Rape"

Freedoms Foundation Awards "Bunker Hill to Beirut"

. Golden Hammer Awards, **National Association of Home Builders**

"Home Sweet Homeless" "No Fixed Address"

International Radio Festival of New York

"Message from Moscow" "The Olympic Scene: Turmoil and Triumph" "Two Distant Tribes"

Janus Awards

Change the Phone System"

Robert F. Kennedy Journalism **Awards**

"Home Sweet Homeless" "The Invisible People"

Maggie Awards, Planned Parenthood Federation of America

"It Can Happen Anywhere"

Edward R. Murrow Brotherhood Awards, Cinema/Radio/TV Unit of B'nai B'rith

"My Brother's Keeper" "Prisoners of War

National Headliner Awards

"Election Coverage" "Home Sweet Homeless" "The Invisible People" "Stories on Rape"

National Society of **Professional Engineers**

"Computer Shock" "Made in Space"

New York State Bar Association Media Awards

The Second Rape" "My Brother's Keeper"

Ohio State Awards "D-Day Anniversary

Overseas Press Club Awards

"Beirut Coverage "Message from Moscow" "Two Distant Tribes"

Religion in Media Angel Awards "AIDS: The Killer Epidemic Continues" "And Baby Makes Two" "Home Sweet Homeless" "The Invisible People" "Message from Moscow" "My Brother's Keeper"

"The Second Rape" "Two Distant Tribes"

Sigma Delta Chi Society of Professional Journalists

Peter Laufer/Outstanding Young Journalist Award (No. California Chapter)

Soil Conservation Society of **America**

"The Rain of Death"

Women at Work Awards, **National Commission on Working Women** "Workplace"



PRO:MOTIONS

MCA Distributing Promotes La France



Jim La France

MCA Distributing has promoted Jim La France to Director/National Accounts. La France, who had been the label's Boston Regional Branch Manager for the past five years, served as PolyGram's Northeast Regional Marketing Manager before joining MCA. Previous to that he was Northeast Sales Manager for ABC Records.

CHRONICLE

Born To:

WJGS-FM/Houghton Lake, MI morning man Pete Michaels and wife Diane, son Aaron, December 19.

WKAU/Appleton-Oshkosh afternoon personality Pat Reynolds and wife Lisa, daughter Ariah, December 12.

WMHE/Toledo PD Ron Finn and wife Donna, daughter Colleen Elizabeth, December 10.

195/Miaml afternoon personality Don Cox and his wife, MCA Promotion Director March Edgar Cox, daughter Samantha Taylor, December 16.

Chappell/Intersong Ups Lang



Maxyne Lang

The Chappell/Intersong Music Group - USA has promoted former Director/Special Projects, Creative and Director/Merchandising Division Maxyne Lang to VP/Special Projects. She has been with Chappell since 1977.

BMS, Mansion, Studio One Bow

Three new companies have been established under the direction of VP/GM Mick Lloyd, with Charlie Chappelear as Nashville Music Consultant. They are Broadcast Music Service, a program syndication/record service for Country and A/C stations, Mansion Records; and Studio One Records.

PROS ON THE LOOSE

Rick Alexander — Nights KTLR/ Terrell, TX (817) 640-8736 Kendall Atkins Promotion Director KKCl/Kansas City (913) 492-7417

John Paul Beard — Afternoons KTLR/Terrell, TX (214) 563-8603 John Boulous — East Coast Regional Island (914) 271-5667

Bob DelGiorno Jr. — Afternoons WQUE(AM)/New Orleans (504) 468-8405

Geni Donaghey — MD WXKS-FM/Boston (617) 396-1430 — Devon Durrant MD/Midday KPLUS/Seattle (206) 935-4267 Roger W.W.W. Garrett — PD KRBE-FM/Houston (713) 370-9299

Steve Knoll middays/MD KKCI/ Kansas City (13) 677-4379 Ed Lawrence — Production Director/Afternoons KBIM-AM & FMI Roswell, NM (505) 885-5364 Brian Maloney — PD KTYL/Tyler-Longview, TX (313) 549-8215 Mark Mason Mornings/PD KKCI/ Kansas City (816) 444-4352

Jeff McClain — PD/Mornings WYYN-FM & WNOE/Jackson, MS(601) 825-4779 Bill McCown — PD WANS-FM/
Greenville, SC (803) 226-1408
Weaver Morrow — Mornings
KRBE-FM/Houston (713) 463-

Bobby Reno — Weekends WQUE(AM)/New Orleans (504) 889-2424

Brenda Romano — Midwest Regional Island (312) 266-7611 Dennis Rooney PM Drive KKCI/ Kansas City (816) 452-4837

Geoffrey Shulman — West Coast Island (213) 850-0939 Jack Silver — Assistant PD KMEL/San Francisco (415) 388-7375

Steve Sutton — MD WEZC/ Charlotte (704) 372-1106 Dale Taylor — PD WQUE(AM)/ New Orleans (504) 581-1280 Steve Watters — Nights/Week-

Steve Walters — Nights/Weekends KTLR/Terrell, TX (214) 526-6360 Mike Ward — News Anchor/Re-

porter WWWW/Detroit (313) 584-7352 or (716) 237-6402 Dave White — Nights WQUE (AM)/New Orleans (504)

Marc Zintel PD/Afternoons WYNF/Tampa (813) 521-4130

Antone's Records And Tapes Debuts

Clifford Antone, owner of Austin, TX-based Antone's Blues Club, has established Antone's Records and Tapes. Specializing in blues music, the label's first release is by Angela Strehli. The label is headquartered at 2915 Guadalupe, Austin, TX 78705; (512) 474-5314, 474-5315.

CBS Taps Schuch



John Schuch

CBS Records has named John Schuch Director/A&R Administration, West Coast. Schuch is returning to CBS after serving as MCA Records' Director/Copyright Administration since 1984. He first joined CBS in 1972 and was Manager/Label Administration before his MCA stint.

Interep Moves New York Offices

Interep's New York offices have consolidated and moved to 100 Park Avenue, New York, NY 10017; (212) 916-0700. Here are the new phone numbers: Durpetti & Associates (212) 309-9050; Weiss & Powell (212) 309-0050; Hillier, Newmark, Wechsler & Howard (212) 309-0000; Major Market Radio (212) 309-0000; McGavren Guild Radio and MG Media (212) 916-0500.

Sandusky Broadcasting Relocates

The corporate headquarters of Sandusky Broadcasting have been moved to One Tabor Center, 1200 Seventeenth Street, Suite 2300, Denver, CO 80202; (303) 572-6270.

Bowen WQAM & WKQS Regional Sales Manager

Carole Bowen has been appointed Regional Sales Manager at WQAM & WKQS/Miami-Ft. Lauderdale. She joined WKGOS in 1982 as an Account Executive. Prior to that, she served as an AE and as Promotion Director at WQAM between 1980-82.

Katz Announces Staff Changes

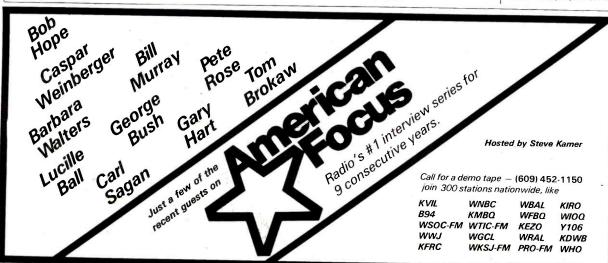
Katz Radio has announced the following promotions: Bob McCur-dy to VP/GSM from New York Sales Manager; Greg Noack to VP/Manager from Manager at the Los Angeles office, Mitch Kline to VP/Manager from Sales Manager at the Dallas office; Mike Chires to VP/Manager from Manager at the Detroit office; and Judy Houston to VP/Manager from Manager at the Minneapolis office.

McArdle Segues To PolyGram

Thomas McArdle has joined PolyGram Records as VP/Management Information Systems. He comes to the label after serving five years as VP/Information Services at Donnelley Directory, a division of Dunn & Bradstreet. Before that he spent seven years as consultant to Arthur Young & Company.

Harris Changes Address

AOR consultant George Harris can now be reached at Harris Communications, 1021 Lancaster Avenue, Suite 206, Bryn Mawr, PA 19010-1401; (215) 525-0933.



How To

Part two of a series.

You probably already know that there are many good reasons for using an ID jingle package on the air. Since your ultimate aim is to get listeners to remember your name at ratings time, it makes sense to convey that name in a catchy and attention-getting musical way, because a good jingle is simply more memorable than a comparable spoken message. Of course, the right package also helps to create a unique and identifiable sound for your station. And jingles are production elements that help the overall flow. In short, jingles help make what you're doing on the air seem even more special.

seem even more special.

Although every PD has a different theory on how jingles should be used, the best ones do agree on one thing: IAM Creative Productions is the place to get them. Last week we told you a little about who we are and how we specialize in jingle production. Now we'd like to tell you about the steps involved in creating a successful ID Package.

Custom vs. Syndicated

Every jingle package begins its life as a "custom". That simply means that the music tracks, as well as the vocals, are created from scratch for a specific client. After the project is completed, we make those jingles available to stations in other markets as a "syndicated" package. The only difference is that in a syndicated package, the music tracks already exist. Either way, your jingles will be exclusive to you in your market.

When we make a new custom package, we know that dozens of other stations will be

When we make a new custom package, we know that dozens of other stations will be wanting it too. So we spend a lot of time making sure that the tracks are innovative and exciting. It's not unusual for us to spend many hours perfecting one effect that lasts for only a couple of seconds.

If you use a syndicated package, you aren't sacrificing creativity; rather, you are reaping the benefit from the creative work we've already done. Most of our clients, in fact, prefer to order from syndicated packages. Remember that the lyrics and call letter logo of each jingle can be completely changed. Also keep in mind that your listeners are totally unconcerned with

what is happening in other radio markets, and will never realize that your syndicated package is also on the air in some other distant city.

Whatever You Want

There's a world of things which make packages sound different from each other. Consider the vocal style, the length of the cuts, the type of instrumentation, and the lyric theme; they differ on every package. (Anybody who says that "all jingles sound the same" hasn't taken the time to listen to the wide variety that's available from JAM!) So, as obvious as it may seem, the first thing you have to do is decide what you like.

to do is decide what you like.

Give us a call. Talk about your format, and the type of jingles you want. Something just like another station you've heard? Something completely different? Just say the word. We'll send you demonstration tapes of appropriate syndicated packages which are available in your market. And there's always the option of doing something new and "custom".

syndrates packages with all available in your market. And there's always the option of doing something new and "custom".

(By the way, JAM ordinarily sends out its demos on reel-to-reel tape rather than cassettes. And there's one simple reason: Better quality. We're proud of our sound and we want you to hear it correctly!)

I Need It Yesterday

Let's assume you have found a syndicated package which sounds right for your station. You need to decide which cuts you want, so we can send you a contract. We can't get you on our production schedule until you finalize the order by returning your contract to us.

We know that everybody is in a hurry to receive their production. But our reputation for creativity and quality has resulted in hundreds of clients wanting our services each month. We're trying our best to accommodate everyone. But even working around the clock and on weekends, there is only so much we can do. All of which makes our available production time a precious commodity. We think it's only fair to allocate that time in the same order that the contracts are received.

So, plan ahead. Don't wait until the last minute. Give yourself, and us, enough time to do the job right. You'll be rewarded with a

superior product which will make you sound great.

Lyrics and Logo

Some people think that a jingle recording session works something like this: the client comes in, tells the singers what the words should be, they gather around the microphone and do it. They don't understand why they can't wait until the day of the session to decide what cuts they want and what they should say.

In fact, every single note of every jingle is written out in advance. The harmonies used in most ID's are too complex to be made up on the spot. And the only way to guarantee intelligibility is to have everyone singing the exact same rhythms and phrasings. That's why the music is written out ahead of time. And that's why it is so important for you to think about, and submit, your lyrics way in advance of the session. It takes hours of pre-production planning before we ever assemble the singers in the studio.

You can send us a letter with lyrics you have written, or we can send suggested lyrics to you. Either way, don't treat this step casually. We will sing each cut exactly the way you tell us, so make sure that everything on the page is precisely the way you want it. If there's a possibility that something may be pronounced incorrectly, such as the name of your city or a jock's name, send along a tape just to be sure. The more input you supply, the better. If there's a problem making the lyrcis fit musically, we'll let you know before the session.

You also need to think about your logo; that is, the melody we will use every time the name of your station is sung. If you want it done similar to the demonstration tape, that's easy, but if you have another tune in mind, let us know what it is and we'll try our best to incorporate it into your package. Again, sending a tape helps.

Still More to Come

Now we've reached the fun part: Your package is ready to be recorded. Next week we'll take you through the remainder of the production process. And we'll talk about the future.



4631 Insurance Lane • Dallas, Texas 75205 • Phone (214) 526-7080



RATINGS AND RESEARCH

JHAN HIBER

Digging Into The Fall Books

The tallies from the fall Arbitrons are pouring out fast and furious at Control Data's Beltsville computers. The initial wave of emotion will set in, and after experiencing joy or sorrow, sales plans will be hurriedly revised.

However, upon receipt of the actual books many broadcasters will want to dig beneath the surface. A probing look may well point out the reality of what happened in your fall (or other relevant sweep) results. Maybe the initial shares are not as good — or bad — as first seemed. How can you find out? What can be done to make the sales and programming efforts better targeted?

Let's look at three approaches that can give life to those dry ratings books. (Although this article deals with Arbitron analysis, similar post-survey reviews are available for digging into Birch data.)

Diary Reviews

A big advantage to "crunching" the book effectively is being able to go to Beltsville for a diary review. Several weeks ago we examined Arbitron's new diary review reservation procedures. How would the new mail in, random-select reservation system work? Would more or fewer stations elect to deal with the chore, and would those that did want diary reviews be able to get into Beltsville in a timely manner?

The jury is still out in some respects. According to Arbitron's Director/Client Services Jay Billie, approximately 200 reservation forms were received, representing 300 stations. That number of fall diary reviews appears to be relatively terbie.

The problem may be when stations can get in to examine their booklets. Some stations that sent in reservations are finding that the dates they're getting are much later than a year ago; in some cases the delays add up to weeks. Although the spring sweep starts later than usual this year (April 3), such delays can still be a thorn in the side of stations clamoring for a peek at the diaries for which they pay so much.

Jay reports that Arbitron will try to improve the system. He will be leaving Arbitron effective January 15, so let him hear from you soon about the way your diary review was handled (301) 982-4742.

Meanwhile, what about the fall analysis? How might a delayed diary review affect your thinking about the fall and your planning for the spring?

To some extent the value of the normally useful diary review depends on the date you received. If you won't have the chance to examine the diaries until after mid-February, then I'd suggest another

"Some stations that sent in reservations are finding that the dates they're getting are much later than a year ago."

approach. I'll detail two below — a mechanical diary printout, and the A.I.D. system.

If you're able to afford the trip I'd suggest going to Laurel. if for no other reason to doublecheck Arbitron's diary editing of the diaries. It's always good ratings insurance to personally (or through a representative or consultant) get a handson feel for what the diarykeepers were trying to tell you.

If you can fulfill your reservation date there are certain basics you should be armed with when you trek to Laurel:

1. Order a "mechanical diary" printout. If you didn't request a printout of your diaries at the same time you sent in the reservation form I'd suggest contacting your Arbitron Sales rep or Jay Billie directly and immediately. It usually takes Arbitron about ten working days to crank out a mechanical, so be sure to order well in advance of your visit.

Take your mechanical with you to Laurel. Break the printout into each of the counties or sampling units in your metro, and compare the raw diaries in that county to the printout of your diaries in that geography. They should always match. If, for example, you find 102 diaries in the key county that mention your station for at least five continuous minutes in a given quarter-hour, then you should have 102 diaries shown on the printout. If you only see 100 on the mechanical there may be a problem. Bring the matter to Jay's attention for reso-

2. Take your copy of the Station Information Packet (facility forms) sent to Arbitron prior to the start of the fall sweep (you did keep a copy, didn't you?). This is vital in case there's a question about crediting for a DJ, syndicated program you carry, or a sports event. Without the facility form program log info you can't ask Arbitron to correct editing/crediting decisions that may have hurt you. By the way, always be sure to take your confirmation that Arbitron got your S.I.P. mailing. Without confirmation, they may not be willing to

believe you actually sent in the name of the DJ you didn't get credit for in several diaries.

3. What slogans or logos did you send to Arbitron? This should have been part of your original Station Information Packet mailing, and it's crucial to crediting diaries. If your station uses "Q93," and another in the market used "295," how did Arbitron credit entries to "293" or "Q95?" If you examine the diaries you can ferret out this into and indeed see if listeners (at least the diarykeeper profile) are picking up on your logo. You'll also be able to see how Arbitron handled any entries where non-call-letter identifiers were jotted down.

In short, there's a lot of value to a trip to Laurel. Don't let a later date than you might be used to deter you from making the trip.

Programmer's Package/A.I.D.

. The fastest way to get a more indepth feel of what the numbers are saying is to access Arbitron's AID (Arbitron Information on Demand) system. While there's a real sales payoff inherent in this computerized warehouse of diary data, the Programmer's Package portion can also be helpful when it comes to the nuts and holts.

Here's the good news about the AID/Programmer's Package postsurvey analysis option:

1. It's quick. As soon as you receive your book you can bet there's a computer tape at Arbitron that has the rest of the info you might need to make sense of your numbers. Thus, there's no delay as there is with the diary review approach.

"Arbitron admits that only 20-25% of the data captured in the diaries is available in the ratings books."

2. You can do runs, or arrange for Arbitron to send them to you. If you have a terminal and are hooked up to AID directly, fine. The day after you have had time to develoe into the book and figure out some areas worthy of further exploration, you can punch into the system and receive interactive responses. However, if you are not tied in directly, call your Arbitron sales rep and he'll be glad to pass along your request to Laurel. The data will be run and sent to you within' a few days.

On the other hand, here are some items of possible concern:

WEEK IN REVIEW

Jay Billie Departs Arbitron

Arbitron Client Services Director Jay Billie will be leaving the company, effective January 15. He will open a new radio research firm called Jay Billie Associates. "We will initially concentrate on diary reviews and then expand into other services," stated Billie. JBA can be reached at P.O. Box 9157, Silver Spring, MD 20906: (301) 924-5968.

Birch Adds Markets, Shifts Staff

Bill Livek, VP/Sales & Marketing for Birch Radio, has announced that the firm has added two more markets — Chattanooga and Johnson City-Kingsport-Bristol — to its monthly survey schedule, effective this month. This brings to 88 the number of markets surveyed monthly.

Livek also announced that David Kabakoff, Birch's Northeast Regional Manager, will be relocating to Atlanta to assume the position of Southeast Regional Manager. Concurrently, Debbie Cantor is joining Birch as an Account Executive for advertiser/agency sales in New York. Ms. Cantor comes from the Dancer-Fitzgeraid-Sample ad agency.

- You can't be sure it's correct. Garbage in, garbage out. If the diaries were in any way mishandled, it won't be reflected in the AID data. On the other hand, if you completely trust the editing of the booklets this may not be a matter of concern.
- 2. The diary weighting can be different than that used for the actual market report. Those who have fully delved into the nuances of AID have been concerned about the fact that the diary cume values (PPDV, or Persons Per Diary Value in Arbitron terminology) can be different when AID runs are conducted than when the original report is generated. This is especially true when only one month of a sweep is looked at, or if the analysis looks at just part of the metro.
- 3. It costs. Naturally there is the AID license fee, an add-on to your basic Arbitron contract. In addition, however, there are on-line costs when you access interactively. Your Arbitron sales rep may have given you an initial lesson on how to use AID, but you can be sure they didn't show you all the shortcuts that can cut your run times. These access fees are a large portion of AID's profits. Depending on how many analyses you perform (and some are more detailed than others, requiring more run time) it's not unheard of for a station to spend several thousand dollars on post-survey AID runs, over and above the AID license fee. But perhaps your concerns about the book will outweigh the cost consideration.

AID can help quickly dissect the sweep data. If you need answers or clues in a hurry, it's your best bet.

A "Mechanical" Diary

Midway between the AID runs and the diary review options is the "mechanical" diary. This printout of your diaries and all the entries contained therein can be a gold mine. In fact, AID is only a mechanical on computer tape, but with the reweighting not shown on mechanical.

Here's the overview regarding mechanicals. First, the good news:

1. They can be very incisive. Each diary is detailed day-byday, entry-by-entry. You can also review the cume values of the

diaries involved to see how stable/ unstable the estimates may be for your station.

- 2. They are cost-effective. Mechanicals usually cost between \$\$505-\$800, depending on the size of the market. In addition, for only \$125 more you can obtain a "full-market mechanical" which details all the diaries for any other stations you specify. You can't use it at your station.
- 3. They are relatively timely. The mechanical can be run once you've received your book and Arbitron has a computer tape for your market. However, since many stations order mechanicals, be sure to get your order in immediately.

Some food for thought regarding mechanicals:

- Is the data any good? You can find out by taking the station mechanical to Laurel when you conduct your diarry review. Only by comparing the actual raw diaries to the mechanical can you spot any irregularities.
- 2. You might have to wait two weeks or more to get your mechanical. Is that timely enough?
- 3. Analyzing the data can be laborious. Many station mechanicals resemble the Manhattan phone book in terms of thickness. However, if you can enter the data in your station software or if you have a staff of research elves, then it may be worth delving into the mountain of info.

The Other 75%

The vital point to keep in mind as you consider analyzing the fall results is how little the Arbitron or Birch books actually offer. Arbitron admits that only 20-25% of the data captured in the diaries is available in the ratings books. The rest is obtainable through any or all of the above approaches.

Suffice it to say that few station management teams would want to view survey results knowing they've only seen a fraction of the scoreboard. Perhaps one of these approaches or a combination of them will suit your situation. Search for the rest of the iceberg—don't just rely on the tip.

Next week: an interview with Ray Gardella, the new Chairman of the Arbitron Radio Advisory

18/R&R FRIDAY, JANUARY 10, 1986

Why have over 120 Top Programmers added the Plain-Rap Countdown to their programming arsenal?

"The Plain-Rap was inspired by our #1 rated Friday afternoon KIIS-FM Top 40 countdown. From the beginning, I felt it was a great idea; it makes available all the elements necessary to do a local countdown with a national feel. It offers resources that previously were only available in New York or L.A. that can now be tapped by any PD in any market."

(Jerry DeFrancesco, PD, KIIS-FM/L.A.)

"It gives you a chance to do a countdown that takes on the personality of your radio station. You have all the advantages of the other countdowns including interviews, and you take the credit."

(Sonny Joe White, PD, WXKS-FM/Boston)

"It's a local countdown with the content of a national show. It's great."

(Tac Hammer, PD, WLOL/Minneapolis)

"Finally a countdown that actually sounds great, sounds local, and doesn't blow my format and the sound of my station all to hell!"

(John Driscoll, PD, Y108/Denver)

"The ability to localize is placing KHIT as the music authority in Seattle."

(Marty Loughman, GM, KHIT/Seattle)

"I like the versatility. We can pick and choose the interviews that fit our adult contemporary format and eliminate the ones that don't. It's a great programming tool."

"For stations with a local countdown, the Plain-Rap is a must

(Reggie Blackwell, PD, WROQ/Charlotte, NC)

"It's HOT!!!"

(Bill Thorman, PD, KTFM/San Antonio)

plain-rap

countdown

Every week you'll receive:

- An easy to follow script, that's pre-timed to all record intro's and outro's compiled by 2 of the best countdown writers in the business. The plain-rap countdown script is informative and humorous with fascinating stories about the stars.
- Celebrity Interviews. Each week, we'll send you between ten and twenty big-name interview snippettes, to be dropped in, over the record intros and outros, to supplement your show. Stars Like: Wham, Tina Turner, Lionel Richie and Huey Lewis could soon be visiting your station.
- A set of Vocoder countdown numbers, and music beds for raps into stop sets, all custom-designed for the plain-rap.

The plain-rap countdown is whatever you want it to be. You can use all of the materials or just some of them. Each and every week, you'll receive a complete countdown, based on that week's Radio and Records CHR Back Page Survey. However, we're fully aware that your local countdown may differ, so, we've constructed the Plain-Rap script so that you can plug in your own numbers and arrange the pages to fit your local survey.

Great for CHR & A/C!

Call now for your demo package (213) 460-2012

Available on the Barter Basis

Fall '85 Arbitron Advances, 12+

New York

WPLJ Sweeps Into First; WOR, WBLS, WLTW Big Gainers; WNEW-FM Increases AOR Lead; WPAT-FM Heads B/EZ

	Summer '85	Fell '85
WPLJ (CHR)	5.6	6.0
WRKS (B/U)	6.0	5.5
WHTZ (CHR)	5.9	5.5
WOR (Talk)	4.0	5.2
WBLS (B/U)	3.8	4.7
WLTW (AC)	3.0	4.5
WINS (News)	4.0	4.5
WNEW-FM (AOI	R) 3.5	4.1
WCBS (News)	3.6	3.6
WPAT-FM (B/EZ	2) 2.6	3.4
WRFM (B/EZ)	3.5	
WNEW (BBnd)	2.9	3.0
WCBS-FM (Gold	1) 3.3	2.8
WABC (Talk)	2.8	2.6
WNBC (AC)	2.9	2.6
WPIX (AC)	1.6	2.3
WHN (Ctry)	2.8	
WXRK (AOR)	2.5	2.1
WYNY (AC)	2.1	2.0
WADO (Span)	1.7	1.9
WAPP (CHR)	1.6	1.7
WSKQ (Span)	1.0	1.8
WQXR-AM & F	M	
(Clas)	1.6	
WNCN (Clas)	1.0	
WKDM (Span)	.8	1.1
WALK-AM & FR		
(AC)	1.0	1.0

San Francisco

KGO, KCBS Extend Lead; KSOL, KSAN Climb To 3-4; KRQR New AOR Leader

		Summer '85	Fell '85
	KGO (N/T)	7.8	9.0
	KCBS (N/T)	4.8	6.2
	KSOL (B/U)	3.8	4.5
	KSAN (Ctry)	3.2	4.1
	KABL-FM (B/EZ		3.6
	KIOI (AC)	4.0	3.5
	KYUU (AC)	3.9	3.4
	KBLX (B/U)	2.6	3.0
	KMEL (CHR)	3.4	3.0
	KBAY (B/EZ)	2.7	2.8
	KOIT (B/EZ)	2.5	2.5
	KROR (AOR)	2.2	2.5
	KNBR (Misc)	3.7	2.4
l	KFOG (AOR)	3.0	2.3
ĺ	KNEW (Ctry)	2.2	2.3
	KITS (CHR)	2.7	2.2
ì	KLOK-FM (AC)		2.2
l	KWSS (CHR)	2.2	2.1
ł	KABL (B/EZ)	2.8	2.0
I	KSFO (AC)	2.9	1.8
l	KFRC (CHR)	1.5	1.7
١	KDFC-AM & FI		
	(Clas)	1,4	1.5
	KKHI-AM & FN	l -	
	(Clas)	1.8	
	KYA (Gold)	1.2	1.3
l	KARA (AC)	1,0	
I	KLOK (AC)	1.1	
1	KOME (AOR)	2.6	
l	KSJO (AOR)	1.3	
	KJAZ (Jazz)	1.1	1.0

Los Angeles

KIIS-FM Slips But Opens Big Leed; KJOI, KBIG Both Up; KLOS Hits Alltime High; KROQ Climbs; KFWB Wins New Battle; KRTH Up; KIQQ Debuts Solidly

	Summer '85	Fell '85
KIIS-FM (CHR)	8.8	8.2
KABC (Talk)	8.3	6.0
KJOI (B/EZ)	3.6	4.9
KLOS (AOR)	4.4	4.8
KBIG (B/EZ)	4.2	4.7
KROQ (AOR)	3.1	3.9
KFWB (News)	2.7	3.9
KOST (AC)	4.0	3.4
KMPC (BBnd)	4.2	3.4
KRTH (Gold)	2.5	3.3
KNX (News)	3.1	3.0
KZLA (Ctry)	2.1	2.6
KMET (AOR)	3.3	2.5
KIQQ (AC)	_	2.5
KKHR (CHR)	2.6	2.4
KJLH (B/U)	2.5	2.3
KDAY (B/U)	1.5	2.2
KTNQ (Span)	2.3	2.0
KRLA (Gold)	2.0	2.0
KHTZ (AC)	1.5	2.0
KMGG (AC)	2.4	1.8
KFI (AC)	1.7	1.6
KLVE (Span)	1.6	1.6
KKGO (Jazz)	1.3	1.6
KFAC-FM (Clas	1.2	1.6
KLAC (Ctry)	1.6	1.5
KWKW (Span)	. 1.4	1.3
KSKQ (Span)	2.1	1.3
KUTE (B/U)	1.5	1.2
KACE (B/U)	1.7	1.0

Dallas

(unconfirmed)

KVIL-FM Up 3, Repairs Lead; KKDA-FM Improves; KRLD Stronger Third; Virtual 3-Way Country Tie

•	•
Summer '85	Fall '85
7.5	10.6
8.3	8.7
6.7	7.7
6.6	6.3
6.1	6.0
6.1	5.9
5.0	5.9
5.4	5.4
6.1	4.7
4.2	3.7
3.5	3.4
2.5	3.3
3.5	3.1
4.1	3.1
1.7	2.2
2.5	2.0
2.3	2.0
.7	1.3
.7	1.2
1.3	1,2
	1
	7.5 8.3 6.7 6.6 6.1 5.0 5.4 6.1 4.2 3.5 5.2,5 3.5 4.1 1.7 2.5 2.3 7 7,7

Chicago

WGN Down Post-Cubs; WBMX-FM Holds Second As WGCI-FM Moves To Third; WLUP, WUSN Improve; WCLR Tightens A/C Race

740.1400		
	Summer '85	Fell '85
WGN (Talk)	9.9	8.0
WBMX-FM (B/U)	7.0	6.4
WGCHFM (B/U)	4.8	5.3
WLOO (B/EZ)	5.1	5.2
WBBM (News)	4.9	4.5
WLS (CHR)	4.2	4.1
WLUP (AOR)	3.5	4.0
WBBM-FM (CHF	3.8	3.7
WLAK (AC)	3.4	3.4
WCLR (AC)	2.6	3.3
WUSN (Ctry)	2.7	3.3
WJJD (BBnd)	3.0	3.2
WJMK (Gold)	3.5	3.2
WKQX (CHR)	3.6	3.2
WFYR (AC)	2.8	3.1
WMAQ (Ctry)	2.8	2.6
WXRT (AOR)	2.5	2.6
WAIT (BBnd)	2.0	2.2
WLS-FM (CHR)	2.5	2.0
WCKG (AOR)	1.6	1.9
WOJO (Span)	2.3	1.9
WMET (AC)	1.7	1.6
WVON (B/U)	1.3	1.6
WFMT (Clas)	1.3	1.5
WGCI (B/U)	.5	1.0

Detroit

WJR, WJLB Down But Still Lead; WWJ Up Strong; WHYT Edges WCZY Combo; WLLZ Gains On WRIF

	Summer '85	Fell '85
WJR (Misc)	11.5	9.0
WJLB (B/U)	8.3	6.9
WJOI (B/EZ)	6.1	6.3
WWJ (News)	5.0	6.2
CKLW (BBnd)	4.8	5.4
WHYT (CHR)	4.5	5.4
WCZY-AM & FI	W	
(CHR)	5.5	5.3
WRIF (AOR)	7.0	4.9
WNIC-FM (AC)	4.3	4.3
WLLZ (AOR)	3.6	4.2
WWWW (Ctry)	2.6	3.2
WXYT (Talk)	3.4	3.2
WKSG (Gold)	2.3	3.1
WOMC (AC)	3.4	3.1
WLTI (AC)	1.8	2.9
WJZZ (Jazz)	2.0	2.4
WGPR (B/U)	2.2	2.0
WCXHFM (Ctry	2.0	2.2
WQRS (Clas)	1.2	2.
WDTX* (AC)	_	1.5
WMJC (AC)	1.8	1.5
WCHB (B/U)	1.2	1.3
WCXI (Ctry)	2.5	1.3
WHND (Gold)	.7	1.3
*First book as WDT	X, formerly WCL	.8

Philadelphia

WMMR Extends Lead; WSNI Makes Run For A/C Crown; WKSZ, WIP Also Up

	Summer '85	Fell '85
WMMR (AOR)	9.4	9.8
KYW (News)	7.0	7.0
WUSL (B/U)	7.9	6.9
WEAZ (B/EZ)	6.2	6.5
WPEN (BBnd)	4.7	5.3
WMGK (AC)	5.1	5.2
WSNI (AC)	3.2	4.6
WCAU-FM (CHE	3) 4.7	4.2
WDAS-FM (B/U)) 5.0	4.2
WWDB (Talk)	4.1	4.1
WKSZ (AC)	2.7	4.0
WCAU (N/T)	5.5	3.7
WIOQ (AOR)	3.1	3.7
WIP (AC)	2.5	3.7
WXTU (Ctry)	3.2	3.3
WYSP (AOR)	3.1	3.0
WZGO (CHR)	3.0	2.0
WFLN (Clas)	1.3	1.8
WFIL (Gold)	2.1	1.7
WHAT (B/U)	1.2	1.2
WDAS (B/U)	1.4	_ 1.0
		-

Format Legend

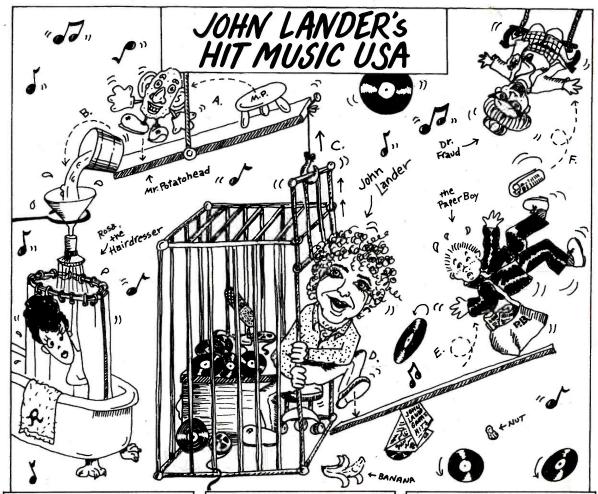
AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Bik—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc— Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.

Island Moves On Prime Movers



island has signed L.A. band the Prime Movers. Pictured at a Club Lingerie showcase are (i-r) Island Music President Lionel Conway, group's Curt Lichter, Gary Putman, and Severs Ramsey, TLC Management's Stan Layton, Island President Charly Prevost, group's Greg Markel, and TLC's Stuart Love.

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ork Washington, D.C.

Chicago

Detroit

Dallas

Los Angeles

London

Fall '85 Arbitron Advances, 12+

Nassau-Suffolk

WALK Combo Leads Market: WBLI Wins CHR War; WHTZ Drops To Tie For Third

Spring '85 Fall '85

-WALK-AM & FM *		
(AC)	3.8	6.2
WBLI (CHR)	5.7	6.1
WHTZ (CHR)	7.2	4.9
WNBC (AC)	4.7	4.9
WBAB (AOR)	5.2	4.7
WPLJ (CHR)	4.5	4.4
WOR (Talk)	4.6	4.1
WCBS (News)	3.9	3.9
WLTW (AC)	3.5	3.8
WINS (News)	2.7	3.3
WNEW-FM (AOR)	3.9	2.9
WGSM (AC)	2.4	2.8
WRFM (B/EZ)	4.3	2.8
WCTO (B/EZ)	1.7	2.5
WABC (Talk)	1.5	2.5
WCBS-FM (Gold)	3.9	2.5
WRKS (B/U)	1.9	2.5
WHLI (BBnd)	3.7	2.3
WKJY (B/EZ)	1.1	2.2
WBLS (B/U)	1.3	2.1
WAPP (CHR)	1.9	2.0
WNEW (BBnd)	.6	1.9
WHN (Ctry)	2.9	1.9
WYNY (AC)	2.1	1.9
WQXR-AM & FM		
(Clas)	1.1	1.6
WLIR (AOR)	1.8	1.3
WMCA (Talk)	1.2	1.2
WXRK (AOR)	.7	1.1
WPAT-FM (B/EZ)	2.1	1.1
WGBB (AC)	1.1	1.0

cast fulltime in most of fall book

San Diego

KJQY Takes Solid Lead; KFMB-FM Zooms To Third; KSON-FM Leads Country Climb; XHRM Up But Not To Birch Level; KSDO. **KPQP Gain**

	Summer '85	Fall '85
KJQY (B/EZ)	8.0	9.4
KGB (AOR)	9.3	7.8
KFMB-FM (AC)	5.9	7.6
KFMB (AC)	9.5	6.4
KSDO (N/T)	5.2	6.1
KSDO-FM (CHF	8) 6.3	4.8
KPQP (BBnd)	3.2	4.8
XHRM (B/U)	3.3	4.5
KSON-FM (Ctry) 3.2	4.5
XTRA-FM (AOF	8) 6.1	4.5
KLZZ-FM (AC)	2.8	3.5
KCBQ-FM (Ctry) 1.6	3.0
KIFM (AC)	3.3	3.0
XTRA (Gold)	2.5	
XHIT (AOR)	2.5	2.7
KFSD (Clas)	3.6	
KYXY (AC)	2.8	2.6
KWLT* (AC)	1.9	2.1
KLZZ (AC)	.8	1.4
KCBQ (Ctry)	.9	1.3
KEZL (AC)	1.3	1.1
*Formerly KBZT, first book as KWLT.		

Cleveland

WMMS Approaches 15 Share; WQAL, WDOK Add EZ Shares; WMJI, WBBG Up Solidly, WDMT Gains On WZAK

	Summer '85	Fall '85
,WMMS (CHR)	12.2	14.5
WQAL (B/EZ)	6.9	8.2
WMJI (AC)	6.0	6.8
WDOK (B/EZ)	6.3	6.7
WBBG (BBnd)	4.9	6.5
WWWE (AC)	6.6	5.5
WLTF (AC)	7.1	5.2
WZAK (B/U)	5.1	5.1
WGCL (CHR)	7.1	4.9
WERE (N/T)	4.3	4.5
WDMT (B/U)	3.5	4.3
WGAR-FM (Ctry) 4.1	3.4
WABQ (Rel)	2.3	2.6
WCLV (Clas)	2.4	. 2.
WRMR (B/EZ)	2.1	2.0
WRQC (CHR)	2.3	2.0
WHK (Gold)	1.5	1.8
WONE (AOR)	1.5	1.4
WJMO (B/U)	1.8	1.
WKDD (CHR)	.5	1.

San Jose

KGO Holds Lead But KBAY Gains; CHR Booms As KWSS Leaps, KATD Debuts: KSJO Tops AORs; **KCBS Improves**

	Spring '85	Fall '85
KGO (N/T)	8.8	8.3
KBAY (B/EZ)	5.6	6.7
KW\$S (CHR)	4.5	6.1
KCBS (N/T)	4.2	5.3
KYUU (AC)	4.1	4.3
KSOL (B/U)	3.7	3.6
KARA (AC)	3.9	3.4
KIOI (AC)	4.3	3.2
KSJO (AOR)	2.3	3.2
KLOK (AC)	3.4	3.1
KSAN (Ctry)	3.6	3.1
KOME (AOR)	5.3	3.0
KLZE (B/EZ)	2.8	2.9
KEEN (Ctry)	2.0	2.7
KOIT (B/EZ)	2.0	2.7
KBLX (B/U)	1.3	2.3
KNTA (Span)	1.7	2.2
KNBR (Misc)	3.0	2.1
KEZR (AC)	2.6	2.0
KATD* (CHR)	_	1.9
KLIV (BBnd)	2.6	1.9
KFOG (AOR)	2.0	1.8
KITS (CHR)	1.5	1.8
KDFC-AM & FM		
(Clas)	1.8	1.6
KFRC (CHR)	1.0	1.4
KKHI-AM & FM		
(Clas)	.6	1.4
KLOK-FM (AC)	1.9	1.4
KBRG (Span)	1.0	1.3
KABL-FM (B/EZ)	1.2	1.2
KAZA (Span)	1.7	1.2
KMEL (CHR)	.9	1.2
KFAX (Rel)	.6	1.0

Pittsburgh

KDKA Down Three, Still Leads; WDVE Moves To Third; WAMO-FM Adds Two; WTKN Big Gainer; KQV, WEEP, WMBS Up

	Spring '85	Fall '85
KDKA (AC)	15.1	11.9
W8ZZ (CHR)	9.8	9.2
WDVE (AOR)	8.1	8.4
WSHH (B/EZ)	9.4	7.8
WAMO-FM (B/U)	4.7	6.7
WWSW (AC)	4.9	5.4
WHTX (CHR)	4.4	4.6
WTKN (Talk)	2.8	4.3
WTAE (AC)	3.7	4.2
WJAS (BBnd)	3.9	3.7
WDSY (Ctry)	2.8	2.7
KQV (News)	1.9	2.6
WEEP (Ctry)	1.8	2.6
WYDD (AOR)	2.9	2.5
WPNT (AC)	3.8	2.4
WHYW (AC)	2.9	2.2
WMBS (AC)	1.0	2.1
WAMO (Jazz)	.5	1.4
WWOL (AC)	1.0	1.3

Riverside-San Bernardino

KDUO Rockets To Top; KCKC Doubles; KQLH,

KABC Make P	VOTADIO	Gains
	Spring '85	Fall '85
KDUO (B/EZ)	6.8	8.6
KGGI (AC)	8.7	7.0
KISS-FM (CHR)	7.9	6.8
KBIG (B/EZ)	4.7	
KLOS (AOR)	3.6	3.9
KFI (AC)	5.0	
KRTH (Gold)	4.3	
KNX (News)	3.8	3.1
KOST (AC)	3.1	3.0
KFXM (BBnd)	3.6	
KCKC (Ctry)	1.2	2.7
KQLH (AC)	1.5	
KMET (AOR)	3.4	
KOLA (AOR)	2.7	
KABC (Talk)	1.2	
KCAL (Span)	1.5	
KKHR (CHR)	2.4	
KROQ (AOR)	1.5	
KDIG (Ctry)	.7	1.5
KWDJ (Ctry)	1.4	
KCAL-FM (AOR)	1.5	
KLAC (Ctry)	1.2	
KMPC (BBnd)	1.8	
KNTF (Ctry)	1.2	
KRLA (Gold)	.6	
KJOI (B/EZ)	.6	
KFAC-FM (Clas)	.8	
KPRO (N/T)	.9	1.0

Baltimore

WLIF Off But Holds Lead; WXYV Soars To Third; WCAO, WYST-FM Look Strong; WWIN-FM, WITH Up

	Spring '85	Fall '85
WLIF (B/EZ)	9.9	8.7
WBAL (AC)	8.6	7.5
WXYV (B/U)	5.4	6.8
WBSB (CHR)	7.4	6.7
WPOC (Ctry)	5.4	5.6
WIYY (AOR)	6.9	5.6
WCAO (Ctry)	2.9	4.4
WFBR (AC)	4.4	4.1
WMKR (CHR)	4.8	3.9
WWIN-FM (B/U)	2.9	3.5
WYST-FM (AC)	1.2	3.2
WBGR (Rel)	3.3	3.1
WITH (BBnd)	2.5	3.0
WQSR (Gold)	2.1	2.6
WWDC-FM (AOR	2.3	2.5
WEBB (B/U)	2.8	2.2
WWIN (B/U)	3.1	2.1
WCBM (AC)	. 2.5	1.5
WHUR (B/U)	1.0	1.5
WTOP (News)	.7	1.4

Denver

KOSI Steady At Top; KAZY Makes Big AOR Move; KOA Powers Into Fourth

	Spring '85	Fall '85
KOSI (B/EZ)	10.7	10.5
KBPI (AOR)	7.7	7.3
KMJI (AC)	6.8	6.8
KOA (Talk)	5.0	6.5
KBCO-FM (AOR)	5.5	5.9
KAZY (AOR)	3.9	5.6
KRXY-FM (CHR)	5.7	4.9
KPKE (CHR)	4.6	4.0
KYGO (Ctry)	4.0	4.0
KVOD (Clas)	3.8	3.7
KNUS (N/T)	3.7	3.3
KOAQ (CHR)	4.3	3.2
KIMN (CHR)	3.6	3.1
KHOW (AC)	5.2	3.0
KEZW (BBnd)	3.1	3.0
KDKO (B/U)	2.4	2.7
KLZ (Ctry)	2.4	2.4
KRZN (Gold)	1.5	2.1
KDEN (News)	1.2	1.6
KTCL (Misc)	1.2	
KBRQ (Ctry)	1.2	1.1

Atlanta

WZGC Down But Holds Narrow Edge; WKLS-FM Springs To Second; WPCH Climbs; WYAY **Tightens Country Contest**

	Spring '85	Fell '85
WZGC (CHR)	12.1	9.8
WKLS-FM (AOR)	6.4	9.0
WQXHFM (CHR)	9.2	8.9
WVEE (B/U)	11.0	8.9
WPCH (B/EZ)	6.5	7.4
WSB (AC)	6.3	6.7
WKHX (Ctry)	8.9	6.6
WSB-FM (AC)	5.4	4.9
WYAY (Ctry)	3.3	4.9
WFOX (AC)	3.7	4.1
WARM* (AC)	2.5	3.2
WAOK (B/U)	2.3	3.0
WGST (N/T)	2.9	2.6
WPLO (Ctry)	1.7	2.1
WCNN (Talk)	1.2	1.5
WQXI (Gold)	1.6	1.3
WIGO (B/U)	1.3	1.1
WJYA-AM & FM		
(B/EZ)	1.6	1.1
*Formerly WRMM		

Hartford-New Britain

WTIC Combo, WRCH Off A Bit; WIOF, WKSS, **WDRC-FM Post Good Gains**

	Spring '85	Fall '85
WTIC (AC)	20.1	18.3
WTIC-FM (CHR)	15.8	14.9
WRCH (B/EZ)	12.0	11.4
WIOF (AC)	4.2	6.0
WHCN (AOR)	6.1	5.8
WK\$S (CHR)	3.4	4.9
WDRC-FM (AC)	3.5	4.8
WRCQ (BBnd)	4.5	3.7
WPOP (News)	3.7	3.6
WCCC-FM (AOR)	3.4	3.0
WDRC (AC)	2.4	2.8
WWYZ (AC)	2.6	1.8
WKHT (Ctry)	.4	1.4
WKND (B/U)	.6	1.0

Geldof Books Squier



Celebrating the recent release of the "Live Aid" concert book at NY's Hard Rock Cafe are (I-r) Unicom Publishing's William McGuire, Capitol artist Billy Squier, and Live Aid organizer Bob Geldof.

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NETWORKS/PROGRAM SUPPLIERS

REED BUNZEL

Industry Credibility: NBC's Bongarten Speaks Out

Many industry watchers thought it was untouchable. NBC, a subsidiary of RCA, would escape 1985 as the only big-three network that didn't come up against merger mania. ABC was swallowed up by Cap Cities, while CBS fought off a robust takeover attempt by Ted Turner. But NBC seemed to be the giant that couldn't be taken. Until, with just three weeks left on the calendar, General Electric made an offer the boards of both companies couldn't refuse. For \$6.28 billion the 66-year-old Radio Corporation of America surrendered its independence and agreed to the largest broadcast-oriented sale ever.

As with every major transaction, speculation about the impact of the merger on the industry and NBC is beginning to build. Company executives will not yet comment on any takeover details, but in light of these recent events NBC Radio President Randy Bongarten agreed to speak candidly on another issue facing the industry: clearance credibility with the advertiser.

Healthy, Wealthy, & Wise

R&R: First, a general question: How healthy does the radio network industry appear as we move into 1986?

RB: I think we're in excellent shape. We've just come out of another record year as far as revenues are concerned, and all indications point to a repeat for 1996. The only challenge we're up against is related to credibility issues. This is something the networks are beginning to look at seriously in an attempt to make it a more accountable medium.

"We support anything that will provide better information to our customers. As a whole networks are trying much harder than they have in the past."

R&R: Some network executives say the credibility issue is dead, while others say it still lingers on Madison Avenue. How crucial is the old RKO situation and what can be done to improve it?

RB: First, this is not just an RKO issue. Some of the events of the last few years may have caused everyone to focus on the situation, which is a mixed blessing for the industry. The fact is, the question of credibility has been around for quite awhile and contributed to a lot of problems. Network radio has had great difficulty in terms of getting fair value for its product. Once we address these issues head-on, we'll be much better off.

"Some people say there's too much inventory. I say there's too few clients. Network radio has five or six percent of all advertising dollars."

R&R: Is there anything Statistical Research can do with RADAR to improve the credibility picture?

RB: It's not a RADAR problem.
It's a network problem. As networks we have to do more to ensure our advertisers that they are getting full radio network value.
We can ask SRI to help us in this effort, but it has to be on our initiative

Checks & Balances

R&R: SRI has proposed releasing the verification figures comparing network clearance claims and actual clearances as recorded by RADAR. Will efforts like this help to improve advertiser confidence?

RB: NBC was the first network to support the proposal and it's going to happen — in large part as a result of our willingness to support that kind of approach. We support anything that will provide better information to our customers. As a whole networks are trying much harder than they have in the past to demonstrate their reliability, and I'm sure that picture will continue to improve

R&R: Do you think radio is sloppier than other advertising media as far as verification is concerned?

as Jur as verification is concerned:

RB: I'm not really qualified to speak on the other media, but network radio is different from spot radio. It's a system problem that relates to how we package and market our product and retrieve our information. In a sense the stations are our customers, and any good businessman knows it's never the customer's fault. I don't place any blame on anybody, but I do think we need to do a better job in certain areas.



Randy Bongarten

Spread The Word

R&R: What can be done to communicate network radio's benefits to advertisers who either aren't using the medium, or who could use it more?

RB: As you know we recently hired Bob Lobdell as President of the Radio Network Association. He has put together an excellent action plan for next year. This plan includes a large number of presentations, personal visits by the heads of networks, and the development of a serious, informative, and useful presentation. At this point I feel very positive about Bob's efforts.

R&R: Rep firms claim that network radio tends to cheapen the advertising dollar. Do you think there is a proliferation of networks and/or inventory?

RB: Some people say there's too much inventory. I say there's too few clients. Network radio has five or six percent of all advertising dolars. That gives us a lot of opportunity for growth. We're looking at \$350 million for 1966, and I think it's possible to do double that over the next five years.

R&R: What stands out as the greatest challenge for network radio in the coming year?

RB: First and foremost, we have to get serious about this credibility issue. You can always say you want to attract more advertisers and increase business volume, or you can do something about prices. But all of that's tied to the credibility issue. It's very simple: In order to he an effective advertising medium, you have to reach a known audience at a known point in time. Network radio is successful insofar as we are able to succeed, but it's also the area in which we need to improve. As we begin to solve the credibility problem, we will find many advertisers who might have considered network radio but didn't go with it because they weren't really sure about how it worked or what they were getting. But I think this is going to change.

BOB LOBDELL:

Forecast For '86

It is my firm belief that when all the figures are in we'll see that business in 1985 was approximately 13% over revenues in 1984. December is a key month in the annual tabulation, and December 1984 was up 22% over the same month in 1983. The results for 1985 will largely depend on how business went last month, and how much of a change it was over the same period a year ago.

We're obviously going to say that we expect 1986 to be a good year for radio networks, but there are indications that it actually will be stronger than we've seen in recent veers. We're currently hoping for an increase of about 13%, and have already seen some strong signs of improvement in consumer categories such as home electronics, computers, and the automotive industry. We are also experiencing growth in service areas, with an emphasis on business-to-business services, which should carry through the first quarter of 1986 All this makes us very optimistic for the coming year.

Also, I think we're going to see some sort of resolution to the ad-

vertiser clearance situation that is still dogging us. Statistical Research will begin releasing information that will help verify affidavit data, and this should ease some misgivings that advertisers still have about network radio. A lot of people are closely examining the situation and refining some procedures, which should lead to good, longterm improvements in the clearance system. Still, it is necessary to emphasize that every investigation of individual networks has found absolutely no similarities to the situation found in the RKO organization. We feel confident that problem will never be seen again in network radio, and business is back to normal. And even better for '86!

NETWORK PEOPLE

 United Stations has named Ruth Presslatf Vice President/Affiliate Relations. Presslaff, former Director/Midwest Sales for the network, will oversee all station liaison responsibilities with US's affiliates. She joined United Stations in 1982 as a Station Clearance Representative based in New York, and was later promoted to Manacer/Station Relations.

Debble Bernstein Golden has been promoted to Director of the ABC Information Network. Golden, who was most recently Manager/Station Relations, will be responsible for the day-to-day activities of the network. She joined ABC in 1979 as Supervisor/Public Relations at MaC Radio.

Also at ABC, Lynda J. Moore has been named Correspondent for the ABC Contemporary Network. Moore has been associated with ABC for the past two years as a free-lance writer for ABC Radio News; her media experience includes stints with RKO Radio Networks, UPI Audio, AP Radio, and WRKS/New York.

 Larry Miller has been appointed Director/Sales for NBC Radio Entertalnment. Miller's new responsibilities include supervising sales and merchandising of all programs, and over-



Debbie Bernstein Golden



Ruth Pressiaff

seeing the activities of five regional sales offices. He joined NBC in 1984 as Regional Director/Affiliate Relations for the Source, and prior to that was Commercial Production Manager at WHTZ/New York.

Also, NBC has upped former Administrator/Research and Sales Thomas C.N. Evens to Director/Research for the Radio Network. Evans's NBC career began five years ago when he was Secretary to the Director/Research, later being promoted to Research Analyst.

• Associated Press has named Rosle Oakley General Broadcast Executive for the Eastern United States. She came to AP two years ago as a Broadcast Executive for Georgia and Alabama from WVOT & WXYYWIBO, NC, where she was a sales representative. Caldey will be one of three General Broadcast Executives who report to Jim Williams, Deputy Director/Sales for AP's Broadcast Division.

 Drake-Chenault has announced the appointment of Charile Quinn as National Programming Consultant. Most recently he served as PD al WHTT/Boston, and prior to that he programmed KZZP/PhoenIx.

NETWORK FEATURE FILE

The Weekend

NEWS & INFORMATION FEATURES

January 13-17

MUSIC FEATURES

The Week Of

January 20-24	1	
Country Today Sawyer Brown	(MJI)	American Country Portrai
Earth News George Burns/Jackie Glesson/Chi Chong/Emo Phillips/Steven Wi Billy Crystal		The Countdown Family/Temptations Country Calendar
In Concert Outfield/Del Fuegos	(WO)	Leon Everette/Dolly Parton Dick Clark's Rock, Roll
Innerview Heart	(IN)	& Remember Roberta Flack Dr. Demento
Line One Assa live from London (1/20)	(WO)	Firesign Theatre Don & Deanna On Bieecker Street
Live From Gilley's Moe Bandy	(WO)	Peter Albin/Big Brother & The Holding Company
Off The Record Roger Dalfrey/Starship/Clarence Cl	(WO) lemons	Future Hits Tears For Feers/Sting
Off The Record Special Rush	(WO)	Gary Owens' Supertracks Frankie Valii
Shootin' The Breeze Aretha Frankin Isley Jasper-Isley/ Atlantic Starr	(WO)	Gospel Line Preparing for His return Great Sounds Mitzl Gaynor
Solid Gold Country Snuff Garrett (1/20)	(US)	Jazz Show (I
Banjo center stage (1/21) January chart-toppers (1/22)		Legends Of Rock (I Jethro Tull
Feature year 1976 (1/23) Dolly Parton salute (1/24)		Musical! Marilyn Monroe/"Most Happy Fells"/ Peter Lawford
Special Edition Kashri	(WO)	Musical Starstreams Osamu Kitajima
Star Trak Ta Mara & The Seen/Dream Academ	(WO)	Music Of The City
Star Trak Profile Kool & The Geng	(WO)	Roots of rock & roll Pt. 3 Playback Featured year: 1962

	Januar	y 18-19	
merican Country Port	traits(BRE)	Rick Dees Weekly Top 40	(US)
he Countdown amily/Temptations	(WO)	Rock Chronicles Arcadia/Loverboy/Tom Petty/	(WO)
ountry Calendar on Everette/Dolly Parton	(CW)	Bruce Springsteen Rock Of The World	(BRE)
ick Clark's Rock, Roll	l	Corey Hart/Wham!	
Remember oberta Flack	(US)	Rock Over London Mike Butherford Pt 2	(RI)
r. Demento resign Theatre	(WO)	Rock Superstars Loverboy/Kiss	(BRE)
on & Deanna On escker Street	(CB)	Rock Week Pete Townshand/ZZ Top	(WO)
ter Albin/Big Brother & The Holding Company	(08)	Scott Shannon's Rockin' America Countdown	
sture Hits ars For Fears/Sting	(WO)	Cars/Night Ranger/Mr. Mister	(WO)
		Solid Gold Saturday Night	(US)
ary Owens' Supertrac	ks (CRN)	Eric Burdon & The Animals (1/18)	
ospel Line	(SI)	Street Beat New Edition/Isley Bros.	(BRE)
paring for His return	. ,	Superstars Rock Concert	(WO)
eat Sounds	(US)	Robert Plant	
zi Gaynor zz Show		That's Love	(WO)
zz onow 1 Sidran	(NBCE)	Thompson Twins/J.D. Souther/Denny	
gends Of Rock	(NBCE)	Top 30 USA Dionne Warwick/Berry Manilow/ Simon & Gartunical	CBSE)
ISICA!! ilyn Monros/"Most Happy Fel	(WO)	Weekly Country Music Countdown	(US)
Peter Lewford	-	Bellamy Brothers	,00)
isical Starstreams mu Kitejime	(MS)		
isic Of The City	(SI)		

(SI)

GENERAL INFORMATION

	Ed Busch Talk Show Great recipes/Mr. Right guaranteed/	(AP)
(US)	D.B. Cooper (1/11) Investing/pet care (1/12)	
(WO)		
	Computer Program	(PRN)
BRE)	Software piracy/student discounts/ used computers/writers	
(RI)	Jesse Jackson Commenter	y (SI)
BRE)	Poverty study (1/13) Poverty among children (1/14)	
WO)	Working poor (1/15) Reverse Robin Hood (1/16) Anzus Pact in jeopardy (1/17)	
WO)	News Blimp	/DDNI)
(US)	Counterfeit drugs/college donations/ trademarks/fruit sodss/electronic	(PRN)

Newsline Extra (NBC) Legacy of Martin Luther Kind

(PRN) time delay/subwoofing/micro sp

Waldenbooks Review man Cousins/Liz Roman Galles Ellen Goodman/E.L. Doctorow

COMEDY

Daily Feed	(DCA)
No lame duckery/Gorbachev TV	
translation/shuttle leak fixed/	
using available resources	

Laugh Machine eorge Carlin/Joen Rivers/Bill Cosby Skip Stephenson/Steve Martin/ Eddle Murphy

National Lampoon's True Facts

Every dog has his day/tricky Dick/you oughts be in pictures/pinhead/goofy geese

Party Drop-Ins (ASR)

Party channel — Groucho/attorney by express mail/Walter Cronkite workout/ the president has a gun/getting a date

(ASR) wna/Justin/what's his name?/give up/story of a woma

Stevens & Grdnic's Comedy Drop-Ins (ASR) Stereo sound FX/big fat Donna #4/don't go changing/the best of the best of/salesme

United Spots Of America (ASR) sounds from way out



MOTEL CHECK-IN — The Motels recently had reservations to check out Westwood One's "Line One," where they discussed their Capitol Records album "Shock." Pictured prior to the broadcast are Motels' Guy Perry and Martha Davis, "Line One" co-host Sky Daniels, and Motels' Marty Jourard.





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1986: The Year Of The Great Shakeout By Charles

1985 was one of the biggest years in the history of the broadcast industry and 1986 will be even bigger.

A new breed of broadcaster began appearing in the early '80s and pushed full speed ahead in 1985. Using leveraged buyouts, limited partnerships, venture capital funding, and even bank and investment banking monies, owners roared into ownership with little personal money. This new breed brought new financial prowness, cost-cutting and efficiency studies, and more businessilke approaches to many old-line stations.

What happened next was predictable. With lower interest rates. huge sums of capital available. enormous interest in the broadcast business, appreciation, and reported high cash flows, the floodgates opened up. Station owners began to evaluate whether they were better off to take advantage of the huge prices being paid or to continue to build and profit from ascending cash flow capabilities. Many of the old-line operators chose to come out of the business and take their profits, giving rise to deal after deal in markets and for stations never believed available.

Most of the funding was obtained on a two-year, interest-only basis, then usually five years of principal and interest or some other variation of a seven to eight-year deal. Business plans were formulated-based on the information provided by, in many cases, less than reliable sources. Some evaluations used a standard minimum of 10% growth per year, with even more aggressive estimates of cost control, cash flow increases, and market share.

The Dangerous Theories Of Acquisition

Part of the blame lies squarely within a bevy of new broadcast experts who think they've figured out the business, and thus the three most dangerous theories for station acquisition:

"Cash flow multiples are absolute indicators of station value."
No one would argue that pure asset value for determining station value is of little help, but to structure deals based on high multiples of cash flow, expecting them to remain constant or increase, is dangerous. There are many factors that influence station performance and cash flow.

2. "Anyone with a competitive FM stick will pull in at least an average share." Some brokers

"Those who can truly operate in this new environment will make tremendous profits; those who cannot will simply be replaced by those who can."

base their pitches on this assumption. All stations are not created equal. A look at many future variables must be considered. Just being in a market does not guarantee an equal piece of the market pie.

3. "The extension of the 'Greater Fool Theory.' Specifically, that if things do not work out just right there will be another buyer behind me ready to pay more." Stations bought at peak prices may not bring those prices after the audience share, cash flow, or market position has eroded. When the feeding frenzy slows down, reality appears — that any business deal has to make sense financially, and that debt must be repaid.

The "Trickle" Theory

The difficult part of the three theories is that they influence other forces as well. Sellers who for years had a fairly good sense of station value from being in the business are now faced with dream stories from all sides on what some stations have sold for. The "tricktheory then kicks in: if Los Angeles is worth \$44 million, then all FMs are worth more, no matter where they are. This "trickle" theory has brought prices even in small and mid-size markets to record highs. When broadcasters see the multibillion-dollar purchase of ABC by Cap Cities, multistation deals with Amaturo, Doubleday, and Gulf, as well as such large single stations transactions as WPAT-AM & FM/New York, KKBQ-AM & FM/Houston, KJOI/Los Angeles, and WNIC-AM & FM/Detroit, a pricing frenzy matches the feeding frenzy.

By Charles Giddens

Let The Shakeout Begin

All this activity set the scene for what will happen in 1986 - the Great Shakeout. 1986's transactions will likely exceed '85's, but there'll be some new factors added to the equation. Bank and other capital sources will stay with the game early in 1986, but will begin slowing down probably by the end of the year. More experienced broadcast companies will begin picking up stations based on solid planning and research, and deals will begin taking on a more explainable nature overall. More and more of the single-station operators will opt to leave the business. rather than pay the price of the market-share fights that are fast developing. Various forms of seller-financing help will appear as all cash buyers thin out as the year progresses.

Also in '86, look for more AM additions to FM, making for more combo selling in all market sizes. AM prices currently make this strategic marketing option highly affordable, and many broadcasters are banking on improved revenue share and lower operating cost from combo operations.

Move-ins from suburban markets will be greatly reduced as the experienced broadcast analysts

"1986 will see some big failures for a few operators who jumped too quickly without proper expertise and capital."

have already cleaned out all but a few of these formerly undervalued properties.

Poorly managed/formatted stations will remain the best bargain for 1986. A few buyers will find Class A stations that can move to C1 or B1-2 status, but as with moveins, there are a small number of opportunities. The first of the Docket 80-90 stations may appear in 1986, but those in larger, more sought-after markets are likely to be tied up until '87 and beyond unless the new FCC allowable buyout provisions are implemented.

New for 1986!

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Based in Washington, DC, Charles Giddens is a VP of Chapman Associates and head of its Major Market Division. His background includes operating 20 stations (starting up a dozen of them), as well as a term as VP for First Media. Giddens is and has been a station owner, and has appeared on panels and programs nationally as a spokesperson for (adio.

Additional Projections

For 1986, cash-flow buyers should still expect to find solid stations with traditionally good trailing cash flow numbers at respectable prices, but perhaps at slightly lower multiples. Turnaround properties in good markets which have higher risks will likely be priced far lower in 1986. Turnarounds offer great appreciation potential, but lenders will be increasingly wary of operators who have never done one.

Sellers should expect a very active market in terms of inquiries and should work only with brokers and those they trust. Station information available in 1985 was readily available on countless stations, in many cases causing properties to be shopped dramatically before being offered for sale. Sellers should also be prepared to be creative with their financing packages and to look closely at the credentials of the buyers.

Selling stations in 1986 will be harder than in 1985 because more questions will be asked and more analyses done. It will be less of a "do-it-yourself marketplace" and more of one that bears careful study of every deal. Should interest rates remain low, prices will remain steady. If they should go up or the economy worsens, there is a high probability of a tumble in prices, just as it would occur in real

What It Will Take To Win

1986 will be a year of many new players offering better strategic planning options, better research. better programming options, increased satellite program packaging, and the development of better equipment for stations which utilize digital, computer, and other new technologies to increase quality while cutting costs. Longterm planning and projections with short-term adjustments to handle market changes will be the order of the day. Increased audience measurement will put many operators under the gun to improve performance year 'round, rather than only during one or two quarters. More ratings books will also cause operators to seek new avenues for revenue to escape the numbers trap.

1986 will see some big failures for a few operators who jumped too quickly without proper expertise and capital. Some banks and venture capital lenders will themselves become sellers, somewhat reversing roles. Thus, lenders will be tougher as to whom they back in '86.

Playing It Smart

The good news is that radio in 1986 is alive and well. Station acquisition will continue at a steady pace and prices will be easier to explain in 1986 than in '85. Good stations will bring good prices, weak stations will adjust downward as market conditions change. There will be fewer of the crazy deals. Smart broadcasters who know how to take advantage of situations will profit handsomely, and strict, bottom-line-only companies will take some hard hits. Programming and technical abilities will be, as in TV already, a most valuable asset. Sales training and new marketing concepts are radio's defense against a more competitive marketplace.

"Programming and technical abilities will be, as in TV already, a most valuable asset. Sales training and new marketing concepts are radio's defense against a more competitive marketplace."

Without heavy regulation and with the expansion to 12-12, radio is a dynamic industry. Those who can truly operate in this new environment will make tremendous profits; those who cannot will simply be replaced by those who can. It is an important time to stick with good sources of information, analyze carefully, and as in guerilla warfare, be able to change strategies quickly. The fast-buck artists of '84 and '85 will begin to fade, and the more reliable broadcast professionals will be the leaders in 1986. From rep firms to trade associations, trade publications to consultants, 1986 will be the year of the Great Shakeout, and for many a happy new year!

R&B FRIDAY, JANUARY 10, 1986/27

IMAGE & MARKETING



HARVEY MEDNICK

NEW YEAR: NEW JOB DESCRIPTION

Getting A Fix On '86

Now that we're two weeks into 1986, let's take a look at your job description. Back in November (R&R 11-22) we studied the whole concept of a formal job description as it related to a trio of pros in the field. As you may recall, their experiences ranged from a managerial ultimatum against, to one that is loose and not currently updated, to a carefully structured and developed document reinforced by corporate. So what would serve you and your station

Play A Role

For starters, try this one on: Think of yourself as the in-house agency for your station. Whatever you'd expect of an agency, expect of yourself. The idea is to view the process of your job from the outside, to take a position that is not

only objective, but unemotional. We should acknowledge the fact that as creative people, we proba-bly possess and display a higher level of emotional involvement with our performance than any other individual department within the station. This single fact is in itself reason enough to justify the effort to get outside and look in.

Money, Money, Money

First and foremost, the job description should focus clearly on two areas - responsibility and reportage. Again, to play on the stereotype that creative people are all spendthrifts (and this thought may be contributory to the lack of promotion-based managers), budget management is the primary responsibility to be addressed.

You should be responsible for a clearly defined budget designated for your department. This budget involves all areas of station marketing, including promotion, advertising, and merchandising. Onair contesting dollars, over which you may not have any jurisdiction.

Attention: GM's & PD's

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Let's blow the socks off your market! Dynamically Inventive Originally Creative Consistently Unique and Aggressive

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(CHR-A/C-B/U-GOLD) TOP 50 MARKETS

DIRECT MARKETING FOLLOW-UP

A Changing Environment

Direct marketing is quickly becoming a viable entity in a radio station's sales and promotion strategy. Over the last few weeks this column has explored some of the various uses of direct mail while examining the techniques employed to reach a specific target audience. Direct marketing is much more than simply stuffing envelopes and dropping them in a mail slot; it is a scientific approach that maximizes the potential of target advertising. Harte Hanks VP/Radio Direct Marketing Michael Eisele

"A good direct marketing firm should be able to produce opinion and psychographic studies, conduct copy and concept testing, perform responder and non-responder surveys on direct marketing solicitations, and survey the impact of direct marketing versus other alternatives. It can blend demographic and population characteristics into the studies of promotions to understand, for example, the renewal behavior of a publication or the response behavior to a sale

"Mailings can take the form of a letter, flyer, booklet, business reply card, postcard, computer form, multi-part form, catalog, coupon,

or any other means that can be devised to attract a consumer to read the client's message."

Eisele also lists some factors that contribute to the growing acceptance of direct marketing:

- Decline of newspaper pene-
- · Television audience fragmentation
- · Growing sophistication of direct mail targeting
- Retail customer segmentation · Increased time pressures on average household
- Smaller household size
- Aging of the population

 More working women & single parent households

should appear on a line within this budget so you are able to factor in supporting ad budgets to complement those expenditures.

All sales activities, materials, presentations, client gifts, and the like should also appear in this document. While it is appropriate for other department heads to spend monies in marketing areas, you should always be made aware. In many cases, by virtue of your experience, you can assist in obtaining the same items for less, or offer a superior suggestion. There should also be a reward system tied to the effective management of the budget, with the clear understanding that management freezes are to be factored in and held against your performance.

Creativity

If you were thinking about contracting an agency, more than likely you'd ask a number of potential candidates within your market to make creative presentations. You'd then gather together your executive committee and review the pitches to see which outfit translated your instructions best.

If you are to be the in-house agency, then the second part of the job description should deal with creative responsibility. This is not meant to imply that you have to do it all yourself. What it says is that you are the designated source. No-thing is more frustrating or anger-provoking than hearing the GM say he bought an expensive new custom TV spot for the station from a friend who cornered him at the NAB. This action subverts your position, compromises your ability and, if the spot turns out not to be effective, makes your job a lot harder. So at least fight for total creative review. Make sure the GM does not purchase the spot, but gets in the habit of bringing home a dub for your opinion, reinforcing your creative expertise.

The Prime Supplier

You are the custodian of your station's image. Therefore all items relating to that trusteeship must be in your domain. This starts with the sign in the lobby, extends through letterhead and business cards, and culminates in newspaper, TV, and billboards. By centralizing this critical function, you guarantee consistency.

You also have the knowledge of printing capabilities, photo processing, specialty manufacture, and other mechanical situations which may influence decisions based upon time and need. And, as mentioned earlier, you've established a network of outside suppliers who will break their pick to get you delivery on time at the price you're able to pay. I'm sure we can all share war stories about matched prices, accelerated deliveries, and no-cost reprints we've benefit-ted from as the result of friendships we've developed over the

Reporting

This area is real simple: you must report to the GM, period! Now, I'm a great fan of flow charts and believe every station should have one. It minimizes confusion and clearly, in visual form, shows where everybody is positioned within the operation. Make a chart and show a solid line between you and the GM, with dotted lines (indicating communication) running to the GSM, PD/OM, and other individuals/departments you work with on a regular basis.

Review

Key items in your formal job description:

- · Budgetary responsibility
- · Creative responsibility · Expediting responsibility
- · GM reportage, other depart-
- ment head interface · Management incentive pro-

I leave the scribing of the description up to you, as you know your company and individual managers style best. But don't leave any of the five key points out. Do not surrender; negotiate and compromise. It'll make your job and

station a lot better in the end

The verdict is in.



promotion techniques, and you can expect increases whatever your target demo.

Well if you've got the programming, Film House has the promotion techniques to market your station on TV. We've done more television commercials for radio stations than anyone else. We are The Leader.

Face the jury. Let us help you take a hard, objective look at your fall Arbitron results and strategize for a better spring. Only Film House has the resources to assist in the whole process, from sitting in on your focus groups through creating and producing your commercials — even high-efficiency media placement that capitalizes on radio's uniqueness as a consumer product.

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You'll see why our clients say having Film House on your case is like jury tampering, only legal.



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Sheila

THE NEW SINGLE FROM THE PAISLEY PARK ALBUM ROMANCE 1600, AS FEATURED IN THE FILM "KRUSH GROOVE."



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CHR CHART DEBUT

37

#1 NEW & ACTIVE 140/24



The steady rumor circulating around L.A. that upbeat A/C KMGG might switch formats received the following reaction from OM RON RODRIGUES: "There is no specific format that we're considering switching to, but we're always searching for ways to improve our numbers." Adding fuel to the format fire was KMGG's voicer of Rev. JESSE JACKSON saying, "It's time for a change," followed by morning man ROBERT W. MORGAN's response, "No, Brother Jesse, that's just a rumor." RWM even has a tag to his ID that says, "Play that funky music, white boy."

Ron declined to comment about KMGG bringing aboard consultant JEFF POLLACK, who's also rumored to be busy helping nearby KNAC/LONG BEACH, which folks in town say will flip from its modern rock approach to a hard-rockin' AOR stance.

In the continuing adventures at WLS/CHICAGO, it looks as though FRED WINSTON is covering mornings, STEVE DAHL and GARRY MEIER are "penciled in" for middays, LARRY LUJACK & RICH McMILLAN are in afternoons, DON WADE is handling evenings, and JEFF DAVIS is doing production/swing. Steve & Garry, meanwhile, are raking the station over the coals with their "Contract Countdown Calendar," telling listeners, "We were number one in afternoons, and you shouldn't get used to hearing us in middays." Dahl also told Street Talk, "After February 16th we'll be gone from WLS and are in negotiation with several other stations."

OM JOHN GEHRON said, "Middays is the only shift available, and we are waiting to see if they want to negotiate for the shift. Their contract is up February 15. We would love for them to continue. (But) if they aren't with us in middays, WLS will survive and prosper. This wouldn't be the first time we've lost great talent and survived."

More advertiser controversy over network audience delivery? Apparently not, although industry scuttlebutt temporarily suggested otherwise. WESTWOOD ONE and ad agency WELLS, RICH, GREENE have agreed that the rumored proof of performance irregularities arising from WW1's broadcast of "Isle of Dreams Festival" are unfounded. In a statement issued this week, WW1 said both parties are satisfied there were no discrepancies resulting from incorrect station lineups and/or inadequate affidavits. "There is no dispute, there was no dispute, and the whole thing was pretty damned irritating," declared WW1 Chairman NORM PATTIZ.

Sad to report that WIOQ/PHILADELPHIA VP/GM DON PETTIBONE died of cancer last Saturday (1-4) at age 42. During his career,

Don had also worked in Providence as GM at WSNE and GSM at WPRO, and also as an AE at WJR/Detroit.

Based on the stay of a federal court order last week which prohibited the distribution of "JOHN LEADER's Countdown USA," producer COUNTDOWN USA, INC. is scheduled to debut the show this weekend (1/11-12). UNITED STATIONS RADIO NETWORK has sought (and was granted) an injunction against the show's producers (based on a six-month noncompete clause in a contract signed by RKO Radio Networks and IS Inc.), but last week's stay of that injunction apparently cleared the way for the show's production and distribution.

WGCL/CLEVELAND is seeking a new PD, as TOM JEFFRIES has exited that position. Contact President/GM KIM COLEBROOK for a shot at this one. And look for Tom to announce his new programming position very shortly.

In search of warmer climes? No decision's been made yet on KOST/LOS ANGELES's next morning talent. The A/C station is also looking for a morning personality-sidekick/news anchor, as well as a weekend talent. T&Rs to JHANI KAYE straight away.

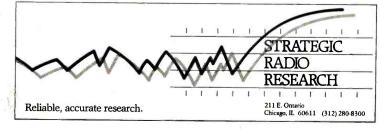
NRBA's first of four "Town Meetings" was held this week in L.A., featuring FCC Mass Media Bureau Chief JIM McKINNEY, who discussed, among other subjects, the future of AM radio. NRBA Chairman BILL CLARK reports the confab drew a full house, and expects a strong turnout at the three future NRBA meetings in Dallas (1-20), Chicago (2-12), and Washington (2-26).

While programmers chow down on the latest ratings, look for one of America's most successful fast-food advertisers to begin using BIRCH within a month or so as its primary buying tool.

ISLAND has regretfully let go three regional promotional people: GEOFFREY SHULMAN (West Coast), BRENDA ROMANO (Midwest), and JOHN BOULOUS (Northeast).

Not only is a simultaneous airing of MARTIN LUTHER KING's "I Have A Dream" speech on January 20 already planned (see Page 1), but KLRZ/SALT LAKE CITY morning man DAN McKAY is organizing a national airing of ARTISTS UNITED AGAINST APARTHEID's "Sun City" for 4:20pm EST that day. For details, contact Dan at (801) 359-9536.

Continued on Page 32



Give Me Love... Give Me Hope...



Give Me STRENGTH Give Me STRENGTH Give Me STRENGTH

Produced by Mike Howlett

Already On:

WXKS KAFM WNYS WPHD

KEGL WMMS

Z104 WGFM





STREET TALK

Continued from Page 30

From Breadbasket To Wastebasket Dept: WGUY/BANGOR's "Trash To Khadafi" campaign, launched after the dictator's threat of violence on American streets, has picked up all kinds of national publicity, including the CBS Evening News. PD JACK ROBERTS reports that after a listener called night rocker BRIAN MATHEWS with the idea, Bangor listeners initially misinterpreted the instructions and promptly dispatched a half-ton of garbage to the station! Stations wishing to carry the message should stress that listeners address their care packages to: Libyan Mission to the United Nations, 309 East 48th St., New York. NY 10017. Make sure that all trash is just that - not garbage - as that will "hamper" the postal system.

JACK ASHTON, most recently owner/ operator of IMPACT MARKETING and formerly with PolyGram and RSO, has joined A.D.(TONY) MUSCOLO's independent promotion firm.

Down the California coast a bit, former Z106/Philadelphia jock DAN COOKE has joined B100/SAN DIEGO as the fifth member of the RICH BROS. "B Morning Zoo."

Our condolences go out this week to the family and friends of AIRWAVES RECORDS President TOM DePIERRO, who died this week. He was 36.

Sorry to hear that CJSB/OTTAWA afternoon ace KENNETH CLARK (aka MIKE WILLIAMS) was killed in a car crash December 29. Ken, who was 41, was well-known in Montreal from his days at CJAD, CKGM, and CFOX.

Still no word on what format KKCI/KANSAS CITY will take when it comes back on the air under new owner TRANSCOLUMBIA. But Street Talk has learned that the station, which goes dark Monday (1-13), is *not* expected to resume AOR programming.

If you can't reach anyone at CAPITOL RECORDS Jan. 9-10, it's probably because they're at the company's annual miniconvention at the Sheraton Premiere Hotel/Universal City. Meanwhile, the label is expanding its East Coast presence in talent acquisition. New in New York are Manager/A&R-Black Music STEVEN RAY and Manager/A&R TIM CARR.

What were you doing on New Year's Eve? KTXQ/DALLAS gave away JOHN COUGAR MELLENCAMP libraries to listeners when they heard "Small Town" and registered them for a special New Year's party drawing. The grand prize winner was escorted by Asst. PD REDBEARD to a private affair in the bustling metropolis of Medora, IN (pop: 200), hosted by none other than Mellencamp's family. Providing entertainment were OTIS DAY & THE KNIGHTS (from "Animal House" fame), as well as JCM and his band, who performed two hours of oldies.

92X/COLUMBUS is losing afternoon personality MARK DANIELS to the world of freelance, which creates the first opening for this shift in three years. Good bucks for the right person. T&R to PD ADAM COOK...

And WMAS-FM/SPRINGFIELD, MA PD DREW HASTINGS starts the New Year with an unexpected search for a morning man to replace K.C PALMER, who's crossed town for WHFM. Send your T&R to Drew, or call him for more details: (413) 737-1414.

KBZT/LOS ANGELES is now officially calling itself "K-BEST 97." The new afternoon man is DAN MARTINEZ from crosstown KHJ, where he's been for the past six years. At the same time, VAL VALENTINE has jumped from sister KRLA to cover late-nights. KBZT's old call letters, KHTZ, now belong to the former KHTX/RENO.

The Rose Bowl gave rise to the "trading mikes" radio bet between KROQ/LOS ANGELES's POORMAN and KRNA/IOWA CITY'S GLENN GARDNER and MARK VOSS. With UCLA the winner, Poorman gets to crow amid the frozen cornfields.

Meanwhile, longtime KROQ night personality DUSTY STREET has departed the station . . . And saying "Nanu nanu" to the morning show at WXRK (K-Rock)/NEW YORK are former "Mork & Mindy" star JAY THOMAS and sports reporter CHIP CIPOLLA.

Across town, the WYNY morning team of HARRIS & HARRIS is now Harris minus Harris. RICK HARRIS has resigned to become partowner in a radio station; PAUL HARRIS will continue mornings with MIKE WADE, who steps up from weekends.

Q107/WASHINGTON's longtime MD/Assistant PD MARY TATEN will become a member of the MTV and VH-1 promotion department, starting January 22.

Looks as if HAWAII LIVE RADIO's "Country Music Salute To The Statue of Liberty" will be a big success next weekend (1/18-19). About 50 stations will participate in the state's first-ever satellite stereo broadcast, featuring many major market Country radio personalities live from Walkiki Beach. For details, call TOM DANCER at (808) 625-2381.

Congrats to EMI AMERICA'S SHELLEY GREEN, who tied the knot Dec. 28 with MICHAEL WILLS, the label's Director/National Video Promotion.

Down the hall, CLAY BAXTER has left EMI America as National Director/Artist Development & Video Promotion. No word on what his plans are, but the label's video promotion is now in the hands, er, eyes of VP DICK WILLIAMS's department.

A tip of the hat to the folks at WHDH & WZOU/BOSTON, who arranged for competitors WEEI and WHTT to continue broadcasting when a fire broke out in the city's Prudential Tower and forced 'EEI and 'HTT to evacuate. Thanks to some engineering wizardry and a true cooperative spirit, personnel from the four stations worked side by side for five hours until the danger had passed. Said 'HDH & 'ZOU VP/GM AL BRADY LAW, "We believe in competing vigorously on the air, but when a competitor is in a jam like this, it seems right to lend a hand."

MANAGEMENT: BRIAN LANE

L 15 A RHODES

HEAT IT UP/BORN RICH

THE SINGLE
FROM THE DEBUT ALBUM
SHIVERS



Sandletop Records
Sam SUMMIT STREET
AUSTIN, TEXAS 78741

NOUNDER RECORDS
CAMP STREET
AMBRIDGE, MASS 02

ON THE RECORDS



KEN BARNES

NEW A/C RECORD

Black Crossovers Still On The Up Side

Black/Urban crossovers in 1985 maintained 1984's hot pace in CHR, while reaching unprecedented heights in the A/C format. As the 1985 format overviews continue here, things look healthy for black artists making a move to the mainstream.

At the six-month mark in 1985, when I took an interim look at the B/U crossover situation, it appeared as if the percentage of black artists scoring Top 15 CHR hits might set an R&R era record. B/U crossovers made up 27% of the CHR hits by the midway point, close to the 27.6% mark achieved in 1974.

But the crossover pace slackened a bit during the second half, and the final figure wound up at 25.4%, exactly matching the 1984 rate. Maintaining that percentage, however, is no small achievement, considering the number was 14.4% in 1983 and just 9.7% in 1982.

Almost One-Third In A/C

Meanwhile, a three-year upward trend for B/U crossovers in A/C extended to four years and went into overdrive. In 1984, black artists had 25.6% of the A/C Top 15 hits, an A/C high-water mark and about the same as the CHR percentage that year. By midyear '85, CHR had actually passed A/C in its receptivity to black artists, but in the second half, B/U records crossed over to A/C in profusion. The final result was 31.6%, obliterating the old record by a full 6% and nearly reaching the one-third mark.

While most of the A/C black hits were ballads or semi-ballads, some were uptempo, reflecting a general A/C trend toward livening the pace of its music. In any case, the 31.6% figure is remarkable.

Year-By-Year Percentages

For reference, here's a chart showing the percentage of B/U crossovers making up CHR and A/C Top 15 hits since 1974:

-		
Year	CHR	A/C
1974	27.6%	12.8%
1975	23.6	7.0
1976	19.5	10.8
1977	18.6	10.8
1978	16.1	9.3
1979	26.0	15.0
1980	20.0	16.0
1981	14.0	14.0
1982	9.7	19.0
1983	14.4	24.5
1984	25.4	25.6
1985	25.4	31.6

Reverse Crossovers Rise

While musical integration increases in CHR and A/C, the percentage of white artists scoring Top 15 hits on the Black/Urban chart also seems to be soaring. In 1985 8.4% of the hits were by white artists. I haven't been keeping track through the years, but in 1984 the figure was 4.2%, meaning the white presence doubled. And 'for those monitoring AOR, well, one album and one track by a black artist, Philip Bailey, hit Top 15 in 1985: his "Easy Lover" duet with Phil Collins was solely responsible for boosting the LP to the AOR heights.

Turner, Stewart: RIP

I was saddened by the recent deaths of pioneer blues/jazz singer Joe Turner and longtime Rolling Stones keyboardist Ian Stewart. Turner had a distinguished musical career long before the '50s hits that shaped rock & roll, but those records, although not all that much different from his '40s material, became his principal legacy: "Shake, Rattle & Roll," "Honey Hush," "Corrina, Corrina," "Chains Of Love." He continued

performing almost to the end, recently electrifying a new generation in L.A. performances backed by the Blasters.

Stewart was originally a Rolling Stone, but was shunted to the background when the band was being groomed for success in late 1963, as he didn't fit the visual image. He continued to play on their records and, in the background, live; he also spearheaded the Rocket 88 revivalist project, which featured other Stones members and similar celebrities and preceded both the Honeydrippers and Willie & The Poor Boys. Led Zeppelin's "Boogie With Sti," was a tribute to Stewart.

Post Analysis

As always, readers are keeping me honest (and better-informed). The column on artists remaking their own hits brought some knowledgeable responses, including a lengthy list from rock & roll scholar and KLON/Long Beach air personality Steve Propes. Steve mentions records like "Big Boy Pete '65" by the Olympies, "Rumble '69" by Link Wray, James Brown's remakes of "I'll Go Crazy" and "Think," Sanford Clark redoing his 1956 hit "The



Fool" in 1972, and the Platters rerecording "Only You" the same year (1955) as the original on Federal. He also points out that Buddy Holly's hit version of "That'll Be The Day" was a remake of a 1956 original.

Another scholar, Louis Iacueo, mentions the Dells remaking "Oh What A Night" in 1969 and the Moonglows doing the same for "Sincerely" in 1972, along with the Detroit Emeralds updating their "Feel The Need In Me" and "You Want It You Got It."

CHOM/Montreal MD Neil Kushnir adds the final post-postscript to the "Abacab"/"Badge" saga by answering my flippant query about what "Paperlate" means, saying it's a British newsboys' call when there was hot news coming but the newspaper itself was late. And WKIP/Poughkeepsie PD Joe Ryan, quickly followed by WDEK/DeKalb, IL PD Lew White, caught me for failing to list the most well-known cover of the Shangri-Las' "Leader Of The Pack." Actually, it's not a cover per se, but, as they pointed out, a parody: "Leader Of The Laundromat" by the Detergents, led by Ron Dante, who later sang lead for the Archies on "Sugar Sugar" and co-produced Barry Manilow, among many illus-

trious achievements.

Finally, the column in which
WORG/Orangeburg, SC PD Stu

Wright matched artists with the ideally appropriate song titles inspired a couple of readers to come up with their own. A couple of excerpts from K104/Erie Asst. PD J.J. Sanford:

"Monday Monday" - Til Tues-

"Rockin' Robin" — The Byrds and two from K104 night jock John Minton

"Money For Nothing" - The

"Stupid Girl" — Simple Minds. And a sampling from a very clever list compiled by United Stations' Artist Relations Director Joni Silverman:

"Love On A Two-Way Street" – Traffic

"We Got The Beat" — Tom Tom Club "Since I Fell For You" —

"Since I Fell For You"
Wham!

"Baby Talk" - ABC
"Cocaine" - Lovin' Spoonful
"Love Is The Seventh Wave" -

"Love Is The Seventh Wave" -Beach Boys

"Book Of Love" — New Edition
"I Got Stung" — Sting
"Sometimes When We Touch" —

"Sometimes When We Touch" -Fleshtones

And one of Joni's favorites (mine, too): "We Built This City" — Carpenters.

Next week, if all goes as planned: The annual Grammys Handicap contest.

Country Crossover Slide Accelerates

I don't want to sound as if I'm harping on this subject, but the 1985 statistical wrapup shows country crossovers in worse shape than ever. In CHR, they've been declining from a high of 6.6% of the Top 15 hits in 1981, and 1985 marks the second year in a row that no country artists have crossed over

While CHR and Country have obviously grown apart, A/C used to be a far more hospitable home for country artists than it is today. From the 1981 high of-15.2%, the crossover percentage skidded to 9.5% in 1984 and was down to 6.5% by midyear in 1985. The downward slide continued, and the final figure was 5.3%, or barely a third of the 1981 figure— and the lowest total since 1976.

lowest total since 1976.

And those records that did make it were by well-accepted crossover masters Dolly Parton and Ronnie Milsap, plus Anne Murray and Kenny Rogers, who could just as easily be called A/C artists as country stars.

There are some new sounds developing in country; here's hoping they'll soon encounter welcoming ears in other formats.

Meanwhile, here's the country crossover statistical story since

1975:		•
Year	CHR	A/C
1975	0 %	7.0%
1976	1.8	3.4
1977	1.8	7.2
1978	.9	5.6
1979	1.7	5.5
1980	4.9	9.4
1981	6.6	15.2
1982	4.8	13.0
1983	1.6	12.3
1984	0	9.5
1985	0	5.3

MONDAY, JANUARY 13

1864/"Another Brick In The Wall" — The Prequel": Songwriter Stephen Foster dies penniless in New York's Bellyue Hospital

1967/Ed Bruce hits the Country charts for the first time with "Walker's Woods."

1974/Thirty-seven are injured in a melee outside Tower Records in Los Angeles when Steve Miller is inadvertently not invited to a post-concert party at the store and a riot breaks out during the peak of "The Joker"'s popularity.

1979/Donny Hathaway dies at age 33 when he falls from the 15th floor of the Essex House Birthdays: Fred White (Earth, Wind & Fire) 1955, Suggs (Graham McPherson) (Madness) 1961.

TUESDAY, JANUARY 14

1970/A display of John Lennon's erotic "Bag One" lithographs opens in London and is shut down by police two days later. The exhibit tours America freely after Lennon's death.

1974/Then-WCFL/Chicago afternoon jock Larry Lujack files for his nickname, "Superjock," as a trademark. 1976/After breaking slowly through the late summer and early fall, Manfred Mann's "Blinded By The Light" goes #1 Top 40. Mann's version of "Spirit in The Night" had been a minor chart item in spring 1976 and is a minor chart item again as the follow-up.

1984/Madonna makes her debut on "American Bandstand" and sings "Holiday."

1984/A whole year before it becomes an American hit, the BBC bans "Relax" by Frankie Goes To Hollywood for its "overtly obscene lyrics."

Birthdays: Allen Toussaint 1938

WEDNESDAY, JANUARY 15

1968/John Fred receives a gold record for "Judy In Disguise."

1980/The FCC decides that the lowa Caucus does indeed count as a primary and orders radio stations to sell Jimmy Carter and Ronald Reagan time at the lowest possible rates.

1982/Skyy's "Call Me" begins the first of three weeks #1 B/U; "That Girl" by Stevie Wonder enters the chart at #13. On the same day, George Benson's biggest CHR hit, "Turn Your Love Around," peaks at #3 on that chart. As an indicator of the climate for crossovers, one major market PD will declare that he's not sure if the Benson record is mass appeal

1985/Sheena Easton and her agent Rob Light are married . . . briefly.

1985/Bobby Womack signs with MCA after several years without a major label contract. Birthdays: Martin Luther King would be 57.

THURSDAY, JANUARY 16

1970/The Who begin their "Tommy" tour of European opera houses in Paris. Copenhagen, Cologne, Hamburg, and Berlin are next.

1972/Chipmunks creator Ross "David Seville" Bagdasarian dies. Eight years later, the Chipmunks are revived by Ross's son with the "Chipmunk Punk" LP and subsequent "Urban Chipmunk" and "E.T. & Me" records

1979/Cher and Gregg Allman finally dissolve their nine-day marriage after four years.

1980/1984/"Those Who Cannot Remember The Past Are Condemned To Repeat It" department: Four years after being arrested for drug possession in Japan, Paul & Linda McCartney are arrested for pot in Barbados. Birthdays: Ronnie Milsap 1946.



Allen Toussaint, Paul Young, Phil Everly, Tom Bailey

FRIDAY, JANUARY 17

1972/Elvis Presley Blvd. is dedicated in Memphis.

1974/Dean Martin's son Dino is arrested on suspicion of possession and sale of two machine guns after allegedly trying to sell an undercover agent an AK-47 machine gun. As a third of Dino, Desi & Billy, Martin had a mid-'60s hit with "I'm A Fool."

1977/The Marshall Tucker and Charlle Danlels bands headline a benefit for ex-Allmans roadie Scooter Herring, facing a cocaine trafficking conviction based, in part, on testimony from Gregg Allman.

1979/Mushroom Records VP/GM Shelly Slegel dies at age 32 of a ruptured blood vessel in the brain. Siegel's company came to prominence with Heart in 1976.

1984/Repeating History Pt. II: Linda McCartney is arrested for pot again at London's Heathrow Airport. 1985/The Commodores and Alabama receive an achievement award from Alabama Gov. George Wallace. Birthdays: Paul Young 1956, Mick Taylor 1948.

SATURDAY, JANUARY 18

1971/The CRTC's "Canadian Content" regulations take effect.

1974/Barbra Streisand's "The Way We Were" goes #1 Top 40.

1978/Billy Joel's "The Stranger" LP is certified platinum.

1980/Capricorn Records goes bankrupt.

1980/Steve Rubell and Ian Schrager are sentenced for tax evasion, thus closing down Studio 54 for a few vears

1982/An act that began largely as a parody on Canadian Content regulations, Bob & Doug McKenzie, gets its own day in Los Angeles.

Birthdays: David Ruffin 1940, Tom Bailey (Thompson Twins) 1957.

SUNDAY, JANUARY 19

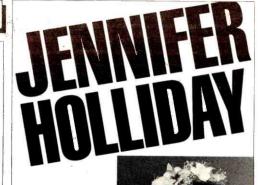
1959/"American Bandstand" is rated #1 daytime TV program.

1976/Promoter Bill Sargent offers the Beatles \$30 million in the first of several pitches for a reunion concert. 1979/Peaches & Herb hit #1 on R&R's disco chart with "Shake Your Groove Thing." During an interview with Ebony about the success of "Groove" and "Reunited," Herb Fame refers to the group's unsuccessful selftitled 1977 MCA LP as "the stiff." Ebony's writer takes him literally and writes that Peaches & Herb had a 1977 LP entitled "The Stiff."

1979/After being exiled for several years by the payola scandals of the mid-'70s, Frankie Crocker returns to WBLS/New York as PD/afternoon drive announcer.

1980/Rupert Holmes performs "Him" on "American Bandstand."

Birthdays: Phil Everly 1939, Janis Joplin 1943, Dolly Parton 1946, Robert Palmer 1949, Dewey Bunnell (America) 1951





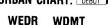
The **Second Single** From The **Geffen Album** SAY YOU LOVE ME GHS/M5G 24073

Produced By: Arthur Baker & Gary Henry

Management: Shankman/DeBlasio, Inc.



BLACK/URBAN CHART: DEBUT > 35



WXYV WRKS K94 W7AK WDAS WOWI **KMJM** WVEE WTMP KACE KDLZ WBLZ **XHRM**

BILLBOARD DANCE CHART: 4







DAN O'DAY

Contracts: A Real Case History

My series of articles on contracts has discussed certain goals to shoot for in your own employment situation. How realistic are those goals? Well, you might be inspired by the contractual agreement reached a couple of years ago by Bill Heywood and his employer, KOY/Phoenix. The five-year contract offers financial rewards to Bill, but it also guarantees him something a bit more unusual: creative control. Recently I asked Bill for details of his contract.

HEYWOOD: I've been at KOY 11 years now. They wanted a five-year contract and I wanted two years. So we compromised. I said five was okay if I can get what I want; one of the main things I wanted was creative control.

Creative control refers to the elements of my show. For example, one of the characters on our program is Ranger Bob. He takes you on a Trip of the Week. If they said, "Hey, we really like that Ranger Bob bit. We want you to do one of those per day," I could say, "No. I only want to do one a week." They could say, "But we have it sold and we'd really like it every day." And I'd say, "Well, I've got 50 to 60 different elements in the program. I want it only once a week, and that's the way it is."

When it comes to music or news, it's their ballgame. But when it comes to comedy or to elements within the show and there's a disagreement, I win.

R&R: Can they tell you how much music to play?

HEYWOOD: They can suggest that I get in more records, but they can't tell me how many to play. They can tell me what records to play but not how many. You have to understand, too, that



Bill Heywood

it's all a very friendly arrangement; there's no animosity here. Gary Edens, the owner, and Mike Horne, our Station Manager, are my friends We all want to do good.

R&R: They must have had a lot of trust in you in the first place. HEYWOOD: Yeah, I think that basically what happens in the

HEYWOOD: Yeah, I think that basically what happens in the business is somebody like me—and there are a lot of guys who have been doing this for 25, 26 years—knows more about the show than management does. Why should a station manager who's been here only three or four

years know more about my radio show than I do after 26 years?

R&R: Is this a benefit that has pretty much been a psychological one for you? Were there times in the past when this was an issue?

HEYWOOD: There really weren't times when we had any disagreement. Generally speaking, management is so sharp at this radio station that when I found myself thinking something was too much or too little, they were thinking it simultaneously.

R&R: Then is there a practical benefit other than the good feeling of having that in writing?

HEYWOOD: It's a good feeling to have it in writing, and I think you take more responsibility for your show. It's like having a piece of the action at the station. Money never was a problem. The creative control clause was the deciding factor, and it was a big decision for management to give that up.

R&R: Was that the only thing they conceded to get you to make the jump from two to five years? HEYWOOD: Yes, because I get

real tired of program directors coming in every year and making sweeping changes. Before this contract, I went through a sweeping change where I could have stayed home and phoned the show in. So now program directors can come and go, and they can go CHR or Gay Country or All Sound Effects Request; I don't care. I have creative control over what I do, and they can't make me do anything that's not me.

More Highlights Of Heywood's Contract

Bill Heywood's KOY/Phoenix contract gives Bill "creative promotional control," guaranteeing that "KOY shall continue to promote Heywood in each year of this agreement in a manner consistent with its practices since the commencement of Heywood's employment with KOY." The question of creative promotional control came up recently when the station launched a new billboard campaign for Heywood. Bill thought the billboards needed a picture of him; KOY's advertising and art people disagreed. They printed the billboard sheets without pictures. Bill looked at them and said, "I think they need a picture." The original sheets were scrapped, and the new billboards feature Heywood's smilling countenance.

Release Of Product obligation to perform more than

Endorsement And
Outside Talent Work

Heywood is free to do any product endorsement or outside talent work (as long as it doesn't promote another radio station) without needing KOY's approval.

Five-Day Week

Heywood works a five-day week but is required to provide KOY with a skth-day show. Working with a young "production genius" named Mike Murry, Bill puts together taped highlights of each week's shows. He records show opens and closes, time checks, breaks PSAs, weather intros, news intros, contests intros and outros ... even contest phone bits — "Hi, who's this?" "Congratulations, you just won ..."—all of which make the weekend show sound live.

Live Spots

KOV doesn't pay its air talent extra for live commercials performed within the lock's show. This could conceivably lead to a personality feeling as if he's being exploited: the salesperson sells an advertising package to a client, clinching the deal by promising that Ed Jock will read the copy live each day. It's Ed Jock that closed the sale, but he doesn't get any of the money.

That potential problem is minimized by the following clause: "Heywood shall be under no

obligation to perform more than four live 30- or 60-second commercials during any one hour of the radio program."

The Negotiation

Although this contract was negotiated over a period of nearly six months, Bill says it was all done very cordially. Although he didn't negotiate it personally, he was confident the person who acuted as his agent had his best interests at heart; his agent is none other than his wife, Susan. She negotiated the terms of the agreement, and they then brought in a contract lawyer to put it in "legalese."

Contract Excerpts

Creative Control: "Heywood and KOY management shall have joint and equal authority over the creative contents of the Heywood morning show except that Heywood shall have final approval in the event that Heywood and KOY are unable to agree."

Creative Promotional Control:
"In connection with the KOY promotion duties, such duties (which
may include joint promotions with
other on-air KOY personalities)
shall be expressly subject to
Heywood's prior consent, which
consent shall not be unreasonably
withheld; provided, however, that
in the event a promotion is determined by Heywood to be inconsistent with Heywood's on-air personality, Heywood shall be entitled
to withhold his consent."

A Handbook For All-Nighters

WZOU/Boston PD Jim Cutler has written a book entitled "The Overnight Radio Handbook." It's a pretty good source of inspiration and motivation for jocks who work the all-night shift. Here are some excerpts, quoted by permission of the author.

"I keep a card file of the companies with overnight workers. When someone calls me from their place of work, I write out a card with the company name, the town, the caller's name, Interesting information, and the date. On the back of the card I note the dates and times I have mentioned the person on the air, in order not to be repetitive. This is a useful tool!

"I can't emphasize enough the importance of putting overnight workers on the air, talking about their work and the station. One afternoon I was getting my car filled with gas. The attendant said, "I drove home really late last night and I heard you. I couldn't believe how

many people were up at that hour.'
The only way he could have gotten that impression was by hearing the calls!

"Most salespeople have enough trouble selling the rest of the day without worrying about the overnight. If the overnight could be sold, do you think the importance of your shift would be reevaluated? While the possibility of selling out is improbable, the overnight can be shown to be quite effective for advertisers.

"If you are in touch with what is going on in your market during the overnight show, you are aware of what types of businesses are open. As a service for my listeners, I kept a list of what places were open for food: plzza, convenience stores, etc. What better time for these stores to advertise that they are open?

"in Hartford, someone got smart to this fact and soid a lot of time to to this fact and soid a lot of time to Howard Johnsons; three of their stores are open all night. Each commercial said that if you were hungry at this crazy hour, HoJo's would give you a great meal. Do you realize how much time could be sold to restaurants alone . ??"

My Review Of The Book: If you're working all-nights and occasionally could use some inspiration from another jock who's been there, I think you'll find it worth-while. You can order "The Overnight Radio Handbook" by sending \$12.95 to:

Jim Cutter WZOU Radio 441 Stuart Street Boston, MA 02116 (Apprentice)

As Assistant To Either Program Director, Promotions Director, or Sales Manager

I am an experienced graduate in radio broadcasting and financially in a position to work without compensation for at least 6 months. Are you a successful Program Director, Promotions Director, or Sales Manager who is willing to train a bright and self-motivated assistant? Contact:

MARK YOUNG 414 Main Street, Meirose, MA 02176 (617) 662-0530

Willing To Relocate.





ADAM WHITE

JETHRO TULL AND THE LONDON SYMPHONY

A Case Of Crossing Over

viable for album radio.

During the last several years record companies have been more active in developing classical crossover projects. One approach has been to team classical artists with their pop peers, such as John Denver's work with James Galway and Placido Domingo.

Another strategy has been to invest in performers whose music is not necessarily in the classical mainstream, but which can appeal to that market as well as to a broader sales base. Andreas Vollenweider is one recent example.

Such crossover product is often marketed by a record company's classical division, but under a separate identity; i.e., CBS Masterworks' FM label. That is the case with Vollenweider's recordings and with Philip Glass, whose next album features his collaboration with lyricists Paul Simon, Laurie Anderson and David Byrne, and at least one vocal performance by Linda Ronstadt.

The musical barriers between the classical and pop/rock communities, under assault for 20 years or more, continue to tumble. And as the generation raised on reck gets older, its maturing tastes provide more marketing opportunities than ever before - albeit opportunities that depart from the industry's traditional way of doing

Yuppies Again

That's right, we're talking Yuppie again. But I want to bring it down to a specific, current exam-"A Classic Case." It's the music of Jethro Tull performed by the London Symphony Orchestra, with contributions by Tull's Ian Anderson, Martin Barre, Peter Vitesse, and Dave Pegg.

The creative concept is not new. There was the 1972 hit version of "Tommy" (featuring the London Symphony Orchestra and the English Chamber Choir, with Town shend, Daltrey, et al). And you may recall other examples from yesteryear. But what may be a new twist - and a reflection of evolving label marketing strategies - is the fact that it was an executive in RCA's classical division who first became excited about the LSO/Tull project.

Irwin Katz, Red Seal Director/-Marketing, says he received a sample of the recording in October from Ariola Germany, where it was initially released. According to him, the man who put the idea together was David Palmer, a composer and arranger who has worked with Tull from time to time since 1968. He wrote all the arrangements for "A Classic Case." conducted the LSO, recruited Ian Anderson and other members of the band, and produced the sessions in London. Jethro Tull's label, Chrysalis, reportedly was offered the project but declined.

Shared Enthusiasm

"I listened to it more out of curiosity than anything else," says Katz. "Then I realized that not only was there a legitimacy to the idea, but it also had commercial potential." He shared his enthusiasm with RCA Director/National Album Promotion Alan Welmark, who reacted the same way and suggest-



Alan Wolmark

Were others at the company equally excited? Both men prefer to pass on that question, opting instead to explain their own interest. 'I felt there was a real integrity to the project," says Wolmark. was an integrated work with the added credibility of the band's involvement. It wasn't like, say, Mantovani butchers Jethro Tull. And I felt it would appeal to that Yuppie audience, which looks for quality in entertainment.'

ed that one cut, "Bourree," was

Katz concurs: "There are all those big, fat Yuppies sitting out there. Jethro Tull is a group from their time, that they grew up with." It's an open-minded audience, he emphasizes; one that's willing to take a shot at something unusual. And they're precisely the target of fresh classical marketing ideas. "A Classic Case" is the first Red Seal release to show such crossover strength since the Denver/Galway collaboration, Katz adds. It's also providing information and experience that will help Red Seal launch its own crossover label this year.

AOR Resistance

Discussing his role in promoting the release, Wolmark agrees that there was "a lot of resistance" at album radio. It was compounded by programmers' traditional reluctance to step out with something

new during the holiday season, he says. "So I pre-hyped it; played it for a lot of people." Stations were serviced with the "Bourree" 12-inch and the album simultaneously, the latter to provide a sense of context.

Chicago was the first market to bite, states Wolmark, WLUP added the cut in light rotation, "and the result was heavy phones from upper-demo males, at which point the station moved it into heavy. Then the phones leapt over to WXRT, which is seriously aiming at that demographic." Subsequent sales were so strong, says Wolmark, that "A Classic Case" was outselling the Starship and Mr. Mister albums in the market.

Carl Rosenbaum, head of Chicago's Flip Side chain, confirms,



Irwin Katz

Seizing The Moment Explains Wolmark, "As the airplay came in, we coordinated all our efforts and just seized the moment." Just prior to Christmas, the record was beginning to move in other markets, including Dallas, Denver, Washington D.C., and Seattle. RCA's own research shows that some consumers "are asking for the new Jethro Tull album, says Katz. (There is another: the hits compilation released late last year by Chrysalis). Label support for "A Classic Case" includes a

"We're seeing all kinds of people

buying it -obviously, not the

heavy metal crowd but certainly

rock 'n' roll fans. We originally

bought it light, like it was a classic

al record. We're floored that we're

selling as much of it as we are." In-

terestingly, Rosenbaum notes that

those customers aren't necessarily

just upper demos. "A lot of 18-25

year-olds are going for it as if it

were a major chart hit. I guess

they're stretching out a little bit.'

in with retail accounts. The spot might also air on Classical outlet WQXR/New York. Album sales have been running 60-40 record/tape, which approximates the ratio for most classical product. The \$7.98 suggested list is lower than most Red Seal releases,

however. Arriving soon, if not by

the time you read this, will be the

radio ad campaign for AOR, tying

Neither Wolmark nor Katz will discuss specific sales figures aside from saying they're "beyond our expectations." If the current mo-mentum is sustained, says Katz, a 200,000-unit domestic total is conceivable. Which is not to suggest that less would displease a classical division accustomed to even more modest tallies

Judging The Demo

What does "A Classic Case" say about the marketplace or about opportunities that exist for equally unusual future ideas - not to men-tion producer David Palmer's plan to give the music of Genesis a similar treatment? Wolmark comments, "I wonder if AOR programmers are thoroughly and accurately judging the demographic they're chasing. The audience reaction to this record gives me reason for doubt. But I also question whether the music industry in general knows the full potential of the market that Windham Hill and ECM inadvertently hit upon. People may just be getting it in perspective and waking up to it. That's one of the exciting elements of this particular

A/C PROMOTION

The Way It Is

My recent column about problems faced by record companies when promoting to A/C radio sparked the following comments from KKLV/Anchorage PD Greg Wilkinson:

The A/C promoters you interviewed felt that most A/C programmers had two problems: 1) They wouldn't add records until they were confident of their "hit status," and 2) they didn't add records until after an AOR/CHR run, and by that time they were

As a new PD, I listen to almost everything that's sent my way. Until recently, I'd break songs that I felt fit my format on a fairly regular basis. What happened? I added Mr. Mister's "Broken Wings" out of the box, played it for six weeks.

then dropped it because it wasn't being played A/C - only to be called upon to add it later as the rest of A/C caught on.

The same thing happened with OMD's "So In Love." And now that I've re-added it, it's being dropped to make room for the new single, I broke the Mason/Fenn, Nick Lowe, and Talking Heads, none of which have become A/C success stories vet.

So now I play it just a little bit safer. I try to be creative, but add

I have a suggestion for promot-

ers who are confident that A/C radio can "break a hit." Why not release to A/C the anticipated A/C single from an LP? As it is, we've got to wait out "We Built This City" until we can play "Sara," and we had to wait out "I'm Gonna Tear Your Playhouse Down" until we "Everything Must could play Change.

Why not break the A/C hit with the CHR hit instead of making us break our format or play a single for months waiting for it to make

The next time promoters are frustrated with A/C programmers - and our reluctance to add product too soon - remember that they set up the system, and we pretty much have got to play it . the way it is.



CONTEMPORARY HIT RADIO

JOEL DENVER

SPOTTING THE HITS FASTER

Reading Between The (Parallel) Lines

I can't believe it. Next month, February 15 to be exact, I'll be heading into my sixth year as R&R's CHR Editor. Time flies when you're having fun trackin' the hits and watching the format grow.

During these past few years, I've also had the opportunity to become better acquainted with all of you. Learning/understanding how you think and react - especially when it comes to absorbing the CHR music information - has been educational

Just what airplay information elements trigger the positive reac-tions that result in airplay? Conversely, what data are overlooked. unless readers dig deeper and learn to read between the Parallel lines? It's these often ignored yet vitally important areas that allow the active programmer and the cost-conscious record executive to spot the true hits quicker.



TYLER DOES THE TALKING -Aerosmith rocker Steven Tyler (r) met with WXKS/Boston PD Sonny Joe White (I) during a party to celebrate the band's signing to WB and the release of their first album in six years, which features the original Aerosmith lineup.

Gateway To The Hits

Let's review the information elements of the CHR music sec-

• Significant Action - Records in this section must have at least ten but fewer than 50 airplay reports. A song's early growth stages can be tracked here.

"Records receiving a Hot report don't carry any more chart weight. It's only a subjective statistic."

• New & Active - Records must post 50 or more airplay reports. Many records that begin in Significant Action progress into New & Active as more stations add them. Records in both New & Active and Significant Action are listed in descending order according to the total amount of reported airplay, followed by the number of Adds for the week; e.g., 25/20 or 110/15.

• Breaker - Those records receiving airplay reports from 60% or more of our CHR reporting stations, which currently total 246. These records generally gain a position on the National Airplay/40 chart either the week they become a Breaker or the following week.

• Chart Extras - Records which reached Breaker in previous weeks but haven't charted with enough

reporters to qualify for a chart position on the National Airplay/40. This category helps indicate the quality of airplay a record is receiving.

The weekly activity for all rec-

ords in the preceding categories is divided into the following subcategories: Moves: Up, Debuts, Same, Down, Adds.

• National Airplay/40 — A 40-number chart that reflects all the movement on CHR reporters' playlists. Those records showing continued progress receive a bullet. Occasionally, a record will keep the same chart position but still get a bullet. This indicates the record has a significant amount of remaining strength. A three-week airplay trend is provided in addition to the current chart position.

Sometimes a record may chart on the CHR National Airplay/40 prior to becoming a Breaker. This is an indication of the quality of airplay. Read the accompanying sidebar ("Quality Versus Quantity") for recent examples.

"By reading between the Parallel lines, it becomes easier to find those records which don't have double-digit add totals but demonstrate quality performance where they are played."

The CHR information also includes the Most Added and Hottest records, whose totals only reflect statistical reports. While the number of adds can have an effect on chart movement, those records receiving a Hot report don't carry any more chart weight. It's a subjective statistic that gives you an idea of the records considered hottest by CHR stations nationwide.

• Checkmark - The checkmark is given to those records showing exceptional add activity in both New & Active and Significant Ac-

Parallel One Impact

Up until now, we've discussed only the quantitative listing of airplay information. So where can you find the quality? It starts with the Parallel One playlists, which are printed each week in their entirety. These lists represent the format-dominant stations or, in the case of more than one marketplace

Quality Versus Quantity

When a record charts on the R&R National Airplay/40 before achieving 60% of the CHR reporters and becoming a Breaker, it does so because of airplay quality versus the quantity. In other words, it's like AQH versus cume.

Two excellent examples of records which debuted on the chart before becoming a Breaker are Eddie Murphy/"Party All The Time" and Klymaxx/"I Miss You." These songs first appeared under Significant Action in the September 20, 1985 issue; since then both tunes have become top ten

Below is a week-by-week history of their quantitative growth and some of the key moves that indicated the records' potential:

Eddie Murphy

Key Movee

9-20 Adds: 94Q, WBBQ, WXKS-FM on, WKSE d-29, WHYT on.

9-27 Adds: KEGL, WCZY, FM102. WRVQ, WKSE 29-20, 94Q d-34.

25/5 Adds: KAFM, KS103, KZZB, WHYT 31-24, WRSR 37-29.

10-11 Adds: KTKS, 93FM, Y106, KWES, WKSE 16-11, WCZY 14-6, KS103 29-18, KTUX 27-19

Adds: WBEN-FM, WNYS, KBEQ, KUBE, KAFM 27-18, KTKS 39-24, WHYT 23-9, WBBQ 27-22.

10-25 Adds: B94, Z93, Y100, KPLUS, WBEN-FM 33-11, 94Q 20-13, KS103 13-9.

11-1 Adds: B104, Q107, KRBE, B96, Q105, Z93 29-18, KAFM 15-8 debuts at #40 on the CHR chart. 11.8 179/57

Adds: Z106, KWK, KZFM 17-12, WHYT 3-1, WSSX 19-9, Breaker, moves 40-27 on the CHR chart. 11-15 210/29

Moves 27-21 on the CHR chart. 11-22 226/16 Moves 21-12 on the CHR chart. 11-29 232/6

Moves 12-7 on the CHR chart. 12-6 235/4 Moves 7-4 on the CHR chart.

12-13 238/2 Moves 4-3 on the CHR chart 12-20 231/0 Moves 3-3 on the CHR chart.

Klymaxx

Key Mores

9-20 25/16 Adds: KITS, KMEL, Q100, I-95 25-14, WCAU-FM 24-13, KAMZ 28-18.

Adds: B104, WAVA, 94Q, WABB-FM, WCAU-FM 13-7, B97 30-16, KITS 27-15.

Adds: K106, WXKS-FM, Z93, Q107, B94, Q105, KMEL 16-9, WPST 27-17.

Adds: WNYS, WCZY, 93Q. WLRS, B104 25-19, B97 7-6, KITS 11-9.

10-18 Adds: Q103, KZZP, K104, KRQ, Z106 16-7, WROQ 25-18, WKSF 33-18.

10-25 Adds: WHTT, PRO-FM, WDCG. FM100, B94 12-6, B97 4-3, KWOD 29-19, debuts at #40 on the CHR chart.

11-1 Adds: CHUM, KOPA, KKRZ, KKXL-FM. B104 14-10. WHYT 12-4, moves 40-35 on the CHR

11-8 162/27 Adds: KTKS, KNBQ, KHFI, KWOD 14-10, KMGX 4-2, WAVA 17-10. Breaker, moves 35-23 on the CHR chart.

11-15 186/28 Moves 23-19 on the CHR chart. 11.22 198/15 Moves 19-15 on the CHR chart 11-29 210/13 Moves 15-13 on the CHR chart.

Moves 13-11 on the CHR chart. 12-13 203/4

205/2

12-6

Moves 11-10 on the CHR chart.

12-20 203/5 Moves 10-9 on the CHR chart.

reporter, stations which are competitive with the format leader in markets with a 12+ metro population of one million or more. By learning about the impact these P-1 stations have within their markets, and their similarities with your station in playlist length, music-adding aggressiveness, and market composition, you can look beyond the quantitative listings provided in New & Active and Significant Action

Then there are the Adds & Hots pages, which list the newly-added records and those considered hottest by every Parallel Two and

Three reporter. Parallel Two sta tions are format-dominant and have a 12+ metro population between 200,000 and a million. The Parallel Three stations are in 12+ metro markets with under 200,000 people. Arranged by region (East, South, Midwest, West), these pages also feature the Most Added and Hottest records. Once again, similarities can be found between your station and those listed on these

• Parallels - Complete qualitative information may be found here. Each record in Significant

Continued on Page 40



HAVE A HEART - WKQX/Chicago MD Nic St. John (r) welcomed Heart bassist Mark Andes (I) to Chicago following a recent show. Also show (center) is Capitol rep Phil Dempsey.

The New Single By

Robin Gibb

Written by Robin, Barry and Maurice Gibb

Produced by
Tom Dowd and Maurice Gibb



© 1986 EMI/America Records, A Division Of Capitol Records

comments or converse in the

CONTEMPORARY HIT RADIO

Reading Between The (Parallel) Lines

Continued from Page 38

Action and New & Active, plus the songs on the National Airplay/40 (except for those which have definitively peaked) can be tracked week-by-week, station-by-station.

If you carefully examine the Parallels, you will find 1) records that are generating strong debuts at a large number of quality radio stations, and 2) records that remain in the Ons category for the length of their airplay life. The Parallels will also reveal if the song is struggling up playlists a point at a time, or if it's setting the world on fire with three, four, and higher point jumps.

higher point jumps.

The Parallels, in short, tell the story of a record's airplay progress. New & Active and Significant Action are convenient summaries, but the whole ballgame is in the Parallels

"If you take the time to carefully examine the Parallels, you will find 1) which records are generating strong debuts, and 2) those that remain in the Ons category for the length of their airplay life."

Between The Lines

By reading between the Parallel lines, you'll find those records which don't have double-digit add totals but demonstrate quality performance where they are played.

So why don't these records have big add totals? There are many factors which determine the emphasis record companies put on particular titles each week. In the meantime, why not pick up the ball yourself? Why wait to add a useful programming element (which is how each record should be viewed) until someone says, "It's okay to play it this week"?

Remember, every record is different. So use the R&R information, local research, and your guts to make the final determination. And also bear in mind that a record isn't a guaranteed hit even if it has double-digit adds or reaches Breaker status.

"A record isn't a guaranteed hit even if it has double-digit adds or reaches Breaker status."

Active Records

Records that have been accumulating station adds at a steady weekly pace convert quickly from Ons to Debuts and generally post decent chart movement as well. Study this area thoroughly. Those titles which show weekly gains in station adds, but little growth in Debuts, bear scrutiny.

When there is a significant number of stations on a new record, which hits Breaker in a short period of time, it's expected there will be a significant number of Ons. As it starts to cause listener reaction it will begin to chart on the National Airplay/40.

Active records will generally light up the phones and initiate record sales/positive callout response, which in turn generates fast debuts and chart jumps. Other titles develop slowly, receiving only six to ten new adds per week. And finally, after six to eight weeks of steady airplay growth, the industry at large notes the quality moves and the rest is history. This scenario might be different if more programmers looked at the quality of airplay instead of the quantity.

If you've been leery of a record, but it's been earning large add totals, performing well on individual playlists, and/or hitting the National Airplay/40 with quality moves, then it's time to give in and expose a potential hit record to your audience. Keep an open mind. Some programmers use certain crossovers from other formats (AOR, for example) to help them with an image. Take this into ac-

count when tracking records like these. They may have a lot of Ons and dayparted Ons because they're receiving limited play

receiving limited play. Guard against blanket judg-ments on music. Playing follow-the-leader on every record that gets a checkmark or scores double-digit adds makes you just that — a follower and not a leader. The R&R information is designed to help you make your own decisions. Digging deeper and finding the hits before they air across the street may well give your station the competitive edge it needs.



A HOWLING SUCCESS — Wolfman Jack (r) visited KBFM/McAllen-Brownsville recently, and cohosted the PM drive show with (l) KBFM PD Michael Cruz.



CHOKING ON GOODBYE

Nightrangers Kelly Keagy (I) and Jack Blades (r) swept into WINK-FM/Ft. Myers, FL, holding PD C. David Bennett (center) hostage until he agreed to play "Goodbye," their latest single.



CASH N' CARRY — Y107/Nashville recently let all hell break loose in a city bank vault. One lucky listener snatched up \$26,601 in 107 seconds. Shown (standing, I-r) are Y107 PD Michael St. John and MD Tom Peace; (kneeling, I-r) personalities Coyote McCloud, Marc Chase, and Rhett Walker. Seated is winner Ken Short.



IT'S FOR YOU! — There's nothing like winning a car. Pictured here are KEZY-FM/Anaheim MD/morning man Craig Powers (I) handing over the keys to the lucky winner of a brand new Toyota MR2.



NUTS & BOLTS OF A STATION — KNMQ/Albuquerque staffers modeled their creations after the KNMQ second annual Halloween costume contest. Shown (I-I) are AE Tom Becka, personalities Jim Marable with son John, Matt Martinez, PD Steve Stucker, Promotions Director Cille Brace, and overnighter Jeff Gelder.



SHEENA DOES IT FOR KIIS — Sheena Easton stopped by the KIIS studios to promote her latest single, "Do II For Love." Pictured (I-r) are EMI's Jack Satter, KIIS MD Gene Sandbloom, Sheena Easton, EMI's Mark Kargol, and KIIS-FM ASSL PD Mike Schaefer.

MOTION

"Little .limmy from mornings at WAAY/Columbia to the same at KNIN/Wichita. He replaces Allen Gaines, who's moving into sales . . . Scotty Moore is new to mornings and J.J. Wright takes on middays at WGUY/Bangor KPLUS/Seattle evening personality Ron Harris is upped to MD KKBQ/Houston's C.C. McCartney handles 7pm-midnight at KHFI/Austin as Dave Nichols exits . . . At WZOK/ Rockford, Steve Brill becomes the new PD, and 6-10pm rocker Dave Summers acquires Promotions Direc-. Boom Boom Cannon tor duties . leaves nights at WIXV/Savannah for nights at WVBS/Wilmington KWTO-FM/Springfield PM driver T.K. O'Grady takes on operations duties, succeeding Mike Schmidt KHTR/St. Louis parttimer Greg Geary

gets a fulltime night gig at KFMN/Abilene . . . KZZU/Spokane welcomes parttimer Tim Eberth.

WVBS/Wilmington welcomes GM Russ Spooner to succeed Tincy Crouse. Bob Yates is the new comedy writer

for Z100/New York's Morning Zoo At KDON-FM/Salinas: M.J. Ray segues to KYUU/San Francisco as Production Director; News Director David Morgan joins KGET-TV/Bakersfield as Assignment Editor, replaced by Tom Hiscox of KUHL/Santa Maria; and Chief Engineer Rob Landry exits for WCRB/Boston, succeededby Doug Irwin WMVB-FM & WREY-AM/South Vineland, NJ are now under the ownership of Crisp Communications Corp., with President/CEO Dennis Dougherty, Station Manager/Director of Sales Joe Coccaro, PD Nick Giorno, and News/ Sports Director John Spahn.



CALENDAR

BRAD MESSER

Perpetual Desktop Stack

Ignoring the fact that it is shamefully unproductive, the most efficient method of handling incoming paperwork remains the common never-ending stack.

There are three dominant advantages. The drudgery of filing is forever abolished. Stacking is so deliciously simple that even executives understand it without attending seminars. It can slash 70 or even 80 percent from anyone's workload.

When any desktop pile becomes tall enough to be unstable, the top two inches are removed and placed aside as a starter stack. Then the stuff on the bottom is cheerfully tossed.

This is tossing day for me. The items in my stack, like the strata of an archaeological site, reveal a chronological string of unrealized good intentions dating back to about Labor Day.

As it turns out, these are the items which stood between me and a clean desk: a guide to Comet Halley which indicates the most favorable winter viewing days ended a week ago. A receipt for \$34.80 marked "1985 TAX FILE" which doesn't reveal what was purchased. An unread Chamber of Commerce Newcomers Guide to Phoenix. Some uninteresting memos and boring press releases. One small package of Kleenex, two unsecured tape reels, a packet of Post-it notepads purchased and mislaid in October, five R&Rs, two paperback almanacs, a Chase's Annual Events book, one

calculator, two small lap timers, one cassette mysteriously labeled with the single word SAVE and two without any labels at all, a pamphlet written in mumbo jumbo entitled Your Group Health Plan, several unanswered personal letters, two more R&Rs, a photograph of the North Carolina Biltmore mansion on which I, at one time, cleverly lettered the words OUR HOUSE, and on the very bottom, my lost sign that says "Thank you for not asking me not to smoke."

Had I dealt with each item as it came in, countless hours would have been wasted.

Thanks to desktop stacking, all those saved hours were available for staring into space "being creative."

MONDAY, JANUARY 13 — Old West marshal Wyatt Earp, who became famous in the Gunfight at the OK Corral, ded 57 years ago today in 1929 ... in Hollywood, of old age. Earp was 33 when he and his brothers and Doc Holliday to

1932 — A storm at Durango, Colorado produced a rare mixture of red clay dust and frozen precipitation that produced pink snow.

1864 — Songwriter Stephen Foster, whose 200+ tunes included "Old Black Joe" and "O! Susannah," died at Bellvue Hospital in NYCX at age 37. Foster was a hasbeen, flat broke, living in a cheap room in the Bowery. He died of injuries sustained when he got drunk and fell down.

Birthdays: Robert Stack 1919. Alfred Fuller (Fuller Brush Co.) 1885. Sophie Tucker 1884. Horatio Alger Jr. 1834.

TUESDAY, JANUARY 14 — Virtually all cars were built one at a time, until **Henry Ford** turned on the first major automotive assembly line 72 years ago today (1914). Production time for a single car dropped from nearly 13 hours to just 93 minutes.

1985 — The Supreme Court upheld a judgment of \$60 million in back pay for 3352 Northwest Airlines women flight attendants because of sex discrimination.

1954 — Marilyn Monroe became Mrs. Joe DiMaggio.

1952 - "Today Show" premiered on NBC.

This is traditionally the coldest day of winter

Birthdays: Faye Dunaway 1941. Julian Bond 1930. Thomas Tryon 1926. Albert Schweitzer 1875. Benedict Arnold 1741.

WEDNESDAY, JANUARY 15 — Nobel Peace Prize winner Dr. Martin Luther King Jr. was born at Atlanta, Georgia in 1929. He was christened Michael Luther, but his father later changed both their names to honor the great German religious reformer Martin Luther.

1943 — Pentagon building completed.

1919 — The Great Molasses Flood killed 21 people in Boston. A 2.5 million-gallon vat at the Purity Distilling Company ruptured, sending a river of warm molasses 15 feet deep down Commercial Street.

1896 — Civil War photographer Matthew Brady died penniless.

1870 - Donkey first used as symbol of U.S. Democrat Party.

Birthdays: Margaret O'Brien 1937. Maria Schell 1926. Charles Edward "Chuck" Berry 1926. Lloyd Bridges 1913. Edward Teller 1908.

THURSDAY, JANUARY 16 — The Volstead Act became effective in 1920, outlawing the manufacturing, sale, or transportation of intoxicating liquors within the United States, and touching off gang wars for control of the multimillion-ollar illegal liquor trade. Prohibition lasted through the Roaring Twenties until it was ended, after 13 years, by the Twenty-First Amendment in 1933.

1973 — Last "Bonanza" episode on TV ended 14 seasons.

1964 — "Hello, Dolly!" Broadway premiere starring Carol Channing.

1939 - First nylon fishing leader marketed by DuPont.

1935 — Kate "Ma" Barker killed by lawmen.
1883 — Civil Service Commission formed.

1866 — Clamp-on rollerskates patented.

Birthdays: Mezzo-soprano Marilyn Horne 1934. Racer Anthony James "A.J." Foyt 1935, Jerome "Dizzy" Dean 1911, Ethel Merman 1909.

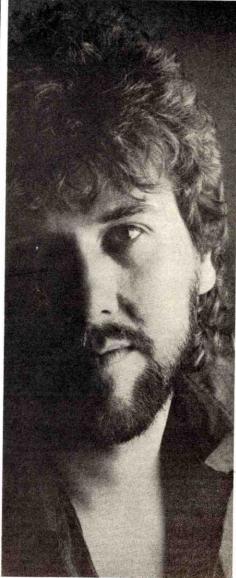
FRIDAY, JANUARY 17 — Two years ago today, the Supreme Court of the United States rendered "the Sony decision," okaying the noncommercial use of home video recorders (1984) The court said Congress had written the copyright laws in such a way that video technology is not covered.

1955 — First atomic-powered submarine "USS Naufillus" jaunched.

1950 — Brinks armored car robbery in Boston. One million in cash plus a half-million in checks taken by nine men. They were caught a year later but little cash was recovered.

Birthdays: Muhammad Ali 1942. Sharl Lewis 1934. James Earl Jones 1931. Vidal Sassoon 1928. Alphonse "Al" Capone 1899. Benjamin Franklin 1706.

"PROVE ME WRONG"



THE NEW SINGLE FROM DAVID PACK

KS103 W WPHD W WAMX ZI RI-104

WRCK WTLQ Z104 KJ103 KIYS 103CIR

S KISH S WHSL CIR WBWB



From the current Columbia motion picture "White Nights" And the forthcoming Warner Bros. album *Anywhere You Go.* © 1985 Warner Bros. Records.



ADULT/CONTEMPORARY

DONNA BRAKE

RADIO WORLD — WWLD

A Station For Visitors

With Orlando being the home of Walt Disney World and Sea World, I guess it's no surprise that a radio station there would emerge as "Radio World" WWLD,

WWLD/Orlando is a full-service station with an interesting approach. Formerly oldies outlet WREM, the format and calls were changed a couple of months ago to serve, interestingly, a tourist audience. Chock full of features designed to give the Orlando visitor the scoop on what to do and see while in Central Florida, the station's programming also includes a few records.

PD Sandy Bernard described some of the unique programming. "Our special features include 'Between Bites,' a dining-out feature: 'Entertainment Guide,' which covers nightlife in the area; 'Florida Revisited,' a look at Florida's history and culture: 'Safety Tips' from the Orlando Police Department: 'Travel Weather,' for the latest weather/travel conditions throughout the country; and 'Florida Attractions.'"

Music is used primarily as a way of connecting the other elements of the programming on Radio World. Sandy explained, "The music serves as a break from all the talk. Generally speaking, Radio World



Sandy Bernard

music is A/C, but we do play some jazz, bluegrass, one show tune per hour, and one 'vintage' tune hourly - something from the swing or big band era."

Obviously, promoting to tourists is a little different from promoting to and developing the loyal listener most stations live and die by. But in some ways it's probably a little easier to do. Talking about how the station advertises, Sandy said, "We have billboards outside the area for people who are driving in; there are also a few downtown. We have stickers in thousands of rental cars and advertise in individual hotel rooms. Additionally, we have

two fulltime staff reporters who go out to find our 'Visitor Of The Day.' That person gets passes to restaurants, attractions, etc."

From a sales point of view the format could be very appealing. WWLD issued a visitor fact sheet pointing out that roughly six million tourists and businesspeople traveled to Central Florida last year. Each person stayed an average of four nights and spent between \$77-\$133 per day. These are facts that have not gone unnoticed by Comeo. Inc., the company which owns WWLD.

Getting new advertisers on a new station is never easy, but some sales are beginning to come in. Sandy said, "A lot of clients took the 'wait and see' approach, but now we have some rental car advertising, hotels and restaurants, medical clinics, and entertainment attractions."

Comco President Walter Windsor said, "The advertiser will depend on the quality of our presentaTurn on Your Travel Guide

AM - 6 - 8 - 10 - 1190 - 14 - 16

O O IIIII

Lists to be reserved on Contract Foods 2 secured events. Get the best dress for the distribution before the contract Foods 2 secured events. Get the best dress for the dry's week property and the contract Foods 2 secured events. Get the best dress for the dry's week property foods. Surrup to sundown. Well really take your piaces!

For Visitor Information Dial AM Radio 190. Your personal travel guide, surrup to sundown. Well really take your piaces!

For Visitor Information Dial AM Radio 190. Your personal travel guide, surrup to sundown. Well really take your piaces.

tion and the extent of our promotion to reach the visitors and get them to tune in. If advertisers get results, they'll continue to advertise, and we'll tell Arbitron 'Goodbye forever.' "

EVENTS



"Track"

Proposal By Proxy

On behalf of a rather shy listener, WRAL/Raleigh morning man Tack proposed marriage to a listener's girlfriend, who said she'd be honored. Now if we could only be sure who she agreed to marry . . .

Anniversary Of A Lifetime

WEZS/Richmond's morning team, the Love Brothers, are inviting listeners to send in letters nominating couples for "The Anniversary Of A Urletime." The best candidates are selected each Monday and are treated to a weekend at the Hyatt Hotel, including limo service, roses, dinner, breakfast in bed, and a suite with jacuzzi. The romantic weekend is valued at \$600.

The Gridley Awards

WYNY/New York's morning team Harris & Harris recently presented "The Gridleys" — awards Jor the worst intersections in the area. Listeners could call in their nominations or write to the station via ballots in the New York Daily News and the New York Post.

The six categories were "Worst Mess In Manhattan," "Bedlam in The Burroughs," "The Long, Long Island Crawl," "Worst Jam in Jersey," "Worst in Westchester," and "Worst Supporting Role By A Bridge Or Turnet."

Harris & Harris were set to present in person the trophy (representing a ten-car pileup) to a random motorist or traffic policeman at the intersection voted Manhattan's worst. Additionally ten listeners' names were selected to receive gift certificates for four hours use of a limo service.

How Much Is That Doggie?

WOMC/Detrolt took a different approach to the "Adopt A Dog" campaign. Each morning, personslity Tom Ryan reached in his doggle bag and named the "adoptable dog of the day." Dog lovers were urged to visit the Michigan Humane Society and adopt the dog of the day or any other animal at the shelter. All proceeds helped enable the Michigan Humane Society to increase pet adoption programs, improve the quality of the shelter operations, educate new pet owners, and protect the interests of the homeless animals.

A/C Power

KDXU/St.George-Las Vegas moved from 1450 kHz to 890 and increased fits power from 1 kw to 10 kw directional. PD Ric Stratton said he's hearing from listeners from up and down the West Coast.

KKLV/Anchorage jumped from 25

kw to 50 kw December 16 ... WAGE/Leesburg has improved to 5 kw days/1 kw nights. The signal now penetrates Washington, DC ... WOKY/Millwaukee reports that in November it became the first AM station in town to broadcast completely in steep.



Guide To The Comets

KIDX/Billings produced a sponsored "Comet Watchers Guide," full of information about Halley's Comet, including where to look for it, observing hints, and some rather scientific data charting the path of the comet.

Jaii For Bail

WMGN/Madison recently raked in \$144,500 for the American Cancer Society from its "Jail For Bail" promotion. The amount marks a new national record for the fundraiser.

Winners 13

WNRS/Saline-Ann Arbor switched from Transtar's A/C to oldies. Randy Z is programming the new format.

ACCELERATION

... Tim Brickner leaves WIBA/Madison for mornings at neighbor WTDY ... His vacant shift will be covered by John Erdenbach ... Greg Henn will do nights at KWEB/Rochester.

Mike Bradley is named Assistant PD of WDTX/Detroit ... Johnny Willams replaces Alan Almond for 7-midnight program "Pillowtalk" on crosstown WNIC-FM ... Larry Roberg is News Director at WPOE/ Greenfield, MA, and Ken Adams joins weekend staff ... Walt Jackson arrives at WOSF/Baltimore to handle mornings with Sue Serlo ... Connie Terwfillinger will cover weekends at KYKY/San Diego.

Brookley Baxter becomes promotions assistant at WTPI/Indianapolis
... Robin Culverwell is appointed Promotion Coordinator of WMAL/ Washington ... Whitney Allen takes afternoons at KKOS/Carlsbad, CA CLOrne Matthews becomes MD at CLKWS/Kingston, Ontario ... John Low splits WXRI/Norfolk to handle mornings at WLTE/Raleigh . . . Milke Ray is appointed Production Administrator of KYUU/San Francisco.

Ed Clancy is the new morning drive personality at WTIX/New Ordens . . . Milchelle McKee joins WLEV/Easton, PA for evenings . . . Steve Smith is named assistant PD at V100/Charleston, WV . . . Tom Shannon adds MD duties to his midday shift at WSFM/Harrisburg. 'SFM's new lineup: Nell Howard, Steve Liddlet, and Brian Freeman in mornings; Ray Massie afternoons; Chris Andree evenings; Lola Lawson overnights.

Jeff Beck takes the Production Administrator's post at WYNY/New York
. Michael Erb has been promoted to Production Director at WONY/ithaca. . Dave Taylor (Jay Mack) is now doing middays at WFTQ/Worcester
. Steve Pirosh is MD and mornings at KSRF/Santa Monica . Deen Richards leaves WCLR/Chicago to join Satellite Music Network as evening talent.

Congratulations to WIVY/Jacksonville MD Jeff Ryan, who earned his B.A. in Finance/Banking after six years of night school at the University of North Florida.

42/R&R FRIDAY, JANUARY 10, 1986;





STEVE FEINSTEIN

WEST COAST WINNER KLOS

Cash And Cars Connects For Kelly

Last February, Tim Kelly took over at KLOS/Los Angeles, succeeding five-year PD Tommy Hadges. The ABC O&O was already well on the way to its best demographic showing ever. The winter Arbitron arrived with KLOS up a half-share 12+, and a solid #2 to KIIS-FM in 25-49 men.

Without a mandate for major surgery on musical direction, Kelly's initial moves were installing computerized preprogramming and changing the longitine "95-and-a-half" dial position to "95-point-five." Only after the spring book, in which rival KMET triumphed in 25+ demos while both stations dropped 12+, did Kelly begin regearing KLOS's programming in hopes of recapturing 25-34s.

First, much like KMET had done previously, KLOS did a metal purge, including the dropping of its nightly "Heavy Metal Six-Pack" at 11:00. A "Party Animal" slogan was also laid to rest, as was a brief flirtation with a "Morning Zoo" tag. (KMET had denounced KLOS's use of the term as copycatting its own Zoo.)

Second, sample parameters in KLOS's callout research were realigned. A greater proportion of 25+ respondents is now surveyed, and rather than sampling only primary AOR listeners, people who listen to AOR secondarily are also included.

Not All Smooth Sailing

For a brief spell during the summer, an influx of oldies by America, Cat Stevens, Van Morrison, James Taylor, and Steely Dan had KLOS sounding dramatically softer. Kelly considered that a "transition period, when we weren't presenting it properly because of snags in the preprogramming." (Concurrently, rumors of consultant John Sebastian's participation surfaced; later, it was acknowledged that he was involved for approximately a month of the book.)

Now Kelly feels the proper musical equilibrium is in place, with KLOS's overall sound "cleaned up" and the music broadened to be "more mass appeal," he says. "We play more rock hits, as opposed to album cuts. Our sound is more palatable, with a nice, even blend and less of a hard edge. We don't jolt the 25+ listener with Loverboy or Dokken in morning drive anymore, or Judas Priest in middays."

The changes were a "major risk, but a calculated one," he says. "From the guy in the mailroom all the way to the GM, everybody in the station doubted it would work. It was really an educational process." The summer book bore him out, as KLOS topped KMET 25+ and climbed 3.7-4.4, its highest 12+

12+

F84 W85 Sp85 Sw85 F85
KLOS 3.7 4.2 3.6 4.4 4.8
KMET 3.2 4.1 3.3 3.3 2.5
KROO 2.5 2.9 3.1 3.1 3.9

Summer '85 Demos

KLOS: #2 Adults 18-49 #1 Men 18-49; #2 Men 25-34

in three years.

Car Wars

During the fall book, KLOS rolled out its promotional guns. It kicked off Rocktober with 965 songs in a row commercial-free over three days. A key-song contest gave away seven Porsches. The last car, billed as the "Ultimate Porsche 944," included a check for \$100,000.

While other L.A. stations also handed out luxury cars, including KIIS's offer of \$50,000 and a choice of one of four cars, Kelly feels his giveaway "cut us out of the pack and made us bigger than the rest. We needed to stimulate word-of-mouth about the radio station, and get that extra bang in the last part of the book."

Music Mix

The musical difference between KLOS and KMET, according to



Personality Joe Benson (in tuxedo) with key qualifiers.

Kelly, is that KLOS leans more current. "Someone new to the market might perceive KMET as an oldies station," he says. "We play a lot of oldies too, but our presentation mixes in currents so the impression is that there's a nice combination of old and current music."

Interestingly, KLOS often focuses on currents other than the prevailing consensus cuts. For example, it emphasizes John C. Mellencamp's "Minutes To Memories" over "Justice And Independence '85," gives heavy play to Dire Straits' "The Man's Too Strong" rather than "Ride Across The Water," and chooses Starship's "Tomorrow Doesn't Matter" instead of "Gara," Simple Minds' "Once Upon A Time" rather than "Sanctify Yourself," and Pete Townshend's "Crashing By Design" as opposed to "Give Blood."

WEST COAST WINNER KFOG

The Exception Has Become The Rule

KFOG/San Francisco became the prototype "Superstars II," upper-demo AOR in the fall of '82. It took two years to deliver ratings that quieted the skeptics who thought its format was little more than an idealistic pipe dream.

Not until the fall of '84 did KFOG first deliver a #1 rank in the demo it had expressly targeted from day one — 25-34 men. In subsequent books, it's dominated that demo sufficiently to be #2 in 25-54 men. as well as lead the market in 18-34 adults. These are particularly impressive showings in an ultra-fragmented market such as San Frantet demarket such as San Frantet was the subsequence of the subsequence of

12+

F84 W85 Sp85 Su85 F85

KFOG 2.6 2.7 2.7 3.0 2.3 KRQR 2.2 2.7 2.1 2.2 2.5 KQAK 1.7 1.7 2.0 * * KKCY * * * 4 .7 KOME 1.7 1.8 1.8 2.6 1.2

> O 1.3 .9 .8 1.3 1.1 Summer '85 Demos

*KQAK became KKCY in June '84.

KSJO

cisco, with five AORs at play. KFOG's Influence

Every bit as noteworthy is the influence that KFOG has had on the format in general. The same tenets that initial PD Dave Logan and consultant Lee Abrams employed to make KFOG an exception from mainstream AOR — avoidance of hard rock, emphasizing rock's heritage artists, and high production values — have now been adopted to varying degrees by most AORs.

KFOG may not have been first with all of these elements: its "Quality Rock" slogan; drop-ins of TV themes and audio clips from TV shows and movies; features such as "10 At 10," "Psychedelic Psupper," "Soul Patrol," and "Jazz Brunch;" and displaying an overall hip, witty sense of humor. Continued on Page 44

Music Monitors



TALKING HEADS — And She Was WHO — Who Are You JOHN PARR — Naughty, Naughty ZZ TOP — Stages BEATLES — Come Together JOHN WAITE — Missing You NIGHT RANGER — Four in The

Morning
ROLLING STONES — Beast Of
Burden
DIRE STRAITS — The Man's Too

Strong STEPPENWOLF — Magic Carpet



SIMPLE MINDS — Sanctify
Yourself
CREAM — Strange Brew
JETHRO TULL — Crosseyed Mary
CARS — Tonight She Comes
POLICE — Wrapped Around Your
Finger
TUBES — Talk To YA Leter
THOMBESIAN TWINS — Poli Over

THOMPSON TWINS — Roll Over BADFINGER — Come And Get It ZZ TOP — I Thank You STEVIE RAY VAUGHAN —

Change it BOB SEGER — Main Street ALLMAN BROTHERS — Revival



ZZ TOP — Can't Stop Rockin'
BAD COMPANY — Rock 'N' Roll
Fantasy
JIMI HENDRIX — All Along The

Watchtower
CARS — Magic
DOORS — Light My Fire
PHIL COLLINS — Only You Know
And I Know

MIKE & THE MECHANICS — Silent Running KANSAS — Dust In The Wind

LED ZEPPELIN — Heartbreaker/
Livin' Lovin' Maid

BRUCE SPRINGSTEEN — My

Hometown BRYAN ADAMS — This Time EAGLES — Please Come Home For Christmas

R&R:FRIDAY, JANUARY-10, 1986/43.

WEST COAST WINNER KZAP

The No-Hype Information Station

A year ago, Tom Cale was upped from MD to PD at Nationwide's KZAP/Sacramento. At that time, says Cale, the 16-year AOR decided to "put on the blinders, damn the torpedoes, and go after 25-34 year-olds exclusively."

Mission accomplished. In the spring '85 Arbitron, KZAP was only .1 out of first place 12+, and had 55% of its quarter-hours from 25+ listeners, a figure among the highest of major-market mainstream AORs.

The station's adult appeal starts with its music, a mix with little in the way of CHR crossovers or heavy metal. Equally important, though, this appeal extends to a philosophy on presentation, explains Cale, who's been with KZAP since 1979, outside of a year at KLOL/Houston.

Lifestyle Info

Much like predecessors Chris Miller and Chuck Browning, Cale encourages jocks to give liberal doses of lifestyle information in their raps. "Watch TV, read the news, know what's going on," he urges. "Where some stations will be telling you where to pick up a station decal, we'll come out of a Rush song and tie in a story about the housing crisis in Manhattan.'

The staff is provided with the necessary tools, such as News Director Chris Davis's comprehensive "Front Page" daily sheet that lists almanac dates and local events. Clippings from periodicals are posted on a studio bulletin board, and USA Today and U.S. News & World Report are among the publications kept in the control room

Contesting

Cale doesn't believe in open-ended, forced-listening contests. "The group we appeal to is very hypesensitive. What 30-year-old in his right mind has time to sit around for 12 hours listening for a particular song or a stupid duck quack? You lose credibility by stringing people along with the sole purpose of bolstering diary men-

He calls attempts to recycle listeners throughout an entire day "scattergunning," and prefers a more daypart-specific, "shotgun" approach. Giveaways are always billboarded as coming up in a par-ticular daypart, at the outset of which the jock announces the specific time of the contest.

Winners are generally required to answer a trivia question, which Cale feels inspires more audience involvement than asking for 'the seventh caller.' "We never do that kind of numbers game," he says.

Rather than increasing timespent-listening, says Cale, giveaways serve the primary purpose of associating the station with a hot artist or product. For example, the grand prize in KZAP's Dire Straits 'One World' promotion was a "world of entertainment" satellite TV system, including a dish, installation, and receiver.

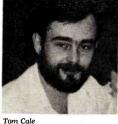
SpR4 FR4 WR5 SpR5 KZAP 8.3 7.5 9.4 10 4

Spring '85 Demos

#1 Adults 18+, Men 18+ 25-54; #2 Adults 25-54

No Morning Mania

KZAP's morning show, with Cale and newsman Davis, reflects the belief that 25-34s on their way to work are interested in an information fix more than big yucks. "We're very informational, .with lots of trivia and no cheap-shot, de-



meaning humor. It's a full-service alternative to wacky morning teams that, unless they're exceptional, usually aren't worth a

The station is consulted by both Burkhart/Abrams and Jeff Pollack. While the two organizations are occasionally 180 degrees apart on specific songs, Cale considers their overall philosophies similar.

Weekly callout research is done only for library burn; currents aren't tested. Cale reasons, "If you can't figure out 30 currents between the trades, consultants, and your own ears, then you have big problems."

KFOG

Continued from Page 43

But in 1982, when hard-rockin', 12-24 AOR was still the majority rule, it was certainly rare to see a new, major-major AOR sign on with an intelligent, adult approach.

Corporate Aiders

It's also rare in the annals of radio history to see one, let alone two, corporate broadcasters display the patience required for an admittedly experimental format to develop. Current PD John Rivers credits previous owner General Electric and current holder Sus-quehanna for believing in the format's potential even when ratings were anemic. "A lot of companies would've bailed out of an idealistic format that was struggling."

How did KFOG change to become viable? KMEL's switch from AOR to CHR in August of '84 enabled KFOG to broaden slightly, says Rivers, citing Bob Seger as a mainstream act the station started playing more of.

KFOG's music mix is still unique. You won't find any metal or AOR staples like Pat Benatar, Survivor, Queen, or Loverboy, who are deemed too corporate or overexposed. Even such Bay Area stars as Journey and Night Ranger are a no-go; instead, KFOG plays liberal doses of old-line San Francisco artists, including Quicksilver Messenger Service, It's A Beautiful Day, and Grateful Dead.

KFOG also reflects the city's musical heritage in its special pro-grams. A weekly "Dead Head Hour" features studio outtakes and board tapes from Dead concerts. A 13-week series, "Back Into The Fog," incorporates old airchecks of the legendary Tom Donahue on progressive pioneer KSAN.

Remarkable Spot

But according to Rivers, KFOG has blossomed primarily because of improved marketing rather than product adjustments. "People who

were aware of KFOG loved it. People who weren't aware were wishing for a station like it."

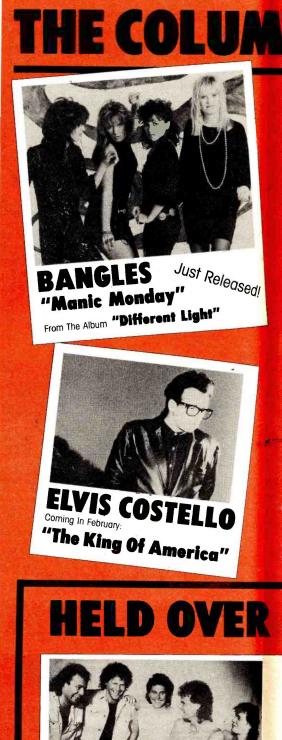
The change included replacing a Rodney Dangerfield testimonial TV spot (Rivers: "the spokesperson overpowered the product") with Blore & Richman's "Remarkable Mouth," which shows a young lady lip-synching a deftly-edited, :30 station aircheck. The spot, says Rivers, not only lets you actually hear a sample of the station, but "there's no jazzy, fast-moving visual that takes your attention away from what the commercial is telling you about the station,"

KFOG has used the spot for over a year, and ran a contest to select its own remarkable mouth. Contestants were given scripts and audio tapes to practice with in advance of try-outs in front of audiences at area clubs. The winner appeared alongside the professional mouth in an update of the original spot.

Airstaff

Morning man M. Dung, who started at KFOG doing a "Sunday Night Idiot Show" of old rhythm 'n' blues, has a show that's as offbeat as his moniker. Hard to say why, but his off-the-wall exclamations of "a-w-a-a-a-y" and "I!" are somehow addictive, as are his "Screen Test" and "Fun Facts" quizzes and his warped tribute to the King, "Breakfast With Elvis." His looney-toons character is both balanced and complemented by the pointed delivery of Scoop Nisker, a dean among FM rock news-

Production Director Dave Morev's middays include "10 At 10" ten songs from a given year mixed in with vintage commercials and other audio material. Jon Russell, former PD at crosstown KRQR, is on afternoons, and evenings belong to Bonnie Simmons, PD of KSAN in its AOR heyday. Bill Keffury is on late nights, and Rosalie handles

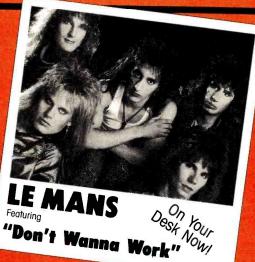


LOVERBOY The New 12" And 7"

Albums 33 Tracks DEBUT ▶ 56

"This Could Be The Night"

ABIA BLITZ OF '86 BEGINS @



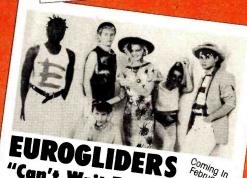


"World Waits For You" The Initial 12" From "Waiting For The Roar"



LUE OYSTER CULT

"Dancing In The Ruins" The First 12" From The Upcoming "Club Ninja"



"Can't Wait To See You" From The Album "Absolutely"

BY POPULAR DEMAND



BIG AUDIO DYNAMITE "The Bottom Line"



HOOTERS "Day By Day"

Albums Tracks 4



THE OUTFIELD "Your Love"

Albums 31 Tracks 35





LON HELTON

Mirror, Mirror On The Wall . . .

... What does '86 hold for us all?

If you have the answer to that, you're probably already dabbling in the commodities market and planning your exit from the broadcasting world. If, on the other hand, you'll be making your living in Country radio during the next 12 months, it might be in-teresting to hear what others see in your future

Since I'm not exactly on speaking terms with Jeane Dixon, I solicited the views of five wellknown consultants who have the benefit of a national perspective through their work with various client stations. Here's some extra input while planning your winning strategy for 1986.

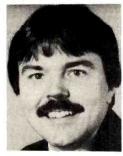
Lee Bayley, President Lee Bayley Broadcast Consultants

"Country radio will be taking a more mass appeal approach to its audience in 1986. Music by country artists will be more pop. And PDs and MDs will be looking for something more mass appeal with a little less of a hardcore country sound. This doesn't mean there will be no room for George Jones, et al. Traditional country will always have a spot. Proportionally, however, there may be less of it

"1986 will be a year where the traditional, old-line music won't be played as heavily as will the newer, fresher '86 product. It will be a competitive move by the radio stations and a natural, evolutionary move by the artists/musicians. The appeal will also be broadened by using jocks who are less 'country'-sounding.

"Country stations will be looking to give away more mass appeal promotional prizes. Instead of pick-ups and Broncos, they'll turn to Cadillacs and the like. Country stations will move more and more into the major promotions arena again. There are a lot of stations across the country





Bob Elliott

that have never given away a large prize in their lives. Their typical promotion is dinner for two. The promotional competition in every market today dictates this must change.

"Beyond that, stations that want to win will need to work toward a better psychographic understanding of their potential audience. Frankly, too many stations aren't aware of the kind of growth they can achieve. There are still too many programmers thinking in terms of going after a country audience: the 'bubba' who drives a pick-up. Silly as it seems, there are still people who

"Another trend already underway, which will continue to grow in '86, is stations moving away from the laid back, three-in-arow, easy listening approach. Those numbers are diminishing and will continue to do so in the coming year.

"A controversial thing I think will take shape over this next year is the further tightening of playlists. There are still stations playing 50-75 records. By the end of the year most of these will be down to 35-40 titles. Gold lists will also tighten and, as a result, more Country stations will no longer allow 'seat of the pants' or 'guru' music selection.

"AM Country will have in-creased difficulty unless they reposition themselves as something other or more than a music station. They'll be eaten alive if they don't move in the service, personality, sports, or some similar direction.

"Industrywise, it will become clearer to us all that the surge in the early '80s was because country music got better, radio got better, Country jocks were better, and Country promotions were better. Not because John Travolta rode a damned mechanical bull in a movie.'

Bob Elliott, Consultant

"We have to do something in 1986 to promote Country radio and country music. Most of the recent radio station TV commercials have been 'less talk, more music' and the sing-a-longs. Country's been promoted too much like general radio stations. We have to put some importance back into what people listen to the station for. We can't be as generic as we've been.

"All the emphasis on 'Made In The USA' provides Country radio with a great opportunity in '86. With the possible exception of Beautiful Music, no other format can go on the air and say, 'Everything we play is made in the USA.' We can tie promotions into this and really build on the swelling pride in this country. What we can try to do is create something that's exclusive to our format and nobody can take away from us.

"It's not enough to merely eliminate the negatives; you've got to build in some positives as well. We're not giving people a reason to feel good about Country radio and country music. We're attacking each other too much; spending too much time on the peripheral things: more music battles, three-in-a-row, ten-in-a-

"Programming-wise, things are getting too slick and scientific. Too many programmers have acted like kids with new toys when it comes to research. Consequently, we're losing sight of the longterm gains we need to Radio should be a blend of science and emotion. It's starting to get a little too safe. We need to take a few chances and step out in a few areas.

"I'm looking for some creativity in the next year. A lot of time has been spent in teaching the basics to Country radio. This machine has been tuned as much as it can be; now it needs to add more options in different areas. We need new enthusiasm and new excitement. We need to con-



Jason Kane

- Lee Bayley: Mass Appeal Radio, Shorter **Playlists To Come**
- **Bob Elliott: Make You And Your Music More**
- Jason Kane: Declining Shares And Cumes **To Continue**
- Ted Stecker: Strengthen The Nonmusic
- Rusty Walker: Better Songs, Better Radio Needed



Rusty Walker

centrate on our core artists and give people a reason to punch over. Country crossover artists have a place in our format. We can't ignore them but they are not the reason people tune in to

Jason Kane, Research Associate

The Research Group "Throughout 1986 Country

radio will most likely continue to face declining cume figures. In many markets, the Country share may also decrease. The declining cume and shares may well force some of the second and third Country stations in a market to abandon the format.

'This continued erosion can be attributed to two factors. First is the continued fragmentation in other formats. The outgrowth of other formats serving highly-defined audiences makes it more difficult for Country stations to carve out and maintain a profitable share level.

"Country radio has not received the benefit of shared listening with other formats. The imbalance in the sharing will continue over the next year. We've crossed the boundary of a false cume. There was a 'phantom cume' in Country that's gone to the next craze. Fragmentation has given us more formats and more choices.

"Second is the inability of Country stations to remain disciplined and focused, both in terms of their product and the overall marketing of their radio stations. There are Country stations, however, that will win big in '86 and, in some cases, even dominate their respective markets. This will be achieved by isolating and truly understanding the kind

of radio listeners who make up their realistic target audience What's needed is to stay in constant touch with those listeners through research. Country radio will also see a need to tailor its product to fit the target market's exact needs. It will also have to play the kind of music the target listener desires and become less influenced by the record industry's needs

"Additionally, a station which wants to win will have to promote itself not only on a tactical level but create more general market noise that commands more cume attention.

Rusty Walker

Programming Consultant

"Some folks seem to think the product isn't as strong as in years past. Since I'm not a musician, I'm not able to judge. But it's the individual station's texture, the excitement that is inherent within each station, that will be as big a part of its success as the music

"However, I'm still keeping my fingers crossed that Country will again become more 'song-intensive.' In the mid to late '70s the growth of the 'new Country' foundation was as much due to the songwriter's contributions as to the production element. It seems that much of the recent product has been all production. There haven't been too many of those 'live forever' killer country songs written lately. Much of what has been written is good formula stuff but formula just the same. We need songwriters putting out songs our artists can make into hit records, which will catch people's attention.
"I'm beginning to see a resur-

gence in the importance of great radio. Country stations are now actively planning theater-of-themind things they never thought they had to do. Two areas of primary focus and growth in '86 will be promotion and community involvement. The last couple years have seen a letdown in these areas because so much research came back saying stations were too cluttered. So we pulled back and emphasized our strong point - the music.

"We could now be losing points on the other side. We're becoming jukeboxes and slot machines. If listeners don't want to hear three songs in a row or win \$105,

Continued on Page 48

AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT **WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT** FINE · AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WON-DERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE AIN'T IT WONDERFUL . SHE AND I . AIN'T IT GREAT AIN'T IT FINE · AIN'T IT WONDERFUL · SHE AND I AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT **WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT** FINE · AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WON-DERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT AIN'T IT FINE · AIN'T IT WONDERFUL · SHE AND I AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT **WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT** FINE · AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WON-DERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE AIN'T IT WONDERFUL . SHE AND I . AIN'T IT GREAT AIN'T IT FINE · AIN'T IT WONDERFUL · SHE AND I AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT **WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT** FINE · AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WON-DERFUL · SHE AND I A KILLER SINGLE AIN'T IT FINE AIN'T IT WONDERFUL · SHE AND I · AIN'T IT GREAT FROM THE LONG-AWAITED, SOON-TO-BE-RELEASED AIN'T IT GREAT · AIN'T IT FINE · AIN'T IT WONDERFUL SHE AND I. AIN'T IT GREAT. AIN'T IT FINE. AIN'T IT RCAIDERFUL · SHE AND I · ALABAMA GREATEST HITS

BBS F.C. YFFACHORU, MACHERERIAHNSA

HIBERNETICS

A Guide to

Radio Ratings and Research

Here's what you get in simple, easy to read and useable form. Radio Research Overview - a history of research Focus On Focus Groups Definition, use, do-it-yourself Telephone Studies strengths/weaknesses, do's and don'ts Other Market Research Techniques - Mail, in-person, when/how to Chapter 5 A Look Inside Arbitron - Intro and production The Almighty Diary evolution, longevity, history Diary Analysis how to get the other 75% of information Quarterly Measurement - how to succeed, history and problems Birch Radio background, methodology, comparison with ARB Chapter 10 Sales Research - a key to better revenues Sales Breakouts

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omputer options, types of breakouts

COUNTRY

Mirror, Mirror On The Wall . . .

Continued from Page 46

there's no reason for them to listen. 1986 should see Country stations offering listeners additional reasons to enjoy them."

Ted Stecker, President Stecker-Thompson Associates

"Some of the softness we've seen in this format, especially with the music, is going to end in the first part of the year. We've also seen trends in markets that were hit pretty hard by fall '84 and spring '85 losses, which indicate they're stabilizing with fairly decent numbers.

"The flux in the format over the past year has caused people to second-guess not only the format but the things they've been doing. I think this needed to happen. But everybody's come up with a different answer. As a result, the audience is unsure of what we are as 'Country radio stations.' This will present an opportunity for stations to move in and, if they're in touch with their audience, break the stranglehold of stations that have dominated the format. The format partisans have sensed this 'unsureness' of ourselves.

"Consumers aren't buying country product as strongly nor sampling the stations delivering that product as much as they have been. Thus, the need to deemphasize the music has grown, and many stations have proceeded to strengthen the nonmusic elements. This is an area where AM can compete very well with FM. The big oportunity represented by this shift in '86 will be for AM stations to reassert themselves as vital to the format."

In response to a question concerning the future of Continuous Country, Stecker said, "First of all, I'm not real sure what 'Continuous Country' ever meant. If you're speaking about the truest sense of the phrase in which the announcer presentation and format execution are beautiful music-ish, I think that's totally dead. I can only see it working in markets where there is no other strong Country competition.

"One of the reasons for its demise is that most markets have



Ted Stecker

been 'numbered' to death. CHR, A/C and AOR stations doing ten or more in a row have taken that unique position away from Country stations. More music is certainly an important factor for any kind of station to own. The true Continuous Country format no longer fits that. Therefore, it really doesn't have a strong position anymore because there's nothing else to it.

"Everyone associated with country music is responsible for the state of flux we're in — from the people who make the records to the people who piay 'em. There's a need for reevaluation. A lot of the music that's come out in the last ten years is no longer relevant. Stations are going to have to determine which product and which artists are relevant. This also applies to promotion. We must question the relevancy of everything that's done on the radio station.

"Ironically, the technical level of the music coming out today is the best it's ever been. We track a lot of sales around the country, and for some reason the music's not hitting the buyer's button. The problem isn't with the Country partisans but with the peripheral listeners, who came to the format in the last four years. They've left. You could probably stand on your head right now and it wouldn't get them back. For too many the conversation has boiled down to 'It's too slow, too soft, too rock, too whatever.'

"The people who want it are buying it. But there's a large segment that the record companies just can't get right now. I'm afraid we're so concerned about getting these people back that we're going to harm our partisans. We really have to be careful not to do knee-jerk things that could really damage our core."



HAPPY BIRTHDAY RAY — Diane Pleifer, social chairman of the Atlanta NARAS Chapter, and Atlanta NARAS Exec. Director Babs Richardson presented Ray Charles with a cake celebrating his 55th birthday during his appearance at the Stone Mountain Park near Atlanta. Charles, a member of the Georgia Music Hall of Fame, closed the Georgia Music Festival Celebration with his concerts.



SEVENTH HEAVEN — Even Stevens is all smiles as he displays his seven BMI "Million Air" awards with BMI Sr. VP Frances Preston at a celebration in his honor at Emerald Sound Studios, hosted by DebDave Music President JMI Malloy.

HAVE YOU HEARD

Chartye Parker leaves KMPS/Seattie for KRPM/Tacome-Seattle and the
MD/Midday position ... 8bb Look
joins WBCS/Milwaukee for MD/middays ... Promoted to MD at their respective stations are: Tony Stevens,
KFKF/Kansas City; Jack Daniles,
WSEN/Syracuse; Tim Closson,
WAXX/Eau Claire; Randy Chapman,
KALF/Redding; Jay Jennings, KYAK/
Anchorage; and KVEG/Las Vegas MD
Andy Carr adds MD chores for sister
station KFMS.

Lettle Holman has succeeded Pat Jones as WPKX/Washington Promotion Director. Jones has moved into the KIX Country sales department.

On the air, Dan Daniels, most recently doing mornings at WYNY/New

York, is now doing afternoons on WHN Some realignment of the KOLO/ Reno airstaff as Jimmy Dale Satter leaves sales for afternoons. Evening personality Deb Spring and middayer Bart Walsh swapped shifts . . . Following his recovery from a mild heart attack, Rocky Rauch reports he's back in the morning saddle at KRLC/Lewiston, ID . . . Elsewhere behind the mike, these folks are new to shifts and/or stations: Mornings: Michael Jay, KRWQ/-Gold Hill, Middays: Dave Michaels. WMC/Memphis; Robby Wright, KKAT/ Salt Lake City. Afternoons: Russ Crawford, WITL/Lansing; Dyan Jacobs, WSEN/Syracuse. Evenings: Leigh Richards, WXTU/Philadelphia; Julie Reeves, KLLL/Lubbock; Lori Baker, WOKK/Meridain: Tom Larson. WOKO/Dover

And finally, congratulations to that running fool. WANZ/Louisville PD Coyote Calhoun. CC, who's been running for 2½ years, ran in his first marathon — the Derby City Marathon in Louisville — in November. No word on his time but he should have recovered by now.



NASHVILLE THIS WEEK

SHARON ALLEN

Looking Forward To '86!

In keeping with tradition, the first column of the New Year will take a look at projections for 1986. I asked representatives from major labels for their thoughts and feelings as Nashville moves ahead.

Capitol/EMI America

Capitol/EMI America Nashville President Jim Fogelsong think 1986 is going to be a very ex-citing year for us as well as for Nashville. You're going to see several new acts really make significant gains and a bigger impetus or incentive this year on the part of acts to work on their shows and become better performers. They need to do that in order to sell tickets to support their records. The music will be diverse. You're going to have the traditional but you'll also have some contemporary sounds, maybe a little more rock & roll, maybe a little rockabilly, the nostalgic thing is going to continue also. You're going to see some names that have not been particularly hot lately making strong comehacks

R&R: You've recently signed several acts to your roster that aren't exactly new acts. Are they looking not only to beef up their show but do something different with their music?

"The first emphasis with these people is their music. We're very excited about Tanya Tucker. We're very excited about Dobie Gray's product. We're delighted with the Don Williams product that's about to be released. And we feel we have an awful lot of momentum going into the year."

R&R: Do you have any special promotions planned for the coming year?

We've made a real commitment to videos. We feel that a real good video on a real good record is helpful to the artist in all aspects. And we think that it's also selling records. We're not doing them on every record. It's got to be right. The company is giving us tremendous support and we're planning on doing whatever we have to do."

CBS: Epic And Columbia

CBS/Nashville Senior VP/GM Rick Blackburn — "We're targeting our operation to appeal to a broader demographic. Not just restricting it to a country music market, not that that's bad. But we have to take our place more and more in the mainstream of music, and as time evolves here country music is less and less defined. I see that as a positive. The way to capture that is to try not to capture it."

R&R: Last year you said CBS was looking for a new superstar. Is that still the case?

"I think the industry is. And it's going to happen. Who it's going to be and what it's going to be nobody knows."

R&R: Are you encouraging the artists you currently have signed to stretch out and develop fresh sounds?

"Exactly, be fresh, be original, be unique as opposed to just relying on a formula. I think the days of formula music are pretty much over as far as selling records. That's basically our bottom line . to sell records. Radio's bottom line is to get ratings. And sometimes the two do conflict. But there's a way we can work together, and I think if we pull together, we can accomplish our goals by working together. I think the whole key in '86 is going to be better communication and better sharing of information between radio, records, publishers, talent agencies everyone. This is the year.

Let's pull it together. Let's communicate. Let's educate. Let's go in a common direction."

MCA

MCA Records/Nashville Senior VP Bruce Hinton had this to say about the coming year.

"First of all let me say that 1985 has been the biggest year in the history of the MCA Nashville division and for that we're thrilled and very grateful. I'm pleased to say that all our mainstays on our artist roster already have product committed for the coming year. With that alone we look forward to another banner year. The first quarter of the year we will have Waylon Jennings's debut album. To quote Waylon, it's easily the best album of his career. Also during the first quarter of 1986 we will have the debut of our MCA Master Series label, which will include such virtuoso artists as Larry Carlton, Albert Lee, Edgar Meyer, Jerry Douglas, Michael Utley, Robert Greenidge, and John Jarvis. Also continuing with the debut of our Dot label in 1985, we're anticipating 18 albums throughout the course of 1986 that will continue in the 'household name' tradition that we've already started with Dot."

R&R: How about new acts? Do you have any new artists readying product for the coming year?

"At the moment we intend to bring in a minimum of six new acts. They are already signed and in the studio. There is no thread with the music other than we feel each artist is unique in his sound. We're not looking for a carbon copy, a thing that happened in the past. We think the music's on the leading edge of where music is going to go. There will be individually tailored marketing campaigns with each of these artists.

"The 'Big River' show company will be going out in March and before their tour is finished every

WHO'S NEW

WHO'S NEW: New WB artist Randy Travis is a native of Charlotte, NC. At age 17 he was spotted in a balent competition by local nightclub owner Elizabeth Hatcher, who recognized his talent and hired Randy to work in her club. Then in 1981, Randy moved to Nashville. He began working at the Nashville Palace although his first job was in the kitchen, However, in just a short time Randy began performing in front of the Palace crowds.

The exposure gained from these performances led to an appearance on the Nashville Networks "Nashville Now" and "Nashville Atter Hours." A year ago Warner Bros. signed him and immediately included him on the "Rustler's Rhapsody" soundtrack album with a tune called "Prairie Rose." You may recall his debut single last summer, "On The Other Hand." The current single, "1982," was penned by James M. Blackmon and Carl J. Vipperman and produced by Kyle Lehning.



As a writer, Randy has collaborated with Johnny Russell, Keith Stegall, and Steve Dean

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section

major city in Ameria will be covered. Also that's a major movie soundtrack album for the film 'Over The Top' starring Sylvester Stallone. Irving Azoff and Jimmy Bowen will be putting together a combination- of rock and country acts for the soundtrack, and this could easily be one of the album events of the year.

"To wrap it up we would like to once again state that there's nothing wrong with country music. It's quite evident that if we present the public with what they want they go for it."

Warner Bros.

Warner Bros. is also heavily committed to developing new talent, as WB/Nashville Exec. VP Jim Ed Norman states.

"All of us consider the discovery and development of exciting young talent of overriding importance to the future health of our business, and in 1986 we will continue our commitment to the goal of breaking new acts. Our success this past year with the Forester Sisters has given us confidence that we are headed down the right road. We have two or three well-positioned young artists who will receive con-

centrated time and effort in early 1986, and we believe one or more of these acts will achieve breakout success this coming year.

"In addition, we will be actively seeking to expand the audience for the more established acts. There will be a reemphasis on working more closely with major racks in such areas as Atlanta, Dallas, and Denver, in an effort to get more product in the marketplace, and we will be participating in market research at the focus group level.

"Above all, we are interested in creating country music that is exciting and energetic and will attract a younger record-buying audience. To that end, we plan to remain flexible and open-minded toward change as we all move forward into what surely will be an exciting year for our industry."

NASHVILLE IN MOTION

Tom T. Hall signed with the Media Group for publicity and special promotions . . . Top Billing International promoted agent Joe Harris to VP/Sales

Jody Williams is the new Manager of Nashville Operations for Dick James Music. Patrick Finch is the new song plugger/Professional Manager. Dottie Springer is the administrative assistant . . Screen Gems/ Colgems-EMI Music acquired half interest in Paul Craft's Black Sheep Music. Craft will become an exclusive writer for Screen Gems-Black Sheep Music. Also, Charles Feldman was just promoted to VP of Screen Gems/ Colgems Nashville office Media Group has been appointed publicity and sponsorship coordinator for the 5th annual American Collegiate Talent Showcase to be held in Nashville next September



Jim Fogelsong R



Rick Blackburn



Bruce Hinton



Jim Ed Norman





WALTLOVE

PLANNING YOUR FINANCIAL FUTURE

Relieving The Tax Burden

Now that we've rung in a new year, it's time to think about another seasonal rite of passage — taxes. To help shed some light on how people in our industry can make their IRS experience a positive one, as well as plan ahead for the future, I contacted Sam Buggs. He's President of the Dallas-based accounting/financial consulting firm S. Frederick Buggs & Associates.

As you may recall, Buggs spoke at the November YBPC meeting. His educational background includes undergraduate study at Western Michigan University, where he majored in accounting and marketing. He did his graduate work at the University of Texas/Dallas. While there he majored in engineering and earned an MBA in accounting and finance.

Keep Records

During our talk, Buggs emphasized one major point: "People in the broadcasting industry have the best opportunity to benefit from current tax laws. But from what I've seen with some of my broadcasting clients, they haven't been taking advantage of their legal rights as far as their personal taxes are concerned. It's like no one has ever told them what their advantages are and how important it is to keep good records."

Buggs then offered these jewels of wisdom. "Record keeping is the key to utilizing your legal tax deductions. It's important to learn to avoid taxes, not evade them. You must always stay within the letter of the tax laws, but you must also learn how to make them legally work on your financial behalf.

"Learn to defer taxes. You can convert to classifications where the taxes are lower. And learn to think



Sam Buggs

in terms of tax equivalents. The real burden of taxes is what the government spends. If the government spends more than it takes in, you and I pay the difference in the form of inflation. Then the interest expense goes to the national debt.

"Every time you go out to dinner or lunch, or stop by another radio facility to discuss business with an associate, keep those receipts—even the one for parking! Write down everything you do 24 hours a day. 385 days a year. If you have the receipt, you'll be able to possibly use it. If you don't have it, forget it. The IRS won't allow whatever deduction you're using because you don't have the receipt as

proof. And if you don't have any professional guidance, get some immediately. It only helps you help yourself."

"If you want dignity and security, only you can secure them."

Don't Procrastinate

What else can a person do to get himself together financially? "The first thing to do is stop procrastinating," Buggs said. "You must have a good positive attitude, not only about yourself but about life and money. People who think they can make money do. People who think they can't, don't.

"While procrastination can be the greatest deterrent, time can be the greatest ally. That's because the more time you have, the less money you need to put to work for Here are four important things to remember as you plot your financial future:

- Keep records
- Set goals
- Don't procrastinate
- · The future is now

you. The less time you have, the more money it will take. Don't waste this precious time; the older you get the harder it gets."

Another important step in getting your finances on an even keel is goal-setting. "Sometimes people get confused about their goals and obligations," said Buggs. "Large homes, fancy cars, traveling abroad, and even a boat may be some of your goals for the future. But if you want to retire with dignity and financial independence, you must get your priorities in the proper order early in your career. By doing this you can make sure your retirement years will be happy instead of haphazard; comfortable instead of dependent.

Future Is Now

Fear is a reality in today's fastpaced society. Add to that the fact that we're working in an industry where employment opportunities constantly vacillate. So rather than take a chance, we all play it safe. Buggs had some definite thoughts on that subject.

"We've all made the statement, 'I'll do it when the time is right.' The time is never right. You've got to make your move with conviction when it comes to having a sound financial life. If you want dignity and security, only you can secure them. Take your someday-I'll-do-it ideas and put them to work now. The future is now, not later when you have nothing. And there are no such things as future decisions. There are only present decisions that affect the future."

If you'd like to talk to Sam personally, call him at (214) 348-4099. By the way, don't forget to get that W-2 form from the employer who hired you to do that spot last sum-



IN SEARCH OF GOOD TIMES — Former "Good Times" star-turned-recording artist Ralph Carter stopped by WDJY; Washington to promote his "Get it Rilpht" single. From left: Carter, WDJY's Scharmain Foster, and APD Tony Harris.



EVERYBODY POSE — Ta Mara (r), lead singer of the Jesse Johnson-produced Ta Mara & the Seen, dropped by WBLS/New York's 2nd Avenue studios to promote her debut LP. She's pictured here with WBLS PD B.K. Kirkland.

ACTION

WAOK/Atlanta's "Feed the Hungry" campaign continued with can-a-thons held at different A&P stores throughout the month of November. Station promotional items were given to those bringing in five or more cans of food.

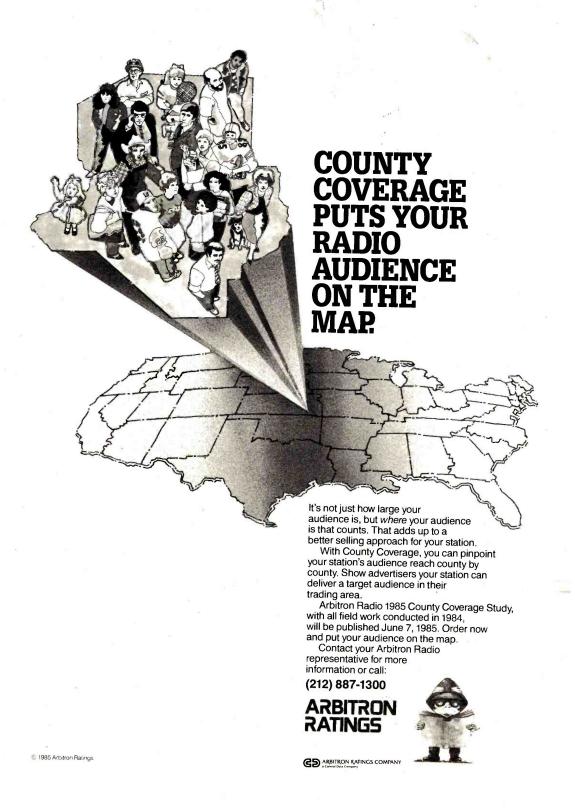
Media instructor **George Hill** has finally finished his "Black Media of America" bibliography, with more than 500 books and articles chronicled.

The volume retails for \$50. More information is available by calling (213) 775-7858 or writing Daystar Publishing, Box 4866, Carson, CA 90749.

WACR/Columbus, MS held a "Discover the Black Dollar" weekend during mid-October in conjunction with several area civic associations and banks. The station encouraged its listeners to conyert their cash. to \$2 bills and make all purchases with those bills. Based on that, the station says that blacks in Lowndes County spend at least \$250,000 each weekend. And because the campaign occurred mid-month, GM Joe Shamwell asserts that all the money spent came from paychecks, not government assistance.



START SPREADING THE NEWS — WDKX/Rochester recently sent a jock and a listener to New York for a weekend featuring Luther Vandross at Radio City Music Hall. Shown receiving \$104 in spending money from WDKX's Renie Hale (f) is winner Willie Ramos.





BRAD WOODWARD

AN AM SUCCESS STORY

KGO's Ten Years At The Top

What can you say about a radio station which has been number one in every Arbitron book for an entire decade? That spectacular track record belongs to KGO/San Francisco, the Cap Cities/ABC AM giant that will be spun off to some lucky buyer by mid-1987.

KGO converted to News/Talk in 1965, and hit number one 12+ in 1975. While AM radio nationally was hitting the skids, KGO hasn't slipped out of first place in the nation's hyper-competitive, fourth largest radio market.

Unlike KABC/Los Angeles and other stations I call "pure Talk," KGO is indeed a "News/Talk" station. It programs seven hours of solid news blocks during weekday drivetimes, and Talk the rest of the time. In fact, KGO's success seems to me to be a vivid repudiation of the view I often hear that News and Talk are completely separate formats that don't mix, that a station can be one or the other, but not both.

Never-Ending Research

"I think what really keeps KGO going as well as it does is the tremendous amount of pride the people here have in it." says VP/GM Mickey Luckoff. "We never stop researching product and audience, or brainstorming for an idea that might be better. We're listening to other stations, trying to keep a very close pulse on our own marketplace. We almost always have some kind of a project in the works to refine it a little bit more."

KGO OM Jack Swanson theorizes, "I think this market has an above-average interest in current affairs, in what's going on in poli-

tics and the environment." Swanson points out that not only is KGO the market leader, but News/Talk competitor KCBS is the Bay Area's consistent runner-up.



Mickey Luckoff

Changing With The Times

Swanson continues, "We've been at it for a long time and that's a big advantage. People have grown up with us, and the station's changed with them. We're not like a lot of the old mainline stations that stayed consistent and then got into ratings problems as the world changed and they didn't."

Swanson calls KGO's programming and the Bay Area's personality "a damn good fit," and the sta-

tion's numbers (7.8 last summer) certainly back him up.

Looking For The Commonalities

"We have an awareness that the community is a lot more than San Francisco, although that's the base and the scenic attraction, and a lot of interesting things happen here. But there are a lot of people who live out in San Jose or Walnut Creek who are truck drivers or medical secretaries. And to me the trick of this format is to understand what the real people are all about, wherever you are. We look for the commonalities, things that tie them all together."

AM Decline Hits Late

According to Swanson, staying on top is getting tougher for KGO as FM penetration in the rugged market rises. Unusually strong into the early 1980s, AM listening is now down to 33% in San Francisco, just a bit better than its national level of 28%. As Swanson puts it, "I'm now scraping harder to get a bigger share of a limited AM pie."

Sports Void Enhances Audience Loyalty

One thing that sets KGO apart from other market-leading News/ Talkers is the complete lack of major league play-by-play sports of any kind. Swanson calls that a "conscious decision" but admits, "It makes our job a lot harder."

"It's been a plus because we've been able to develop the audience loyalty. They know we're going to be here every day doing what we

tor/Advertising & Creative Services is

names Jame Ream Promotion Direc-

... Garvin Berry signs on for

KFYI/Phoenix

Cynthia Miller

do, no matter what season of the year it is. That's not to say it won't ever change. We're always looking at it ... We'd love to have the

News you can use.

Owning All Dayparts

KGO also breaks the pattern of strong News/Talk stations owning mornings but slipping badly in afternoon drive. While its PM num-



Jack Swanson

bers are indeed softer, KGO still leads the market at that time, as it does in all dayparts. "It think that has something to do with a realization that the afternoon competition is not KCBS." Swanson reasons. "It's the music stations — light rockers, Beautiful Music, Jazz, MOR. In the afternoon people are burned out and looking for something lighter. News departments have a very tough time shaping the product to make it light, but not so light that the audience perceives it to be junk."

Flirting With Younger Demos

Swanson credits ongoing change for the fact that KGO is "a younger Talk station than most."

kGO's numbers may also skew a bit younger because the station doesn't adhere to the view held elsewhere, notably by KABC, that going after the under-35 crowd is a waste of time for a Talk station.

"I think that's a mistake," Swanson contends. "I want the youngest listeners I can get my hands on, but we don't make any major effort because, seriously, I've never seen a Talk station that had any numbers to spit at 18-24 or 18-30. They start to come in at about 30.

"But I think you've always got to be conscious of them as they outgrow rock 'n roll, when they're in that transition period. You'd better be talking about things they find interesting. So we're always throwing the bait out for younger people to see if they'll snap. If they don't, that's OK."

KGO Newstalk 81 600 "Warm Fuzzies" And Live Remotes

Another hallmark of KGO programming is community service promotions that Swanson refers to as "warm fuzzies," like last fall's "adopt-a-pet" campaign. Its 1985 leukemia telethon raised a remarkable \$400,000 in 24 hours.

Taking a leaf from the music station's promotion handbook, KGO also gave away \$50,000 cash in two weeks last year, supplementing an extensive, ongoing TV ad camnaion

One on-air innovation undergoing testing at KGO is live remotes before an audience. Guests are peppered with a mix of comments and questions both from the live audience and callers, similar to TV's Phil Donahue. Swanson reports, "We're new at it. There are a lot of problems and our guys aren't used to it, but it's coming along and has some possibilities."

Swanson adds, "Tm not sure I understand why we got rid of the audience. I think it was because we played records, but then a lot of us started doing stuff that's interesting to sit and watch, react to, laugh, and applaud."

KGO also goes for the blockbuster out-of-town remote, like last fall's broadcasts of the Ronn Owens show from South Africa.

Owners Lack Longterm Commitment

Swanson believes a success story like KGO's could happen elsewhere, but only to a station willing to make a huge commitment of time and money. "There's no reason why what's happened to KABC or KMOX/St. Louis or KGO can't happen in other markets, except that I don't see the dollar commitment for the product. The resources will allow you to buy smart people, smart PDs, talented talk show hosts, and TV promotion.

"I think this is the hardest format for any station to do. You've got to be enormously aggressive, willing to spend a lot of bucks, and work very hard for this format to work anyplace. I don't know how you do it cheaply, and I haven't seen many stations staying the course, pouring in enough money over a long enough period of time.

"Owners are still fascinated with the low overhead and high profit return of music radio stations. They seem not to be bothered by the fact that their success is fleeting and can be gone almost as

"Maybe there's a little too much concern about making a profit by running up your numbers and selling the radio station, as opposed to a real commitment to staying in the community with nonmusic programming."

ON THE MOVE

David Woloshin joins KRLD/Dallas as morning sports anchor ... WMCA/New York adds a weekday 3-4pm advice show hosted by nationally syndicated "Dear Meg" columnist Meg Whitcomb, preceding the new 4-7pm Roy Fox show WRKO/Boston takes on Barbara Morrison as Director/Advertising & ... Alex Banker now pro-Promotion duces the "Les Kinsolving Show" on WOR/New York . WERE/Cleveland's morning news team Bob Fuller and Bob Tayek sign longterm contracts: Dick Satterwaite named Chief .. Newest addition to the Engineer WBBM/Chicago news staff is Kris Kridel from the Tribune Radio Net-KNUU/Las Vegas ups morning anchor Steve Kindred to News Director

Cralg Kuhl takes the new Managing Editor position at KNUS/Denver David Stern joins WEEI/Boston as writer/editor . . . KEX/Portland eve

Barbara Morrison



Craig Kuhl

MARKETPLACE

COMEDY



Hundreds renewed again! Free sample!

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RADIO'S MOST RESPECTED DJGAG SHEET SINCE 1970 RICK DEES, KIIS-FM: "Tom. you really are The Best. Really look forward to the rrival of The Weenje, such a shot in th

our Morning Team! FOR FREE SAMPLES WRITE



COMEDY

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FREE SAMPLE ISSUE of radio's most popular humor service For sample, write on station letterhead to: O'Liners

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KRAZY KOMMERCIALS 100 of the wildest things
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6

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OPPORTUNITIES

OPENINGS

OPENINGS

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Do you do voices? Can you handle the phones? How about drop-ins? — In other words, are you a Pro - or a Time & Temp Jock? More and more of the thousands of radio stations with whom we deal are looking and willing to pay for that something extra. If you are ready for a move, let NATIONAL help. We make the complete presentation for you. For confidential details and registration form enclose \$1 for postage/handling to:



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CONTACT:

Mike Douglas, 13CJME, P.O. Box 1300 Regina, Saskatchewan S4P 3B9



MORNING PERSONALITY

Top 50 Market, Southeast. We need a hot, fast, and tight entertainer for the hottest CHR in the state, Rush T&R to Burns Media Consultant, 3054 Dona Marta Dr., Studio City, CA 91604. EOE M/F

EAST

100 KHI CHR winner needs winning personality. T&R: Jack Gillen, PD, 2301 Coastal Hwy., Ocean City, MD 21842. EOE M/F (1-10)

Overnight shift. MOR/BB/mainstream Jazz. Music knowledge a must. T&R: J. Bailey, WKBR, 155 Front St., Manchester, NH 03102. EOE M/F (1-10)

Moming personality for A/C. Work with news/sports/weather staff. T&R: Joe Corcoren, OM, WCAP, 243 Central St., Low-ell, MA 01850. EOE M/F (1-10)

Upstate NY A/C seeks full/parttime talent. T&R: Q 104-FM, Box 6476, Ithaca, NY 14851. EOE M/F (1-10)

OPENINGS

-Xiss 94FM-MONEY IS NO OBJECT if you're the PM driver we're looking for. Is it you? Live on the coast of Maine near Bar Harbor, work in a new facility with great people, and make this ADULT CHR sparkle!

NO BEGINNERS! Rush tape & resume to: Mark Osborne, President, Acadia Broadcasting, P.O. Box 9494, Ellsworth, ME 04605, (207) 667-7573.

97fm WASHington

DC, is seeking a seasoned professional with at least 7 years major market experience as a Production/Creative Director, with the following skills:

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FOE/MF

- You communicate with your words and voice
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- ceptional Complete knowledge of four-track studio operations

If you have these skills we offer excellent working conditions, state-of-the-art facilities. We pay well; one of America's top broadcasting companies. Send samples of your writing, production, and a brief description of what you have to offer WASH-FM to make ours the best production department in the country . Watson, PD, WASH-FM Radio, 5151 Wisconsin Avenue, NW, Washington, DC 20016

OPENINGS

CQ-102 needs news/PBP. If you can do both, tell us. T&R: Randall Bliss, Box 213, Geneva, NY 14456. EOE M/F (1-10)

CHR AM seeks experienced jock for parttime position. Copy-writing/production helpful. T&R: Wayne West, WMRC, Milwriting/production ford, MA 01757.

GLU-92 needs full/parttime AOR announcers. C&R: Garrett Hart, WGLU, 516 Main St., Johnstown, PA 15901. EOE M/F (1-10)

NORTHERN NEW ENGLAND FM

Seeks first-class morning A/C personality. Mandate is to beat top-rated competing morning team. Tools — area's largest newsteam, meteorologist, great management support. You'll get what you need: you'll be rewarded well if we do too. Send creative tape showing ability to relate and entertain well in local radio to Radio & Records, 1930 Century Park West, #233, Los Angeles, CA 90067. EEO/AA employer, less than an hour from major ski areas!

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Medium suburban market high energy AC/CHR format.

GM . \$\$ right for person who can make dreams & goals reality. Initiative important.

GSM great opportunity . . . great \$ potential

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Only workaholics need apply. All replies confidential. C&R to: Radio & Records, 1930 Century Park West, #216, Los Angeles, CA 90067. EOE

MARKETPLACE

PERSONALITY

TIMBA TIBRILA ILIAN

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

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MOST USABLE SERVICE EVER. "A SHEET LIKE NEVER BEFORE" 2 WEEK - TRIAL ONLY \$5, OR MORE INFO: INFO-BITS, BOX 112576, SAN DIEGO, CA 92111

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OPENINGS

Sales/AE. Aggressive, self-motivated. Better than average commission. Resume/photo: 105 FM, Box 602, Union City, TN 38261. EOE M/F (1-10)

STAR SEARCH

Looking for winning drivetime entertainer for successful high-profile Southeast Rocker. Only creative zany performers, ready to work hard, need apply. Send T&R to Radio & Records, 1930 Century Park West, #180, Los Angeles, CA 90067.

INCREASE SALES RESULTS

The radio and record industries are big markets to cover with a limited sales force.

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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 \$50.00

Additional \$10.00 per week charge for 1 Time 6 Insertions

\$45.00 Will include logo or other line art onads 13 Insertions \$40.00 of two inches or more if camera-ready 26 Insertions

Deadline for Marketplace ads is FRIDAY NOON, two weeks in advance of publication date. Marketplace ads are non-commissionable.

RADIO & RECORDS, 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330

OPPORTUNITIES

OPENINGS

WASHington

PRODUCER/DIRECTOR

For "Continental Breakfast" MORNING SHOW. This is a unique position requiring a special composite of talents and abilities. WASH's new morning show has a host and co-host and is feature-intensive. We need a person who

- Produce the show technically
- Direct the show
 Ferret out curious, interesting, and entertaining information for the magazine-style features
 Contribute to post-production work
- Get involved in promotions
 Contribute creatively

Send resume ONLY to Top Tradup, WASH-FM, 5151 Wisconson Ave. NW, Washington, DC 20016. EQE M/F

WOBN-FM seeks reliable parttime air talent. Prefer local. &R: Rick St. James, Box 927, Toms River, NJ 08754. No. alls. EOE M/F (1-10)

New Englend Country AM seeks full/parttime. Immediate openings. T&R: Bob Lippman, WTSV, Box 1230, Claremont, NH 03743. EOE M/F (1-3)

Regional "Less Talk" A/C saeks experienced full/parttime air alent. T&R: PD, WARX, 880 Commonwealth Ave., Hagers-own, MD 21740. EOE M/F (1-3)

OPENINGS

SOUTH

AOR seeks seasoned pros. Prime shifts available. T&R: Glen Martin, KXZL, 427 E. 9th, San Antonio, TX 78215: EOE M/F (1-10)

Station in aumny South needs one more experienced, self-starting salesperson. Resume/sales philosophy: Alan Dick-son, Box 3387, Cocoa, FL 32924. EOE M/F (1-10)

NEEDED

Morning Communicator, Bright, Creative, Personable. Rewarding opportunity for the right person on a New 100kw Country FM located near lake resort. Send T&R to Radio & Records, 1930 Century Park West, #234, Los Angeles, CA 90067. EOE

100kw CHR WLAP-FM, A/C WLAP(AM) seeks talent for fu-ture openings. Good production skills. T&R: Dan Dorsett, OM, Box 11670, Lexington, KY 40577. EOE M/F (1-10)

No. TX Country glant is updating 'future openings' file. T&R: Jeff Bennett, 94.5 Country, Box 1499, Gainesville, TX 76240. EOE M/F (1-10)

West TN powerhouse seeks hardworking reporter. T&R: 92-FM, Jackson Ptz., Jackson, TN 38305. EOE M/F (1-10) KX104 needs night jock. Uptempo/good with phones. Rock Hits CHR. T&R: Bobby Cook, 11 Music Cir. S., Nashville, TN 37203. EOE M/F (1-10)

AL AM/FM combo seeks experienced SM. Resume/salary requirements: Debby Kirkland, Box 1498, Enterprise, AL 36331, or (205) 347-8600 EQE M/F (1-10)

OPENINGS

OPERATIONS MANAGER

We are looking for a leader! Operations Manager needed for AM/FM combo in Central Texas. If you have the desire to be #1, if you are a motivator and will work with our on-air talent, we need you!! Creativity and promotion are a must! Salary is high and so are the demands. Confidentiality is guaranteed. Send tape, resume, and reasons why we should hire you to Radio & Records, 1930 Century Park West, #231, Los Angeles, CA 90067.

YOU GET \$ 1000!

Just send us the tape that leads us to our next hot morning show. Our company specializes in top-rated morning shows in Louis-ville, Birmingham, Charlotte, Mobile and Charleston, and we're expanding. We'll pay you \$1000 in cash the day our next morning act hits the air . . . if you were the first to send us a cassette tape (and other information) that led to its discovery!

Get the competition out of town . . . or find a

great job for a friend! State-of-the-art facilities and incredible compensation! EOE Send your entry to: Star Search '86 c/o Bill Thomas Vice President/Programming

CAPITOL BROADCASTING CORPORATION 530 Beacon Parkway West Suite 600 Birmingham, AL 35209



54/ R&R FRIDAY, JANUARY 10, 1986

OPPORTUNITIES

OPENINGS

Immediate opening for middley Country Jock, Good benefits. Production e must. No beginners. T&R: Denny Koeber, WFMW, Box 338, Medisonville, KY 42431, or (502) 821-4098 EOE MF (1-10)

WQEN-FM/WAAX. Need CE experienced with AM directional/full-power FM. Resume: Rish Wood, Box 570, Gededen, AL 35999, EOE M/F (1-10)



Top-rated AM/FM Country station seeking swing person. References, salary history, T&R: Russ Cassidy, WCMS, 900 Commonwealth Ave., Virginia Beach, VA 23464. EOE M/F

New Florida Coastal AM Stereo Powerhouse

In Southwest Florida now staffing for February air date. Looking for dynamite morning personality, strong on humor, phone usage; a news person, strong on voicers; Afternoon Drive personality; Evening and All-night jock; Weekend jocks; 6 Salespersons; Secretary-receptionist; creative, humorous copy person; and a computer operator. Willing to pay TOP wages for TOP people that have the burning desire to be part of this #1 team that will make this the #1 station in Southwest Florida. Send complete information/resume note. Send complete information/resume note. Terdo Blvd., Cape Coral, FM 33904, or call affer January 2, (8/3) 574-1200. EOE

FL CHR seeks experienced jock with producton skills. Minimum three years' experience. T&R: PD, Box 9535, Coral Springs, FL 33075-9535, EOE M/F (1-3)

KOTY, leading AM stereo, seeks experienced on-air talent, Good attitude & production to join fast growing chain. T&R: P. Moon, Box 165, Borger, TX 79007. EOE M/F (1-3)



WSSPer 104, Orlando's Premier Easy Listening station, is accepting T&Rs for future air/news openings in 1986. T&Rs to Allen Jackson, WSSP-FM, 140 North Orlando Ave., Winter Park, FL 32789-3697. EOE M/F

Top 10 Market A/C Needs News Director

Audience targeting, creative writing, and a relatable delivery style are a must. Hurryl Send tape & resume to Radio & Records, 1930 Century Park West, #221, Los Angeles, CA 90067. EOE

Top-rated AM/FM Country seeks swing position. References, salary history/T&R: Russ Cassidy, WCMS, 900 Commonwealth Ava., Virginia Beach, VA 23464. EQE M/F (1-3)

Top-rated CHR needs tapes for future openings, T&R; Jerry Lousteau, KZZB, 2531 Calder, Beaumont, TX 77702, EOE M/F (1-3)

Growing group CHR needs strong production, T&R: Lee Walsh, KXOQ, Box 669. Poplar Bluff, MO 63901. EOE M/F (1-3)

100kw Country Charlotts/Winston-Salem. Now accepting applications for full/parttime openings. T&R: Alan Burgin, WFMX, 1117 Radio Rd., Statesville, NC 28677. EOE M/F (1-3)

OPERATIONS MANAGER

We are looking for a leader! Operations Manager needed for AM/FM combo in Central Texas. If you have the desire to be #1, if you are a motivator and will work with our on-air talent, we need youll Creativity and promotion are a must! Salary is high and so are the demands. Confidentiality is guaranteed. Send tape, resume, and reasons why we should hire you to Radio & Records, 1930 Century Park West, #231, Los Angeles, CA 90067.

OPENINGS

Magic 96FM/WTMG-FM

NEWS/P.A. DIRECTOR

For adult Class C FM in Nashville. Quality voice, good writing and interview skills a must. If you want to be part of a hardworking team dedicated to success, send a tape and resume immediately to Bud Thomas. Program Director. WTMG Radio, 50 Music Square West, Suite 309, Nashville, TN 37203. EOE

\$ \$ \$

Perennial #1-rated gulf coast CHR looking for morning drive exciter! Excellent dollars for the right person, attitude and talent! Send T&R to: Radio & Records, 1930 Century Park West, #153, Los Angeles, CA 90067. E0E

MIDWEST



Madison is a beautiful city! MAGIC 98 is a bright, uptempo, personality-oriented AC FM! We need an experienced, talented personality to join our team. T&R to Pat O'Neill, PD, 8ox 2058, Madison WI 53701.

ND AM/FM. Strong local news commitment. Duties include running best/covering meetings. Three-person staff. T&R: Lowell Jack, KMAN/KMKF, Manhettan, KS 66502, EOE M/F (1-10)

Radio sales pro wanted. Experience in all phases of small merket sales e must. Resume: WVTS-FM, Box 280, W. Terre Heuts, IN 47885. EOE M/F (1-10)

MORNING PERSONALITY

Top 10 Market for Country listening has a rare opening for an exceptional morning talent. Great money, city and company! This is a tremendous opportunity. Don't pass it upl Send T&R to Radio & Records, 1930 Century Park West, #228, Los Angeles, CA 90067. ECE

The new ZIP-104/WZZP, South Bend wants to hear from fun, energetic talent! Are you hungry? C&R: J.J, Dulling, Box 644, Mishawaka, IN 48544. EOE M/F (1-3)

Experienced morning talent needed, A/C Central IL college community. T&R: Jim Putbrese, WIHN. 207 W. Jefferson, Bloomington, IL 61701. EOE M/F (1-3)

MEDIUM MARKET #1 CHR

Looking for KILLER air personality to complement already #1 staff. No Beginnerst Send tape & resume to Radio & Records, 1930 Century Park West, #229, Los Angeles, CA 90067. EOE

OPENINGS

PRODUCTION DIRECTOR

Full multi-track production studio equipped with all the latest in processing equipment, including harmonizer, etc. and any other production tools you would want. Need an imaginative copywriter who has creative voice skills. Must have 2 years production management experience. Excellent benefits, top salary. Production is key to WVIC's 20 share in Lansing, MI. As we grow so will you. Send resume and cassette co Bob Goodrich, Goodrich Broadcasting, 3565 29th Street, SE, Kentwood, MI 49508.

Need two excellent radio news communicators. One each in Tulsa/South Bend. T&R: Curt Miller, Box 6000, Fort Wayne, IN 46896. EOE M/F (1-3)

Morning news personality for zoo-like show. Females encour aged. Top 100 market/Hot CHR rated in five metros. C&R photo: Brien Krysz, 1700 Glenshire Dr., Jackson, MI 49201 EDE MJF 61, 200

Chicago metro A/C seeks competent anchor/reporter. Good writing/reporting skills a must, T&R: Ann Kraft, Box 311. Lowell, IN 46368, EOE M/F (1-3)

- A/C Morning Show

We're one of the country's toprated A/C's in a Top 20 market, with one of America's hottest groups. We're searching for a morning entertainer who is extraordinarily warm, sincere, topical. local and has quick, to-thepoint, relatable humor. Drop-ins and phone bits are fine but the most important quality you'll need is to have fun on the air and make it sound that way. An incredible opportunity with great money and great people! RUSH cassette, resume and references to: Radio & Records, 1930 Century Park West, #224, Los Angeles, CA 90067. EOE M/F

NEBRASKA'S NEWEST AC/CHR COMBO

Needs team players NOW! All dayparts, aggressive "lifestyle" news director and creative production director with winning attitudes. Are you the BEST small market talent around? Show us! Send T&R to: Radio & Records, 1930 Century Park West, #215, Los Angeles, CA 90067. EOE

Ready to win? CHR/rock talent with great production needed. Several dayperts possible. C&R: Mike Schmidt, KXUS FM, Box 8048, Springfield, MO 65801, or (417) 831-9700 EOE MF (1-3)

VAXX seeks possible sales candidates. Resume: Director of sales, Box 6000, Eau Claire, WI 54702, EOE M/F (1-3)

OPENINGS

AFTERNOON DRIVE

Spontaneous, humorous, perhaps slightly controversial personality, skilled with phones, needed to create excitement on our personality FM. Tape, resume, salary requirements to Radio & Records, 1930 Century Park West, #227, Los Angeles, CA 90067, EGE

Two Openings Country Personality Production Director

AM/FM combo moving to new facilities with 4-track. Commercial experience required. Application deadline January 10. Resume and aircheck to:

Charlotte Webb WTTS/WGCT 535 S. Walnut St. Bloomington, IN 47401 Tapes not returned. EOE

CONSIDER WISCONSIN

Country AM seeks bright, upbeat personalities for drive positions. Above-average production abilities a must. Music/promotions experience a plus. Pay, benefits and facilities all first-rate. Females encouraged. C&R, photo to: Radio & Records, 1930 Century Park West, #214, Los Angeles, CA 90067. EOE

"TELEPHONE TALK"

Major market stations wants personality with provocative, humorous, imaginative telephone finesse. Send tape and resume to: Radio & Records, 1930 Century Park West, #204, Los Angeles, CA 90067. EOE

WEST

Future openings full/parttime in sunny So. CA. T&R: Magic 102, 2952 Oceanside Blvd., Oceanside, CA 92054, EOE M/F (1-10)

KOXR needs 7-midnight CHR personality. No beginners. T&R: Rojer Peterson, Box 2700, Bekersfield, CA 93303. EOE M/F (1-10)

WANTED

Adult Contemporary talent for well-rated FM in Top 50 Market that would like to be #1. All shifts/possible PD. Tape, resume and salary requirements to Radio & Records, 1930 Century Park West, #226, Los Angeles, CA 90067, EOE

Adult/conversational oftermoon drive. Strong production. Work with closely-knit crew. T&R/photo/salery requirements: Ketia McGee, Box 1450, Klamath Falls, OR 97601. EOE M/F (1-10)

Medium mariset A/C needs coheeive, creative news morning eldektick. Beginners encouraged. T&R: Colleen Cool, KLLY, 3651 Pegesus Dr., Bakersfield, CA 93308, or (805) 393-1900 EOE M/F (1-10)

Morning talent needed. Natural delivery, off-the-wall humor. Killer copywriting/production required, T&R: PD, KJQ, 1506 Gibson, Ogden, UT 84404. EOE M/F (1-10)

K-CUB 1290 KIIM 99.5 THE COUNTRY STATIONS

NEWS ANCHOR NEEDED FOR SW POWERHOUSES

The right applicant should have an authoritative delivery and the ability to take direction. Send aircheck and resume. NO CALLS PLEASE, to: Dave Nicholson, P.O. Box 50006, Tucson, AZ 85703. KCUB/ KIIM is an equal apportunity employer. Minorities and females are encouraged to apply.

97.9 WNC/

of you want to work with 175,000 watts of power in one of the best companies in the country... Send T&R immediately to: Bill Richards, WNCI-FM, One Nationwide Plaza, Columbus, OH 43215... State-of-theart facilities, creative environment, decent bucks to the right persons. We're looking for jocks & newspeople. No phone calls please. Include references. EOE M/F

OPPORTUNITIES

OPENINGS

K·CUB 1290 KiiM 99.5 THE COUNTRY STATIONS

CHIEF ENGINEER TUCSON, ARIZONA

We are looking for an outstanding, thief engineer for our first-class radio stations, which have new state-on-tre-order throughout. We want a quality-on-tre-order engineer in throughout. We want of a public control-oriented engineer who, in addition to being an excellent studio, remote and RF engineer, is also a good administrator with good interpersonal skills. We offer an excellent studio, ray on beneits package. EOE. FCG eneral or SEE Certified a must. Send resume and professional reference to: Dave Nicholson, P.O. Box 50006; Tucson, AZ 85703.

Morning drive personelity for 10kw Country needed yester-day. T&R: PD, KCLG, Box 429, Washington, UT 84780, 'EOE M/F (1-10)

Need killer morning zookeeper with a vault of voices/charac-ters. C&R: Randy Robbins, PD, KCAQ-FM, Box 2187, Ox-nard, CA 93034. No calls. EDE M/F (1-10)

KSPN-FM seeks morning talent. Humor, lifestyle, entertainment. 25 + AOR. Pros only. T&R: Gary Whipple, Box 8598, Aspen, CO 81612. No calls. EOE M/F (1-10)

General Manager — Denver FM

\$100,000 compensation package plus ex-cellent benefits for a super professional with solid management track record. De-Send to Radio & Records, 1930 Century Park West, #230, Los Angeles, CA 90067. EOE

PERSONABLE AIR TALENT

Top 100 market, 100kw FM. Minimum 3 years experience A/C, CHR. Strong proyears experience A/C, CHH. Strong pro-duction. Capable of more than just the basics. Send cassette aircheck, produc-tion examples, resume, salary require-ments to: Radio & Records, 1930 Century Park West, #232, Los Angeles, CA 90067. EOE M/F



KKHR Is **Looking For A Production** Director

Los Angeles's hottest CHR station is seeking a creative self-starter to handle its on-air production.

The person we want must be able to produce innovative commercials and exciting station promos, have a warm, energetic, fun delivery, work well with the station sales staff, and be able to handle the pressure of deadlines.

If this sounds like something you'd like, we'd like to hear from you. Send a cassette of your best production work (no phone calls, please) to Ed Scarborough, Program Director, KKHR, 6121 Sunset Blvd., Los Angeles, CA 90028.

KKHR, A CBS Owned station. An Equal Opportunity

OPENINGS



Northern California Regional Country FM

Needs PD. Management position with air shift. Prior small or medium market PD/MD experience required. Must be ambitious, hard-working, with good people skills both inside and outside station. Send resume with salary requirements (no response unless included) to: GM, KALF, P.O. Box 1010, Red Bluff, CA 96080 E0E/M-F

POSITIONS SOUGHT

PD/MD A/C, CHR. Seek good team. BA in Telecommunications. Let's talk. SHY GUY: (303) 522-9103, or Box 1256, Sterling, CO 80751. (1-10)

Four years' on-air/ production/remotes. Most formats & numbers. Seek shift at SE CHR in Top 100 markets. TERI: (804) 237-4399 (1-10)

A/C, Country PD with strong people skills. Top 50 since '71 Let's talk winning. JEFF McCLAIN: (601) 825-4779 (1-10)



Saturday Night Live Of Radio

Three guys with a great morning show, TV experience, and our own stage act. Call for comedy album and tape. (916) 965-8130.

MD wants career move to larger market in supportive com-pany. Organized, creative, knowledgeable. People persor with genuine music interest. GARY: (301) 759-3264 (1-10)

Have pipes, will travel. Top 50 parttimer available for NE gigs in commuting range. DENNIS: (716) 235-0817 (1-10)

Clip this and save. 10-year vet seeks CHR/AOR IN SE/MW Married, stable Asst. PD at national format leader. SCOTT (813) 637-6290 (1-10)

SM in MW seeks challenge. Top biller. Versatile on-air work Assertive worker wants to relocate to San Diego. Six years experience. CHRIS: (414) 248-1550, or 245-5954 (1-)10)

Brrr. I was accidentally left in a freezer in 1969. Just thawing now. Seek Solid Gold rock & roll CHR gig. BIONIC WEEBLE: (804) 271-5213 (1-10)

Help. Talent being wasted in automated station. Five years' experience A/C, CHR/Country with promotions. Seek a place to cell home. JAY: (804) 271-5213 (1-10)

Anchor/reporter gig wanted. Currently News/Sports Director at 5kw AM. Aggressive, excellent writer/PBP. Broadcast Journalism degree. JEFF: (404) 834-2082 (1-10)

Some experience as pertilmer in major market. Ready for full-time. Work anywhere, prefer SE WI/No. IL. ERIC: (\$14) 781-8470 (1-10)

Going Gold? Programmer/air talent with winning ideas/atti-tude ready to dig in & make it work. JOHN: (209) 225-9081 (1-10)

MORNING PERSONALITY

Bright, inventive morning personality "UP" and ex-citing all-around professional. No screamer. You want more than a jock. I play hardball on your competition. Outrageous at times, but a warm communicator, NOW! LET'S TALK - (305) 689-1438 RICK WARD.

Beginning position sought in radio. Miller Institute graduate Sharp, telented, hardworking. Willing to learn & relocate. JOHN: (602) 945-8757 (1-10)

Seek work as full/partitime news &/or production. BS Speech/Communications. Two years' experience. DAVID MOORE: (412) 233-3067, or Box 548, Clairton, PA 15025.

Major market PD. Presently employed. Seek medium market CHR facility with room for growth. SCOTT: (612) 871-0848 (1-10)

Energetic, articulate athlete with intense sports knowledge Seek sports/commentary gig. Prefer West Coast, but flexible GARY: (213) 436-9853 (1-10)

Hot MW DJ/drive on FMs in Windy City: Seek FM action in sunny South/West Coast. DAN CORDOVA: (312) 384-5588 (1-10)

POSITIONS SOUGHT

I-100/Deytona Beach, CHR/Hot Hit night talent. Medium/ma-jor markets, J.J. SHANNON: (305) 721-0582 (1-10)

Announcer with 12 years' experience available. Country, A/C. SE/nights preferred. Will do all shifts. MIKE HON: (904) 255-6950 (1-10)

Creative, resonant air personelity. Will offer originality, feature & warmth. Medium/major market CHR/Oldies. Sevenyears' experience. JOE KAMINSKI: (503) 855-7689 (1-10)

GOING GOLD?

... or has your "Gold" format not met expectations? Programmer/Air Talent with winning ideas/attitude ly to dig in and make it work. Call John (209) 225-9081.

Hey FLI Super news personality longs to feel sand between her toes again. Leave message on either coast. SANDY: (305) 472-4384, or (813) 442-2092 (1/10)

Experienced. Did you read right? Quality drivetime personality ready for 1986 challenge. Are you? East small/medium A/C, CHR. Any daypart. PHIL: (914) 623-6372 (1/10)

No. TX on-air personality. Four years' experience. Seek position in Austin/San Antonio. Quality production/air skills. All positions considered, SCOTT: (817) 382-4840 (1/10)

I don't do promos. I induce listenership. I don't make commercials. I enhance material desire. Theatre of the mind. MICK: (312) 849-0404 (1/10)

Air personality/good voice. 14 months' experience. Seek stable small/medium market. Professional attitude. Available immediately. 8RIAN DAVIS: (414) 962-3469 (1/10)

Tired of screamers? I could be your man. Good adult communicator. Big on community involvement. Seek small/medium market rocker. KEN: (405) 252-6146 (1/10)

Energetic beginner seeks AOR/CHR. Broadcast School graduate. Will relocate anywhere. ADAM JURO: (201) 297-1822 (1/10)

Back to the Country, Programmed KRWQ/mornings WQYK Currently operatons/mornings at A/C. Bucks important. Ma jors/large/medium. JACK HANSEN: (309) 827-6296 (1/10)

Currently ND. Seek reporter/anchor gig. Several years' experience. CARL: (607) 733-8680 (1/10)

PD PROVEN TRACK RECORD

Creative, motivated professional with two decades of experience in CHR/Solid Gold/Country. Able to get the best from your staff and station. Please call RIC Ward (3O5) 689-1438.

MD/Assist. PD wants medium market in company that backs product. Hardworking/determined/organized/creative communicator. People person. GARY: (301) 759-3264 (1/10)

Look at that, look at that! That ain't jockin'. This is the way you do it. High-energy CHR air personality. KIDD NORDHOFF: (213) 530-7426 (1/10)

Go POP! Vet communicator seeks PD gig. TX/So. CA prefer red. All P2/P3/suburbans considered. I offer innovation/win red. All P2/P3/suburbans considered. I offer in ning. DON PASCHAL: (318) 261-1239 (1/10)

Attention CHR PDs. Sudget cut leaves hot jock homeless. Prefer New England, will consider all. No wimps. I'm a fun lover. JEFF: (319) 354-4018 (1/10)

POSITIONS SOUGHT

Playing the majors past nine years. High batting average in Milwaukee/Dallas/Denver/Chicago. Soon to be free agent. LARRY MARTIN: (219) 981-2059 (1/10)

Stand-up comic with major market jock experience. Seek full-time personality slot CHR, 8/U. Excellent references. 8ETH BACALL: (612) 429-9255 (1/10)

Female ready to relocate. Baltimore/Washington. Three years' news top-rated So. FM. 8A degree. TRACY CUNNING-HAM: (205) 324-3356, (205) 923-4431 (1/10)

Mismi/FL is great! The West is home, But I'm not picky. CHR/ Country? MITCH MAHAN: (305) 271-7745 (1/10)

Versatile, dedicated, personable rocker with eight years' experience in all aspects. Desire So. AOR MD/PD if possible. TRACY BARNES: (512) 647-0575 (1/10)

Extremely talented, dedicated, creative beginner seeks gig AOR/CHR, A/C. New Music. Excellent track record in college radio. Production/GM. T&R. STEVE: (615) 297-0137 (1-10)

I can win your market! Believe it, Hardworking pro seeks MD/PD. Any medium/small market considered. RON RICHARDS: (217) 243-2323 (1/10)

Need a start. Female DJ prefers MW. News/copywriting/production. Any airshift. Have license. CARI BRINGMAN: (319) 355-4212, or 289-3873 (1/10)

Oropsi Phonesi Bitsi Most recently with WQUE/New Orleans. Seek another personality-oriented CHR gig. DAVE WHITE: (504) 581-1280, or 887-4534 (1/10)

MD with five yeers' experience. Last three were AOR. Seek new challenge, especially small market PD/medium MD, I am open & competitive. JEREMY PRESCOTT: (207) 775-6776

Versatile personality seeks next challenge. Programming experience. Committed to AM, prefer Country, A/C. DAVE MURDOCK: (804) 384-3041 (1/10)

Young, determined, versatile, dependable jock with smooth voice. Seek AOR/CHR gig, Engineer in medium market. Good voices. T&R/referneces. CHRIS: (915) 646-4008 (1/10)

Imaginative DJ seeks entry level position. MI/OH/IN, JEFF: (517) 592-5440 (1/10)

Seek airshift in SE. Four years' experience, have numbers Prefer CHR. A/C Top 100. Remotes/production. Dependable TERI: (804) 237-4399 (1/10)

Stabilty, maturity. A leader. PD/OM/ND/Talk/DJ. Major mar-ket pro needs new home. JAY: (404) 577-7176 (1/10)

R&R Opportunities Advertising

Radlo & Records provides free (24 words) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Postions Sought. All other adver-tising must run display. Changes must be mailed in on com-

Deadline

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

Display: \$30 per inch per week (maximum 35 words per

inch), includes border and logo. Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance!

Display & Blind Box advertising orders must be type-written or printed and accompanied by check malled to our office in advance.

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	□ POSITION SOUGHT
Region	☐ MISCELLANEOUS
PD Name:	NAME:
GM Name:	PHONE: ()
Please type or print clearly, using 24 w Do not use abbreviations. All ads are subject to editing. Mail to: R&R/Opportunities, 1930 Centu	ords or less to include address/phone number.
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Sinkati tare son comer in bak

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast System

in McCarthy (800) 631-1600 **Love Sounds**

DOLLY PARTON "Think About Love" MATT BIANCO "More Than I Can Bear"

Broadcast Programming John Sherman/Bob English (800) 426-9082

Adult Contemporary

JOHN COUGAR MELLENCAMP "Small Town"

Modern Country

CHARLIE DANIELS "Still Hurtin' Me" GEORGE STRAIT "You're Something Special To Me" LOUISE MANDRELL "Some Girls Have All The Luck" T. GRAHAM BROWN "I Tell It Like It Used To Be" MICKEY GILLEY "Your Memory Ain't What It Used To Be

Century 21

The Z Format

ZZ TOP "Stages"

The A/C Format

PEABO BRYSON "Love Always Finds A Way"
FREDDIE JACKSON "He'll Never Love You Like I Do"

Super-Country

MEL McDANIEL "Shoe String"
LARRY GATLIN "Nothing But Your Love Matters"
GEORGE STRAIT "You're Something Special To Me"

Concept Productions

CHR

ZZ TOP "Stages" JOHN COUGAR MELLENCAMP "R.O.C.K. In The USA" TOM PETTY "So You Want To Be A Rock & Roll Star"

Country

LARRY GATLIN "Nothing But Your Love Matters"

Drake-Chenault

XT-40

BALTIMORA "Tarzan Boy"

Contempo 300

ISLEY, JASPER, ISLEY "Caravan Of Love"

Great American Country

MARK GRAY "Please Be Love" GARY MORRIS "100% Chance Of Rain"
LEE GREENWOOD "Don't Underestimate My Love...'

Media General **Broadcast Services**

ACtion

OMD "Secrets" RANDY GOODRUM "Silhouette JENNIFER RUSH "The Power Of Love" COREY HART "Everything in My Heart" PEABO BRYSON "Love Always Finds A Way"
RAY PARKER JR. "One Sided Love Affair" FREDDIE JACKSON "He'll Never Love You Like I Do"

Your Country

T.G. SHEPPARD "In Over My Heart"
GARY MORRIS "100% Chance Of Rain"
PATTI LOVELESS "Lonely Days, Lonely Nights"
LEE GREENWOOD "Don't Underestimate My Love..."

MEDIA GENERAL CONTINUED

Hit Rock

STARSHIP "Sara" BALTIMORA "Tarzan Boy"
MIKE & THE MECHANICS "Silent Running"

Peters Productions, Inc.

Country Lovin'

GARY MORRIS "100% Chance Of Rain' BILLY JOE ROYAL "Burned Like A Rocket"
GEORGE JONES "The One I Loved Back Then' JOHNNY LEE "The Loneliness Of Lucy's Eyes"
DON WILLIAMS "We've Got A Good Fire Goin" GEORGE STRAIT "You're Something Special To Me"
MICKEY GILLEY "Your Memory Ain't What It Used To Be'

RANDY GOODRUM "Silhouette" JOHN DENVER "Dreamland Express"
JOHN DENVER "Dreamland Express"
JON ANDERSON "Easier Said Than Done"
RAY PARKER JR. "One Sided Love Affair"
SMOKEY ROBINSON "Hold On To Your Love"

Radio Arts

Country's Best

GEORGE STRAIT "You're Something Special To Me"

Soft Contemporary

FREDDIE JACKSON "He'll Never Like You Like I Do"

Sound 10

STARSHIP "Sara"

Satellite Music Network

The Starstation

WHAM! "I'm Your Man" WHITNEY HOUSTON "How Will I Know"

Rock 'N' Hits

ZZ TOP "Stages"
THOMPSON TWINS "King For A Day" PAUL YOUNG "Everything Must Change"

TM Programming

Stereo Rock

HOOTERS "Day By Day BALTIMORA "Tarzan Boy"
SHEILA E. "A Love Bizarre"
PAUL YOUNG "Everything Must Change"

JOHN COUGAR MELLENCAMP "Small Town" DREAM ACADEMY "Life In A Northern Town"

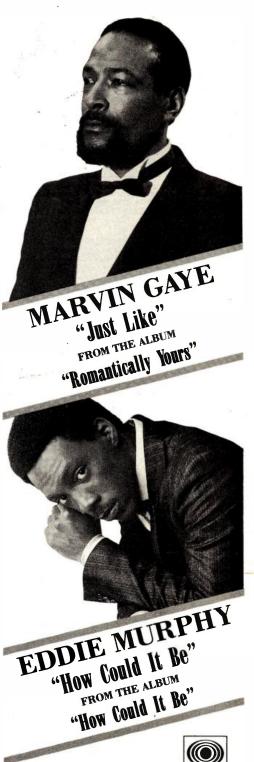
TM Country

JAMES TAYLOR "Everyday" T.G. SHEPPARD "In Over My Heart"
GEORGE STRAIT "You're Something Special To Me"

Transtar **Adult Contemporary**

LIONEL RICHIE "Say You, Say Me" FREDDIE JACKSON "You Are My Lady"

ON YOUR DESK THIS WEEK -TWO NEW SUPER RELEASES!



RADIO & RECORDS NATIONAL AIRPLAY

BLACK/URBAN

BREAKERS

LL COOL J

I Can't Live Without My Radio (Def Jam/Columbia)

64% of our reporting stations on it. Rotations: Heavy 8/0, Medium 27/2, Light 19/5, Total Adds 7, WILD, KJLH, JET94, KJCB, WJJS, WPLZ, WAAA. Moves 35-32 on the

**ZAPP

Compinitor Love (WB)

84% of our reporting stations on it. Rotations: Heavy 17/3, Medium 17/10, Light 20/13, Total Adds 26 including WWIN, WVEE, WHRK, WYLD-FM, WTMP, WBMX, WJLB, KDAY, KJLH, WENN, WPEG. A Most Added Record. Debuts at number 31 on the Black/Urban

JENNIFER HOLLIDAY No Frills Love (Geffen)

60% of our reporting stations on it. Rotations: Heavy 7/0, Medium 26/2, Light 18/6, Total Adds 8, WXYV, WDAS, OC104, WATV, WENN, WJAX, WQQK. Debuts at number 35 on the Black/Urban chart.

NEW & ACTIVE

KLYMAXX "Lock & Key" (Constellation/MCA) 42/2

Potations: Heeny 3/0, Medium 22/0, Light 17/2, Total Adds 2, WBMX, WPLZ. Heeny; KQXL, WWDM, WAAA Medium: WWIN, WAMO, WDIA, XHRM, WAOK, WATV, Z93, WDPH, WOMG, WHYZ, WQFX, KIIZ, WJYL, WQGK, WORL, KHYS, KOKA, Z103,

KAPE, WAAA WYKO, WZEN WPLZ, Debus sil number 39 on the BlackUrban chart.

**CHERRELE/ALEXANDER ONEAL "SANDYAS UPO" (Tabb/CRS) 34/29

KACE, KOAY, WKNO, OCTOA, WTRC, WATY, WEND, WEND, WCN, KIZ, KIDA, KIDA, KIDA, KIDA, KOLZ, W-RK, WOMT, WZAK, KACE, KOAY, WKNO, OCTOA, WTRC, WATY, WATON, WCR, KIZ, KIDA, WALU, WALT, WQOK, KAPE, WANM, WAAA, WDAO, WKWM, KOKO, Debus sil number 40 on the BlackUrban chart.

**SMOKEY ROBINSON "Hold On To Your Leve" (Tamba/Mcharm) 34/29

ROBINSON "Hold On To Your Leve" (Tamba/Mcharm) 34/29

ROBINSON "HORION ON "HOLD ON YOUR LEVE" (Tamba/Mcharm) 34/29

ROBINSON "HORION ON "HOLD ON YOUR LEVE" (Tamba/Mcharm) 34/29

ROBINSON "HORION ON "HOLD ON YOUR LEVE" (Tamba/Mcharm) 34/29

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ROBINSON "HORION ON "HOLD ON YOUR LEVE" (Tamba/Mcharm) 34/29

ROBINSON "HOLD ON YOUR LEVE" (Tamba/Mcharm) "HOLD ON YOUR LEVE"

GAP BAND "Desire" (Total Experience/RCA) 34/4

World Distaions: Heavy 1/0, Medium 21/1. Light 12/3, Total Adds 4, WFXA, WOMG, WALT, WWWS Heavy: WTLC. Medium WBLZ, WDMT, WZAK, WAOK, KQXL, WTKL, WXOK, WATV, WENN, WPEG, WFXC, WHYZ, WICKI, KIIZ, KHYS, KAPE, KOKA, Z103,

PEABO BRYSON "Love Always Finds A Way" (Elektra) 33/2

Fig. WQFX, WKXI, KHYS, KOKA, WAAA, WTLC.

RSDUL WPEG, WOFK, WRST, KPTS, KORA, WOOK, WTLC.
WHAMN "I'M Your Man" (Columbia) 22/8
Rotations Heavy 3/1, Medium 15/2, Light 11/5, Total Adds 8, WAMO, WYEE, WLUM, KJLH, WENN, WPEG, KHYS, Z103,
Heavy, JETSH, WALOX Medium: WHRIP, HOT106, NSH, WTMP, KACE, KDAY, KSDL, OC104, WDPN, WANT, KOKA, WNKO,

LOVE PATROL "Love Patrol" (4th & Broadway/Island) 29/3
Rotations: Heavy 10, Medium 11/1, Light 17/2, Total Adds 3, KMJM, WPEG, KIIZ, Heavy: KMJQ, Medium: WWIN, WXYV
WRKS, WEDR, WTMP, WNHC, WOKU, WBUX, KHYS, WTLC. UTFO "Fairy Tale Lover" (Select) 28/6

is: Heavy 6/0, Medium 10/1, Light 12/5, Total Adds 6, WAOK, WPEG, WAAA, WGPR, WTLC, KBUZ. Heavy. WDAS, WZAK, KDAY, WJMI, WBLX. Medium: WWIN, WXYV, WUSL, WEDR, WOWI, WDMT, WQMG, WQGK, WZEN,

CAMED "A Good-Bye" (Altanta Antista/PolyGram) 27/4
Rotations: Heavy 00, Medium: WDIA, WZER,
WEEL, WULD, WEEL,
WEEL, WELL,
WEEL,
WEEL

SIGNIFICANT ACTION

EBO "1'd Rather Be By Myself" (Domino) 24/6
Rotations: Heavy 6/1, Medium 13/1, Light 54, Total Adde 6, WH-UR, WNHC, WPEG, WOMG, WPLZ, KHYS, Heavy, WILD,
WDAS, MCDR, WZAK, WODP, Medium WWIN, WUSL, WOWN, WOMT, WJLB, WKND, WFXC, WLOU, WANT, KAPE, WTLC,

JANET JACKSON "What Have You Done For Me Lately" (A&M) 23/23

Spations: Heavy 100, Medium 7/7, Light 16115, Total Adds 23, WYTV, WILD, WDAS, WUSL, WAMO, KID4, WHEK, WARD, WAR

CHAKA KHAM "Own The Night" (MCA) 2376 7, WANI, WANI, KAPE, WANIM, WAAA, WTLC, WWWS, WZEN.
Rotations: Heesy 00, Medium 10/3, Light 13/4, Total Adds 7, KDL2, WTMP, WFXA, WENN, WPEQ, WOMG, KHYS, Medium:
NSI, OCIO, MCRN, WOCK, KOZ, MCUL, KOXA.

DARA DARE "Nightmares" (Profile) 236
Rotations: Heavy 00, Medium 711, Light 16/4, Total Adds 5, WFXA, WPEG, KHYS, WAAA, WTLC, Medium: WDMT, KMJM, WFXC, WOMO, WBLX, KOKA.

MOST ADDED

CHERRELLE/ALEXANDER O'MEAL (29) Saturday Love (Tabu/CBS)

SMOKEY ROBINSON (29) Hold On To Your Love (Tamla/Motown) ISLEY JASPER ISLEY (27)

Insatiable Woman (CBS Associated) ZAPP (26) Computer Love (WB)

JANET JACKSON (23) What Have You Done For Me Lately (A&M)

HOTTEST

STEVIE WONDER (41)

Go Home (Tamla/Motown) DIONNE & FRIENDS (40) That's What Friends Are For (Arista) ATLANTIC STARR (35) Secret Lovers (A&M) LIONEL RICHIE (34)

Say You, Say Me (Motown) READY FOR THE WORLD (32) Digital Display (MCA) SADE (32)

Sweetest Taboo (Portrait/CBS)

COLONEL ABRAMS "The Truth" (MCA) 22/2

idium 8/0, Light 13/2, Total Adds 2, WFXC, WBLX, Heavy: WAAA, Medium: WWIN, WXYV, WILD

RDY ATERS "Mot" (Columbia) 21/12
ROYATES "Mot" (Columbia) 21/12
ROYATES "Mot" (Columbia) 21/12
ROYATES "Mot" (Columbia) 21/12
ROYATES "Mot "Rotton: Heavy Oo, Medium BM, Uph 13/8, Total Adds 12, WWN, WDAS, WHUR, WYLD-FM, WTMP, WBMX, WPEN, WFER, WHITE, WHITE, WITH PARTY OF THE WART O

HOT105, WTMP, WBMX, WFXA, KQXL, JET94, WHYZ, WKXI.

WPLZ Heery; WPLR, WLOU, Medium: WILD, WEDR, WHILD, WEDR, WHILD, WEDR, WHILD, WDAS, WHERK, K94, WTIMP, Pattelone: Heery; OD, Medium: 444, Light: 18°16. Total Acids: 20, WWIN, WXYV, WILD, WDAS, WHERK, K94, WTIMP, WALR, WALR, WARM, WAAX, WANT, WANM, WAAA, Z103, WDAO, WTLC, WWWS.

BETTY WRIGHT: "Pall": (First String/Fentasy) 20.6

REIGHOR: HERY; 10, Medium: 92. Light: 108, Total Acids: 8, WWIN, WDAS, WYLD-FM, WTIMP, WPEG, WJYL, KHYS, WDAD, WDAS, WYLD-FM, WTIMP, WPEG, WJYL, KHYS, WDAD, WDAS, WYLD-FM, WGDR, Medium: WXVV, WDJY, K104, WZAA, WBLX, WAMM, WXWM

Hebry, WEDR, Medium: WXTV, WIJY, K104, WZAK, WBLX, WANM, WKWM.

CONNIE: "Funity Little Beat", (Sunnyviery) 2805

Rotations: Heavy 711, Medium 6/1, Light 73, Total Adds 5, KDAY, WPEG, WQMG, KHYS, WAAA Heavy WWIN, WEDR, WOWN, WTIRK, KKMM, WANM Medium: WDAS, WDAY WIJE, WRCI, WTLC.

LUTHER VANDROSS "10 ohy For One Night" (Epic) 18/10

ROTATION: HEAVY 20, Medium 8/2, Light 8/5, Total Adds 10, WYLD-FM KACE, WTKL, WENN, WPDQ, WJYL, WPLZ, WANM, WAAA, KOKC, Henry: WYEE, WWKO, Medium: CC104, WDRN, WDAO.

JELLYBEAN "Sidewalk Talk" (EMI America) 18/8

Light 7/3, Total Added 8, WHRK, WTMP, KACE, WFXA, JET94, KIIZ, KJC8, Z103. Heavy M, XHRM, WANT. JELLI DECHI Pictations: Heavy 3/1, Medium 8/4, Light 7/3, Total Adds 8, WH-WJAX, WPLZ. Medium: K94, WLUM, XHRM, WANT. KARTOON KREW "Inspector Gadget" (Profile) 18/5 Rotations: Heavy 2/0, Medium 6/2, Light 10/3, Total Adds 5, WFXA.

Adds 5, WFXA, WENN, KHYS, WTLC, WJYL, Heavy, KMJQ, WQQK, Medium

ART OF NOISE "Legs" (Chrysalis) 17/5

4/1, Light 12/4, Total Adds 5, HOT105, WZAK, WLUM, KHYS, WWWS. Heavy. WQQK,

.Medium: WDAS, WKND, WBLX. MIAMI SOUND MACHINE "Conga" (Epic) 17/5 Durathor: Heanv B/I, Medium S/I, Light B/3, Total Adds 5, WDAS, WQMG, KIIZ, Z103, KUKQ, Heavy, K94, KJLH, XHRM,

PRINCESS "After The Love Has Gone" (Next Plateau) 17/5 Rotations: Heavy 0/0, Medium 6/2, Light 11/3, Total Adda 5, KACE, KDAY, WPEG, WHYZ, WAAA, Medium: WUSL, WHUR, PROBERTIES TRANSPORT TO THE PROBLEM THE PROBLEM TO THE PROBLEM TO

PHYLLIS NELSON "I Like You" (Carrere/CBS) 17/3

WILD, WFXA, WTKL. Heavy: WRKS. Medium: WWIN, WVEE,

L. WYLD-FM, KACE, WAOK, WHYZ, WPDQ, WJYL, Heavy

PATTI LABELLE "IT You Don't Know Me By Now" (PIR/Manhatten) 16/7 Rotations: Heavy 2/0, Medium 7/2, Light 7/5, Total Adds 7, WUSL, WYLD-FM, KACE, WAI WZAK, WANM. Medium: WDAS, WYEE, WDPN, WAAA, WDAO.

KRYSTOL "The Things That Men Do" (Epic) 16/2 ROUSDING WHEN YIO, Medium 8/0, Light 9/2, Total Adds 2, W. WKXI, WBLX, KOKA 8 2, WZAK, KHYS. Heavy, WANM, Medium; WHUR, WEDR, KQXL,

REFINARIO WRIGHT "After You" (Manhattan) 15/11
Reasoner Heavy 00, Medium 5G, Light 106, Total Adds 11, WHRK, WYLD-FM, KMJM, KACE, XHRM, WTKL, WJML KIIZ, KJCB, WYLR, WAAA, Medium 140, WWWS

STAPLE SINGERS "Nobody Can Make It On Their Own" (Private I/CBS) 15/5
Rotations: Heavy 1/0, Medium 3/0, Light 11/5, Total Adds 5, WFXC, WALT, WBLX, KHYS, WDAO, Heavy; WPDQ, N

SYMBOLIC THREE "No Show" (Reality/Fantasy) 15/3

Total Adds 3, WPEG, WQMG, KHYS. Heavy, WDJY, WEDR, WTKL, Medium

PAUL HARDCASTLE "Just For Money" (Chrysalis) 14/3
Potations: Heavy 0.0. Medium 2/1, Light 12/2, Total Adds 3, WPEG, WANIA, WWWS, Medium, WKND.

KASHIF "Dencing in The Dark (Heart To Heart)" (Arista) 13/12
Potations: Heavy 1/1, Medium 3/3, Light 9/8, Total Adds 12, WHUR, K104, KDLZ, KACE, WNHC, WJMI, WLOU, WPLZ,

PAUL LAURENCE "You Hooked Me" (Caphol) 12/7
Rotations: Heavy 0/0, Medium 5/3, Light 7/4, Total Adds 7, WDAS, WDIA, WDMT, KACE, KOKA, WANM, WAAA Medium

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

JENNIFER HQLIDAY

DOUBLE BREAKER

BLACK / URBAN CHART:

SEACK/URBAN CHART:

c 1986 Warner Bros. Records

BLACK/URBAN ADDS & HOTS

EAST

WXYVMeltimore
Rey Sampeon
SHOREY BOSHDON
SHOREY BOSHDON
JEMETPER BOLLIDAY
NARF 9
RAFTHA FRANKLIN
TRANALINE
JAMET JACKEOB
STEVIZ HONDER
READY FOR THE MOR
BILLY OCEAN
DIOMRE 8 FRIENDE
RELL'SA HORGAN
RELL'SA HORGAN

WWIMBeltimore Neuman/Dunn

BETTY WRIGHT SHOKEY ROBINSON SHOREY ROBINSON LAPP WEITWEY HOUSTON ARETHA FRANKLIN TRANALINE ROY AYERS ISLEY JASPER ISLE CHERRELLE Hottest: DIOMNE & FRIENDS ISLEYS SADE ATLANTIC STARR STRUTS WOMEN

Jordan/McLean
CHERRELLE
MARP 9
TULULAH MOON
Notceat
DIOMNE & PRIENDS
KURTIS BLOW
JAMES BROWN
STEVIE MONDER
L.L. COOL J

WWHC/New Heven Jemes Jorden

Jemme Jorden
EBO
HORRIS DAY
LUTHER VAHDBOGS
REME & ANGSLA
TA NARA & SEEN
SNOKEY ROBINSON
KASHIP
HOTTES BLOW
WINARS
LIONEL BICKER
LONEL BICKER

LIOUEL RICHIE

SombyThomes
SETRIEF CAMERAR
L.L. COOL J
PRYLLIS NELSON
CAMED
TRAMAINE
ARSTHA PRANKLIN
CHERRELLS
JAMET JACKSON
BOTOMES & FRIENDS
FIVE STAR
PONCE HO'S
FORCE HO'S
FORCE HO'S

ROCHELLE Bottest: WHITMEY HOUSTON POINTER SISTERS EAPP ISLEYS PORCE MD'S

none Hottest: GRACE JONES STARPOINT ATLANFIC STARR FULL FORCE EVELYN KING

WHUR/Weehin Mike Archie

Mine Archie
EBO ISLEY JASPER ISLE
FROM IS CATHERS
JAMES BROWN
ATTER
APT OF BOISE
GAP BAND
GAP OF BOISE
GAP BAND
SHOCKEY ROSINGON
SHOCKEY ROSINGON
KAND ATTER
KAND IF
K

none Bottest: DIOWNE & FRIENDS ARETHA PRANKLIN WEW EDITION SHEILA E

OC104/Ocean City Dave Allen THOMPSON TWINS MR. MISTER TAPP
CHERRELE
JAPP
CHERRELE
JSHIP FOR BOLLIDAY
ISLEY JASPER ISLE
DURELL COLHMAN
BOTTOST
BILLY OCEAN
SADE
ATLANTIC STARR
DIOWNE & FRIENDS
READY FOR THE MOR

WDAS/Philodolphic Joe Temburro

JOP TAMEMBURD
BOT AYERS
HIAMI SOUND MACHI
JANES BEASTIE SOYS
BESTY WRIGHT
JAMES BROWN
ARETHA FRANKLIM
FADL LAURENCE
STEADY B
JERNIFER BOLLIDAY
BOTTES
BOTTES EBO YARBROUGH & PROPL MELI'SA MORGAN

WUSL/Philedelphie WystWisckson

Wyself-Scison

VAL YOUNG
PATTI LABELLE
BEASTIE BOYS
PAT EOUS
PAT EOUS
PAT EOUS
PAT HOUS
PAT H

WANO/Pittsburgh

9.9 REME & AMGELA JAMET JACKSON TA MARA & SEEN MU SHOOZ ROCHELLE

KOXLEston Rouge
Don Ricarde
COLLAGE
SHOKEY ROBINSON
JOCALYN BROWN
BOTES ROBINSON
HOTEL RICHIE
LIOWEL RICHIE
LIOWEL FRIENDS
ATLANTIC STARR
READY FOR THE WOR
STARFOINT WDJY/Washk Brute Bailey

SYAMPOINT
WITLIBEON ROUGE
Out Bready
DOSSERIAL
PIVE STAR
LUTHER VARDINGS
SKOKLY ROSINGON
SKOKLY ROSINGON
MILITHAY HOUSTON
SET SHAPE TILE
REMANDON WILLIAM
SET SHAPE TILE
SET SHAPE TILE
SET SHAPE TILE
CHICAGO BRADE SHI
LJ, RETRICOGO
BROTE SHAPE
CHERRELON
BROTE SHAPE
CHERRELON
BROTE SHAPE
S

WEST

Jay Johnson
MAURICE WBITE
EAPP
SNOKEY ROSIMSON
CHERRELLE
REWE & ANGELA
LUTHER VANDROSS
HOTCOST
LICHEL RICHER
STEVIE NORDER
ATLANTIC STARR
MELL'SA RORGAM
FULL FORCE

KACE/Los Angele Para Robinson

ROAYLOS Angeles
Potterson/Mick
COMNIE
LAPP
CHERRELE
FREESTYLE
ISLST JASPER ISLS
FAT BOYS
JAMET JACKSON
HOTTES
FAT BOYS
JAMET JACKSON
HOTTES
EACH
LL. COOL J
READY FOR THE WOR
FORCE WOYS
FORCE WOYS
FORCE WOYS

KJLHILos Angeles CIM Winston

CBM Wineston
L.L. COOL J
HELI'SA HORGAN
FREDDIE JACKSON
JAKES BROWN
EAPP
WHIANIET HOUSTON
HOLDER
HOLDER
LORGE FRIENDS
LIONEL FRIENDS
LIONEL FRIENDS
LORGE FRIENDS
ART OP NOISE
ART OP NOISE

UB40 DURELL COLEMAN UBAG DURELL COLEMAN DURELL COLEMAN DURELL COLEMAN DURELLE COLEMAN DURELLE COLEMAN DE COLEMA DE COLEMAN DE COLEMAN DE COLE

MIAMI SOUND MACE! Hottest: READY FOR THE WOR STEVIE MONDER LIONEL RICHIE DIONNE & FRIENDS SADE

WXOK/Beton Ro Al Wallece

XHRMSon Diego Duff Lindsey

PAT BOYS
ARRIVA FRANKLIN
BERHARD WRIGHT
LOSSUS BAIN & PRE
BOTCHES
DIONNE & FRIENDS
ATLANTIC STARR
SADE
STEVIE MONDER
FIVE STAR

none Hottest: NEW EDITION ARTISTS UNITED EURYTHMICS EURYTHMICS SHEILA E LIONEL RICHIE

SOUTH

WAOK/Attentia Lery Timetey PATT! LABELLE MORRIS DALY M

STEPHANIE MILLS TA MARA & SEEN WEAM!

TA MANN O WEAR!

MEAN!

SAPP

CHAPTER 0

EOSTOSITE OCHORER

FREDIE JACKSON

JAMES BROWN

LUTHER VANDROSS

WEITHEY HOUSTON

WVEE/AB thy Andre

WATVEWINDINGHOM
PRON JAMESTY
CHERRELLE
JULCY
JAMES JACKS
JAMES JACKS
JAMES JACKS
JAMES JACKSON
ARETHAN FRANKLIN
STROKE
BOLLOGI
FOR THE HOR
EVELTH AND FOR THE HOR
EVELTH AND FOR THE HOR
EVELTH AND FOR THE HOR
EVELTH RISE
STRUCE
HORDER
READY FOR THE HOR
EVELTH RISE
STRUCE
HORDER
STRUCE
HORDER
HORD

WENN/Birminghem Michael Ster

Michael Star
JOHNE & FRIENDS
WEITWEY HOUSTON
WITHEN HOUSTON
LITTERS VANDROSS
KARTOON KREW
LAPP
CRAKEA KRAN
CAMEN
JOYCE KENNEDY
JOYCE KENNEDY
JOYCE KENNEDY
JOYCE KENNEDY
JOYCE KENNEDY
JOYCE KENNEDY
STENIELE
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ROLLED ST.
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BOLLED

Z93/Charleston Cilff Fletcher

CAM Feather ISLE TAPP ROTESTAP ROTESTAP ROTESTAP ROTESTAP ROTESTAP FOR THE NOR DIOWNE & FRIENDS SADE EVELYN RING WPEG/Charlotte Fred Graham

WF.LAA.Queeks TOWN SWEET TOWN SWEET TYE STAR JAMES BOUNTON HITTERY MOUNTON HITTERY MOUNTON HITTERY MOUNTON HITTERY MOUNTON HITTERY MOUNTON HITTERY TARROCCIS PROPIL TARROCCIS PROPIL TARROCCIS PROPIL TARROCCIS TARROCCIS HITTER H

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JETBACHASTANOS
FRANK BL. JERROR
JELLYBEAN
SNOKET NOBINBON
JOCELTH BROWN
L.L. COOL J
BOTEST
ECTE STAND
EVELTH KING
FREDDIE HURPHY
EVELTH KING
ATLANTIC STARR

WDPN/Columbia Chez Saunders none Bottest: EUGZBE WILDE SADE READY FOR THE WOR STARPOINT STEVIE WOWDER

CHAIR SAMPHUM'S
JAMES JACKSOM
ISLEY JASPER ISLE
RAPP
TRAMALHE
ROCCEST:
STEVIE MONDER
READY FOR THE WOR
EUGENE WILDE
LIONER, RICHIE
MORRIS DAY

WJAX-FM/Jecksonville Tony Menn

K104/Delies
Terri Avery
ISLEY JASPER ISLE
CREMERILE
JAMET JACKBOW
EASH TY
FOLHYER SISTEMS
BOCKSEN WILDE
ROLDSEL
STARPOJET
HORETS DAY
MORELI'S ANORGAN
REBUE 6 ANGELA JERNIPER BOLLIDAY ARETEA PRANKLIN SHOREY ROBINSON THOMPSON THINS ZAPP ISLEY JASPER ISLE HEART HEART STING Hottest; READY FOR THE WOR WHAM! STEVIE WOWDER DIOWNE & FRIENDS ATLANTIC STARR

WPDQ/Jecks Merc Little

Marc Little
JAMES BROWN
LUTHER VANDROSS
MEITHEY ROUSTON
PATTI LABELLE
SMOKEY ROEISON
DURELL COLSMAN
TEREI DANCER
HOTESET
ATLANTIC STARE
LOUNEL FAILEND
LIONES F PRIEMD
LIONES RICEIE
STEVIE WONDER
SADE

WFXC/Durham Alvin Slowe

AVM SLOWE
STOCKEY RODINGOM
STRADY B
BROWER BROTHERS
STAPLE SINGER
COLOMEL ABRAMS
GLORIA D. BROWN
TEDDY PENTORNAL
BOCKER
STARE LANGE
STARE LANGE
STARE LANGE
STARE LANGE
FILENDE
STARE CANCELLY
FILENDE
STARE CANCELLY
FILENDE
STAREOLY
FILENDE
STARE

KDLZ/Ft. Worth-Deli

KHZ/KMeen BHI St. John MoConne PAHILY PHILIP HICHARL TH CHARA KHAM KASHIP CHERRELLE CHERRELLE Bottest: LIOMEL RICHIE DIOMEE & FRIENDS SADE STARPOINT ISLEYS

KMJQ/Houston Ron Atkine

none Hottest: STEVIE WOMDER SADE STARPOINT DIOMNE & FRIENDS L.A. DREAM TEAM

WKXWJackson Tommy Marshell

Tommy Marshell
FAT BOYS
CRERRELLS
SNOKEY HOSINSON
JOCKLYN ERONN
LAPP
JAMET JACKSON
HOTCHST
LIONEL RICHIE
DIONNE & FRIENDS
ATLANTIC STARR
ISLEYS
STARPOINT

WJMWJeckson Carl Haynes

DOC POSSES

EAPP
GAP BAND
DIAMA BOSS
CHARA REAM
ISLEY JASPER ISLS
PONCE HD'S
JENNIFER HOLLIDAY
SYMBOLIC THREE
COUNTE
EBO
MIAMAL SCHED BOCK K.JCBA.Meystte
Horsto Hendy
JELLYBRAM
J.L.COOLS
L.L.COOLS
ERRERLE
JOYCE KENNEDY
REWE & ANGELA
BOXTON
BOXTON EBO MIAMI SOUND MACEI PAT BOYS Bottest: STEVIE WONDER READY FOR THE WOR SADE ATLANTIC STARE MELI'SA MORGAN

WHYZ/Greenville Sichael Taylor ISLEY JASPER YSLE PRINCESS STROKE STROKE STROKE STROKE SHOKEY ROSINSON STROKE SHOKEY ROSINSON HOLLEST RELI'SA MORGAN DIOWNE & FRIENDE TALENTAL RELI'SA MORGAN BORRIS DAY

STEPHANIE HILLS WQFX/Gulfport-Bi Jim Lucas

none
Education
ATLANTIC STARR
LIGHEL RICHIE
EUGENE WILDE
READY FOR THE NOR
STEVIE WOMDER

WDMA/Memophie Booby C'Jay MORRIS DAY GLORIA D. BROWN SPINNERS WRITTEY BOUSTON FAUL LAUESHCE ROTESEL ATLANTIC STARR BILLY OCEAN ZAPP STEVIE MORNER READT FOR THE MOR READT FOR THE MOR

WALTMertdan
Aundre Hussell
CHERRELLS
HORRIS DAY
JULIES
HORRIS DAY
JULIES
JOHNS DAY
JARRESONS
ARPER ISLE
JOHNS IN TALOR
TARRESONS
MILTERY MCCROS
WILTERY MCCROS
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ATLANTIC STAR
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COM FRIENDS
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COM FRIENDS

WEDR/Miemi Jeckson/Jones Jeckson/Jones
ERUSH 2
DEATH CITY BOYS
HOUTESTY MRIGHT
ISLEYS
LIONEL RICHIE
COMMIE
EVELYN KING

HOT105/Mind

9.9 HELI'SA HORGAN

Tony T. Fields
FIVE STAR
SAPP RESELLE
JAMES PROWN
AND STANDARY HOUSTON
HEITHEY HOUSTON
HOTER
EUGHER WILDE
ATLANTIC STARR
HEM EDITION
READY FOR THE WOR

WJYL/Louisville

Morgan/Senbh
PORCE NO'S
JAMET JACKBON
CHERARELLE
AND CHERARELS
SHOKEY ROBINSON
ARETA, PRAMELIE
BERNARD WHIGHT
JELLTBAN
HOTCHE
STRYLE MONDER
DIOMES & FRIENDE
SADE
READY FOR THE NOR
READY FOR THE NOR

KHYS/Port Arthur Petry/Davis

WELL/Mobile
Vermon Wole
PRINDO IE JACKSON
PRINDO IE JACKSON
REWE & ANGELA
RUS D. M.C.
ISLEY JASPEN ISLE
COLOMEL ASPAMS
FERRIT SOLINOS
SANCEL ROSINOS
ROTERIO
R

WLOWLouisville Tony T. Fields

JAMES BROWN CHERRELLE CHERRELLE
ZAPP
ZAPP
ISLEY JASPER ISLE
WEM EDITION
JEMNIPER HOLLIDAY
HOTTON
HOTTON
GRANTIC STARR
CONCEPT
EARTOON EREW
GRACE JONES

WYLD-FM/New Ories
Ded Spencer
BETTY MRIGHT
LUTERE VANDROSS
DEBARGE
LAPP
MRITHELY HOUSTON
PATTI LABELLE
BERNAND MRIGHT
ROY ATERS
SADE
STEVIE MONDER
LONGE, RICHIE
STEVIE MONDER
DIOMEE & PRIENDS
STARPOINT

WJJS/Lynchburg Led Goins Led Goins

REME & ANGELA
L.L. COOL J
J.L. COOL J
J.E. LEY JASPER ISLE
SANCEY ROBINSON
LISA LISA
HOTCEST
LIONEL RICHIE
STEVIE WOODER
ATLANTIC STARR
MELI'SA HORGAN
EUGENE WILDE

WORL/Orlando Earl James

none Hottest: STEVIE WONDER ROOL & THE GANG SADE HEW EDITION LIOWEL RICHIE

WOWINGrick Roshon Vence HELL'SA MORE VIDBO KIDS JAMES BROWN HORRIS DAY GRACE JONES SADE HOLLest:

Notest: ISLEYS LIONEL RICHIE

ATLANTIC STARR STEVIE WONDER

KNAMOTOM MMLe Allen SMOKEY ROBINSON ARSTRA FRANKLIN RUN D.M.C. ZIMBO HOTCOS: SADE JAMES BROWN MIANI SOUND MACHI LIONEL RICHIE ATLANTIC STARR

WPLZ/Pobryburg
Shows Crumbby
ISLSY JABPER ISLS
ESCOT JOHNS
FULLY JABPER ISLS
ESCOT JOHNS
FULLY BENOWN
ELVYMAIX
DURELL COLEMAN
JOCKLYN BROWN
ALMS IT
LOYERS VANDROSS
MAI TAI
HOUSEN
HOUSE
H

PHITYDON'S WEITHEY HOUSTON JAMES SHOWN ZAFF RANTOON KREW CAMEO CAM

DAMA DAME EBO HOTTEST: LIONEL RICHIE STEVIE MONDER READY FOR THE WOR DIONNE & FRIENDS SADE

WANT/Richmon Monet/Freeman

MonotFreeman
JAHIT JACESON
ARETEA FRANKLIN
COREY HART
BOTCOST
HELL'SA MORGAN
JAMES BROWN
SADE
PORCE HD'S
WHITHEY BOUSTON

MANIE BOUSTON
MANIE Kelly
SMOCHET BODINGON
JAMES JAKENDON
AL GREEN
ISLET JASPER ISLE
CHERRELLE
HOUSEL RICHIE
ATLANTIC WORDER
STRUIZ MONDER
SADE
YARBROUGE & PEOPL

KOKA/Shreveport B.B. Davie MAURICE WBITE JIMMY G & TACKHEA PADL LAUBERCE WBITHEY BOUSTON HOLLES AND WORDER READY FOR THE WOR ATLANTIC STARR DIOWNE & FRIENDS

Merva Mays none Hottest: SYSTEM EUGENE WILDE STARPOINT NORRIS DAY KOOL 5 THE GANG

WANN/Tallah Joe Bullard

Jos Sullard
TRAMAINE
RASEIT
RAMAINE
RASEIT
RAMAINE
RASEIT
RAMADCASPLE
RAMAINE

WTMP/Tamps

LIONES, RICKIE
WAAAWINISON Salem
Benny Jones
Benny Jones
LOTHER VARROOGS
LIGHT ADRIVED
BENTY AND SALEM
BENTY LI
LOSSING DAIR
LOSSI

WIMP/Tampa
Chyle Turner
BETTY NRIGET
JELLYBRAN
CHARA KRAM
ARSTRA FRANKLIN
ROY ATERN
ACCELYN BROWN
FAT BOYN
HOLLES
MOKENY RONINGON
FAT BOYN
HOLLES
READY FOR THE MOR
MAGNIC WINTE
ATLANTIC STARR
SADE
LYOMEL RICKIE PREDDIE JACKSON WHITWEY HOUSTON

LISA LISA JELLYBEAN JELLTERAS
CAMEO
ARETRA FRANKLIN
HIANI SOUND MACEI
SHOKEY ROBINSON
FAUL MCCARTWEY
WHAN!
HOTCH FORCE
HELL'SA MONGAN
TEMPLATIONS
STEVIZ WONDER
FIVE STAR

Lanklord Stephens
JAMES BROWN
STAPLE SINGERS
ARETEA FRANKLIN
CHERRELLE
BETTY METGET
HOTTORIT
HOTTORIT
HOTTORIT
JUNE 4 FRIENDI
MELL'SA NORGAN
LIOMEL BICHIE
STARPOINT

85 Reporting Stations 77 Current Reports

These stations reported a frozen list this week-

WXOK/Baton Rouge WGCI/Chicago WBLZ/Cincinnati WQFX/Gulfport WRKS/New York WORL /Orlando KSOL/San Francisco

WWDM/Sumter failed to report this week and therefore its list was frozen.

MIDWEST

Merco Spoon 2APP JAMET JACKBON TA MARA 6 SEM TARRAGOR 6 PEO FAT BOYS JOCKLYM BROWN MEITHEY BOUSTON ROYALX 8.07 ATERS 9.9 EOCT ATERS PRINCES

Alexander/Whitmore
LOU RAMLS
MOURIS DAY
ARSTHA FRANKLIN
GAF BAND
LUFFER VANDOGS
BOTES VANDOGS
FOR THE MOR
SADE
STEVIE NOMES
JOE SPENCE
JOE SPENCE

UTFO JIMMY G & TACKESA Sottest: READY FOR THE WOR READ

EBO STARPOINT STEVIE WONDES SADE

SADE WKWM/Grand Rapids Frank Grant

Frank Grant
CMERRELLE
JAMES BROWN
WHITWEY BOUSTON
BOTTON
EXAPP
HORRIS DAY
HELL'S HORGAN
BILLY OCEAN
WYLCANGenepolle
Jey Johnson
DOILE GAIMES

WILLIAMS

ROSIE GAINES

OMBO DANE DANE

EARTOON KREW

EARTOON KREW

EARTOON KREW

EARTOON KREW

EARTOON KREW

LANGE JACKSON

PAUL MANDCASTLE

SANCKET NOOLINGON

LONGEL RICH

UNDERLINGON

LONGEL RICH

UNDERLINGON

JANES SANCHINGON

JANES SANCHINGON

JANES SANCHINGON

JANES SANCHINGON

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HER HISTER

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PETE TOWNSEENO

HR. MISTER WEIDAT I WEIDAT I WEIDAT I WEIDAT I WEIDAT I WEIDAT I WAS ANDELA CLEWOME & BOROWA CARE I WICKS ART OF BOLSE ART OF BOLSE FEART OF BOLSE FOR ARTHUR FRANKLIM ARKTHA FRANKLIM SMOKET ROBERT WIES BOLSE WORTH WIES BOLSE WORTH WEIDAM WEITER WOUND WEITER WOUND WEITER WOUND WEITER WOUND WEITER WOUND WEITER WOUND WARTH WEITER WOUND WAS ARKED WAS ARKED TO WARD THE WOUND WAS ARKED WAS AND WAS AND

WWWS/Saginar Crockett/Roses

BOTTOST: EUGENE WILDS PRINCESS EVELYN RING ISLEYS NEW EDITION WGCVChicago

HOTE A FRIENDS
FULL FORCE
ISLEYS
EUGHNE WILDE
LIONEL RICHIE

WBLZ/Cincinneti Brien Castle none Botteat: ISLEY JASPER ISLE EUGENE WILDE LIONEL RICEIE READY FOR THE WOR PRINCESS

WDMT/Clev WINNICHONAND TO THE PROPERTY OF THE PAUL LAURENCE FAT BOYS BOTTONE & FRIENDS FIVE STATE AND THE PAUL SALVEN FOR THE PAUL SALVE

WZAK/Cleveland Tolliver/Perry TomourPerry
ART OF BOISE
CHERRELLE
LUTHER VANDROSS
FAT BOYS
RESPOL
BOCCOST
LIDOWEE & FRIENDS
LAPP
EBO
RENE & AMGELA
ATLANTIC STARR

WVKO/Columbus KC Jones ISLEY JASPER ISLE PORCE HD'S HOTTERS: ATLANTIC STARR SAPP STARPOINT

WDAO/Dayton Lankford Stepi

CONTROL OF THE STATE OF THE STA

THE PRINCIPLE OF THE PR

RENE & ANGELA UTFO Hottest: LIONEL RICHIE ATMANTIC STARR SADE SADE MELI'SA MONGAN READY FOR THE WOR

JAZZ

TOP 30

JANUARY 10, 1986 0 JOHN BLAKE/Twinkling Of An Eve (Gramavision) ā GRP LIVE IN SESSION/GRP Live In Session (GRP) DAVID GRISMAN/Acousticity (Zebra/Acoustic) HERBIE MANN/See Through Spirits (Atlantic)

JAMES NEWTON/African Flower (Blue Note)

KIRK WHALUM/Floppy Disk (Columbia) DIANE SCHUUR/Schuur Thing (GRP)

WYNTON MARSALIS/Black Codes (From The Underground) (Columbia)

CARLA BLEY/Night-Glo (ECM)

TONY WILLIAMS/Foreign Intrigue (Blue Note) 1 JEAN-LUC PONTY/Fables (Atlantic) 11

B MULGREW MILLER/Keys To The City (Landmark)

Œ JIMMY HEATH/New Picture (Landmark) ŏ BENNIE WALLACE/Twilight Time (Blue Note)

OTB/Out Of The Blue (Blue Note)

TIM EYERMANN'S EAST COAST OFFERING/Walkin' With You (MCA) MONTY ALEXANDER/Full Steam Ahead (Concord)

MATT CATINGUB/Hi-Tech Big Band (Sea Breeze)

RICHIE COLE/Bossa Nova Eyes (Palo Alto) BEN STORAN/On The Cool Side (Magenta/Windham Hill)

McCOY TYNER & JACKIE McLEAN/It's About Time (Blue Note)

22 WAYNE SHORTER/Atlantis (Columbia)

23 JOANNE BRACKEEN/Havin' Fun (Concord) LARRY CORYELL & EMILY REMLER/Together (Concord) 2

25 DIDIER LOCKWOOD/Out Of The Blue (Gramavision) BENNY CARTER/A Gentleman & His Music (Concord)

DEBUT > 2 LONNIE LISTON SMITH/Rejuvenation (Doctor Jazz) DEBUT 20 WISHFUL THINKING/Wishful Thinking (Pausa)

DON SEBESKY/Moving Lines (Doctor Jazz) WINDHAM HILL ARTISTS/A Winter's Solstice (Windham Hill)

Bisck/Urban stations contributing to Jazz, WKNK/Hartford Melonae McClean, KJCB/Lafayette, Aoratio Handy, WYLD-FM New Orleans Dell Spencer WGCl Chicago Graham Atmationg WDMT-Cleveland Dean-Dean Rufus XHRM San Diego Duff Lindsey

NEW & ACTIVE

JANET PLANET "Sweet Thunder" (Sea Breeze) 13/2

Total Adds 2 KTCJ, KJCB Heavy WYRS, WNOP, KWMU

Medium: WRIT, NCSC.
ART FARMER O'UNITET "You Make Me Smile" (Soul Note) 11/3
Rotations Heavy 3.0. Medium 4/1 Light 4/2, Extra Adds 0, Total Adds 3, KUHF WFSS WVPE Heavy KLON KLCC, KXPR Medium WRSJ, KJAZ, WNJR

GEORGE COLEMAN "Manhattan Panorama" (Theresa) 10/3
Roteitons Heavy 3-1, Medium 3/0 Light 4/2, Extra Adds 0 Total Adds 3, WGBH, WNUR, KXPR Heavy WFPL KWMU

CALVIN KEYS "Full Court Press" (Olive Branch) 10/3

/2, Extra Adds 0 Total Adds 3, WFAE, WMOT, KJCB Medium WEBR, WFPL SADE "Promise" (Portralt/CBS) 18/2

Aedium 3/0 Light 2/2, Extra Adds 0, Total Adds 2 WUWM, WFSS, Heavy, WBGO, KERA, WNOP, WERR, KIRM, KLSK

BOBBY SHEW "'Round Midnight" (Mopro) 9/5

tations Heavy 3/2, Medium 2/0, Light 4/3, Extra Adds 0, Total Adds 5, WMOT, KLON, KUOP, KLCC KXPR Heavy Hedium KJAZ, KPLU ART BLAKEY "Live At Sweet Basil" (GNP Crescendo) 9/4
Rotations Heavy 21. Medium 2/1, Light 3/0, Extra Adds 2, Total Adds 4, KADX, KJZZ, WMID, KRVS. Heavy KXPR. Medium

LES HOOPER "Hoopla" (Pausa) 9/0

t 5/0, Extra Adds 0, Total Adds 0 Heavy: KBEM, KIFM, Medium: WNOP, WBBY

HANK CRAWFORD "Readhouse Symphony" (Milestone/Fantasy) 8/4
Rotebons: Heavy 0/0. Medium 5/2, Light 3/2, Extra Adds 0, Total Adds 4, WBGO. VBGO, KERA, KRVS, KJCB, Medium; WRTI.

FOWLER BROTHERS AIR POCKET "Hunter" (Fossii) 8/4
Rotations. Heavy 1/0, Medium 4/2, Light 3/2, Extra Adds 0, Total Adds 4, WYRS, KRVS, WVPE, KWMU. Heavy WNOP.



MOST ADDED

TONY WILLIAMS (11) Foreign Intrigue (Blue Note)
BENNIE WALLACE (7) Twilight Time (Blue Note)

HOTTEST

JOHN BLAKE (18) Twinkling Of An Eye (Gramavision) KIRK WHALUM (15) Floopy Disk (Columbia) GRP LIVE IN SESSION (12) GRP Live In Session (GRP)

MARK MURPHY "Sings The Nat 'King' Cole Sengbook, Vol. 2" (Muse) 7/4

Breations: Heave 1/0, Medium 3/1, Light 1/1, Edird Adds 2, Total Adds 4, WEBR, WFPL, WJZZ, KKGO. Heavy. KPLU.

PEPPER ADAMS/FRANK FOSTER "Generations" (Muse) 7/3
Rotations: Heavy 2/1, Medium 2/0, Light 2/1, Eatra Adds 1, Total Adds 3, WGBH, KJZZ, KXPR Heavy KPLU, Medium WRTI,

RUE WISP BIG BAND "Rollin" With Von Ohlen" (Mopro) 7/2
Rotations: Heavy 3/0, Medium 2/1, Light 2/1, Extra Adds 0, Total Adds 2, WKSU, WUSF, Heavy WFPL, KLON, KPLU

RUFUS REED "Seven Minds" (Sunnyside) 7/2

vv 2/0. Medium 1/0. Light 4/2. Extra Adds 0, Total Adds 2, WGBH, WDET Heavy: KJAZ, KLCC Medium

GEORGE CABLES "Phantern Of The City" (Contemporary/Fantasy) 8/2
Rotations Heavy 3/0, Medium 1/0, Light 2/2, Extra Adds 0, Total Adds 2, WUWM, WFSS Heavy WBGO, KJAZ, KXPR

JULIE KELLY "Never Gonna Let Go" (Pausa) 6/2
Rotetions Heavy 30, Medium 170, Light 1/1, Extra Adds 1, Total Adds 2, KJZZ, KLCC. Heavy WBGO, KBEM, KPLU
Medium: WNO.

JORGE STRUNZ & ARDESHIR FARAH "Guitarras" (Milestone/Fantasy) 6/2

ledium 3/0, Light 2/2, Extra Adda 0.

KJZZ, KLCC
A LITTE NIGHT MUSIC "SMIng Ducks" (Night Music) 6/1
Rotations Heavy 2/0, Medium 2/1, Light 2/0, Extra Adds 0, Total Adds 1, KJCB Heavy WJZZ, KCSC Medium KIFM

Potetions: Heavy 2/O, resolutin 2/1, Light 2/0, Earls Prous 9, Colle Prous 1, Touch 1997,

REGIONALIZED ADDS & HOTS

EAST

TYMES & NCLEAR WEGO/Nework RedBecKin ERROLL GARMER JAII SYAND ARTISTS GRITTED RASE CRAMPORD LIGA BICE LIGA BICE LIGA BICE SOUTH RELLY SERVIZ WELLY SERVIZ WALLACE SADE

SADE DOM SERBESKY TOMY WILLIAMS

BERRIE HALLACE JINUT EDATE LABRY WICEFOUTCH PIERRE DOMER ADAMS & FORTER WYRETHERMORD (1) PROF PRODON HODIERE JASE GUAPF FORLER SHOE ATRIPO BOILED I LIBA RICH BOUWY ALEXANDER WISSTANDATION
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JOHN HEARE
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SEMBLE NAME
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SEMBLE NAME HOSTY ALEXANDRA JOS PASS JOSE PISSARELLI J BOS MULLINS

SOUTH

SADE JEAN LUC POWTY DIAME SCHOOL

WAZZIOstrolit, Deriem Pester MARK MIZEMY MULGREW WILLER MOTESET: BER SIDEAS "INC MEMALDM "FARE WHOPPCIncinsmit(*)
Chira Wegner
Planio Ger
ALLAUDIN MATRIEU
PLERT LIGHT
BORST SHRIQUEZ
BOCCOCK
HISSIPUL TRINEIU
FORMER BANG AIRNO
STEVN BINDLER
ZANG
GRP LIVE IM SESSI

Selvatore Stokes PRED SOUN & APRI GRP LIVE IN SERI GROUGE COLEMAN *WDETIDetok
Judy Adems
STLLY BAPF
TONY WILLIAMS
BEN TAWERA BING
REFOS REED
PYRANGEY JORGAN
DAVE HOLLAED
CLARINET SOMMIT
JOE HOPER
BARYTE BMANTE
BOCLERY
BOCTERY

WICELNICANT
Linds Yehn
JT9
ROW MCCOMMELL
BLUE WISP BIG DAM
BOTTON

Sub Soymour SLUE WISP BIG TOUT WILLIAMS

THO MACHINO JOHN COLTRANS JOHN SLAFE JACESON & MANTE ART PARMER GUT

HOLDRIGH HILLES RICHIE COLE HONTY ALEXANDS POWLER BROS AI JAMES MENTON AL DIMBOLA BAME CHAMPOND

KBENNINnnaspels
J.D. God
HISMPUL THINEING
LOMHIE LIMPON SHI
HOTAST!
RAMEET LIMIS
DIAME ECHOOR
JEAN LUC PONTY

Jon Kenthagen-Kontal BERRY CALTER MOMET ALEXANDER MART MORTHS AFT PRIMITE QUINTE GENE BARRIS FORLES BROS AIRPO DON SEMERAT HOUSE & LAWN HOLLDON & CANN HOLD & LAWN HOLD BRACKERM BULGREN BRACKERM BULGREN BRACKERM BULGREN BRACKERM BULGREN BRACKERM GRO LIVE IN SEI NULGREW HILLER TONY WILLIAMS BILLY MARY POMER BROS AIR

Nich Francis TONY WILLIAMS BERNIE WALLACE

BORNIE MANAGEMENTON
DOLLOSS MILLES
DIAME SCHOOL
CASLA BLET
JAMES MENTON

WEST

KKSNMPortland (*)
Ray Horn
TONY WILLIAMS
NOTEST:
JOHN SLARE
STRIPON HARSALI.
JEMN LUC POMPY
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OTS

Kall-Children Market Proper Smith DAVID GRISHME TOWN WILLIAMS MITCHES BUTCHES AND MITCHES TO THE PROPERTY OF T

KETROBER Diego (*)
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mone
Mottest: H MESSI
CARLA BLET
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MARY COAST OFFERI DAVID PRANCE SCHOOL PARTY SCHOOL PRANCE SCHOOL DESCRIPTION OF THE SHEET DIAMETER SCHOOL PARTY SHEET SH

ORP LIVE IN SEEL

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50 Reporting Stations **45 Current Reports**

WKND/Hartford and WGCI-FM/Chicago made no playlist changes for two weeks (or more), and therefore were not used in this week's data.

WBBY/Columbus called in a frozen playlist this week.

WDMT/Cleveland and WRTI/ Philadelphia failed to report this week and therefore their playlists were frozen.

COUNTRY

TOP 50

		Last		
Weeks	5	1	0	CRYSTAL GAYLE & GARY MORRIS/Makin' Up For Lost Time (WB)
9	7	4	ě	JUICE NEWTON/Hurt (RCA)
16	10	5		OAK RIDGE BOYS/Come On in (You Old The Best You Could Do) (MCA)
5	3		4	FORESTER SISTERS/Just in Case (WB)
18	14			STEVE WARINER/You Can Dream Of Me (MCA)
15	13			MARIE OSMOND/There's No Stopping Your Heart (Capitol/Curb)
. 14	11			JOHN CONLEE/The Old School (MCA)
. 14	1	3	3	DAN SEALS/Bop (EMI America)
19	16		á	T. GRAHAM BROWN/I Tell It Like It Used To Be (Capitol)
22	17			GLEN CAMPBELL/It's Just A Matter Of Time (Atlantic America)
20		14		GEORGE JONES/The One I Loved Back Then (Epic)
25				DOLLY PARTON/Think About Love (RCA)
13			13	GENE WATSON/Memories To Burn (Epic)
29				EXILE/I Could Get Used To You (Epic)
4	4		15	ROSANNE CASH/Never Be You (Columbia)
34	26	21	1	BARBARA MANDRELL/Fast Lanes & Country Roads (MCA)
3		7		NITTY GRITTY DIRT BAND/Home Again in My Heart (WB)
24	21	20	1	WAYLON JENNINGS/The Devil's On The Loose (RCA)
30	25	23	Õ	SYLVIA & MICHAEL JOHNSON/I Love You By Heart (RCA)
26	24	22	ã	BILLY JOE ROYAL/Burned Like A Rocket (Atlantic America)
12	9	11	21	RESTLESS HEART/Heartbreak Kid (RCA)
31	27	24	2	SOUTHERN PACIFIC/Perfect Stranger (WB)
32	29	25		VINCE GILL/Oklahoma Borderline (RCA)
37	31	26	3	CHARLY McCLAIN with WAYNE MASSEY/You Are My Music, You Are My (Epic)
41	34	27	2	EDDY RAVEN/You Should Have Been Gone By Now (RCA)
35	32	28	23	JOHN ANDERSON/Down In Tennessee (WB)
39	33	29		MARK GRAY/Please Be Love (Columbia)
40	36	30	33	JOHN SCHNEIDER/What's A Memory Like You (MCA)
4	7 38	32		
12	6	17		KENNY ROGERS/Morning Desire (RCA)
-	- 47	37		LEE GREENWOOD/Don't Underestimate My Love (MCA)
4	2 39	34	_	JAMES TAYLOR/Everyday (Columbia)
4	4 40	35	33	JUDY RODMAN/I Sure Need Your Lovin' (MTM)
-	- 45	38	3	
!		18		REBA McENTIRE/Only In My Mind (MCA)
BRI			. =	
	- 46			
				GARY MORRIS/100% Chance Of Rain (WB)
	5 41			TOM JONES/It's Four In The Morning (PolyGram)
	- 44	_	9	
- D	EBUT			RICKY SKAGGS/Cajun Moon (Epic)
- 0		48	_	The state of the s
	1 19		43	EDDIE RABBITT/A World Without Love (RCA)
				GEORGE STRAIT/You're Something Special To Me (MCA)
_	EBUT	_		STATLER BROTHERS/Sweeter And Sweeter (Mercury/PG)
	/(001	- 50	-	
			43	
	DEBU	_	49	
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	-	-		

JANUARY 10, 1986

3/1110/	AIX I	10, 19	00
Total Reports/Adds	Heavy	Medium	Light
163/0	139	21	3
163/0	125	32	6
162/0	115	44	3
156/0	126	24	6
164/1	104	54	6
161/1	113	40	8
147/1	100	39	8
143/0	93	34	16
153/1	78	69	6
160/2	63	86	11
155/1	74	66	15
159/3	56	. 95	8
134/0	90	35	9
160/2	44	99	17
127/0	80	32	15
159/4	34	103	22
118/1	72	30	16
150/2	39	93 -	18
155/4	40	93	22
132/3	49	60	23
132/0	66	44	22
147/2	30	90	27
149/7	20	102	27
140/2	25	84	31
151/6	10	104	37
141/4	19	84	38
138/3	17	95	26
151/9	10	96	45
144/11	7	79	58
94/0	38	29	27
137/33	5	66	66
108/6	11	60	37
118/7	11	56	51
124/16	3	60	61
84/0	31	34	19
116/22	3	55	58
115/15	4	57	54
118/30	1	41	76
90/1	10	49	31
95/12	3	54	38
95/53	1	29	65
93/30	1	30	62
49/0	10	20	19
49/0	14	15	20
77/46	1	24	52
79/23	0	30	49
66/9	4	24	38
65/6	1	28	36
64/7	1	23	40
35/0	9	12	14

MOST ADDED

DON WILLIAMS (53) We've Got A Good Fire Goin' (Capitol) **GEORGE STRAIT (46)** You're Something Special To Me (MCA) ALABAMA (43) She And I (RCA) LEE GREENWOOD (33) Don't Underestimate My Love (MCA) GARY MORRIS (30) 100% Chance Of Rain (WB) RICKY SKAGGS (30) Cajun Moon (Epic)
ANNE MURRAY (27) orever (You And Me) (Capitol)
PAKE McENTIRE (24) Every Night (RCA) STATLER BROTHERS (23) T.G. SHEPPARD (22) In Over My Heart (Columbia)

HOTTEST

CRYSTAL GAYLE & GARY MORRIS (85) OAK RIDGE BOYS (59) Come On In (You Did The Best DAN SEALS (55) Bop (EMI Ame **FORESTER SISTERS (49)** Just In Case (WB) MARIE OSMOND (48) There's No Stopping Your Heart (Capitol/Curb) JUICE NEWTON (42) GEORGE JONES (41) The One I Loved Back Then (Epic) JOHN CONLEE (31) STEVE WARINER (31) You Can Dream Of Me (MCA) BILLY JOE ROYAL (30) Burned Like A Rocket (Atlantic America)

MOST ADDED & HOTTEST fail those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following to songs in Most Added & Hottest indicate the total number of Country reporters adding the song tills week or noting that the song is among their the hotset.

BREAKERS.

GARY MORRIS 100% Chance Of Rain (WB)

On 72% of reporting stations. Rotations: Heavy 1, Medium 41, Light 76, Total Adds 30 including WGNA, WTSV, WXTU, KIX106, WWVA, KASE, KPLX, KISS-FM, WQDR, KJJY, KFKF, WIL, KUGN, KMPS, KGA. Moves 46-38 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breaker status. Checkmarks signify the most added of the non-charted records.

T.G. SHEPPARD

In Over My Heart (Columbia)

On 70% of reporting stations. Rotations: Heavy 3, Medium 55, Light 58, Total Adds 22 including WGNA, WNYR, WWA, KYKR, WZZK, WKSJ, WGDR, WAXX, WKCQ, WTOD, KUUY, KUGN, KALF, KRPM, KGA, KIIM. Moves 41-36 on the Country char.

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THE FIRST BIG COUNTRY BALLAD OF 1986



HEART DON'T FALL NOW
the next hit single from



Produced by Randy L. Serugg

Capitol cumo

COUNTRY

NEW & ACTIVE

DON WILLIAMS "We've Got A Good Fire Goin" " (Capitol) 95/53
Rotations: Heavy 1, Medium 29, Light 65, Total Adds 53 including WTCR, WHN, WKYG, WIXY, KRRV, KASE, WSOC, WUSY, KILT-PM, WAMZ, WBCS, K102, KFDI, KUZZ, KWJJ, KSON, Debuts at number 41 on the Country chart. Foraitons: Heavy 1. Medium 29, Light to Mills (No. 1) Republis at number 41 of Mills (No. 1) Republis 29, Light to Mills (No. 1) Republis 29, Study (No. 1)

SEURCE STRAIT "YOU'R Something Special To Me" (MCA) 777.65

SIEDRES STRAIT "YOU'R Something Special To Me" (MCA) 777.65

WIRP HOUSINGS HOW, I Modum 24. Light \$2. Total Adds 46 including WHX WJR KJUTOK WWA. KPLX WIVY. WLW.

RANDY TRAVIS "1982" (WB) 66/10

Botations Heavy. I Agon 27. Medium 24. Light \$3. Total Adds 9. WGNA. WKY. WKLO. WWKA. WUSQ, KCJB, WKCQ, KTPK, KIZN,

Total Adds 9, WGNA, WIXY, WKLO, WWKA, WUSQ, KCJB, WKCQ, KTPK, KIZN, DI. Moves 50-47 on the Country chart.

KYEG Heavy WOYN, WOYN, WID MOURS JUNY OF THE COURTY CHELL

RAZZY SALEY "Old Blue Yodeler" (MCA) 65%

Rotations: Heavy I. Medium 28. Light 36, Total Adds 6, WTNK, KKIX, WRNL, WTSO, KCJB, KRAK, Heavy: KFDI. Medium: WVAM, WAJR, WYII, WCMS, KSO, WTCM, KIK-FM, KSOP. Moves 49-48 on the Country chart.

SHOPPE "While The Moon's In Town" (MTM) 64/7
Rotations Heavy I, Medium 23, Light 40, Total Adds 7, KPLX, WESC, WKCO, KKCS, KFRE, KVEG, KALF, Heavy, KRPM.
Medium WCAO, WOBE, WWVA, WOKK, WWKA, WTCM, KFDI. Debuts at number 49 on the Country chart.

Medium: WCAO, WOBE, WWVA, WOKK, WWKA, WTCM, KFDI. Debuts at number and on the Country Chall.

PATTY LOVELESS "Lonely Days, Lonely Nights" (MCA) 54/6

Rotations: Heavy 2. Medium 20, Light 32, Total Acds 6, KEAN, WCMS, WRNL, WTHI, KFDI, KGA, Heavy, KIKK, KTTS.

Medicat: Worker, Wrank, Imper, Wack, NIUV, Rohn, Ammu.

JOHNNY ROBRIGUEZ: "She Don't Cry Like She Used To" (Epic) 53/4

Rotations: Heavy 3, Medium 22, Light 28, Total Adds 4, WWKA, KFGO, KUGN, KEIN, Heavy: WCVR, KASE, WOW, Medium WTSV, WGTO, WLWI, WBCS, KTTS, WWJO, KVOC, KSOP.

WISV, WGID, WHI, WBUS, RTIS, WWGJ, RADA, RADA OSMOND BROTHERS "Baby When Your Heart Breaks Down" (EMI America/Curb) 51/3 Rotations: Heavy 4, Medium 17, Liph 30, Tolal Adds 3, WCMS, WWKA, KFGO, Heavy, WTSV, WONE, WOW, KIGO, WBGW,

SIGNIFICANT ACTION

PAKE MCENTIRE "Every Night" (RCA) 46/24

KILVI, KEVIL, NDN., NONL.

[JIM GLASER "I'I Jon't Love You'' (Noble Vision/MCA) 45/12

Rotations: Heavy 0, Medium 13, Light 32, Total Adds 12 including wCAO, wwv.A, wESC, WKSJ, KJNE, KFGO, WITL, KIOV,

MARTY STUART "Arelene" (Columbia) 44/9 B, WGNA, WOKO, WAMZ, KLLL, WWKA, WSLR, WITL, WKCQ, KFDI.

Rotations: Heavy 1, Medium 14, Light 29, Total Adds 9, WGNA, WOKO, WAMZ, KLLL, WWKA, WSLR, WITL, WKCQ, KFDI.

GUS HARDIN "What We Conna Do" (RCA) 44/5

Rotations: Heavy 0, Medium 17, Light 27, Total Adds 5, CHOW, KLLL, KJNE, WIRK, WITL. Medium: WOKQ, WCMS, KTTS.

ALABAMA "She And I" (RCA) 43/43
Rotations: Heavy 0, Medium 12, Light 31, Total Adds 43 including WRKZ, WYII, KPLX, WAMZ, KISS-FM, WKIX, KFKF

WBUS, NUCL. NYRC BRENDA LEF "Why You Been Gone So Long" (MCA) 41/4 Ritiations: Reavy 1, Medium 11, Light 29, Total Adds 4, KFSO, KTPK, KIZN, KWJJ, Medium: WGNA, WTVY, WCMS, WCUZ.

WILDM, ARDU.

RAY PRICE "Five Fingers" (Step Ona) 37/6

Rotations, Heavy 0, Medium 9, Light 28, Total Adds 6, WESC, WDXE, KYKX, WRNL, WSLR, KYOM, Medium: KBMR, KSO.

WILL AGEN LARRY GATLIN & THE GATLIN BROTHERS "Nothing But Your Love Matters" (Columbia) 36/19 Rotatons: Havy 1, Medium 5, Light 30, Total Adds 19 including WGNA, WVAM, KASE, WTVY, WORK, WDAF, WTSO, KFDI

KERIK, ACULTON "Don't Fall in Love With Me" (Columbia) 36/15 IACY J. DALTON "Don't Fall in Love With Me" (Columbia) 36/15 Rotations: Heavy 0, Medium 4, Light 32, Total Adds 15 including WTCR, WCVR, WIXY, WAXX, KFGO, KCJB, KGHL, KKCS

KEINI, KVEG

CHARLEY PRIDE "The Best There Is" (RCA) 35/6

Rotations: Heavy 0, Medium 10, Light 25, Total Adds 6, WGNA, WOKO, KJNE, KFGO, KIOV, KEIN. Medium: WTSV, KTPK.

ASUF, rules.

JÜHNNY LEE "The Loneliness In Lucy's Eyes" (WB) 31/13

Ridations, Heavy 0, Medium 12, Light 19, Total Adds 13 including KRRV, WLWI, WMNI, WBCS, WKCO, WTHI, KFRE, KEIN.

KOLO, ASOPT

CON HUMLEY "What Am I Gonna Do About You" (Capitol) 31/0

Rotalons: Heavy 1, Medium 16. Light 14, Total Adds 0, Heavy: WIVK, Medium: wBGW, KEAN, WPAP, KRMD, WOYK.

KENNY ROGERS "Goodbye Marie" (Liberty) 30/7 Rotations: Heavy 1, Medium 9, Light 20, Total Adds 10, CHOW, WIVK, WMC, WWKA, WPAP, WKIX, WITL, WKCO, KEIN

BILLY BURNETTE "Try Me" (MCA/Curb) 28/0

8, Light 20, Total Adds 0. Medium: WBGW, WTVY, WKSJ, WCMS, WQYK, WXCL, WTCM, ANNE MURRAY "Now And Forever (You And Me)" (Capitol) 27/27

Rotations: Heavy 0, Medium 4, Light 23, Total Adds 27 including WSNA, WDSY, WUSY, WDXE, KSSN, WCUZ, WXCL.

ARY STEVENS "The Ballad Of The Blue Cyclone" (MCA) 23/13
Rotations Heavy 0, Medium 6, Light 17, Total Adds 13 including WPOC, WRKZ, WTCR, WUSY, WTVY, WPAP, WGEE.

MASON DIXON "Got My Heart Set On You" (Texas) 23/3

SONNY CURTIS "Now I've Got A Heart Of Gold" (Steem) 18/2
Rotations: Heavy O. Medium 3. Light 15. Total Adds 2, WTCR, WKCQ. Medium

PAM TILLS "Those Memories Of You" (WB) 17/10
Rotations: Heavy 0, Medium 3, Light 14, Total Adds 10, WWVA, WAXX, KVOO, KUUY, KQIL, KEIN, KWJJ, KALF, KSOP,

GIRLS NEXT DOOR "Love Will Get You Through Times With No Money" (MTM) 16/11
Rotations: Heavy O, Medium 2, Light 14, Total Adds 11, WVAM, WTSV, WKYG, WYII, WGTO, KYKX, WLWI, WXCL, WWJO,

KKAL, KIGO CARL JACKSON "You Are The Rock (And I'm A Rolling Stone)" (Columbia) 15/1 Rotations: Heavy O. Medium 6, Light 9, Total Adds 1, KRRV, Medium: WTVY, WESC, WLWI, KTTS, KFDI, Light: WAXX,

BOBBY BLUE "Once Upon A Time" (Nite) 15/1 Rotations: Heavy 0, Medium 3, Light 12, Total Adds 1, KGA, Medium, WBGW, KRKT, KIGO, Light: WVAM, WCVR, WVIII,

CHUCK PYLE "Breathless in The Hight" (Urban Sound) 14/1
Rotations: Heavy 1. Medium 3. Light 10. Total Adds 1, KFGO. Heavy: KIGO. Medium: WVAM, WTVY, KRIKT. Light: WBGW. WXX, WGTO, WAPA, WAXX.

WILK: WISTO, WIPAN, WARA.

MREL MCDANIEL "Shoe String" (Capitol) 12/11

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 11, WCVR, WNYR, KEAN, WGTO, WDXE, WKKO, WAXX, WTCM, KFRE. MAC DAVIS "Sexy Young Girl" (MCA) 12/12 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 1:

12 including WVAM, WBGW, WTSV, WNYR, WDXE, WWKA, WIRK

DAVID FRIZZELL "She Ain't Whistlin' Dixie" (America) 11/5
Rotations: Heavy O. Medium 2. Light 9, Total Adds 5, WVAM, WCVR, KRRV, WITL, KFDI, Medium; KRKT, Light; WDXE, WARP, KVQO CTOM, WSDQ.

WRAP, WOUL, KILM, ASUP.

MERLE HAGGARD "I HAd A Beautiful Time" (Epic) 10/10

Rotations: Heavy 0, Medium 0, Light 10, Total Adds 10, WVAM, WXTU, WCVR, WGTO, WVK, WWKA, KSO, WCUZ, KKAL,

DRY RAIN "And When I Die" (Revolver) 10,0 Rotations: Heavy O, Medium 1, Light 9, Total Adds 0, Medium: KIGO: Light: WVAM, WBGW, WOKO, WWVA. WYII, WTVY.

Kulbe, KRH. ; KSUP BRUCE SPRINGSTEEN "My Hometown" (Columbia) 9/4 Rotations "Heavy 0, Medium 1, Light 8, Total Adds 4, WBOS, WCMS, WDGY, K102, Medium: WBGW, Light: WOKQ, WOKK

KIOV, KCCY. WILLIE NELSON & HANK WILLIAMS "I Told A Lie To My Heart" (Columbia) 9/1 Breations: Heavy D. Medium 3. Light 6. Total Adds 1. KRRV. Medium: WTSV, KTTS. Light: WYII, KY

Prositions Heavy 0, Medium 3, Light 6, Total Adds 1, Khriv, Medium, Villed Will, When You Were Blue..." (Epic) 9/1
Rotalions Heavy 0, Medium 2, Light 7, Total Adds 1, KFGO, Medium KTTS, Light, WYII, WPAP, KSO, KVOO, KRKT, KKAL.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

JUDDS/Rockin' With The Rhythm... (RCA/Curb) KENNY ROGERS/Tomb Of The Unknown Love (RCA) FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)

CONWAY TWITTY/Lay Me Down Carolina (WB) BIG RIVER/Muddy Water (MCA)

GEORGE STRAIT/In Too Deep (MCA) GEORGE STRAIT/Dance Time In Texas (MCA) Rockin' With The Rhythm Heart Of The Matter The Forester Sisters Chasin' Rainbows Big River Soundtrack Something Special Something Special

1986 . . . the year for Gary Morris

"Makin' Up For Lost Time" Gary Morris & Crystal Gayle

From the album "DALLAS/The Music Story"

Second Week at Number One!



"100% Chance Of Rain"

From the album "Anything Goes"

COUNTRY BREAKERS | 3

Watch Gary Morris on ABC's Dynasty II. The Colbys on Thursdays

COUNTRY ADDS & HOTS

MOST ADDED George Strait (MCA) Gary Morris (WB) EAST

Crystal Gayle & Gary Morris (WB) Oak Ridge Boys (MCA) MOST ADDED

SOUTH HOTTEST

Alabama (RCA)

Crystal Gayle & Gary Morris (WB)

MOST ADDED MIDWEST HOTTEST

JOHN ANDERS JOHN DENVER MARE GRAY BDDY RAVEN

KTTS-AM/FM Springfield, MO

LARRY GATLIN
GEORGE STRAIT
EOTERST
DAN SEALS
HITTY GRITTY E
ROSANDE CASE
GEORGE JONES
WAYLON JENNING

WIL-AM/FM St. Louis, MO

George Strait (MCA)

Crystal Gayle & Gary Morris (WR) Oak Ridge Boys (MCA) WEST

Don Williams (Capitot) Lacy J. Dalton (Columbia)

SOUTH

Crystal Gayle & Gary Morris (WB) Dan Seals (EMI America)

KYXX Odessa, TX

JOSELA IX

JOHN SCHNEIDER
LEE GREENWOOD
T.G. SHEPPARD
HOLLE AL:
DAN SEALS
ROSANNE CASH
BILLY JOE ROYA
GENE WATSON
RESTLESS HEART

WWKA Orlando, FL

EAST

WVAM Altoone, PA

WTSV Claremont, NH

ALABAMA ANNE HURRAY RAY STEVENS HOTTER BARRARA HANDRELI DAR RIDGE BOYS GEORGE JONES JUICE NEWTON MORRIS & GAYLE

WTCR-FM Huntington, WV

ALABAMA
MAC DAVIS
GIRLS NEXT DOOL
LARRY GATLIN
GEORGE STRAIT
MERLE RAGGARD
ROTLERE:
MORRIS & CAYLE
JUICE MEMTON
CAR RIOGE BOYS
MARIE OSHOND
GEORGE JONES MICKEY GILLEY JOHN SCHWEIDER EDDY RAVEN COB ALABARA RAY STEVENS

WCAD Beltimore, MD RICEY SEAGGS GEORGE STRAIT JIM GLASER WBQW-FM Bangor, ME

STATLER BROTE GEORGE STRAIT LOUISE MANDRE LACY J. DALTO RAY STEVENS MICREY CILLEY RICRY SKAGGS DON WILLIAME SONNY CURTIS

MOTGARHOWN, WV
LEE GREENHOOD
GARY MORRIS
FICTY SEAGGS
GEORGE STRAIT
PARE MCENTIRE
BOTLER!
ROSANNE CASH
NITTY GRITTY DIRT
JUICE NEWTON
FORESTER SISTERS
MORRIS & GATLE

Philodelphie, PA
RICHY SKADOS
RICHY SKADOS
LEE GREENHOOD
JUDY RODMAN
ALABAMA
GARY MORRIS
HORKIS & GAYLE
FORRISE SITER
JUICE REWFON
OAR RIDGE BOYS
HARLE GROWN

ANNE HURRAY JOEM ANDERSON EGILBER HORRIS & GAYLE FORESTER SISTER JUICE HEMTON HARIE OSHOND STEVE WARINER ANNE MURRAY ALABAMA STATLER BROTHER PAKE MCENTIRE

PARE MCENTIRE
COB
DAVID FRIZZELL
LACY J. DALTON
MERLE LAGGARD
NAC DAVIS
MEL MCDANIEL
SOCTEST
JOHN SCHWEIDER
SOUTEENN PACIFI
STEVE MARINER
RICHY SKAOGS WILD **MIDWEST**

CHARLY MCCLAIN
T.G. SHEPPARD
LEE GREENWOOD
NAC DAVIS
HEL HCDANIEL
HOTLEST
FORESTER SISTER
MORRIS & GAYLE
OAR RIDGE BOYS
MARIE OSHOND
STEVE WARINER

WSEN-AMFM Syrecuse, NY

none Hottest: none KIX106 GARY MORRIS BICKY SKAGGS GEORGE STRAIT HOTCHER: HORRIS & GAYLE STEVE WANINER T. GRARAM BROWN BILLY JOE ROYAL CHOW Welland, ONT

Wellend, ONT
JOEN SCENET DER
LEE GREENWOOD
THICKET GREENWOOD
THICKET GREEN
GART MORRIS
GON HILLIAMS
EENWY ROGERS
GUS HARDIN
RESTLEES RRAFT
MORRIS & GAYLE
JUICE NEHTON
OAK RIGE BOYS
STEVE MARINER
WWWYA
Wheeling, WY

GART MORRIS
T.G. SBEEPPARD
STATLER BROTHER
SICKY SKANGS
SICKY SKANGS
GEORGE STAIT
JIM GLASPE
MASON DIRON
ALABAMA
PAM TILLIS
MORRIS & GAYLE
MORRIS & GAYLE
PORESTER SISTER
GAK RIDGE BOYS
RABOOLIF PARTON
NAME GRAY

PARE MCENTIRE
ALABAMA
GIRLS MEXT DOOR
RAY STEVENS
ROCKEST:
ROCKEST:
GARLE
FORESTER SISTER
T. GRAEAN BROWN
BILLY JOE ROYAL
GBORGE JONES

JAMES TAYLOR
MICKEY GILLEY
LEE GREENBOOD
MARTY STUART
RAY PRICE
HOTTER
FOR REPTON
OAK RIGGE BOYS
DAN SEALS
MORRIS & CAYLE
HARIE OSHOND KBMR Blemerck, ND JAMES TAYLOR
LARRY GATLIN
ANNE MURRAY
HOTTESTER SISTE
JOHN CONLEE
HORRIS & CAYLO
MARIE OSMOND
JUICE NEWTON

WUBE-FM Cincinneti, OH

WGAR-FM Cleveland, OH none Hottest:

JOHN SCHWEIDER BOTTENE STEVE MARINER GEORGE JONES DAN SEALS JUICE NEWTON BILLY JOE ROYAL KSO Dee Moines, IA

GEORGE STRAIT CLAUDE GRAT RAY STEVENS MERICE BEAGGARD HOTTEST JUICE RESTON CAR RIDGE BOYS GEORGE JONES BARBARA MANDREL BILLY JOE BOYAL

JOHN DENVER MICKEY GILLEY LEE GREENMOOD SOUTHERN PACIF MOTHERN PACIF MORRIS & GAYLE MARIE DEMOND FORESTER SISTE GAS RIDGE BOYS GEORGE JONES

WGEE Green Bay, WI

HICREY GILLEY GEORGE STRAIT RAY STEVENS BOTLEST: ROSANNE CASH MARIE OSHOND OAK RIDGE BOYS HORRIS & GAYLE EXILE

Hone Hottest: T. GRAHAM BRI JOHN CONLEX GEORGE JONES NARIE DEMOND FEMMY ROGERS

KFKF-AMIFM Kenses City, MC

ALABAMA LEE GREENMOOD EDDY RAVEN T.G. SHEPPARD DON WILLIAMS GARY HORRIS JOHN SCHNEIDER HOTELET DAR SEALS OAR RIGGE BOYS T. GRAHAM BROW

CARY HORRIS STATLER BROTTEL RICRY SKADGS GEORGE STRAIP JOHN ANDERSON BOTLERE HORRIS & CAYLE JUICE NEWTON FORESTER SISTEL CAR RIDGE BOYS WCXI-FM Detroit, MI

EDDY RAVEN ALARAMA Mottest: FORESTER SIST NARTE OSNOND JUICE NEWTON MORRIS & GAYL DAN SEALS WWWW-FM Detroit, Mil

none Mottest: WKKG-AM/FM Duluth, MN

ESE CLEMP, WILL
JOHN DEVIVED
STATICE SHOTHER
LACY J. DALTON
CORE
ROCHES SHOTHER
ROCKY SKADE
DOW MILLIAMS
DOW MILLIAMS
DOW MILLIAMS
FORMER STRAIT
FORMER
FOR

ROTE SET OF THE PARTY DISTRIBUTION OF THE PA

RAY STEVENS CDB GEORGE STRAIT LARRY GATLIN JOHN DENVER

DAVID FRISEE JIM GLASER GUS HARDIN KENNY ROCERS HARTY STURFT DON MILLIAMS HOTELS HOTELS HARTZ OSHOND OAF RIDGE SO GZORGE JONES

WTSO Medison, WI DON WILLIAMS
GEORGE STRAIT
LARRY GATLIN
RAILY BATLEY
BOTTEST:
MARIX CEMONID
MORRIS & GAYLE
SOUTHERN PACIFIC
EXILE
CDB

WCUZ-AMFM Grand Rapids, MI ALABAMA
JOHNNY LEE
DON WILLIAMS
GEORGE STRAIT
ECTEST;
JOHN CONLEE
OAK RIDGE BOYS
HORRIS & CATLE
GENE MATEON
MAYLON JENNINGS

DON MILLIAMS
JUDY RODMAN
Bottest:
JOBN CONLEE
OAX RIDGE BOYS
MARIE OSMOND
STEVE WARINER
MORRIS & GAYLE

KCJB Minot, ND RICKY SEAGGS
RANDY TRAVIS
JOENNY LEE
B.J. TROMAS
LACY J. DALTOS
CEORGE STRAIT
DON WILLIAMS
RAITE BAILEY
MORRIS & GAYLE
JUICE MEMPTON
OAR RIDGE BOYS
STEVE WARRIER KXXY

JOHN DEHVER LEE GREEMMOOD ALABAMA DON WILLIAMS GAST MORRIS MICKEY GILLEY ROSTESTER SIST WXCL Peorts #

DON MILLIAMS
JOENNY LEE
PATTY LOWELERS
PAKE MCENTIRE
EOTTO ET
MORRIE & CAYLE
STEVE MARINER
OAK RIDGE BOYS
BARBARA HANDRELI

WTOD Toledo, OH WKCQ Saginaw, MI T.G. SHEPPARD GARY HORRIS LEE GREENHOOD HICKEY GILLEY CDB BOTTERN PACIFIC SOUTHERN PACIFIC BARBARA MANDRELL JOHN COMLZE GLEN CAMPBELL GEORGE JONES

KTPK-FM Topeke, KS RANDY TRAVIS BRENDA LEZ BOCLOST: ROSANNE CASE HITTY CRITTY DI CENE MATSON RESTLESS MEART HORRIS & GAYLE DON WILLIAMS
MICKEY GILLEY
RICKY SEAGGS
CHARLEY PRIOR
PARE MCENTIES
GEORGE STRAIT
STATLES BROTHES
JIN GLASHAMA
ROTHEST LESS BEART
OAK RIDGE BOYS
JUICE MENTON
MARIE OSKOMD
JOBN DERVER
KTEAMMAM

Trevene CHY, MI
ALABAMA
PARE MCENTIRE
NEL MCDARTEL
LARRY GATUIN
MAC DAVIS
BACK RESIMD THE I
BOTTER
FORESTER SISTERS
JOHN CONLES
OAK RIGGE BOTS
MOMRIS & GAYLE
GEORGE JOHES
KWEN
Tulsa, OK

KVOO Tulse, OK

CLAUDE GRAY DON WILLIAMS JOHNNY LEE GEORGE STARIT LARRY GATLIN PAY STRYENS FAM TILLIS GENE MATSON BIGLY JOE ROYA CAE RIGGE BOYS JOHN SCHONIDER LIE GREENWOOD

ALABAMA ANNE HURRAY RAY STEVENS DON WILLIAMS HOTTER BILLY JOE ROY T. GRAHAH BRO FORESTER BIST HORRIS & GAYL GRORGE JONES

KRRV Alexandria, LA BILLY JOE ROYAL Hotte at: ROSANNE CASH DAN SEALS KENNY ROGERS GENE HATSON

CYPTON UNITED STATES OF THE ST WYAY Atlenta, GA

WKHX Atlenta, QA

MICKEY GILLEY
MARK GRAY
MARK GRAY
MARK GRAY
GEORGE STRAIT
GARY MORRIS
SHOPPE
ALABAMA
MATLON JENNING
LEE GREENMOOD
Bottest:
none KASE Austin, TX WKLO Danville, KY

Baton Rogue, LA

LEE GRZENWOOD
T.G. SHEPPARD
JAMES TAYLOR
RATZY BAILEY
BOOLERI
HARIZ OSHOND
JOHN CONUEX
HORRIE & GAYLE
BILLY JOE ROYAL
JOHN ANDERSON

KYKR Besumont, TX GEORGE STRAIT
ALABARA
MICKEY GILLEY
LOUISE MAMDRELA
T.G. SHEPPARD
JOHN DENVER
HOTEEN
JULICE NEWTON
CEME MATSON
T. GRABAN BROW
MORRIS & GAYLE
GEORGE JONES

WVMI Block, MS BHORI,
ALABARA
DON MILLIAMS
STATLER BROTHF
GEORGE STRAIT
THOM STATLER BROTHER GEORGE STRAIT BOTEGES: JUICE MEMTON FORESTER SISTER CAK RIDGE BOYS MARIE OSMOND MORRIS & CAYLE WZZK-FM Birmingham, AL

SOUTHERN PACE T.G. SHEPPARD ANNE HURRAY ALABAMA MICKEY GILLEY STATLER BROTHS SHOPPE JIM GLASER RAY PRICE ROTLER SOME SEALS JOHN CONLER GRORGE JOHRS JOHN SCHNEIDER CHARLY MCCLAIN

WXBQ-FM Bristol, VA

WSOC-FM Charlotte, NC GEORGE STRAIT DON MILLIAMS COB ALABAMA Hottest: FORESTER SIST ANNE MURRAY Hottest: ROSANNE CASK HORRIS & GAYLE

LONGWAM, TX
RAT PRICE
GEORGE STRAIT
LEE GREENWOOD
GART MORRIS
GIRLS MEXT DOS
STATLER BROTHE
DON MILLIAMS
PARE HCHAPIER
ANNE HURRAY
HOCKER!
MARIE OSHOND
GLEN COMPRELL
BILLY JOE ROYA
T. GRARAM SHOM
JUICE MENTON

KLLL Lubbock, TX

WGKX Memphis, TN

OMBROO, FL

ALABAMA

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ANTON JENENINGS

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ANTON JENENINGS

ALABAMA

WODR Raleigh, NC T.G. SHEPPARD GARY MORRIS MOTEBET: FORESTER SISTE MORRIS & GAYLE DAR RIDGE BOYS STEVE MARINER MARIE GENORD

WRNE. Richmond, VA

T.G. SHEPPARD
RAILY BAILEY
PATTY LOVELESS
RAY PRICE
BOTLESS:
DAN SEALS
ROSAMNE CASH
HITTY GRITTY E
FORESTER SISTE
JUICE HEMTON KKYX San Antonio, TX

none Rottest:

ANNE MURRAY ALABARA GEORGE STRAIT LARRY GATLIN MOTESTER SISTERS EXILE RANDY TRAVIS JUICE NEWTON GLEN CAMPBELL WQYK-FM Tempe/St. Pete, Fi

KJME Waco, TX

GEORGE JONES GOS RARDIN CHARLEY PRIDE JIN GLASER RED MORSE BANI BOTTE BAN BOTTE BAN MORRIS & CAYLE STEVE MARINER LEE GREEMMOOD WKSJFM Mobile, AL

GEORGE STRAIT DON MILLIAMS JOHNNT LEE PAKE MCENTINE GIRLS WEXT DOO WUSQ-FM Winchester, VA

RICKY SRAGGS STATLER BROTHE DON WILLIAMS HOLLEST: GEORGE JONES BILLY JOE ROYA DAR RIDGE BOYS MORRIS & GAYLE DAN SEALS MARE GRAY
BARBARA MANDRELL
JUDY RODMAN
YON JOHES
BOTTER!
RICEY SKAGGS
SYLVIA
GENE MATSON
REBA MCENTIRE
DAN MEALS

WEST

DON WILLIAMS LARRY GATLIN LACY J. DALTO

MORRIS & GAYLE BILLY JOE ROYA JOHN SCHNEIDER

KYAK none Hottest: LOUISE MANDREL
T.G. SHEPPARD
LEZ GREENMOOD
CDB
GART MORRIS
JOENNY ROORIGE
STATLER RROTHE
EOTE-SI
DAN SEALS
MCRRIS & GAYLE
OAK RIDGE BOYS
GEORGE JOYS

Colorado Springs,

BICKY SKAGGS

SROPPE
LACY J, DALTON
DON WILLIAMS
CEDROE STRAIT
STATLER BROTHE
BOTTEM
BOT ANNE MORRAY
ANNE MORRAY
AND HOLARDE
PAM TILLIS
PAKE MCENTIRE
LACY J. OALTON
ROTESET
JOHN CONLEE
HORRIS & CAYLE
GEORGE, JONES
STEVE MARINER
JOHN DENVER

KZLAKLAC Los Angeles, CA none Nottest: KNEW Oakland/S.F., CA

LACY J. DALTON MAC DAVIS MEL MCDANIEL ANNE MORRAY ALMSAMA HOTLESE I MORRIS & GATLE DAN SEALS NOSANNE CASH GEORGE JONES DOLLY PARTON KOM none Nottest: KWJJ Portland, OR

GEORGE STRAIT
GLEN CAMPERLL
DON MILLIAMS
BRENDA LEE
PARE HCENTIRE
SYLVIA
JOHN DENVER
HOTELS
HORRIS & GAYLS
GEORGE JONES
HARTE GEORME
BILLY JOE ROY JOSM DENVER
KEIN
GARLEY PRIOR
GARLEY PRIOR
DON MILLIAMS
JOHNEY LER
LACE
JOHNEY LER
LACE
JOHNEY
LER
KEY
JOHN GETTE
LACY J. DALTON
ROTEBATT
JOHN GETTE
LER
VEY
JOHN
JOHN GETTE
LER
VEY
JOHN GETTE KCCY-FM Pueblo, CO RENNY ROGERS JIN GLASER LARRY GATLIN LARRY GATLIN Nottest: NORRIS & GAYL MARIE OSNOWD JUICE MENTON JAMES TAYLOR DOLLY PARTON

KALF Preding-Chico, CA PAM TILLIS DOM WILLIAMS SKOPPE T.G. SHEPPARD STEW STEWART BOTCE AT HOTERIS & GATLE MORRIS & GATLE

JOHN SCHNEIDER MICKEY GILLEY MOTEST 6 CAYLE DAN SEALS PORSYER SISTERS BOSANNY CAST JUICE MEMPOR

GARY MORIS
RICKY SEACGS
NOTESTER SISTERS
GEORGE JONES
VINCE GILL
RESTLESS HEART
GENE WATSON KRPM Tacome, WA KTOM Sellnes, CA

T.G. SEEPPARD
LOUISE MANDRELL
GEORGE STRAIT
RICKY SEAGOS
ROTTES
RICTY GRITTY DIRT
PORESTER SISTERS
SHOPPE
MARIE GENOND
MORRIS & GAYLE ALABAMA ANNE MURRAY RAY PRICE HOTLEST GEORGE JONES JOHN CONLEE OAR RIDGE BOYS BILLY JOE ROYAL DAN SEALS KSOP-PM Self Lake City, UT

STATLER BROTHERS
JOHNNY LEE
PAM TILLIS
ROTERIC
ROGAMME CASH
NITTY GRITTY DIRT
CEME MATJON
FORESTER SISTERS
RESTLESS EEART

none Nottesti none KSON-AMFM Sen Diego, CA JAMES TAYLOR DON WILLIAMS Nottest: KCBQ Sen Diego, CA

KGA Spokane, WA DON HILLIAMS RICKY SEADGS PAM TILLIS SCEPPARD LOUISE MANDRELL GARY MORRIS POLLAGE BOSANNE CASE PORESTER SIGTER JOHN COMLER STEVZ MARIERS HORRIS & CAYLE

KMPS-AM/FM Seattle, WA

TONI PRICE HICKEY GILLEY HORLE HACGARD GIRLS HEXT DOO DANNY HORERTS HOLLEST

T.G. SHEPPARE RICEY SEAGGS DON WILLIAMS

165 Reporters 153 Current Reports

The following stations reported no change in their rotations

WIXL/Newton WSEN/Syracuse WKHX/Atlanta KKYX/San Antonio WGAR-FM/Cleveland WYNG/Evansville WOW/Omaha KYAK/Anchorage KLAC/Los Angeles

The following stations failed to report this week and therefore their rotations were frozen:

> WPOR/Portland WEZL/Charleston KIKK/Houston WSIX/Nashville WTQR/Winston-Salem WWWW/Detroit KWMT/Fort Dodge KXXY/Oklahoma City KLZ/Denver KUPL/Portland KNIX/Phoenix KCKC/San Bernardino

ALABAMA MAC DAVIS RAY PRICE PARE HORNI AWNE HURRI

KET-FM Houston, TX

KIKK-FM Mouston, TX

none Hottest:

WIVK Knoxelle, TN

ALABAMA MERLE EAGGARD STLVIA FINDY ROCEES BOTES BOYS JUICE NEWTON DAN SEALS DOLLY PARTON MORRIS L GAYLE

none Hottest:

FULL-SERVICE A/C

TOP 20

ļ	Four Week	Thy s We	ee relics	Last Week		
l		2	2	1	0	DIONNE & FRIENDS/That's What Friends Are For (Arista)
l		1	1	2	2	LIONEL RICHIE/Say You, Say Me (Motown)
ł		3	3	3	3	KLYMAXX/ Miss You (Constellation/MCA)
ĺ		7	4	4	0	
l		11	8	5	6	
		10	9	6	6	DIRE STRAITS/Walk Of Life (WB)
l		17	13	10	Ø	SADE/The Sweetest Taboo (Portrait/CBS)
ŀ		_	17	13	(3)	BRUCE SPRINGSTEEN/My Hometown (Columbia)
		4	7	7	9	JAMES TAYLOR/Everyday (Columbia)
		6	6	8	18	MR. MISTER/Broken Wings (RCA)
	girmus.	14	11	11	•	EI DeBARGE with DeBARGE/The Heart Is Not So Smart (Gordy/Motown)
		5	5	9	12	The state of the s
		16	14	14	•	JOHN DENVER/Dreamland Express (RCA)
			19		=	MAURICE WHITE/I Need You (Columbia)
		_	20		9	WHAMI/I'm Your Man (Columbia)
		-	-	16	0	WHITNEY HOUSTON/How Will I Know (Arista)
				17	•	JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
	BRI		•••			BILLY OCEAN/When The Going Gets Tough (Jive/Arista)
	Sec.	DEB	_	♪	E	MICHAEL FRANKS featuring BRENDA RUSSELL/When I Give My Love To You (WB)
		DEBI	IJŢ	▶	20	PIA ZADORA with LONDON PHILHARMONIC/Come Rain Or Come Shine (CBS Associated)

JANUARY 10, 1986

Total			
Reports/Adds	Heavy	Medium	Light
42/0	39	3	0
39/1	34	4	1
38/0	34	3	1
40/1	28	11	1
38/2	28	10	0
35/2	25	9	1
34/3	22	9	3
37/8	17	17	3
31/0	14	14	3
30/1	12	17	1
31/1	10	20	1
29/0	11	14	4
27/0	8	18	1
26/2	4	18	4
24/3	4	16	4
24/2	2	19	3
19/0	7	9	3
23/3	2	17	4
21/4	3	12	6
23/0	4	14	5

MOST ADDED

STARSHIP (10) Sara (Grunt/RO BRUCE SPRINGSTEEN (8) My Hometown (Columbia) ELTON JOHN (8) Nikita (Geffen) PEABO BRYSON (7) Love Always Finds A Way (Elektra) RANDY GOODRUM (7) Silhouette (GRP

HOTTEST

ONNE & FRIENDS (36) That's What Friends Are For (Arista) KLYMAXX (23) I Miss You (Constellation/ LIONEL RICHIE (23) Say You, Say Me (Motown) STEVIE WONDER (21) Go Home (Tamla/Moto DIRE STRAITS (18) Walk Of Life (WB) BARBRA STREISANO (18) Somewhere (Columbia)

BREAKERS

BILLY OCEAN When The Going Gets Tough The Tough Get Going (Jive/Arista)

53% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 4, Total Adds 3, WTAE, WTMJ, WBT. Debuts at number 18 on the Full-Service chart.

NEW & ACTIVE

JOHN COUGAR MELLENCAMP "Small Town" (Riva/PolyGram) 19/8 Rotations: Heavy 7/0, Medium 9/0, Light 3/0, Total Adds 0, Heavy; WWKS, WTVN MKB, WTVN, WICC, WCHS, WHAS, WING, WAVPA

ARTHUR READERS NEUTRAL AND THE STATE AND THE

WOY, WERY, WIND, WPOE, WORR, WJBC, KTWO, KYEC.
STIMB "Leve is The Seventh Wore" (A&M) 17/1
Rotation: Theory 30, Medium 120, Light 2/1, Total Adds 1, WGBR, Heeny: WWKB, WWWRFKVEC, Medium including WERR, WTIAL, KHOW, KHRISKUR, WINC, WCHS, WING, KSL.
PRABD RYSON "Lever Always Fined: A Way" (Elektra) 18/7
Rotations: Heavy 1/1, Medium 7/2, Light 6/4, Total Adds 7, WCCO, KFMB, WCHS, WTIC, KSL, WGBR, KTWO, Medium

ALL MICHAELS "Where Did The Feeling 6e" (Scottl Bres./CB3) 16/2
Rotations: Heavy 3/0, Medium 7/1, Light 6/1, Total Adds 2, WCCO, WWPA. Heavy: WHBY, WTKO, KVEC. Medium including STARSHIP "Sara" (Grunt/RCA) 15/18

DIANA ROSS "Chain Reaction" (RCA) 14/2 Rotations: Henry 1/0, Medium 8/0, Light 5/2, Total Adds 2, WING, WSPD, Heavy: WWKB, Medium: WFBR, KHOW, KFMB,

JUICE NEWTON "Hart" (RCA) 14/0

Rotations: Heavy 3/0, Medium 9/0, Light 2/0, Total Adds 0. Heavy: WTIC, WHBY, WCIL. Medium: WCCO, WING, KOB, WPOE, WTKO, WGBR, WJBC, KTWO, KVEC.

ELTON JOHN "White" (Geffen) 19/8
Rotations: Heavy 0, Medium 4/4, Light 8/4, Total Adds 6, WFBR, WHBY, WING, WPOE, WTKO, WGBR, WCIL, KTWO,

DOLLY PARTON "Think About Love" (RCA) 18/8 Rotations: Heavy 1/0, Medium 7/0, Light 2/0, Total Adds 0. Heavy: KVEC. Medium: WFBR, WBT, WHBY, WTKO, WGBR,

JACK WAGNER 'Too Young" (Qwest/WB) 9/1

Rotations: Heavy 3/1, Medicum 30, Uprt 30, Total Adds 1, WSB. Heavy: WWKB, KJR, Medium: WTVN, WSPD, WGBR.

CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 3/3

Rotations: Heavy 30, Medium 4/2, Uprt 1/1, Total Adds 3, WTVN, KHOW, WCHS. Heavy: WICC, WGOW, WWPA. Medium Mine; WING.

SIGNIFICANT ACTION

JON ANDERSON "Easter Said Than Done" (Eleidra) 7/4
Nocisions: Heavy 21, Medium 2/1, Light 3/2, Total Adds 4, WCCO, KHOW, KFMB, WWNR. Heavy including WWKB.
Medium: including WTKO.

Medium inclusing WTKO.

ANE BURINAY "New And Forever" (Capitol) 8/6
Patations: Newy-33, Medium 22, Light 1/1, Total Adds 6, WFBR, WCCO, WTIC, WGY, WHBC, WPOE.

HEART "These Dreams" (Capitol) 8/6
Potations: Heavy 0, Medium 56, Light 1/1, Total Adds 6, WCCO, KSL, WTKO, WWPA, WCIL, KVEC.

Collations: Heavy O, Medium 55, Liph 1/1, Total Adds 6, WCCO, KS., WIKO, EUGENE WILDE: "Den't Say No Tonight" (Philly World-Kithantle) 6/1 Rotations: Heavy O, Medium 2/1, Liph 4/0, Total Adds 1, WPOE Medium including IFREDDIE JACKSON "He'll Never Lave You (Like I De)" (Cepital) 6/1 Rotations: Heavy 1/0, Medium 1/0, Light 4/1, Total Adds 1, WPCE. Heavy: WWPA. M

Rotations: Heavy 1.0, Medium 10, Light 41, Total Adds 1, WICE Heavy: WPA. Medium: WW.
RAY PARKER JR. "One Sided Love Affair" (Artes) 6/9
Rotations: Heavy 0, Medium 40, Light 20, Total Adds 0, Medium: WPOE, WCIL, KTWO, KVEC.

[IBLEY, JASPER, IBLEY "Currens Of Luve" (CBS Associated) 5/4
Rotations: Heavy 0, Medium 2/2, Light 3/2, Total Adds 4, KHOW, WGOW, WING, WWNR.

RIKE & THE MECHANICS: "Silent Resming" (Attaints) 3/7
Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, WING, WWNR, WPOE.

SURVIVOR "Berning Heart" (Scotti Bres. CRS) 3/7
Rotations: Heavy 0, Medium 2/1, Light 1/0, Total Adds 1, WHAS. Medium including WWPA.

REM. BISTER "I"Webs" (Scotti Bres. Adds 1).

Rotations: Heavy O, Medium 271, Light Not, Total House, S. M. 1887. "Kyple" (RGA) 3/J Rotations: Heavy O, Medium 10, Light 271, Total Adds 1, WICC. Medium: Return 10, Light 271, Total Adds 1, WICC. Medium: Rotations: Heavy O, Medium 10, Light 271, Total Adds 1, WWPA Medium: Rotations: Heavy O, Medium 10, Light 271, Total Adds 1, WWPA Medium: Rotations: Heavy O, Medium 10, Light 271, Total Adds 1, WWPA Medium: Rotations: Heavy O, Medium 10, Light 271, Total Adds 1, WWPA Medium: Rotations: Heavy O, Medium 10, Light 271, Total Adds 1, WWPA Medium: Rotations: Heavy O, Medium 10, Light 271, Total Adds 1, WWPA Medium: Rotations: Heavy O, Medium 10, Light 271, Total Adds 1, WWPA Medium: Rotations: Rota

PROBLEMS: Reavy U, Medium 10, Upit 27, Total Adds 1, WWF FORTUME: "Stacy" (Camel/MCA) 376 Adds 6. Mediu JENNIFER RUSH "The Pewer Of Love" (Epic) 3/8 Rotations: Heavy O, Medium 10, Upit 20, Total Adds 0. Mediu

MICHAEL FRANKS Featuring Brenda Russell

A/C BREAKERS A/C CHART: 23

"When I Give My Love To You"



RADIO & RECORDS NATIONAL AIRPLAY

ADULT/CONTEMPORARY

BREAKERS

STARSHIP

Sara (Grunt/RCA)

68% of our reporters on it. Rotations: Heavy 3, Medium 34, Light 36, Total Adds 44 including WSNI, WHTX, KVIL-FM, 97AIA, 2WD, WSNY, WMGF, KS94, KYKY, KMGG. Debuts at number 21 on the A/C chart.

MICHAEL FRANKS featuring BRENDA RUSSELL When I Give My Love To You (WB)

55% of our reporters on it. Rotations: Heavy 2, Medium 40, Light 17, Total Adds 9, WLTS, WARM98, WMGF, WDLT, KQ99, WMGN, KKUA, WTNY, WAHR. Moves 30-25 on the A/C chart.

DIANA ROSS

Chain Reaction (RCA)

50% of our reporters on it. Rotations: Heavy 6, Medium 36, Light 12, Total Adds 5, WSFM, WKGW, KLYF, KDUK, WAHR. Moves 28-26 on the A/C chart.

NEW & ACTIVE

ns: Heavy 10, Medium 220, Light 284, Total Adds 4, WHNN, KYUU, KKUA, WMT-FM. Heavy: KALE. Medium g WAEB, WHAM, KIOA, WTRX, WMGN, KOIL, KDUK, WCKQ, WCHY.

including WAZES, WHAM, KIDA, WITEX, WHAGN, KOLL, KDUK, WCKQ, WCHV.

PEABO BRYSON "Lave Ahvarys Finds A Way" (Elektra) \$1.3

Rossions: Heavy 20, Medium 280, Light 203, Total Adde 3, WCLY, WAZES, WEIZ, Heavy, WEIM, KALE. Medium including KELT, WLACHA, WSS, WHAM, KIDA, WITPO, WITE, KKPL, KWPM.

CORET HART "Everything in Bity Heart" (EMI America) 47/11

FORBIONS: Heavy 10, Medium 18/1, Light 28/10, Total Adde 11, WCLY, WSFM, WKGW, KEY103, WHAL, WITPX, WITPX, WHAK, KCIL, KWWA, KWFM, WEIZ Heavy, WSTA, Medium including WHAM, WHAGN, KKUA.

CARRICE CLEMONS & JACKSON BROWNE "You're A Friend O'f Miles" (Columbia) 45/14

Rossions: Heavy 10,000, Medium 18/3, Light 14/10, Total Adde 14 including WCLY, WLLT, KMGG, WKGW, WJDX, WYY, WMFE, WJUS, WJON, Heavy including WSRN, KVIL-RM. Medium including WHTX, B100.

CERCINIE LEVEROR "Like" Mause Law Van Ellie 1 John" (Casilhal) 45/16

WITY, MANE, WOLLS, W.O.D. Heavy including WSNI, KVIL-FM. Medium including WFTX, B100,

FREDBLE ACKS0N "He'N Rever Lave Yee (Libs 1 Do)" (Capital) 45/10

Retailorie: Heavy 10, Medium 27/6, Light 17/4, Total Adds 10, WOMC, KOST, KELT, WTRX, KCD, KWAV, KWFM,
WFKY, KSR, KRNO, Heavy, WST, Medium including WPZ, WHTX, 97/AIA, WSNY, WMGE.

ELTON JOHN "Hillitia" (Gettina) 44/40

Retailstic Heavy, 0, Medium 98, Light 35/22, Total Adds 40 including WCLY, WARM99, WLTS, KMJI, KIFM, WSFM,
WKGW, KEY103, WATC, WHAM, KOLI, KWAY, KWFM, Medium including KDLK.

ROTATION BREAKOUTS

		Total			
		Reports/Adds	Heavy	Medium	Light
	STEVIE WONDER	106/0	84	21	1
2	DIONNE & FRIENDS	104/0	87	16	1
€	BRUCE SPRINGSTEEN	107/5	67	38	2
4	DIRE STRAITS	101/0	85	12	4
6	SADE	103/2	71	28	4
6	LIONEL RICHIE	96/0	62	28	6
7	KLYMAXX	92/0	62	25	5
	WHITNEY HOUSTON	104/2	52	42	10
	BILLY OCEAN	101/5	41	54	6
•	BARBRA STREISAND	97/4	54	32	11
	STEVIE NICKS	89/0	57	28	4
	DREAM ACADEMY	99/7	28	61	10
	JOHN COUGAR MELLENCAMP	80/1	53	25	2
	MR. MISTER	78/0	31	33	14
_	WHAMI	84/3	19	57	8
	JAMES TAYLOR	62/0	18	31	13
	EI DeBARGE w/DeBARGE	78/1	13	56	9
	PHIL COLLINS & MARKLYN MARTIN	61/0	11	36	14
	ISLEY, JASPER, ISLEY	71/8	10	42	19
	STING	66/1	8	40	18
3	STARSHIP	73/44	3	34	36
_	MAURICE WHITE	63/2	9	45	9
23	JACK WAGNER	56/0	4	37	15
	CLARENCE CLEMONS & JACKSON BROWNE	45/14	13	18	14
₽	MICHAEL FRANKS I/BRENDA RUSSEL	59/9	2	40	17
	DIANA ROSS	54/5	6	36	12
_	FREDDIE JACKSON	45/10	1	27	17
_	CARS	35/2	10	17	8
	GLENN FREY	33/0	1	17	15
30	PEABO BRYSON	51/3	2	29	20

MOST ADDED STARSHIP (44)

Sara (Grunt/RCA) Nikita (Geffen) ARETHA FRANKLIN (24) Another Night (Arista)
THOMPSON TWINS (24) King For A Day (Arista)
C. CLEMONS & J. BROWNE (14)

You're A Friend Of Mine (Columbia) STING (14)

Russians (A&M)

HOTTEST DIRE STRAITS (66) Walk Of Life (WB) DIONNE & FRIENDS (65) That's What Friends Are For (Arista)
STEVIE WONDER (56)

Go Home (Tamia/Motown) SADE (46) The Sweetest Taboo (Portrait/CBS)
KLYMAXX (37)

I Miss You (Constellation/MCA)
LIONEL RICHE (37) Say You, Say Me (Motown)

FORTUNE "Stacy" (Camel/MCA) 36/7

ine: Heavy O, Medium 10/1, Light 28/8, Total Adds 7, KMJI, KOST, WSFM, KEY103, WTRX, KDUK, WMT-FM. Medium ng WAEB, WSKI, WFFX, KFSB, KMGQ, KALE.

g WAEB, WSKI, WFFA, RYSD, NIEDA, POECA.

"Tensight 35e Comes" (Fleikerty 35e/2

III: Heavy 100, Medium 17/1, Light 8/1, Total Adds 2, 2WD, WINHE, Heavy: WARM99, WAVE, KQ99, WLHT, WFMK, WWMJ, WEM, WSKI, WCKO, Medium including WMJI, KMGG, 8100.

MR. MISTER "Kyrie" (RCA) 31/13 Rotations: Heavy 0, Medium 15/3, Light 16/ Hedium 15/3, Light 19/10, Total Adds 13, KVIL-FM, 2WD, V100, WSFM, KEY103, K106, WAVE, NN, WORG, WXUS. Medium including WHTX, B100.

fing WPIX, WHTX, WARM99, WAEB, WKYE, WAVE.

WIRK, WLH, WHM, WHM, WOHG, WILLS, Medium including WHTX

ARETHA FRANKLIN "Another Night" (Arista) 28.72

WHAM, KIOA, WHTS, WARGA, WHAN, Medium Including WSF, KYTL

THOMPSON TWINS "King For A Day" (Arista) 28.74

Rottons: Heavy O, Medium 83, Light 22.71, Total Adds 24 includ
WSKY, KKLV, KOSW, Medium including WMGN, WCKQ, KYYL including WHTX, WAEB, WNAM, KWFM, WSKI, WTNY

SIGNIFICANT ACTION

SURVIVOR "Burning Heart" (Scotti Bros./CBS) 21/4
Rostioner, Heavy 30, Medicina 31, Light 103, Total Acids 4, MLLT, WMJI, WTRX, WXUS. Heavy: WARMS9, WCKQ, WKYX.
Medican including WHYT, KUDL, V100, WTRY, KTYL, KGSW. DAN SEALS "Bop" (EMI America) 19/5

on: Heevy 3/0, Medium 10/2, Light 6/3, Total Adds 5, WCLY, WEZC, WLAC-FM, WGLL, WAEV, Heavy: WEIM, WAHR, Medium including WKYE, WMT-FM, WJON, KKLV, KALF. KTYL. Medium including WKYE. WMI-FM. WJUPN, RKLV, FALE: SIMPLE #IMPOS "Altive & Kicking" (Virgin/A&M) 120 Rotations: Heavy 90, Medium 60, Light 4/2, Total Acide 2, WSFM, WMGN, WMHER, KKULA Medium including KMGG, V100.

JOHN DENVER "Dreamband Express" (RCA) 19/1

JOHN DENVER "Dreamband Express" (RCA) 19/1

ids 2, WSFM, WIVY. Heavy including WARM99, WAVE, KQ99, WFMK

WAGE, Heavy: WAHR, Medium: KGW, WKYE, KOIL, WMT-FM,

WUON, WKNE, WGLL WSKI

STING "Resistans" (A.B.M) 18/14

Revisions Heavy 0, Medium 40, Ught 1471, Total Adda 1, KEY103, Medium: WEIM, WGLL, WCKQ, KALE.

PAUL YOUNG "Everything Mest Chaege" (Columbia) 17/2

Rotations: Heavy 0, Medium 9/2, Light 8/0, Total Adda 2, KYIL-FM, 2WD, Medium including WEIM, WCKQ, KTYL, 194, KFS8, KWER, KCSW.

AVES, ACOVI.

MIKE & TYPE MECHANICS "Silent Running" (Atlantic) 16/5

Potations: Heavy 1/0, Medium 8/0, Light 7/6, Total Adda 5, WARM99, WKYE, WHNN, WEIM, WAEV. Heavy WSKY. Medium
michaling WSFL WMGN, WARE, WAUS.

REDUCE MURPHY "Party All The Time" (Columbia) 16/1
Potations: Heavy 40, Medium 80, Uph 87, Total Adds 1, KYUU, Heavy: 8100, WKYE, WMGN, KRILB. Medium inclus
KKKIGG, Y100, WERK, WHANS, KKID.

RAY PARKER JR. "One Sided Love Affair" (Arista) 16/0

PROBLEMS: Heavy 0, Measur 4:0, Light 120, Total Acos U, Measurs: WIGLE, WAHR, WH-FA, WIMT-FM, MIGHT ANAGER "Moothpy" (Camer/MCA) 14:3
Rotations: Heavy 0, Medium 10/2, Light 4/1, Total Acids 3, KVIL-FM, KKPL, WXUS, Medium including WHTX, WENS, WIMHE,

WTNY, WCKQ, WKYX, KTNL, KALE.

OLANE SCHUUR & JOSE FELICIANO "By Design" (BRP) 14/0

Rotations: Heavy 1/0, Medium 8/0, Light 5/0, Total Adds 0, Heavy; KIFM, Medium: WAEB, KKPL, KWFM, WEIM, WGLL.

STEVE ARCHER & MARILYN McCOO "Safe" (A&M) 12/1 WXUS Medium WMT-FM

Rotations: Heavy 0, Medium 10, Ugint 1171, Total Adds 1, WATUS, Medium: WM1+PM.

ATUARTIC STARR "Secret Lubers" (A&M) 106

Rotations: Heavy 0, Medium 271, Ugint 85, Total Adds 6, WHTX, WCLY, KOST, WAEV, KMGO, KALE.

PAUL McCARTHEY "Sples Like Us" (Capital) 1071

Rotations: Heavy 0, Medium 6/1, Light 4/0, Total Adds 1, WARM99. Medium Including V100, K106, WAVE, KRLB, KTYL. Rotations: Heavy 0, Medium 6/1, Ugris 4/0, Total Acids 9, WLTS, WDLT, KWAV, WEIM, WAHR, KPLB, WFFX, KTYL, KWEB.
Rotations: Heavy 0, Medium 3/3, Ught 6/6, Total Acids 9, WLTS, WDLT, KWAV, WEIM, WAHR, KPLB, WFFX, KTYL, KWEB.

Rotations: Heavy 0, Medium 3/3, Light 6/6, Total HEART "These Dreams" (Capitol) 9/9

Total Adds 9, WHTX, 2WD, KIFM, WAVE, WIMGN, KRLB, WFFX, KTYL, KFSB.

MIOGE URE "If I Was" (Chrysalis) 8/7 Rotations: Heavy 0, Medium 0, Light 8/7, Total A tel Adds 7, WSKI, WSKY, WCKQ, WGSV, WKYX, KTYL, KFSB.

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.

A/C ADDS & HOTS

EAST

PARALLEL ONE Wandy Strenshelm
ARETRA FRANKLIE
BOTTest:
ISLEY, JASPER, IS
KLYMAXX
WHITMEY BOUSTON
SADE
STEVIE MONDER

STARSHIP STARSHIP Hottest: DIRE STRAITS STEVIE HICES BRUCE SPRING WHITNEY HOUS HILLY OCEAN

WHTX/Pittsburgh Keith Abrams STARSHIP HEART ATLANTIC STARR ARETHA FRANKLIN THOMPSON THINS TROMPSON TWENS
HOTTEST
BARBRA STREISAND,
DIRE STRAITS
DIOWNE & PRIENDS
BRUCE SPRINGSTEEN
CLEMONS & BROWNE

WCLY/Washington D.C. Hotlen/Foxx DAN SEALS
COREY HART
ATLANTIC STARR
CLEMONS & BROWNE
PEABO BRYSON
ELTON JOHN
ISLEY, JAEPER, IS BOTTEST: DIRE STRAITS STEVIE MONDER SADE BRUCE SPRINGSTEEN DIONNE & PRIENDS

PARALLEL TWO STARLEIP TROMPSON TWINS ARETTA FRAMELIN PEADO BRISON HOLLEST STEVIZ MONUER BARBRA STRZIBAND STEVIZ MONUER BARBRA STRZIBAND STEVIZ MICKS SADZ DIRE STRAITS

V100/Charles Ron Brandon STARSHIP
MR. MISTER
MAURICE WRITE
NOTES:
KLYMAXX
SILLY OCEAN
LIONEL RICHIE
DIONNE & FRISHE
SADE

STARSHIP
NR. HISTER
ELTON JOHN
COREY HART
DIANA ROSS
SIMPLE NINDS
FORTUME
STING
ROTERS:
SADE
STEVIZ NICES
ELYMAXX
JOHN COUGAR
DIRE STRAITS

THREE

WEIM/Fitchburg Jack Raymond

STING
ANNE MURRAY
THOMPSON TWINS
JUICZ MENTON
ATTEMPTER PRANKLIN
MIRE & TRE MECHAN
ROB TRO

ROB TRO Hottest: BARBRA STREISAND STEVIE WONDER DEBARGE DIRE STRAITS SADE

WKNE/Keene Mike Trombly

THOMPSON STARSHIP ELTON JOH

ELTON JONG HOCLEGE: DIONNE & FRIEN STEVIE MONDER KLYMAXX SADE LIONEL RICHIE

WGLUMercereburg-Low/Schmid*

DAN SEALS
TEOMPSON THINS
ELTON JOHN
BOTCOST:
DIONNE & FRIEND:
JOHN COUGAR
STEVIE MONDER
OIRE STERITS
STEVIE MICES

WSKVMontpeller Bruce Stabbins

CLEMONS & BROWNE STING THOMPSON TWINS ARETHA FRANKLIN ELTON JOHN WIDGE DRZ

George Naher
HICHAEL FRANKS
ELTON JOHN
HOUSEON THINS
HOTEET:
DIDNOTE & FRIEND!
DIRE STRAITS
JOHN COUCAR
STEVIE NICES
CLEMONS & BROWNS

BARBRA STREIS

OND
MICHAEL FRANES
NOTTEST:
DIRE STRAITS
STEVIE NICKS
STEVIE MONDER
MEAN!
DIONNE & FRIENC

PREDDIE JACKSI CLEMONS & BROI STARSHIP ELTON JOHN COREY HART ANNE MURRAY HOTTERS

JOHN COUGAR DREAM ACADEMY ISLEY, JASPER

KKPL)Spokens

BILLY OCEAN NIGST RANGER STARSHIP

HOTTOST DIRE STRAITS STEVIE WONDER SADE LIONEL RICHIE ELYMAXE

KWFM/Tucson Chris Rvan

CHIM HYEN
ISLET, JABPER, IS
CORET HANT
FREDOLE JACKSON
STARSHIP
ELTON JOHN
BOCKSON TWINS
BOCKSON
THOMPSON TWINS
TONESON TWINS
TONESON TRAINE
DIONNE & FRIENDS
MOLTMENT ROUSTON
MOLTMENT ROUSTON
MOLTMENT ROUSTON

SEC MICHAELIN
ARETHA FRANKLIN
NIES & THE MECHAN
SOCKESE:
DIONNE & FRIENDS
EDDIE HOMPHY
DIRE STRAITS
STEVIE HOMDER
BILLY CCEAN
WKGWANIGO-Rome
Carpenser/Carr ONE CHEMORS & BROWNE DIAMA ROBS ELTOR JOHN CORET BART HOTLESTIE HICES JOEN COUGAR BARBRA STREISAND BADE SADE SIMPLE MINDS JOHN COUGAR

none Rottegt: BARBRA STREISAND DIONNE & FRIENDS DIRE STRAITS WHITMEY BOUSTON SRUCE SPRINGSTEE PARALLEL ELTON JOHN
ARETHA FRANKLIN
TEOMISSON THINS
HOCKEST
TOONIE 4 FRIEND
ELTHAXX
JOHN COUGAR
DIRE STRAITS
STEVIE NICKS

RhodewChapmen NIGHT RANGER DREAM ACADEMY MR. MISTER STASSETP PAUL YOUNG ABC BOTLORE LIONEL RICHE LIONEL RICHE LIONEL FIREN ELYMAXX JOHN COUGAR DIRE STRAITS

97AIA/Mismi Jere Sullivan L OVE94/Miami

WJDX/Jackson

STEVIE WONDER DIRE STRAITS WLTS/New Orlean SCOTUMNICHMI
DREAM ACADEMY
RANDY GOODROM
ELTON JOHN
ANNE MURRAY
HICHAEL, FRANKS
HOTEASE:
DIONNE & FRIEN
STEVIE NONDER
SADE DIRE STRAITS WHITNEY BOUSTO

2WD/Norfolk Campball/Alle CamposivAlien
STARSEIP
CARS
HEART
HA. HISTER
PAUL YOUNG
HOCKEST:
LIONEL RICHIE
DIRE STRAITS
HR. HISTER
DIONNE & FRIZHDS
STEVIE WONDER

SOUTH

WDLT/Mobili Kelth Cherr PARALLEL PARALLEL TWO

DEEM ADDRY

HICHARL PRAMES
RANDY GOODRUM

ANNE HORRAY
ELTOM JOHN

HOLLEST
BARBRA STREISAND
JAMES TAYLOR
SADE

ISLEY, JASPER, IS

Kasujames
MR, MISTER
STING
STARSHIP
HOTERALL
STEVIZ MONDER
WHITNEY HOUSTON
WHANI
BARBAR STREISAND
DIONNE & FRIENDS WLAC-FM/Neshville Nichols/Sargent

DAN SEALS
JON ANDERSON
ROTEST:
LIONEL RICHIE
SADE
DIAMA ROSS
DIONNE & FRIE
KLYMAXX WXTC/Charlesto Quincy/O'Brien ELTON JOHN ISLEY, JASPER, IS RANDY GOODRIN RANDY GOCORU Mottestr STEVIE MONDE CLEMONS & BR DIRE STRAITS JOHN COUGAR SADE WEZC/Charlotte SuttoniConway Bottest: ISLEY, JASPER, WHITNEY BOUSTO DAN SEALS Hottest: MARBRA STREI BRUCE SPRIED DIONNE & FRI DIRE STRAITS SADE

Jim Ballard
MIAMI SOUND MACE:
NOTE ST.
LIONEL RICHIE
ELYMAXX
COLLINS & MARTIN
MR. MISTER
DIONNE & FRIENDS WRAURateigh

Anthony/Donovan
BARRA STREISA
MAURICE MRITE
JAMES BROWN
CORET BART
JELLTBERN
HOTLEST
JOBN COUGAR
DIONNE & FRIEN
DIRE STRAITS
HR, MISTER
LIONEL RICEIE NyanSherwood
WEITHEY ROUSTON
WEISH:
SIMPLE MINDS
STARBHIP
CLEHORS & BROWNE
ROTTES!
LIONEL RICEIE
KLYMAXX
DIONNE & FRIENDS
DIRE STRAITS
SADE

PARALLEL THREE

WRKA/Louisville

MIDWEST

ELTON JOSH
STARSHIP
ARETHA FRANKLIN
STING
LOVERBOY
HIDGE URE
HOTCHET
BARBRA STREISAND
STEVIE HICKS
WHANI
WHITMEY HOUSTON
BRUCE SPRINGSTEE! PARALLEL ONE CLEMONS & ERON SURVIVOR HOCKest: HR. MISTER LIOWEL RICHIE DIOWNE & FRIEN KLYMAXX STEVIE WONDER WCHV/Charlottesville

ELTON JOHN THOMPSON TWINS Nottest: STEVIE MONDER SHEENA EASTON WHITMEY HOUSTON BRUCE SPRINGSTE WHAM! WaxberTiphon
MICHAEL FRANKS
IGLEY, JASPER, I
HOTLERT, I
HOTLERT, I
LIONEL RICHIE
STEVIE WONDER
DIRE STRAITS
SADE
BARBRA STREISAND CORET HART
BLTON JOHN
PEABO BRYSON
HOTEEST:
DIONNE & PRIENDS
JOHN CODGAR
BILLY OCEAN
STEVIE WONDER
SADE WLTF/Cleveland

Jackson/BeN
ROB TRO
THOMPSON THINS
ELTON JOHN
MIOGE URE
NOTERAT:
DIONNE & FRIENDS
LIONEL RICHIE
STEVIE MONDER
DIRE STRAITS
SADE SURVIVOR
JON ANDERSON
Hottest:
JAMES TAYLOR
JOHN COUGAR
LIONEL RICHIT
BRUCE SPRING

DallaviCannon

ANNE MURRAY

DIAMA NOSS

DON WILLIAMS

HICHARL FRANKS

BOTCHER:

BOTCHER:

BILLY JOE ROYAL

KLIMAXX

BAMBRA STREISAND

COLLINS & MAPTIM

DAN SEALS:

WAVESarsoteSE Petersburg

Teilomanuntington WSNY/Columbus Harry Lyles STARSHIP ISLEY, JASPER, I: BOTLORIC & FRIENDS LIONEL RICHIE COLLINS & MARTIN JAMES TAYLOR RLYMAXX Tellone/Huntington
KENNY ROCERS
MR: HISTER
DAVID PACK
BLART

WAGE/Leesburg Steve Porter

ELTON JOHN
JOHN DENVER
THOMPSON TWINS
HOTLEST:
DIONNE & FRIENDS
DIRE STRAITS
SADE

BARBRA STREISAND STEVIE WONDER

ANNE HURRAY STARSETP ELART ELTON JOEN HOTCES: PRIENDS WEAM! BRUCE SPRINGSTEEN DIRE STRAITS JOEN COUGAR

WORG/Orange

STO WIGHT

ELTON JOHN

ELTON S. BROWNE

THOMESON THINS

MR. MISTER

HOTESET:

SADE

BRUCE SPRINGSTERM

JOHN COUGAR

JOHN COUGAR

DIRE STRAITS

BARBRA STREISAND

WKYX/Paducah Frank Carvell

ELTON JOEN
HIDGE URE
KENNY ROGERS
TARRBOUGH & PEOPL
HOTCHST:
DIRE STRAITS
BARDRA STREISAND
BROCE SPRINGSTEEN
WHITNEY HOUSTON
BILLY OCEAN

WAEV/Sevennah West/Morris

WestMorts

ARETHA FRANKLIN
DAN SEALS
ELTON JOHN
MIKE & THE MECRAN
STARSHIP
ATLANTIC STARR
BOTLEST:
STEVIE MONDER
BADE
BADE

STING
WHITHEY ROUST:
BRUCZ SPRINGS
BILLY OCEAN
HOLLEGT;
MR. MISTER
RUTHAXX
COLLINE & MARLIONEL RICHIE
DIRE STRAITS WLHT/Grand Repid Brown/Ashford
STARSHIP
MR. MISTER
BOTTEST:
CARS
STEVIE MONDER
STEVIE NICKS
KLYMAXX
DIRE STRAITS

FREDDIE JACKSON ISLEY, JASPER, IS Hottest Hottest: BARBRA STREISAND LIONEL RICHIE BRUCE SPRINGSTEE: SADE STEVIE MONDER DREAM ACADEMY ISLEY, JASPER,

WENSIndianapolia Gey/Eagen BILLY OCZAN BARBRA STREISAND STARSEIP ROTTORIE RICHIE LIONEL RICHIE DIONNE & FRIENDS KLYMAXX BRUCE SPRINGSTEE DIRE STRAITS Bottest: LIONEL RICHIE ELYMAXX STEVIE MONDER SADE BARBRA STREISAND SADE
STARSHIP
COREY MART
MR. MISTER
HOLLEGI
CARS
BRUCE SPRINGSTEN
SIMPLE MINOS
RETYRANDER
MINOSER
MINO KUDL/Kanses City Dene Hallam

none
Hottast:
DIONNE & FRIEN
KENNY ROGERS
JAMES TAYLOR
LIONEL RICHIE
JOHN COUGAR

WMGN/Medison O'Nelli/Vancil

HEART MICHAEL FRANKS HEART BOOTS #1: SADE DIRE STRAITS STEVIE NICKS STEVIE NONDER CLEMONS & BROWN

STARSHIP HOTTO ATTEMPT OF THE STEVIE WONDER DIRE STRAITS SADE BRUCE SPRINGS STEVIE NICKS

Dave Bishop
MICHAEL PRANES
STARSHIP
BOTLOTEST:
DREAM ACADEMY
STEVIE NICES
SADE
ISLEY, JASPER,
STEVIE MONDER WMYX/MIN Both Fast

mone Hottest: KLYMAXX BARBRA STREISAND DIONNE & FRIENDS BROCE SPRINGSTEEN LIONEL RICHIE

Wetermenn/Garcle
STARSHIP
EOTTES:
DIONNE & FRIENDS
STEVIE WONDER
DIRE STRAITS
BRUCE SPRINGSTEEN
BARBA STREISAND KYKY/St. Louis Richards/Blair Richards Blok STARSRIP ROTTEST: DIONNE & PRIENDS RLYMAXX

PARALLEL

TWO OND Sottest: DIONNE & PRISE STEVIE WONDER DIRE STRAITS JOHN COUGAR STEVIE NICKS BennetUCollins
ELTON JOHN
THOMPSON TWINS
ARTHA FRANKLIN
STASSE IP
LOVERBOY
ROB TRO
HOTEBOY
STEVIE MONDER
SADE
MEITHEY HOUSTON
BILLY OCEAN
DREAM ACADEMY CARS
CLEMONS & BRC
ROTEGET:
KLYMAXX
STRUE NICKS
LIONEL RICEIE
BROCE SPRINGS
DIONNE & FRIE

STING
STARSHIP
ARETHA FRANKLIN
HOTLESTRAITS
DIONNE & FRIENDS
STEVIE MONDER
SADE
BARBRA STREISANI BRUCE SPRIN

KLYF/Des Moines Bob Majors KRAV/Tulse DIANA ROSS
HOTTOGET:
DIONNE & FRIENDS
STEVIE WOMDER
KLYMAXX
BRUCE SPRINGSTEEN
DIRE STRAITS

KO99/Evansville Bruce Clark

STARSHIP
MICHAEL FRANKS
HOTEGAE:
LIONEL RICHIE
DIONNE & FRIENT
CARS
DIRE STRAITS
STEVIE NICES PARALIFI THREE WMTFM/Cedar Ri THOMPSON THINS ARETHA FRANKLIN

WTRX/Films Peerson/Burka SURVIVO CORRY BART STARSEIP ARETHA FRANKLIN FREDDIE JACKSON MG, HISTER FORTUNE HOTCEST, DIONNE 4 - FRIENDS STEVIE MONDER DIER STRAITS STEVIE NONDER STEVIE NICKS SADE FORTUNE ELTON JOHN Hottest: DIONNE & FRIENDS DIRE STRAITS JOHN COUGAR STEVIE MONDER BARBRA STREISAND

THOMPSON TWINS ZITON JOHN ARRITHA FRANKLIN HOTLEST: KLYMAXX DIONNE & FRIENDS STEVIE HONDER JOHN COUGAR

BARRY NANILOM
PARALLEL BROCK SPEINOSTERN
NORRIS & CATLE
NOTES & CATLE
NO JUM COOGAR

XFSEUJOPHN
BOODY DENIES
STARSHIP
BEART
ELTON JOHN
STING
ARETEA FRANKLIN
KIDGE URE
BOOTERST
DIONNE & FRIENDS
DIRE STRAITS
SADE DREAM ACADEMY STARSHIP SRUCE SPRINGSTEEN BILLY OCEAN BOLLEST DIONNE DIE STRAITS
SADE BROCE SPRINGSTERY
MELTNEY BOUSTON

BOOVIES
BRUCE SPRINGSTEEN
BROWLESS
STRENIT POST
STRENIT P

WBOW/Terre Haute Mark Edwards

STARSHIP THOMPSON TWINS ELTON JOHN HOLLEST LIONEL RICHIE DIONNE & FRIEND ELTMAXX

none Mottest: COLLINS & MARTIN MILYMAXX MR. MISTER LIOWEL RICHIE DIONNE & FRIENDS ISLEY, JASPER, IS ANNE MURRAY Hottest: DIONNE & FRIENDS SADE DIRE STRAITS BRUCE SPRINGSTEEN WEITNEY HOUSTON CLEMONS & BRC Rottest: MR, MISTER RENNY ROGERS LIONEL RICHIE DIRE STRAITS DIONNE & FRIM

ARETEA FRANKLIN
THOMPSON TWINS
ELTON JOHN
CLEMONS & BROWNE
HOTCEST
DIONNE & FRIENDS
DIRE STRAITS
JOHN COUGAR
STEVIE HONOER
BARBRA STREISAND WISN/Milwaukee Murphy/Eillott RANDY GOODROM MAURICE WEITS HOTTEST: DIONNE & FRIEN DEBARGE LIONEL RICKIE KEYMAXX SAOZ

TWO

Chemberstoon

ANNE HURRAY

RANDY GOODRUM

MEAM!

HOTCOST

HOTCOST

HOTCOST

LYMAXX

STEVIE MONDER

BARRA STREISAND

DIRE STRAITS none Mottest: Dionne & FRIENDS BARBRA STREISAND DIRE STRAITS KLYMAXX STEVIE WONDER

ISLEY, JASPER, IS

MICHAEL FRANKS
RANDY COODRUM
SOTTENT WONDER
LIONEL RICEIE
DIONNE & FRIENDS
SADE
BRUCE SPRINGSTEEN

AMRE MURRAY ELTON JOHN EUGENE WILDE HIKE & THE HECES EIFI TE KANAMA HOCCOSEL LIONEL RICHIE ELYMAX STEVIE MONDER BRUCE SPRINGSTEE BRUCE SPRINGSTEE

EAST PARALLEL

BILLY OCEAN BRUCE SPRING WBAM1

TOM CUDDY
MEANI
DEBAM ACADEMY
SOCTOR
SOCIONE & FRIENDS
BARBRA STREISAND
LIONEL RICEIE
RIJMAXX
STEVIE MONDER

PARALLEL

TWO

WICC/Bridgepor

ONE WFERRENIENCE
Bob Moke
ELTON JOHN
ANNE MURRAY
RANDY GOODRUM
STARSHEY
BOTTO
LIOWEL RICHIE
DIONNE & FRIENDS
ELYMAXX
DIRE STRAITS
BARBRA STREISAND

WWKB/Buffelo Sendy Beach STARSHIP Hottest: HR, MISTER LIONEL BICHIE DIONNE & FRIEN KLYMAXX JOHN COUGAR

HONE BOTTE HONDER ELYMAXX DIONNE & FRIE DIRE STRAITS LIONEL RICHIE BILLY OCEAN STARSHIP DREAM ACADENY HOTTEST: MR. HISTER LIONEL HICHIE ELYMAXX JAMES TAYLOR JOHN COYGAR

Chis Witing
MR. MISTER
DIRE STRAITS
SADE
BARBER STREISAND
BROCE SPRINGSTEEN
HOTEEST
LIOMEL RICHEE
DIONNE & FRIENDS
KLYMAXX
JAMES TAYLOR PetersBroadbin

MR. HISTER
FREDDIE JACKSON
HOCKEST:
LIONEL RICHIE
DIONEL # FRIENDE
KLYMAXX
DIRS STRAITS
STEVIE MONDER

43 Reporters, 41 Current Reports

SOUTH

PARALLEL WGOV

ONE

WSB/Atlanta
Greg Picciano
JACE WAGNER
Hottest:
DIONNE & PRIENDS
RLYMAXX
JACE MAGNER
DIRE STRAITS
BARRY MANILOM.

BILLY OCEAN Bottest: LIONEL RICHIE DIONNE & FRIEN STEVIE WONDER KLYMAXX DIRE STRAITS

ONE

OND HOTTEST: HR. HISTER DIRE STRAIPS BARBRA STREISARD DEBARGE BROCE SPRINGSTEEN Sawyer/Masteller
BEART
COREY BART
TSOMPSON TWINS
JILL NICHAELS
ROTTEST
DIONNE & FRIEN
STEVIE MONDER PARALIFI THREE

Y WWNREckley
Tom Bowers
HIRE & THE MECHAN
HIRE & SOURCE
SOURCE
SOURCE
HIRE & HICKS
STING
DEBARGE

BRUCE SPRINGST SURVIVOR STEVIE NICKS BOTCHEL LIONEL RICHIE ELYMAXX DIONNE & FRIEN DIRE STRAITS JOHN COUGAR

FULL-SERVICE A/C

HOTTOME & PRIES STEVIE MONDER DIRE STRAITS SADE BROCE SPRINGST

ANNE MURRAY PEABO BRYSON Bottest: ELTHRAXX BRUCE SPRINGSTE MAURICE WHITE

SLTON JOHN HEART OND

PARALLEL THREE WGBH/GO.

Mike Ruble

ZLTON JOEN
PEABO BRISON
STING
STARSHIP
HOTTOR
HOTOR A PRIZNOS
RLYMANS
RARBRA STREISAND
STEVIE WONDER
DIRE STRAITS

Two stations failed to report this week and therefore their rotations were frozen: 55KRC/Cincinnat KFQD/Anchorage

MIDWEST

PARALLEL WTM.JMilwauk Max McDonald

BILLY OCEAN
BOTCH
BOTCH
BOTCH
BOTCH
LIONEL RICHE
DIONNE & FRIENDS
BARBRA STREISAND
STEVIE MONDER

WRVA/Ric

WCCO/Minr Danny Long Danny Long
JON ANDERSOM
ELTON JOHN
ANNE HUERRY
LIOWEL RICHIE
SADE
HORRIS & GAYLE
JILL HICHRELS
BEART
PEANO BRYSON
DIRE STRAITS
ROB TRO
BOTESE:
DONE

PÅRALLEL

WEST

PARALLEL

ONE

STARSHIP DIANA ROSS MIRE & THE MI ELTON JOHN ELTON JOHN
EOSTESE:
DIONNE & FRIENDS
STEVIE NONDER
SADE
MEAN!
BRUCE SPRINGSTEEN

STARSHIP
DREAM ACADEMY
SIMPLE MINDS
DIAMA ROSS
BOTEAST
BOTHER
STEVIE MONDER
DIRE STRAITS
ELYMAXX
BARBRA STREISAND PARALLEL THREE

MeH McCenn
HICHAEL FRANKS
HEART
ATLANTIC STARR
HOTEGET
KLYMAIK
DIONNE & FRIENDS
LIONEL RICHIZ
BARBEA STREISAND
JUICE NEWTON

Hal Moore

ISLEY, JASPER, IS
JON ANDERSON
CLEMONS & BROWNE
MICHAEL PRANKS
BOTCHER!
DIONNE & FRIENDS
RLYMAXX
DIRE STRAITS
SADE
BRDCE SPRINGSTEEN HONE
BOTTEST:
BARBRA STREISAND
DIONNE & FRIENDS
LIONEL RICHIE
WEAM!
STEVIZ WONDER PARALLEL TWO

KOB/Albuquerque

none Hottest: DIONNE & PRIENDS COLLINS & MARTIN MR. MISTER BARBRA STREISAND JAMES TAYLOR KSL/Saft Lake City

LemichJessop

MRITMEY ROUSTON

BRUCE SPRINGSTEEN

MORRIS & GAYLE

STARSELP

PEARO BRYSON

EEART

BOTCOST

BOTCO Dan Armstrong
ELTON JORN
BILLY JOE ROYAL
STANSEIP
REART
MRITNEY ROUSTON
ROCKER
ELYMAXX
LIONEL RICHIE
DIONNE & FRIENCE
KEMMY ROCKES
COLLINS & MARTIN

PARALLEL THREE

none Hottest: MARRY MANILOW LIOWEL RICHIE KLYMAXX BARBRA STREISAND DIONNE & FRIENDS

WEST

PARALLEL ONE KMJUDenve Brady/Elliott

JAMES SROWN
BOTTOST:
DIONNE & FRIENDS
DIRE STRAITS
LIONEL RICHIE
KLYMAXX
STEVIE NICKS PORTUNE ELTON JOHN Hottest: LIONEL RICHIE DIONNE & PRIM BROCE SPRINGST JAMES TAYLOR MR, HISTER KIFM/San Dieg Mark Zegen HEART ELTON JOHN STING KMGG/Los Angeles Profriques/Tevers

CLEMONS & BROWNE STARSBIP TA MARA & SEEN BOTCE ST BOTE STRAITS DREAM ACADEMY ELYMAXE SADE BROCE SPRINGSTEE PARALLEL TWO

KCIX/Bolse Dave Duque CLEMONS & BROWNE FREDDIS JACESON Hottest: DIRE STRAITS STEVIE NICES BILLY OCEAN MEAN! DREAM ACADEMY

SADE BRUCE SPRINGSTEEN ISLEY, JASPER, IS DEBARGE OMD STING EDDIE MURPBY Rottest: LIONEL RICHIE JAMES TAYLOR BARBRA STRXISI STEVIZ NICES WHITNEY ROUSTN KKLT/Phoenix Church/Thomas

DIANA ROUS FORTUNE STIMG ROTLEST, STEVIR MICKS SADE DEBARGE BRUCE SPRINGSTERN MEITMEN HOUSTON

PARALLEL KOSW/Rock Springs

THREE ARETHA FRANKLIN THOMPSON TWINS KKLY/Anchorage Greg Wilkinson ELTON JOHN ARETHA FRANKLIN THOMPSON THINS STING RANNY GOODEN HOLLEGE: FLYMAXX STEVIE MONDER DIONNE & FRIEND DIRE STRAITS SADE Sottemt: BARBRA STREISAND STEVIE NICKS

ARETHA FRANKLIN THOMPSON TWINS ATLANTIC STARK STARSHIP ELTON JOHN K99/Great Fells Steve Keller Bottest: DIONNE & PRIEND FREDDIE JACKSON STARSBIP CLEMONS & BROWN SADE NAURICE WHITE BARBRA STREISAND ISLEY, JASPER, IS CLEMONS & BROWNE Bottest: DIONNE & PRIENDS STEVIE MONDER SADE STEVIE NICKS WHITNEY BOOSTON KALE/Tri-Cities

BHI Templeton
ELTON JOHN
STING
ARETHA FRANKLIN
HONDSON TWINS
ATLANTIC STARR
HOLLESI
STEVIE WONDER
DIRE STRAITS
STEVIE NICKE
BROCE SPRINGSTE
DREAM ACADEMY

108 Reporters, 102 Current Reports

One station reported a frozen list this week. KKI T/Phoeniy

WZLQ/Tupelo Onrimen/Price none Hottest: DIONNE & FRIENDS KLYMMIX DIRE STRAITS STEVIE MONDER DREAM ACADEMY WFFX/Tuscalor Sander Walker

Sander Walker

JOHN HITCHELL

JOHN HITCHELL

FREDDIE JACKSOM

STABSSIF

ANNE HURRAY

HEART

ARETHA FRANKLIN

HOTCHEL

JOHNE E FRIEMOS

STEVIJ MONDER

STEVIJ MONDER

STEVIJ MONDER

STEVIJ MONDER

STEVIJ MONDER

SANDER

SANDER

KTYL/Tyler Janie Beker Janie Baker
ELTON JOHN
ANNE MURRAT
HEART
MIDGE UME
HOTE BETTEN
HOTE HOTE
LIONEL RICHIE
ELTON JOHN
DIONEE & FRIENDS
WHAM!
BILLY OCEAN

Five stations failed to report this week and their rotations vere frozen: U102/Knoxville WLTF/Cleveland

WRKA/Louisville WSBFM/Atlanta WZLQ/Tupelo

KRSB/Roseburg is no longer an A/C Reporter.

68/R&R/FRIDAY, JANUARY 10, 1986

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

_	_	_		NA AN ANTAGON NO	430 200	100 A	0.00	100	ĺ
Four Weeks	Three	r Li	sst Veek	155 REPORTS	Total Reports/Adds	Power	Heavy	Medium	
3	1		. 0	MIKE & THE MECHANICS/Silent Running (Atlantic)	146-/2		131+		
7	5	:	3 2	MR. MISTER/Kyrie (RCA)	136-/0		123+		
5	4			ZZ TOP/Stages (WB)	138 - /2		122+		
22	17	1	1 4	HOOTERS/Day By Day (Columbia)	134 = /3	12+	73+		
47	26	- 10		SIMPLE MINDS/Sanctify Yourself (Virgin/A&M)	129+/22	2 19+	63+		
15	9	9		STEVIE NICKS/I Can't Wait (Modern/Atco)	122=/9	18+	74+	44-	
16	11	8		PETE TOWNSHEND/Give Blood (Atco)	121+/7	10+	70+	48-	
13	6	6	8	BRUCE SPRINGSTEEN/My Hometown (Columbia)	104 - /5	29-	86+	16 –	
18	10	10	9	DREAM ACADEMY/Life In A Northern Town (Reprise/WB)	113-/4	24+	84+	27-	
2	3			PETE TOWNSHEND/Face The Face (Atco)	89 – /2	29-	77-	10=	
21	20		•	TOM PETTY &/So You Want To Be A Rock & Roll Star (MCA)	115+/10		57 +	53 -	
1	2	5		STEVIE NICKS/Talk To Me (Modern/Atco)	90 - /0	25 –	73 –	16+	
12 27	7	7		ALARM/Strength (IRS/MCA)	110-/3	9-	44-		
17				STARSHIP/Sara (Grunt/RCA)	104+/10			48 -	
				RUSH/Manhattan Project (Mercury/PG) ROGER DALTREY/Let Me Down Easy (Atlantic)	110-/7	5=	41-		
				ALAN PARSONS PROJECT/Stereotomy (Arista)	99 - /5	7+	37+		
26				NIGHT RANGER/Goodbye (Camel/MCA)	113+/81 80-/3	0 = 14 -	17+ 46-	86+	
23				QUEEN/One Vision (Capitol)	80 -/3 107 -/2	14-		32 - 76 -	
41				JOHN C. MELLENCAMP/Justice And Independence '85 (Riva/PG)	78+/17	•	20 = 38 +		
37	28	27	ā	BON JOVI/Silent Night (Mercury/PG)	101 - /5	0=		3/+ 69-	
	31	28	Ø	DOKKEN/The Hunter (Elektra)	100-/4	0=	15+	70 -	
38				AEROSMITH/Shela (Geffen)	99+/9	1-	13-	73+	
10	14	14	24	ZZ TOP/Can't Stop Rockin' (WB)	73-/0	3-	36 -		
30	27	26	33	TOM PETTY & THE HEARTBREAKERS/Needles And Pins (MCA)	80+/16	3-	31+		
57	40	34	36	DIRE STRAITS/Ride Across The River (WB)	90+/14	3+	25+	58+	
_				INXS/What You Need (Atlantic)	84+/15	5+	23+	53+	
51				ASIA/Too Late (Geffen)	86+/18	1 =	22=	58÷	
			29	DIVINYLS/Pleasure And Pain (Chrysalis)	86-/4	6-	23-	50 -	ı
		31	9	CHARLIE SEXTON/Beat's So Lonely (MCA)	83 – /6	1 =	17=	<i>5</i> 7-	I
				PAT BENATAR/Le Bel Age (Chrysalis) HEART/These Dreams (Capitol)	74+/18	3+	29+	<i>38</i> +	I
9				ASIA/Go (Geffen)	83 /73	4	15	53	ı
			_	STING/Russians (A&M)	61 –/2 74 –/9	4-	30 - 21 +	29 -	I
53				OUTFIELD/Your Love (Columbia)	74+/7	2+	13-	44 – 54 +	
11				SURVIVOR/Burning Heart (Scotti Bros./CBS)	56-/0	9-	34-	20-	
				PHANTOM, ROCKER & SLICK/My Mistake (EMI America)	78+/9	1+	8+	60+	ı
42		37	38	ZZ TOP/Rough Boy (WB)	59-/6	2-		30+	
_		56	<u> </u>	JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG)	50+/15	2+	28+	20+	l
_				THOMPSON TWINS/King For A Day (Arista)	61+/11	2=	20+	39+	ı
-		25	41	SIMPLE MINDS/Alive & Kicking (Virgin/A&M)	43-/0	9-	33 –	8-	
-		19	42	PAT BENATAR/Sex As A Weapon (Chrysalis)	48 – /1	5 -	28-	18-	
		42	43	JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	41 - /8	7+	23-	16-	
				CARS/Tonight She Comes (Elektra) BRYAN ADAMS/It's Only Love (A&M)	42-/0			19=	
	65 ·	43	40	TOM PETTY & THE HEARTBREAKERS/Don't Bring Me Down (MCA)	39-/1	-		16-	
	29 :	30 30	47	JOHN C. MELLENCAMP/Small Town (Riva/PG)				21-	
	12 :			TWISTED SISTER/Leader Of The Pack (Atlantic)	33-/1 47-/2	5 0-	25 –	8-	
	-			RUSH/Territories (Mercury/PG)	47-/2 31-/3	-		33 - 17 -	
				DIRE STRAITS/Walk Of Life (WB)	31 -/3 27-/0	• •		17- 10-	
				PETE TOWNSHEND/Hiding Out (Atco)	39+/7		10- 14+ :		
14 2	3 3	30	52	WANG CHUNG/To Live And Die In L.A. (Geffen)	31-/0	-		12-	
58 5	6 5	33	҈	JETHRO TULL with THE LSO/Bouree (RCA)	40-/1	1+	6= ;		
	- 5	99 1	3	CRUZADOS/Hanging Out In California (Arista)	44-/4	0=		32 =	
36 '4	7 5	2	55	PAUL McCARTNEY/Spies Like Us (Capitol)	34-/0	4+		22-	
DEBU		•	55	LOVERBOY/This Could Be The Night (Columbia)	43 /34	0	3	34	
39 3	9 5	0	57	C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)	29-/4	4-	10- 1	16-	
				ZZ TOP/Sleeping Bag (WB)	22-/1		14-	7+	
				HEART/If Looks Could Kill (Capitol)	20-/1			10-	
utal	ш	•	· •	JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)	25+/9	2+	9- 1	16+	
_									

MOST ADDED

ALAN PARSONS PROJECT (81) Stereotomy (Arista) HEART (73) These Dreams (Capitol) LOVERBOY (34) This Could Be The Night (Columbia)
SIMPLE MINDS (22) Sanctify Yourself (Virgin/A&M)

HOTTEST

MR. MISTER (55) Kyrie (RCA)
MIKE & THE MECHANICS (54) Silent Running (Atlantic) ZZ TOP (49) Stages (WB) BRUCE SPRINGSTEEN (29) My Hornetown (Columbia)
PETE TOWNSHEND (29) Face The Face (Atco)

BREAKERS

ALAN PARSONS PROJECT

Stereotomy (Arista)
73% of our reporters on it. 113/81 including edds at: WXRK, WMMR, KLOL, WNOR, WLUP, KSHE, KMET, KGB, KFOG, KISW. Debuts at #17.

NEW & ACTIVE

JOE LYNN TURNER "Lesing You" (Elektra) 33/10 (26/6)
Adds including WBAB, WRQK, WJOKE, KILO, Heavy 2: KQRS, KRIX.
WHLY, KLOL, KSRR, WYNF, WILZ, KZAP, WPDH, KNCN, KLAQ, WFVY.

ROSERT TEPPER "Ne Easy Way Out" (Scottl Bres./CB\$) 31/17 (14/2)
Adds including WEBN, WKLC, WAGX, WHOK, KRSP, Heavy 8: WNNF, WLVQ, WPYX,
WDHA, WCCC, KNCN, WKQQ, KRQU. Medium 13 including KTKQ, WLLZ, KBPI, WPDH, WLAV,

KMOD, KFIMG.

ROBERT PALIBER "Addicted To Leve" (Istiand) 38/5 (26/2).

Adde: KSRR, WSHE, WNOR, WPLR, WRIKI, Powarn 1: Heavy 6: CHOM, 61, M. M.IR, CHEZ, KRIX, KSPN. Medium of Including WNREW, WORK, WIMER, WOHA, WHER, WPCH, KODS, KSTM.

JAMES BROWN "Living in America" (Scottl Bres./CB3) 28/7 (24/6)

Adda including KROQ, WDNA, CFEZ, WONCE WOOD, Heavy 6: WSDC, CFDX, WNYX, WKIC, WIMZ, WWW, KLYY, KSPN. Medium 17 including KTXQ, WGBK, WHES, WHICH, KNCN, WWCT, WIMZ, WWW.

WINDLM ... WB) 27.3 (24/4) 22 TOP "Veicro Fly" (WB) 27.3 (24/4) Adds including KOMP, KSOY, Heavy 9: WLUP, KFOQ, KISW, WHON, WFYV, WLAV, KZOK, KTCL ... KTRO, KGON, WHOT, KICT, KZEL, KKOJ, KDJK.

Adda Inclusing KOMP, 1507; Heavy S. HILLD "KFOQ, KISW, WHOD, KHYD, WLAV, KZOK, KTCL, KTO, Medhan 16 Inclusing KTAD, KGOM, WOT, KKT, ZKEL, KYGOL, KDJK. AARIN "Spirk OF 78" (IRS/MCA) 24/18 (8/4) Adda Inclusing KROR, WPLR. WFOY, WOUR, KLAC, Powers 3: Heavy 8: Q107, 91X, WH-FS, WLIR, KSTM, WIZN, KTCL, KOGL, Indebum 13 inclusing WARBA, KTAO, WOOM, WCCC, WRON.

KISS "Uh! All Night" (Moresry/PolyGram) 22/6 (18/4) Adds including WPYX, WRCN, WHEB, WFBQ, KRQU, Powers 1: He

Adds Including WPTX, WHICK, WHESI, WETSI, LINGUI, TROUBLE TO THANKY 2, WXTRX, WRQIK, Medium I el Including INCD, WITC, WIPC, WITT, KIAO, NESS, KICK, ISPAIG, BERGER, WITT, KIAO, WITT, KIAO, LINGUI, WITT, KIAO, LINGUI, WITT, KIAO, WITT,

YAT "Face Like An Angel" (A&M) 21/12 (8/4) Adds including KBB, WRCN, WHEB, WACK, WAPL, KILO. Heavy 0: Medium 13 including KLOL, KOME, WPDH, KLAC, KSS, KAT, KFMG, KSJO.

WALL OF VOODOO "Far Side Of Crary" (IRS/MCA) 21/5 (18/1)
Adds: WSHE, KBCO, WHEB, WWWV, KFMX, Heavy 1: WHFS, Medium 15 inc

MARILYN MARTIN "Night Moves" (Atlantic) 28/18 (2/2)
Adds including WORK, WKLC, WFZX, WOMF, WXKE. Heavy 0: Medium 16 inch
KSRR, WFLR, WFDH, WAAF, WFTY, WDZ, KKCI

KSRR, WPLR, WPDH, WAAF, WFVV, WDIZ. KKCI
MIKE & THE MECHANICS "AN I Need is A Miracle" (Atlantic) 20/11 (10/4)
Addit including MCKG, WORE WEST WORLD IN

Adds including WCKG, WXKE, KEZE, WRUF. Powers 1: Heavy. 9: WYNF, KSHE, KAZY WOUR, WONE, WTUE, WWWY, KSPN, KRQU, Medium 10 including WKLS, WLLZ, WPYX, WDIZ, WRDU.

MARSHALL CRENSHAW "Blues is King" (WB) 20/2 (21/3)

MARSHALL CREISHAW "Blass Is King" (WB) 20/2 (21/3)
Adds: WOBK, WOHA Powers 2 Febry 3: SSPN, KZAM, KYRE. Medium 12 including WMMR,
KAZY, WHFS, WHEB, WEZX, WONE, WTUE, KILO.

ALDO MOVA "Rimmers of You" (Portrait/CBS) 18/14 (4/1)
Adds including WRAB, WAGY, KILAG, Heary 1: KRGU. Medium 9 including CHOM, G107,
WPDH, WYGN, KFRIG, KKDL, KRYW, WRUE, KYRU
Adds including WRAB, KRGU, KROO, KIAG, KSTM. Heavy 1: WLIR. Medium 7: KTCZ,
WFS, WKFR, KZAM, KCGL, KYTO, KYRE

WFS, WKFR, KZAM, KCGL, KYTO, KYRE

WHEN, WHEN, KZAM, KODI, KYPD, KYRE.

ELTON JOHN TWICKE "(BEFFE) 17.6 (14.0) POWER 1: Heavy 8 Include

Adds. WHEB, WROU, KYR, WCZC, KWHE, KZOO, POWER 1: Heavy 8 Include

MONE, WTUE. WHHO, KSPN, KGRO, Medium 7 Including WCHA, WWWY, WZ

PETE TOWNSHEID "Crashing By Design" (Also) 17.3 (18.3)

Adds including KOON, Heavy 7 Including WHEN, WHEN, WYSP, WAQK, WFYV, Including KAZY, WHTFE, WORF, WOWE, WTUE

WHERE RESERVED "(BEFFE) "(BEFFE)" (BEFFE) "(BEFFE) "(BEFFE)" (BEFFE) "(BEFFE) "(

TWISTED SISTER "Be Chreel To Your School" (Atlantic) 16/5 (15/3) ding WCCC, KILO

TALK TALK "Life is What You Make It" (EMI America) 15/15 (8/8)
Adds including WLVQ, KBCO, WHEB, WPDM, KNCN, Heavy 2: 91X, WLIR. Medium 8
including KZAM, KOZZ, KVRE

TZZ TOP "Delfribes" (WB) 15/3 (17/8)
Adda Including WOKE, WWTR, Heavy 3 Including KOME, WHCN, Medium 10 Including KYYS,
WDIZ, KEZO, KICT, KZEL, KEZE.

PETE TOWNSHEND "Secondhand Love" (Atco) 15/9 (15/1) Heavy 8: 91X, KGB, KFOG, KISW, KILO, KZOK, KSPN, KTYD, Medium 6:

CCM0 & THE BUNNYMEN "Bring On The Dancing Herses" (Sire/WB) 14/8 (15/0) Powers 2: Henry 7 including WHFS, WLIR, CFNY, KRQU. medium 5 including 91X, CHEZ, KSTM.

Powers 2: Heavy 7 including WHFS, WLIR, CFNY, KROU. medium 5 including 91X, CHEZ. I STARSHIP "Tomerrow Doesn't Matter Tenight" (Great/RCA) 13/7 (7/1) Adds: WCMF, KLBJ, WXLP, KGGO, WLAV, KDKB, KFMZ. Heavy 1: KQRS. Medium 8 incl

DIRE STRAITS "The Man's Toe Strong" (WB) 13/5 (16/6)
Adds: WEBN, 91X, WOUR, WOMF, WDIZ. Powers 1: Heavy 5 Including K
Medium 7 Including KFOG, K97

WINDLY

**RUSH "Marathen" (Mercury/PelyGram) 13/1 (13/2)

**Adde: KGB. Heevy 4 including KLOL, KISS, WLAV. Medium 9 including KSRR, WNOR, KISW, WDHA, WIOT.

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.

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.

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Four Weeks				155 REPORTS	JANUARY 10, 1986	Total Reports/Adds	Power	Heavy	Mediun
1	1	1	0	ZZ TOP/Afterburner (WB)	"Stages" (138) "Can't Stop" (73) "Rough" (59)	147-/1	-7 .	122	
2	2	2	2	PETE TOWNSHEND/White City (Alco)	"Blood" (121) "Face" (89) "Hiding" (39)	149-/1		133 - 125 -	
3	3	3	۵	STEVIE NICKS/Rock A Little (Modern/Alco)	"Wait" (122) "Talk" (90) "Hotel" (12)	147-/1		125 -	
۰	3		Ÿ	MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	"Silent Running" (146) "All I Need" (20)	151 -/2			
•	4	4	å	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"Justice" (78) "Minutes" (50) "Rain" (41)	125 /2		134+	
			×	TOM PETTY &/Pack Up The Plantation — Live (MCA)	"You Want" (115) "Needles" (80) "Don't Bring" (42)	133-/3		86+	
	9		٠	MR. MISTER/Welcome To The Real World (RCA)	"Kyrie" (136) "Broken Wings" (14)	139 - /0		66+	
0	′	,		SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	"Sanctify" (129) "Alive" (43) "Once Upon" (11)	141+/5		127+	
9	8	9	,	RUSH/Power Windows (Mercury/PG)	"Manhattan" (110) "Territories" (31) "Money" (14)	116-/6		81 -	
13	12	12	W	DIRE STRAITS/Brothers In Arms (WB)	"Ride" (90) "Walk" (27) "The Man's" (13)			48-	
26	19	17	Ä	HOOTERS/Nervous Night (Columbia)	"Day By Day" (134)	120+/8		44 –	
18	16	15	E	DREAM ACADEMY/Dream Academy (Reprise/WB)	"Life" (113)	135 = /3			
16	13	13	w	BRUCE SPHINGSTEEN/Born In The ILS A (Columbia)	"My Hometown" (104)	121-/3	25+	85+	
9	11	10	14 /	MOIM/ASI/a (Genen)	"Too Late" (86) "Go" (61)	104-/4	30 -	86+	
15	14	14	15	ALARM/Strength (IRS/MCA)	"Strength" (120) "Spirit Of '76" (24)	117-/3	5-	46-	
23 2	21	20	TO !	STARSHIP/Knee Deep In The Hoopla (Grunt/RCA)	"Sara" (104) "Tomorrow" (13)	123-/3	12-	49-	
10 1	10	11	17	PAI BENATAH/Seven The Hard Way (Chorcalie)	"Le Bel Age" (74) "Sex" (48)	115+/9	18+	56+	
9 1	18	18	® ∣	RUGER DALTREY/Under A Raning Moon (Atlantic)	"Let Me Down Easy" (99) "Under" (11)	107-/4	8-	49-	
4 2	23	19	UÐ I	MAS/Listen Like Thieves (Atlantic)	"What You Need" (84) "This Time" (17)	103-/3	9+	38-	
2 3	35	35	20 ∣	*IEART/Heart (Capitol)	"These Dreams" (92) "If Lands" (90) III and III	100+/12	6=	29+	
BU	JΤ	> (29 <i>i</i>	LAN PARSONS PROJECT/Sterentormy (Arieta)	"These Dreams" (83) "If Looks" (20) "Never" (10) "Stereotomy" (113)	100+/51	8-	25 +	61-
- 1:	15	16	22 F	ROCKY IV/Soundtrack (Scotti Bros /CRS)	"Burning" (FC) "No Feet Maria II (C4)	114 /82	0	17	87
2	22	23 .	23 A	NEROSMITH/Done With Mirrors (Geffen)	"Burning" (56) "No Easy Way" (31)	84 – /5	9-	40-	34+
2	25	24 (220 N	IIGHT RANGER/7 Wishes (Camel/MCA)	"Shela" (99) "Let The Music" (10)	100-/6	1 –	14-	73-
27	27	25 6	23 D	OKKEN/Under Lock And Key (Flektra)	"Goodbye" (80)	80 – /3	14-	46-	32-
30	10 :	27 🤅	26	ON JOVI/7800 Fahrenheit (Mercury/PG)	"The Hunter" (100)	104 = /4	0=	15+	74+
20	0 :	22 2	27 D	IVINYLS/What A Life (Chrysalis)	"Silent Night" (101)	101-/4	0 =	20+	69 -
31	1 :	29 🤅	239 C	HARLIE SEXTON/Pictures For Pleasure (MCA)	"Pleasure" (86)	91 – /4	6-	23-	53-
26	6 2	26 2	29 S	TING/The Dream Of The Blue Turtles (A&M)	"Beat's So Lonely" (83)	90 – /6	1 =	19+	
33	3 3	1 6	30 T	HOMPSON TWINS/Here's To Future Days (Arista)	"Russians" (74)	78 – /9	1 –	22+	
37	7 3	16 E	3 0 0	UTFIELD/Play Deep (Columbia)	"King" (61) "Roll Over" (14)	72 = /4	3=	23-	
34	1 3	2 6	12 P	HANTOM, ROCKER & SLICK/Phantom, Rocker & Slick (EMI America)	"Your Love" (74)	78+/8	2+	14-	
36	5 3	7 €	39 Li	DVERBOY/Lovin' Every Minute Of It (Columbia)	"My Mistake" (78)	80-/8	1+	8-	
28	1 3	n 3	иП	WISTED SISTER/Come Out And Play (Atlantic)	"This Could Be" (43) "Dangerous" (26)	68+/18	1=	9-	
20	. 2	. 3	16 If	ONI MITCHELL/Dog Eat Dog (Geffen)	"Leader" (47) "Be Chrool To" (16)	58-/2	1 =	10-	
17	21	. 30	s C/	ARS/Greatest Hits (Elektra)	"Good Friends" (30) "Shiny Toys" (11)	42-/0	5+	11-	
30	24	ä	p br	RYAN ADAMS/Reckless (A&M)	"Tonight She Comes" (42)	43-/0		21-	
	20	2	יור של מור ש	THEO THE LIMB THE LOCAL OLD THE THEOLOGY	"It's Only Love" (39)	39 – /1		22-	
22	- 38	21	₽ JE	THRO TULL with THE LSO/A Classic Case (RCA)	"Bouree" (40)	42 - /1	0 = 1 +	6=	
34	34	- 31	e Ol	TEVIE RAY VAUGHAN & DOUBLE TROUBLE/Soul To Soul (Epic) ANG CHUNG/To Live And Die In L.A. (Geffen)	"Change it" (29)	37-/0	1 =		
24	28	44	U 78	AND GRUND/10 Live And Die In L.A. (Geffen)	"To Live And Die" (31)	32 - /0	-	5- 15-	



BREAKERS.

ALAN PARSONS PROJECT

Stereotomy (Arista)
74% of our reporters on it. 114/82 including adds at: WMMR, WDVE, KLOL, KSRR, WSHE, KSHE, KMET, KGB, KFOG, KRQR. Debute at #21.

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.

AOR ALBUMS

MOST ADDED

ALAN PARSONS PROJECT (82)

HEART (51) LOVERBOY (18) Lovin' Every Minute Of It (Columbia)

BANGLES (17) Different Light (Columbia) ALDO NOVA (14)

Twitch (Portrait/CBS)

HOTTEST

ZZ TOP (57) MR. MISTER (56) MIKE & THE MECHANICS (55) Mike & The Mechanics (Atlantic) STEVIE NICKS (43) Rock A Little (Modern/Atco) PETE TOWNSHEND (41) White City (Atco)

NEW & ACTIVE

CRUZADOS "Cruzados" (Arista) 46/4 (52/4)

Adds: WSHE, WWCT, KDJK, KEZE, Heavy 4: WBCN, KRIX, KSPN, KTCL. Medium 33 including WSRK, WKLS, KSRR, WLUP, WDHA, WHCN, WHEB. ROBERT PALMER "Riptide" (Island) 37.3 (40.1)
Adds: WNOR, WPLR, WRKI. Powers 1: Heavy 7: CHOM, 91X, WLIR, CHEZ, KRIX, KSPN,

KTCL. Medium 24 including WNEW, WMMR, KSRR, KBCO, KROQ, WDHA, WHEB, WPDH,

KODS.

JÜE LYMY TURNER "Rescue You" (Elektra) 35/8 (31/5)

JÜE LYMY TURNER "Rescue You" (Elektra) 35/8 (31/5)

Adds: WBAB, WYNF, WIMZ, WROK, KDJK, WGIR, WRUF, KOZZ. Heavy 3: KORS, WAAF, KRIX. Medium 23 including WHJY, KLOL, KSRR, WLLZ, KZAP, WDHA, KNCN, KLAQ, WFYV.

WHITE NIGHTS "Soundtrack" (Alfantic) 31/2 (33/4)

Adds: KTCZ, WOUR. Heavy 4: KLBJ, WZEW, KLYV, WCPZ. Medium 22 including WLVQ, KBCO, KINK, 91X, WQBK, KNCN, KLAQ, KISS

Adds including KGB, WRCN, WHEB, WAOX, WAPL, KILO, WGIR, WRUF. Heavy 0: Medium 14 including KLOL, KOME, WPDH, KLAQ, KISS, KATT, KSJO.

**WES "Acetum" (Mercury/Valoram) 24/5 (2/43)

Adds including KGB, WRCN, WHEB, WAQX, WAPL, KILO, WGIR, WRUF. Heavy 0: Medium 14 including KLOL, KOME, WPDH, KLAQ, KISS, KATT, KSJO.

KISS "Asylum" (Mercury/PolyGram) 24.5 (24.3)
Adds including WPYX. WHEB, WFBQ, KRQU Powers 1: Heavy 2: WXRK, WRQK. Medium 15 including WPYX. WHEB, WFBQ, KRQU Powers 1: Heavy 2: WXRK, WRQK, KFMG.

Adds: K97, KRQU. Powers 4: Heavy 15 including KTCZ, KAZY, KBCO, KINK, CFOX, WQBK, WRDU, WONE. Medium 8 including WHFS, CHEZ, WBLM, WCPZ, KKGR, KGRQ.

MARSHALL GRENSHAW "Downtown" (WB) 22/2 (24.7)

Adds: WORK, WDHA Powers 2: Heavy 3: KSPN, KZAM, KVRE. Medium 13 including WMAR, KAZY, WHFS, WHEB, WEZX, WONE, WTUE, KILO, KSTM.

WALL OF VODDOD "Seven Days In Sammyslovn" (IRS/MCA) 21/5 (18/1)

Adds: WSHE, KBCO, WHEB, WWWV, KFMX. Heavy 1: Medium 15 including KROQ, 91X, WLIR, KLBJ, KNCN, KPOI, KSTM.

ALDO NOVA "Twitch" (Portrait/CBS) 18/14 (5.0)

Adds including WHEB, Powers 1: Heavy 8: KTCZ, KAZY, WONE, WTUE, KS7, WHMD, KSPN, KGRQ. Medium 8 including WHEB, Powers 1: Heavy 8: KTCZ, KAZY, WONE, WTUE, KS7, WHMD, KSPN, KGRQ. Medium 8 including WDAB, KBCO, KROQ, KLAQ, KSTM. Heavy 1: WLIR. Medium 7: KTCZ, WHFS, WPLR, KZAM, KCGL, KTYD, KYRE.

BANGLES" "Olfferent Light" (Columbia) 1/17/1 (0/1)

BANGLES" "Olfferent Light" (Columbia) 1/17/1 (0/1)

PARKIES" "Olfferent Light" (Columbia) 1/17/1 (0/1)

WHES, WPLR, KZAM, KCGL, KTYD, KYRE.

PHIL COLLINS "No Jacket Regulrer" (Atlantic) 14/4 (11/4)

WITHS, WELD, KAWI, NOSE, NITO, NYRE.
PHIL COLLINS "NO Jacket Required" (Allantic) 14/4 (11/4)
Adds including WEBN. Powers 3: Heavy 5: WMMR, WDVE, WRIF, WZZO, KDKB. Medium 9
including WYNF, KROQ, WQMF, KICT.
MINK DEVILLE "Sportin" Life" (Atlantic) 12/1 (13/3)

Adds: KZAM. Powers 3: Heavy 5 including KBCO, WCPZ, KTCL, KVRE. Medium 7 including WHFS, CHEZ, WKQQ, KDJK, KSTM.

GOLDEN PALOMINOS "Visions Of Excess" (Celluloid) 12/1 (12/1)

Adds: WXRK, Heavy 5: WBCN, WHFS, KTCL, KCGL, KVRE, Medium 4: KROQ, CHEZ, KSTM,

STEEL PULSE "Babylon The Bandit" (Elektra) 11/3 (8/4)
Adds: CFNY, KKGR, KGRQ. Heavy 0: Medium 9 including KTCZ, KBCO, WONE, WTUE,

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MOST ADDS — This week's most added records.

HOTTEST - This week's records receiving the most power reports.



REGIONAL AOR ACTIVITY

PLAYLISTS -- An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week - its light adds - are printed

Symbols:

a' - Record is newly reported or additional tracks have been

(B) - A single's B-side (M); (L) — Other tracks from that album are in those rotations

(medium or light). An artist's name with no abbreviations means all airplay is inthe listed rotation.

A "frozen" list indicates that a current report was not received, and last week's rotations were included in the data base.

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000+ Parallel Two: 200,000-1,000,000 Parallel Three: under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower para-

EAST

PARALLEL ONE

CHOM-FM/Mon (514)835-2425 PO: NOS BRAIDE NO: BENOIT SUP!

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(215)661-0933 MD: ERIM RILEY ON: TED UTS * VEXIMIZED ON VIVING ANDRES SPRINGFFRENCH SPRINGFFRE

WDVE/Pittsburgh (412)837-1441 PO: GRIG GILL: SPT: RD: RESECUE.

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WHJY/Providence (401)438-8110 PD: IAM GRACE ASST. PD: CLEW STEMAT

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PO: OHD THOS ASST. PD: BOS ERANS 13 TOP TO THE PROPERTY OF THE

WBCN/Boston (617)266-1111

WIYY/Baltimore (301)888-0098 PD: CHUCK SUCOY HD: CHRIS MRN

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PO: BOB SUCHBANN RD: RALPH TOSTORA Heavy
JOHN COUGAR SELL(H
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WPLR/New Haves (203)287-8070 PD: WEAL HIRSEY HD: AMARDA TEPPER

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PO: GARY BLAIG HD: ANDY PROST WXRK/New York (212) 750-6400 PD: PAT TVAMS TO: The Front State of the Stat

PARALLEL

TWO WHCNHertford (203)247-1000

PO: DANTEL F. SATORN ASST. PD: BOB BITTEMS Busyy 12 YOP PSTE TORRESTED JOHN COURAGE MELL STEVIS SICES -ASIA DIRE STRAITS ROSS

WRCMLong lole (518)727-1570 PD: LEWIY SLOCE ART. PD: JOHN GRAPPO

WYSP/Philadelphia (215)868-9460 PD: ANDY SLOOM ASST, PD: NIEE HOLP

ASIA PYPRAITS
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A STREAM TOWNS OF THE STRE WPDH/Paughi (614)471-1500 PD: STEW SCHANTS NO: PAN BROOKS NO PAN SHOOLS
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(315)797-0803 PD: PRTER BIR HD: TON STARS

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WEZX/Scranton (717)981-1842 PD: DAVE LONDON ND: JAY DARTELS

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CFNY/Toronto (416)453-7452

ON: DAVID MARSON

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WDHA/Dover, NJ (201)328-1055 GH: BON LINERS FD: RIES BOYLE

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WZZO/AH (215)894-0511 PD: GEME BOMANO MD: RICK STRAUSS Modey
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CHALLE SERTON
ROSE
Light
E MANTON, ROCKER
LINTER

WHF8/Ar

WAQY/Springflold, MA

(301)263-1430

PO: DAVID SINSTEIN

WKLC/Charl (304)722-3308

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VOSK-FM/AI (518)462-5555 PD: JOHN COOPER HD: PROBY APPLE

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WCCC-FM/Hat (203)233-4426

PD: DAVID GROSS

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WLIR/Long Island (\$18)485-9200 PO: DENIS HOMANANA HO: LARRY "THE DUCK

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WBLM/Portland, ME (207)783-2068 PD: JOSE DIAS RD: ROBIN HATRIEU

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WGIR-FMIMani (603)625-6915 PD: BOB COK HD: SAREN ANDERSEN MEANY MIXE & THE MECH... MB. MISTER SIMPLE MINDS (M) STARSHIP SS TOP DIRE STRAITS

(203)775-1212 PD: 808 BOCAK HD: HARE DEVINE

REGIONAL AOR ACTIVITY

FAST (continued)

DIRE STRAITS
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IRON TAGLE
STAMBELP
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PHANTON, ROCKER
SIMPLE MINOS
LONDON SYMPHONY O.
BON JOVI
BIG AUDIO DYNAMITE
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WWTR/Ocean City (301)289-4545 PD: RICHARD RE Heavy II TOP (M) BRUCE SPRINGSTEEM HR. HISTER BOOTERS PRITE TOWNSHEND (M) STEVIE HICKS (M) MIRE & THE MECE... TOW PETTY (M) DREAM ACADEMY Medium DREAM ACADEMY Medium SIMPLE MINDS STING DIRE STRAITS DOKKEN

WTPA/Harrisburg, (717)697-1141 MD1 CHRIS JAMES

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PARALLEL ONE WNORFM/Norfolk (804)823-9667 ON: BON REEGER NO: DAVID HILLARY

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PORT DEPTINDENCE KSRR/Houston (713)797-0097 PD: ANDY BEAUBIEN ASST. PD: HICHAEL STEVENS TOTAL STATE OF THE STATE OF THE

WKLS-FM/Atlanta (404)325-0960 PD: BILL WISE HD: BOB SAILEY

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KLOL/Houston (713)526-8855 PD: JOE DENTON ASST. PD: RICK LAMBI

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KTXQ/Dallas (214)528-5500

PD: ANDY LOCKRIDGE ASST, PD: REDBEARD

Heavy RUSH [H) HOOTERS IZ TOP (M) SIMPLE MINDS (M) BRUCE SPRINGSTEEN MM, MISTER PETE TOWNSHEND (M) JOHN COUGAR MELL (M) HIRE & THE MECH.

WYNF/Tampa (813)228-6090 PD: CAREY CUI

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WSHE/Miami (305)581-1580

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KZEW/Dallas (214)748-9898 PD: ROB BARNETT ASST. PDI CINDY (FROZEN) BAILEN BEARY FOSH

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WKQQ/Lexington (606)252-6694 PD: DAVE BRUSENKLAUS MD: ROB ELLIS

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KMJX/Little Rock (501)470-0088 PD: TOK MXXD HD: TOKHY SHITH

WDIZ/Orlando (305)645-1802 PD: RAD MESSICK

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WQMF/Louisvill (502) 589-4400 PD: DURE MEYER HD: BILL MAY

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KRIX/McAllen-Brownsville (512)350-9999 PO: HICHAEL PARKER HD: ACE PALADINO

WTKX/Pensaco (904)438-7543 PD: MARK DAGWELL MD: J.D. STONE

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WRDU/Raleigh (919)782-1061 ON: BEN BALL ND: BOB MALTON

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WRXL/Richmond PD: TOM EVANS MD: PAUL SHUGRUE

KLBJ-FM/Austin (512)474-6543 PD: CLARE RYAN HD: JEPP CARROL

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KNCN/Corpus Christi (512)289-1000 PD: BOB PAIIO ASST. PD: STACEY WFYV/Jacksonville, (904)642-1055 PD: CHRIS JOHES MD: LEX STALEY

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KFMX-FM/Lubbock (808)747-1224 PD: MBS HESSMAN HD: BILL BATEMAN WIMZ-FM/Knoxville (615)525-6000 PD: KERRY LAMBERT ND: NIKE CAPPS

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KLAQ/EI Paso (915)544-8864 MD: PEPE LOPES

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KXZL/San Antonio (512)226-6444 PD: GLEN MARTIN HD: ANGELA WRIGHT

POT CALL THE MODEL ...

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TO KISS/San Antonio (512)223-6211 PD: TRIP REES ASST, PD: TOM SCHEI ASST. 7.04 TOWN

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WOOJ/Ft. Myers (813)275-9685 PD: PAT DEISCH HD: CHARLIE KERM

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KTAL/Shreveport (318)425-2422

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(904)392-0771 PD: HARRY GUSCOTT HD: VIRGIL THOMPSON

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CHARLIE SEXTON
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WALL OF WOODOO

WHMD/Hammo (504)345-1070 PD: MARK SEGER MD: KAREN CARRO BANY SIMPLE MINDS STEVIE MICKS MIRE 4 THE MECK... POCRY IV (M) BRUCE SPRINGSTEEN COREY HART JEWEL OF THE NILE BRYAN ADAMS STEVIE MONDER

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KYYS/Kansas City (816)561-9102

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KQRS/Minneapolis (012)545-5601

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WEBN/Cincinnati (513)871-8500 PD: TOR OWERS

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KTCZ/Minneapolls (612) 339-0000 PD: BORRY CHRISTIAN

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(314)842-1111

OM: RICK BALIS ASST. PD: AL HOPES

WRIF/Detroit (313)827-9505 PD: MICHAEL MAYER ASST. PD: JOE URBI

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WLUP/Chicago (312)440-5270 PD: GREG SOLK ND: BILL EVANS Beavy J DREAM ACADEMY SIMPLE MINDS (M) TOM PETTY MIRE & THE MECK. MR, MISTER (M) PETE TOMMSHEND STEVIE NICKS (M) EZ TOP (M) TALKING HEADS (M) JOHN COUGAR NELL.

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REGIONAL AOR ACTIVITY

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WEST (continued)	KINK/Portland (503)226-5080 PD: CARL WIDING ASST, PD: KELLY	RUSE (M) LOWERBOY ARROSMITE Medium ALAM PARSONS PROJE	K97/Edmonton (403)428-8597	KLPX/Tucson (602)622-6711 PD: ARIN MICHAEL:	INKS ARROSHITH THISTED SISTER TAT SELCE ARE	KRQU/Laramie- Cheyenne (307)745-7396	KGRQ/Casper (307)266-1400	KKGR/Anchorage (907)278-4831	KOZZ/Reno (702)329-9261	LONDON SYMPROMY O. EAME CANC JAMES TAYLOR
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PD: Scott Walker MD: Glenn Kalin

Philadelphia

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PD: Bob Travis MD: Chris Knight

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Toronto MD: Brad "Knobby" Jones

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PD: Bifl Terry MD: Ruth Tolson

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PD: Jim Randall MD: P.J. Foxx

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76/R&R FRIDAY, JANUARY 10, 1986

CHR PARALLEL ONE PLAYLISTS

7-93 Atlanta

PD: John Young MD: Chris Thomas

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HOLD WNVZ

Hot Hits! MD: Jim Curtis

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20. 29. 27. 30 COREY HART/Everything In Ny Hear JAMES HOLDEY/Living In America M. HISTRA/Nyris SIAMSHIP/Bara FIRE INMENSION/Face The Face SADE/The Burelest Tebro

Miami

PD: Robert W. Walker

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Norfolk

(C) (S) Tampa

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Ops. Dir: Dave Robbins St. Louis

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hitradio 96 fm

Detroit PD: Gary Berkowitz

PD: Gary Benchowitz

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106.5 KWK THE NUMBER 1 HIT MUSIC STATION

St. Louis PD: Garry Mitchel MD: Kim Pool

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Columbus
PD: Adam Cook
MD: Kevin Haines

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32, 34, 35 FREDDIE JACKBON/He'll Never Lave Yes

Minneapolis

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Detroit WCZY PD: Steve Weed MD: Kathy Means

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ZZZ99 Kansas City

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MD: Kim Welsh

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35 THOPPOON THICKE/King For A Day ARC/(Hee To Be A) Million

Chicago

PD: Buddy Scott MD: Joe Bohannon

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MD: Bumper Morgan

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Q102

Ops Mgr: Jim Fox Cincinnati

Cont. Development of the control of

WKTI Milwaukee PD: Tim Fox MD: Denise Lauren

Control of the Contro

R&R FRIDAY, JANUARY 10, 1986/77

B97 New Orleans PD: Kris O'Kelly

MD: Greg Rolling

ATLANTIC STARM/Secret Levero MINE & THE MECHAN/Splant Burning ABC/IMMM TO BO A) Million MEANT/THOSE Promot THOMPSON THINS/Ring For A Day

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HIC RANGE New Orleans 93FM PD: Kevin McCarthy

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CHR PARALLEL ONE PLAYLISTS

OM: Tac Hammer Minneapolis Asst. PD/MD: Gregg Swedberg

SI. PUDMIC Group Swednesday

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Steve Perun Kansas City

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Chicago Ops. Mgr.: John Gehron

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MD: Geoff Davis

MD Geoff Davis

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Ops Mgr. John Gorman Cleveland MD: Kid Leo

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WLS FM Chicago

PD: Jan Jeffries MD: Brian Kelly

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HotHits Seattle TREPLUY FIM

PD: Jeff King

MD. Ron Harris

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CHARA MHAN/Own The Night EUGENE WILDS/Den't Say He Tonight KWSS 94.5 PM

PD: Dave Van Stone San Jose MD: Robin Kipps

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JAMES BROWN/Living In America
DREAM ACADEMY/Live In A Markern.

Seattle
PD: Ric Hansen
MD: Sandy Louie

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KZZP104.7FM
THE NUMBER 1 NIT MUSIC STATION Phoenix
PD: Guy Zapoleon

MD: Steve Goddard

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PD: Jon Barry MD: Steve Naganuma

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KS IOSIFY HOT HITS!

VP/Ops: Dave Parks
San Diego

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Seattle KUBE 93FM

MD: Wendy Christopher

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MARILYN MARTIN/Might Form MEART/Three Dreems HOOMSON THIND/King For a Deg 87190/Amajar BANG,CO/Manji Mandeg CHARA HUMN/Que The Night

Justin PD: Rick Gillette

MD/Assist PD: Chris Collins Sacramento

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San Francisco
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34 ELTON JONEL/MISSING HINE & THE HECHAN/SIIsn's Running

(Q103FM)

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PD: Jack Regan MD: Alan Sledge

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40DN 29. 30 ELTON JOHN/NATES STAMBHIP/Sare

ZIOO KKRZ PD: Gary Bryan MD: Sean Lynch Portland

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Ops Mgr. John Driscoll
MD: Geina Horton

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Denver
PD: Mark Bolk
MD: C.J. Stone

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VP/Prog.: Gerry DeFrancesc Assistant PD: Mike Schaeler

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PD: Tom Chase

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John Cary
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JELLTHERAN 7-4
MIKE 6 TREE MECHAN 12-6

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Q166/York, PA Bob Spence THOMPSON TWINS BLTON JOHN HEART

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WGGZ/Beton Rouge, LA Michael Adems

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Jerry Lausteus

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ICCCIOS/Birminghom, AL North/Balley

KHPl/Austin, TX Richards/Edward

SOUTH

PARALLEL TWO

WROQ/Charlotte, NC Blackwell/Williams

BlockwellWilliame
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ARBYEL PRANKLIN
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REART 10-9

WANS-PM/Greenville, SC Tommy Smith

WGAMPortland, ME Pelooni/O'Nell

WFXX/Williamsport, PA Pedend/O'Ned
PYENTES
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25 TOP
ACC
THOMSHOOD TWINS
ATLANTIC STARR
ELTOW JOHN
HOCKEST STARR
ELTOW JOHN
HOCKEST STARR
ELTOW JOHN
HOCKEST STARR
ELTOW JOHN
JAMES BROOM 27-24
DREAM ACADEMY 38-25

MARILYM MARTH LOVERBOY HOTEGAT HOTEGAT LIONEL BICETE 1-I EDDIE MURDHY 2-2 SURVIVOR 12-6 SYEVIE MURDER 13-7 WEAR! 16-6 WOMP-FMWheeling, WV Bob Forster

WCKN/Greenville, SC Jeckson/Wilson

JechanoffWimon
SHRILA R.
ARDE SHRILA R.
ARDE PARL YOUNG
PARL YOUNG
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S4TY7UJeckson, MS Abell/Crews

AbsMCrows
THOMESON THIS
ELTON JOHN
ATLAPTIC STARR
ATLAPTIC STARR
ELTON LICENTE 1-1
LIONEL RICHIE 1-1
LIONEL RICHIE 1-2
JOHN COUGAR 6-4
STRVIE NICES 11-6
DIOMNE 6 PRISHDS 12-9 WGUT/Johnson City, TN Mark Potter

SE TOP ELFON JOHN SADE CHARLIE SERTON BOOLDST: LTONER SICHIE 3-1 ELFMARK 2-2 SERVIVOR 13-7 DIONNES & PRISHDS 23-13 BROCE SPRINGSPERN 37-25

WOKI/Knoxville, TH Herperi Addine

MemperiAddon 871MG 83 YOU 83 YOU 100 MEMPIH LOVELEOU MEMPI ADETHA FRANKLIE OPCS BOLLES 1 LOWEL BICELE 5-1 1 LOWEL BICELE 5-2 1 LOWEL BICELE 5-2 1 LOWEL BICELE 5-2 1 LOWEL BICELE 5-1 LOWEL BICELE 5-1 BICEL

WPMVLexington, ICY Foxt/Janage

MKYK/Livie Rock, AR Mark McCain CLENCOME 6 BROWNE HOTER: LTOWEL RICHIE 1-1 DIOMES 6 PRIBURG 7-5 DIME STRAITS 12-7 CARS 11-6 SURVIVOR 21-10

GRHebburgs sensor

JELLTHERAN
PAT BERMYTAR
BRILLY COMMAN
BRILLY COMMAN
BRILLY COMMAN
BRILLY COMMAN
BRILLY BPIINGGPTHER
BRILLY STATE
LICOMER, BICCHIE 2-1
ELTHALK 5-4
DICHMER OF PRINKERS 15-9
WHEAM 16-10
WHEAM 16-10 SCHYTYCH 22-10
WW.HRM.cudevMm. KY
KrightM.yove
HABILY HARTIH
STABBHIP
FREDDIE JACKSON
ES YOP
STINCE
BOLLOGE
ES YOP
ENTINGA
STINCE
BOLLOGE
ELTPMAXX 2-1 6-3
DIGMA ACADEMY 32-20
DEMAA ACADEMY 32-20
DEMAA ACADEMY 32-20 WDCG/Durham-Raleigh, RC Edwards/Wright EdwardsWinjoh
EITOP (dp)
HINHI SOUND HACHI
THEOREGON TWINS
ELFOW JOHN
HEART
BOTANET
DIOMNET & FRIENDS 1-1
JOHN COUGAN 2-2
DINN SPRAITH 3-3
STRVIE HICKS 4-4
BROCK SPRINGSTREN 8-5

FM100/Momphis, TN John/Conley JOUNTCOMENTY
ARRESTA FRANKLIF
TENDEDGE TOTAL
BALTINGRA
BOTTOST:
SIMPLE NINDS 2-2
DIOMNE 6 FRIENDS 9-7
CAME 11-9
PAUL NCCARTHEY 12-11
A-MA 32-27 WASS-FMMobile, AL From/Fuller

Promyteller
ATLANTIC STARR
TENOMENON THIMS
BALTINGRA (day)
BAL

WHITY-FRATIAnnigomory, Al Alon DuPylest Adm CudVigut
STARBEIP
IS TOP
BEALTH BARTIF
BOCLOGI: AUTOMAT 3-2
BOOL 6 THE GAMG 6-3
CAMB 10-6

THREE

REFERENCIA: BECAUTEWIN PROPERTY OF THE PROPERT

KX104/Nashville, YN Cost/Fox

CONT/FOR

STING
BEART
TENUMBER TYPINS
ELYON JOHN
MARITH MARTH
MOSTAL
LICHUE, RICHIE 1-1
BEDDIE MUNDHW 3-2
DIOMNE 6 PRIEMES 13-5
ELYMANE 13-2
ADD 32-23

EADE 32-23

**VETPROBLEMENT TO

BY JOHN/PRODE

STEVIE NUMBER

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STEVIES

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Consider/Wethins
THOMPSON TWINS
ASC
READY
REALTH MARTIN
LOWERDOT
STORE
TO STORE
LOWERDOT
LIMBLE MINDS 1-1
LIMBLE RICHES 2-2
DIES SYRAITS 10-4
SUNNIVOS 11-5
STEVIE MICHE 15-6

BJ185/Orlando, FL Thermas/Wright

Y105/Orlando, FL Stacy/Steel

DBOOYBROAT

BILTON JOHN (dp)
ATLANTIC SYAND
ATLANTIC SYAND
ATLANTIC SYAND
SYANDEN FOR SHE
FOR SYANDEN FOR SHE
FOR SHE
BOCKE SY SHE
BOCKE SPEINGWESSE 21-9
BOCKE SPEINGWESSE 21-9
BOCKE SPEINGWESSE 21-5
BOCKE SPEINGWESSE 21-5
JANUS BICOM 40-30

B42/Releigh, NC Dellore/Duncen USE TOP
HEART
DREAM ACADEMY
BOOLS NUMBER 2-1
LIOWEL RICHE 6-2
CAME 7-4
DIOMNE & PRIEMDS 9-5
PADL MCCARTMET 10-11

WRVQ/Richmond, VA Lowie/Payne LevelePhyne
FFARBUS P
ARREST P
ARREST P
BALTINGRA
BOLTONICA
BOLTONICA
LOUIS S PRIMEROS 1-1
LOUIS S PRIMEROS 1-1
LOUIS S PRIMEROS 1-1
LOUIS S P
LOUIS S P
R
BREILA S 14-7
KTUJUSBreupport LA
John Steel KISR/Pt. Smith, AR Rick Heyes

Nich Neyes

28 TOP
ARTHAN PRANKLIH
REART
ELFON JOHN
RANLIH NARTH
LOWERDY
DAVID PACK
HOLLAGU
ROCLAGU
ROCLAGU John Steel
LE TOP
MARILTH MARTH
AABTHA PHARELH
VEAPT
JVERSOY
FIVE STAR
EL/OH JOHN
BOLIGHT J-7
JEL/TERAN 3-1
JEL/TERAN 3-2
JEL/TERAN 3-1
JEL/TERAN 3-1
JEL/TERAN 3-1
JEL/TERAN 3-1
JEL/TERAN 3-1
JEL/TERAN 3-1
JEL/TERAN 3-1 Q104/Gadadan, AL Davis/BL John Devire John
ISLEY, JASPER, IS
THOMSON TWINS
HEART
LOVERGOY
ATLANTIC STARR
BOOLER;
BOOLER;
TA MARA & SEMS 5-2
DEBAN ACADENY 17-10
SHELLA R. 27-13
MEAN 35-16

WYKS/Geineeville, FL Lou Petrick

Les Perion
THOMSON THINS
STIMS
STIMS
STIMS
STIMS
STIMS
STIMS
HOLDS
HOUSE
STANDONY 5-1
DOORSE 6-2
STANDONY 9-3
STANDONY 9-3
STANDONY 9-3
SILIV OCRAF 16-9
MINING MANANA 9-4

WZYPHłuntoville, AL Kelleyilling

KombuyNing
ELYON JOHN
ELYON JOHN
ES TOP
ARBYHAN PRANKLIH
THOMODOU YMYHNS
ANC
ARCATE STARR
ATLANFIC STARR (dp)
ATLANFIC STARR (dp)
ELWYTYON 5-2
DOHLAN ACADEMY 13-6
PAUL HOCARTHEY 11-5
JAHES BROWN 32-17-5

200/Tamps, FL Reines/Clarc

Reinest.....

Sone
Rottest:
LIOWEL RICHER 1-1
REDITE NUMBER 2-2
RLYMAIX 3-3
STRVIS NICKS 4-5
DIOWER & FRIENDS 5-5 WKZL/Winston-Selem, NC FinnsylJoseph

Pinney/Joseph
STALESIP
SE TOP
TEOCHHOON TWINS
MEANT
MOTHOR
TEOCHHOON
LIONEL RICHIE 1-1
CARS 5-3
SIMPLE NINDS 7-4
SURVIVOR 14-6
WHAM1 28-9

PARALLEL

ZZ Top

NYTHICE

NYTHICAN

Doen Tosts

BEART

SYING

BLATOS

BOALTO

BOALTO

LIFONS

BOALTO

LIFONS

BOALTO

LIFONS

BOALTO

LIFONS

BOALTO

B

KQIZ-PM/Amerille, TX Poter Stewart

Peter Stewers

PTING
TRONG-BOW TWING
LOWERSOY

INTO (dp)

IRIX (dp)
ROCK-BOY

IRIX (dp)
ROCK-BOY

IRIX (dp)
ROCK-BOY

WKSF/Ashoville, NC John Stevens

JOSH SHOWEDONE
BOTLOST:
SUNVIVOS 5-1
SUNVIVOS 5-1
SUNVIVOS 6-5
WHITMEN SOUSPISS 20-22
DOMEAN ACADEMY 27-24

W.JAD/Beintridge Alberry, GA Elliot/Kelly

EMOCKelly
ISLAT, JASPER, IE
TEXCHOOSE TYPING
ELYCH JOHN
LOWERDOY
21 TOP
ELANT JOHN
ANCLIPE MARTIN
ANCLIPE MARTIN
ANCLIPE MARTIN
ANCLIPE MARTIN
ANCLIPE J-1
ELYMBER ARTHOR
DOTHER ARTHOR
DOTHER ARTHOR
DOTHER ARTHOR
DOTHER ARTHOR
JOHN A FRIENDS 7-5
DIME STRENDS 7-5
DIME STRENDS 7-5
DIME STRENDS 7-5
DIME STRENDS 7-5

WQID/Blloni, NIS Mickey Coulter

Michay Coulter
BALTIMUMA
BLYON JOHN
BLYON JOHN
BRIGHTA R. (dp)
LOWERBOY
OPES (dp)
BOLLOST
PETE TOMERREND 26-20
HEITHER BOLDFON 31-25
TA HARA SERE 32-26
DEBRA ACADEMY 34-27
WAZPUCHAMPOLE M. C.
Bob Chrysler

BOL TA MANA CA

WXLIURosnoke, VA Don O'Shee Bob Chrysler
ATLASTIC PRAIS
JAMES BROWN
ON A
THE STATE
ATLASTIC PRAIS
BOOM
ON A
STIME
BOTHAN
STIME
BLYON
BANTHAN FRANKLIS
ELTON JOHN
BANTHAN
ELTON
BANTHAN
BAN HARILYM MARPIM LOWERSOY BANGLES ROUSERY TEPPER ABC BOCKEST: LTOWEL RICHIE 1-1 EDDIE MUMPHY 5-2 PAY BEMATAR 5-3 MEMAN 7-6 DIME STRAITS 8-7

2162/Sevenneh, GA Sommers/McFerland

SommarsHidtwinnd

PARABETP
HIRE & THE HUCKAM
ATLANTED TARAB
SLY FOR
LOVERNAM
LOVERNA WEITWEST BOOSTON 37WCGG/Cohemban, GA
Robh Carroll
ELTON JOHN
ARSTHAN PHARKLIS
DIVISHLE (Gp)
STINGTO HARKLIS
DIVISHLE (Gp)
STINGTO HARKLIS
DIVISHLE (Gp)
STINGTO HARKLIS
LOUIS HARKLIS
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STEVIC HARKLIS
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STEVIC HARKLIS
LOUIS
STEVIC HARKLIS
STEVIC HARKLIS WGLF/Tallahassee, FL Rick Sprinkles

Mon September TRORPHON TWINS 23 TOP ATLANTIC STARM SEMAY SEATH 13 MOVER, 13 HOTLANT, JAMPER, 13 HOTLANT, JAMPER, 13 HOTLANT, 14 LIOMER STREMES 0-2 SCHIVIVON 19-9 PAUL HUCKATHEY 21-11 BALT HUCKA 36-23 HAMMANNA 18-2 KNIN/Wichita Fella, TX Beck/Kay

Beck/Kay

STANDERP
ESTANDERP
ESTANDERP
STEED
BOTTON

Development These Land State S

WVBE/Wilming Fred Allen Fred Allen
ELTON JOHN
STIME
STIME
ATLANTE STARR
HEART
BOOTERS
BOCLEST
KLYMARX 1-1
MEAN! 15-8
BAUCE SPRINGTERS 27-14
MEITHET BOOVERS
SILLY CORM 32-22
SILLY CORM 32-22

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

MIDWEST

MOST ADDED Heart ZZ Top Thompson Twins

HOTTEST Lionel Richie Dionne & Friends

CHR ADDS & HOTS

WEST

MOST ADDED Thompson Twins ZZ Top

Roger Nelson

Roger Nelson
HEART
MARILYN MARTIN
22 TOP
STARSHIP
SALTHINGA
ISLEY, JASPER, IS
HOLDES!
LIONEL RICHIE 1-1
SIMPLE MINDS 4-2
DIRE STRAITS 6-3
SURVIVOR 9-5
CARS 10-7

KTRS/Casper, WY Todd Cavanah

KKAZ/Chayenne, WY Dave Hunter

KOZE/Lewiston, ID Jay McCall

MARILYN MARTIN HEART TALK TALK THOMPSON TWINS BANGLES HOTTESTEN BYAN ADAMS 5-1 DIRE STRAITS 2-2 BILLY OCEAN 7-3 WHAM! 6-4 WHAM! 6-7

WHAM! 6-4 MR. MISTER 19-10

John Chommie
STING
HEART MARILYN MARTIN
THOMESON TWINS (C
ELTON JOHN (dp)
AALTIHORA
HOTESSI SIMPLE MINDS 1-1
CARS 2-2
STEVIE NICKS 3-3
BILLY OCEAN 25-15
MR. MISTER 34-23

HOTTEST Dionne & Friends Lionel Richie Stevie Nicks

MIDWEST

PARALLEL TWO

WKDD/Akron, OH Matt Patrick Mat Patrick
2.7 TOP
MARILIN MARTIN
HEART
ELMON JOHN
STING
STING
TEPPER (dp)
LOWERBY
TROMPSON THINS (dp)
HOLICE ST.
HIGHT MARGER 16-11
HIGHT MARGER 16-13
JAMES BROWN 37-27
JAMES BROWN 37-27

WKAU/Appleton-Osh Ross/Bradleigh

TIME TOP STATE OF THE STA WRQC/Cleveand, OH

Scott Howitt

WHITNEY HOUSTON Hottest: DIONNE & FRIENDS 3-2 KLYMAXX 7-6 BRUCE SPRINGSTEEN 13-8 JORN COUGAR 10-9 STEVIE NICKS 12-11

WNCI/Columbus, OH Bill Richards Bull Hichards
SHEILA E.
HEART
THOMPSON TWINS
HOTLEST:
LIONEL RICHIE 1-1
SIMPLE MINDS 3-2
EDDIE MURPHY 4-3
STEVIE NICKS 7-5
PAUL MCCARTNEY 12-6

KIIK/Davenport, IA Jim O'Hara THOMPSON TWINS
ZZ TOP
JELLYBEAN
FREDDIE JACKSON
STING
ELTON JOHN
HEART

HEART
HOTTEST:
DIONNE & PRIENDS 10-1
STEVIE NICKS 11-4
WHITNEY HOUSTON 22-13
MR. MISTER 32-16
STARSHIP 35-23

WGTZ/Dayton, OH John Robertson John Robertson
22 TOP
ARETHA FRANKLIN
SHELLA E.
SADE
HOtteat:
LIONEL RICHIE 1-1
DIONNE & FRIENDS 5-2
KLYMAXX 4-3
EDDIE MURRHY 2-4
DIRE STRAITS 16-12

KRNQ/Des Moines, IA

WHAM! STING (dp) WHITNEY HOUSTON HEART (dp) LOVERBOY (dp) COREY HART (dp) COREY HART (up)
HOTTOST:
SIMPLE MINDS 7-3
DIONNE & FRIENDS 22-17
STEVIE NICKS 23-19
BRYAN ADAMS D-24
MIRE & THE MECHAN D-26

KZIO/Duluth, MN Michaels/Herman MicheeleHerman
ELTON JOHN
BALTIMORA
STIMG
ROBERT TEPPER
THOMPSON TWINS
SIMPLE MINDS 1-1
EDDIE MURPHY 2-2
KLYMAXX 3-3
FAUL MCCATNEY 11-8
JAMES BROWN 30-25

WSTO/Evansville, IN

none Hottest: EDDIE MURPHY 1-1 LIONEL RICHIE 2-2 KLYHAXX 3-3 SCRITTI POLITTI 4-4 CARS 7-7 WMEE/Ft. Wayne, IN Tony Richards

ION RICHARDS
MIKE & THE MECHAN
HEART
ARETHA FRANKLIN
BOUTES
SIMPLE MINDS 1-1
DIRE STRAITS 4-2
STEVIE NICKS 6-3
KIYMAXX 7-5
CLEMONS & BROWNE 14-12

SWATUSTEVENS
HEART
ROBERT TEPPER
HOTLEST
LIONEL RICHIE 1-1
DIRE STRAITS 4-3
STEVIE NICKS 5-4
PETE TOWNSHEND 10-9
PAT BENATAR 11-10

WZPUIndianapolis, IN Jim Miles

Klymaxx

ZZ TOP HEART LOVERBOY HOTCEST LIONEL RICHIE 1-1 JOHN COUGAR 3-2 KLYMAKX 7-5 EDDIE MURPHY 9-6 BRYAN ADAMS 17-15 JIT MANES
ASIA
HOTTEST
JOHN COUGAR 1-1
ELYMAXX 11-8
DIONNE & FRIENDS 16-12
HIAMI SOUND MACHI 24-19
JELLYBEAN 23-20 KEYN-FM/Wichita, KS Land/Pearman

Land/Pearman
ARETHA FRANKLIN
BEART
ELTON JOHN
INTS
MARILY MARTIN
SHEILA E.
RUSH (dp)
HOLLest: KUHF 1-1
EDDIE MURPHY 2-2
SURVIVOR 3-3
KOOL & THE GANG 22-11 WKFR/Kalamazoo, MI Terry Weinscht FORTUME PORTUME PART (dp)

LOVEROY (dp)

ATLANTIC STARR (dp)

HOTHER STARR (dp)

HOTHER STARR (dp)

SIMPLE MINIS 2-2

SIMPLE MINIS 2-2

SIMPLE MINIS 2-2

MINISTERN 21-16

WHITMEY HOUSTON 32-27 KKRD/Wichita, KS

WVIC/Lansing, MI Mark Maloney MIKE & THE MECHAN ROTEST: LIONEL RICHIE 1-1 WANG CHUNG 3-2 EDDIE MURPHY 6-5 BRUCE SPRINGSTEEN 15-9 DIRE STRAITS 17-11

ORIVEN/WHILEMS
SAOP
PREDDIE JACKSON
22 TOP (dp)
SHEZLA E. (dp)
SHZLA E. (dp)
STING
STING
STING
STING
BLOOM THINS
HOOTERS
ELTON JOHN
HOLLEST
DIONNE A FRIENDS 7-1
DIRE STRAITS 9-3
DIRE STRAITS 9-3
SURVIVOR 10-4
SURVIVOR 10-7
WHEAM 14-11 Z104/Madison, WI ELTON JOHN WHITNEY HOUSTON WHITNEY HOUSTON INXS ROTEEST: DIONNE & FRIENDS 1-1 WHAN! 3-2 PAUL HCCARTNEY 10-7 PAUL HCCARTNEY 10-7 HIAMI SOUND MACHI 13-9 JAMES BROWN 15-10 WHOT/Youngstown, OH Dick Thompson

ZZ TOP STING THE THOMPSON TWINS TALK TALK TALK THOMPSON TWINS TALK TALK TENDER TO THE TENDER THOMPSON THE TENDER THE TENDE

ZZ TOP THOMPSON TWINS THOMPSON TWINS
HOTLEST:
DIRE STRAITS 6-4
STEVIE NICKS 9-7
BRYAN ADAMS 10-9
BRUCE SPRINGSTEEN 16-14
MIAMI SOUND MACHI 21-16 KOFM/Oklahoma City: OK ATLANTIC STARR
2Z TOP (dp)
LOVERBOY:
ELTON JOHN
INXS (dp)
SHEILA E.
HEART

KJ103/Oklahoma City, OK

KQKQ/Omaha, NB

Mark Evans

ELTON JOHN
THOMPSON TWINS
ARETHA FRANKLIN
HEART
HOTLEST
ELDIE MURPHY 1-2
SURVIVOR 12-9
SURVIVOR 12-9
SURVIVOR 12-9
TELLYBERN 13-10
TWISTED SISTER 24-19

Mark Evans

KZ93/Peoris, IL Keith Edwards

none Hottest: LIONEL RICHIE 1-1 BODIE MURPHY 3-3 JOHN COUGAR 4-4 RLYMAXX 5-5 SURVIVOR 7-7

WZOK/Rockford, IL Brill/Dent

MHAMI ASIA MIAMI SOUND MACRI JAMES BROWN MIXE 6 THE MECHAN REART

HEART
HOTTEST:
CARS 11-2
STEVIE MONDER 7-4
SURVIVOR 15-6
DIONNE & FRIENDS 19-8
PAUL MCCARTNEY 20-13

WIOG/Saginaw-Bay City, MI Belcher/Shannon

none Hottest: LIONEL RICHIE 1-1 MR, MISTER 2-2 BRUCE SPRINGSTEEN 3-3 KLYMAXX 5-5 SURVIVOR 6-6

WRQN/Toldeo, OH

STARSHIP STING ISLEY, JASPER, IS HEART LOVERBOY ALARM HOLLER SURVIVOR 3-1 EDDIE MURPEY 2-2 SIMPLE, MINDS 8-3 WINDH 19-5 PAUL MCCARTNEY 13-8

ZZ TOP STARSHIP

PARALLEL THREE

HEART ARETHA PRANKLIN ROTTER LINE RECHIE 1-1 KLYMAXX 3-2 SIMPLE HINDS 9-3 DIONNE 4 PRIENDS 23-4 PAUL MCCARTNEY 19-6 KYYY/Bismarck, ND Bob Beck

Bob Bock
22 TOP
THOMPSON TWINS
HEART
HEART
HEART
HEART
HEART
HARTLYN MARTIN
GRACE JONES (dp)
RARTHA FRANKLIN
ELTON JOHN
HOTEST
EDDIE MURPH 1-1
SIMPLE MINDS 2-2
DIRE STRAITS 3-3
CARS 4-4
NICK LOWE 6-5

WBNQ/Bloomington, IL Justin/Robbins

JustifRobbins
CNICACO BEARS SHU
22 702
ELTON JOHN
ELTON JOHN
MARILIN MARTIN
HARRIN MARTIN
HARRIN STING (49)
HEART (49)
HEART (49)
HEART (49)
ELTON JOHN
EL

THOMPSON TWIPS
HOTCHEST:
HOTCHEST:
HITHMAN 1-1
DIONNE & FRIENDS 8-3
WHAM! 11-7
PAUL HCCARTNEY 13-9
JELLYBEAN 15-10

WCIL-FM/Carbondale, IL

KKRQ/Ceder Rapids, IA MR. MISTER
HOTLEST:
LIONEL RICHIE 1-1
CARS 4-2
SURVIVOR 10-3
BRUCE SPRINGSTEEN 6-5
WANG CHUNG 15-6 KQCR/Cedar Repids, IA Brad Fuhr

PAUL MCCARTNEY
FREDDIE JACKSON
HOTCEST:
DIRE STRAITS 5-1
LIONEL RICHIE 3-3
DIONNE & FRIENDS 4-4
MR. MISTER 23-13
DREAM ACADEMY 22-14 KCMQ/Columbia, MO

TuttivBaker
MIAMI SOUND MACHI
ZZ TOP
HEART
THOMPSON TWINS
ELTON JOHN
HOTTER
LIONEL RICHIE 1-1
STEVIE NICKS 5-2
DIONNE & PRIEMOS 7-2
BILLY OCEAN 20-16
PAUL MCCARTNEY 21-17

Y94/Fargo, ND Anderson/Palm HEART ROBERT TEPPER (dp)

Bottest: JOHN COUGAR 1-1 DIRE STRAITS 2-2 CARS 3-3 STEVIE NICKS 7-6 PAUL MCCARTNEY 8-7 KKXL-FM/Grand Forks, ND

Nordine/Right
SIDE (dp)
BEART
BEART E.
GOTTONE RICHIE 1-1
LIONEL RICHIE 1-1
LIONEL RICHIE 1-5
PAUL HCCARTNEY 8-6
WHAMI 9-7
MIAMI SOUND MACHI D-28

WAZY/Lafayette, IN Stacy/Louizos

KFRX/Lincoln, NE KFRX/Lincoln, NE
Johnson/Meyer
BALTIMORA
2Z TOP
NIGHT RANGER
BOLCESE:
LIONEL, RICHIE 1-1
LIONEL, RICHIE 1-2
STEVIE & FRIENDS 6-3
STEVIE AT FRIENDS 6-3
MEANI 11-75 8-6
WHANI 11-75 8-6
WHANI 11-75 NOTON KGGG/Rapid City, SD

PRI WISSON

MR. HISTER
CLEMONS & BROWNE
HOTTER
LIONEL RICHIE 1-1
KLYMAXX 3-2
EDDIE MURPHY 5-4
BRUCE SPRINGSTEEN
NIGHT RANGER 10-9

KKLS/Rapid City, SD Sherwin/Kallaway Sherwin/Kellaway

ELTON JOHN
ZZ TOP
STING
TROMPSON TWINS
EUGENE MILDE
INXS
HOTLEST WONDER 10-4
BRYAN ADAMS 8-6
NIGHT RANGER 14-11
MR. MISTER 18-13

99KG/Selina, KS Denny Collier

MIAMI SOUND MACHI STARSHIP 22 TOP (dp) THOMPSON TWINS HEART ABC HEART
ABC
ELTON JOHN
LOVERBOY
LOVERBOY
MARTIN
STIME
STIME
ROTESE:
KLYMAXX 2-1
BRYAN ADAMS 12-8
SURVIVOR 14-10
PAUL MCCARTMEY 15-11
JAMES BROWN 35-22

KKRC/Sioux Falls, SD Dan Kieley

SADE STING
MIRE & THE MECHAN
HOCTES:
PAGL MCCARTNEY 7-5
BRUCE SPRINGSTERN 20-16
DREAM ACADEMY 23-17
TMISTED SISTER 29-22
MR. MISTER 30-23

U93/South Bend, IN J.K. Deering CHICAGO BEARS SHU

Hottest: LIONEL RICHIE 2-1 DIONNE & FRIENDS 6-3 SURVIVOR 18-5 SCRITTI POLITTI 17-11 MIKE & THE MECHAN 27-18 KWTO-FM/Springfield, MO

Mike Schmidt
NIGHT RANGER
22 TOP (dp)
THOMPSON TWINS
ROTES:
ELYMAXX 2-1
SURVIVOR 10-7
PAUL MCCARTNEY 12-9
WHAM! 18-11
JELLYBEAN 22-15

WEST

PARALLEL TWO

KNMQ/Albuquerque-Santa Fe, Stucker/Rountree NM

STARSHIP STING THOMPSON TWINS HEART ELTON JOHN ABC BALTIMORA Hottest: DIONNE & FRIENDS 8-2 CARS 7-3 STEVIE NICKS 13-5 DIRE STRAITS 10-6 SURVIVOR 14-7 KKXX/Bakersfield, CA

> PREDDIE JACKSON Bottest: EDDIE MURPHY 1-1 KLYMAXX 2-2 LIONEL RICHIE 3-3 DIRE STRAITS 6-4 DIONNE & FRIENDS 12-9

KQXR/Bakersfield, CA Peterson/DeRoo

PetsronDeRoo
TROMPSON TWINS
22 TOP
ELON JOHN JOHN
DEC
REART
JENNIFER RUSH
STING
ROBERT TEPPER
ROLEST
STEVIE NICKS 3-1
BILLY OCEAN 11-4
MIRE 4 THE MECHAN
MIRE 4 THE MECHAN
MIRE 3-12
SHELLA E 34-27

DOBAIGRAGORY
STING
HEART
ABC
THOMPSON THINS
ARETRA PRANKLIN
LINES (dp)
MARILIN MARTIN
HOCKERT: BICKS 5-1
DIONNE & FRIENDS 3-1
STEVIE BICKS 5-2
BRUCC SPRINGS, TR 19-10
BRUCC SPRINGS, TR 19-10

KF95/Boise, ID Dass/Gregory

WBWB/Bloomington, IN Jim Clouse

STING HEART ZZ TOP DAVID PACK THOMPSON TWINS

Tony Waltakus
SHEILA E.
JENNIFER HOLLIDAY
ROGER DALTREY
OUDEN (dp)
2. TOP
2. TOP
2. TOP
2. TOP
2. TOP
2. TOP
3. TOP
3. TOP
4. TOP
4. TOP
5. TOP
5. TOP
6. TOP
6. TOP
7. TO

KIYS/Boise, ID Tom Evens

KIKX/Colorado Springs. CO John Dantzer

THOMPSON TWINS ZZ TOP STING MARILYN HARTIN ELTON JOHN HEART ROBERT TEPPER LOVERBOY ABC (dp) LOVERBOY
ABC (dp)
TALK TALK (dp)
Bottest:
RLYMAXX 3-1
SIMPLE HINDS 2-2
PAUL MCCARTNEY 10-3
SURVIVOR 8-6
DIONNE & PRIENDS 11-7

KIMN/Danver, CO Erickson/Peres

Erickson/Perez
SURVIVOR
JAMES SROWN
STARSHIP
STING
STING
HOMESOW THINS
HOMESOW THINS
HOMESOW THINS
LIONEL JACKSON
HOTCHEL
LIONEL FRIENDS 1-1
LIONEL RICHIE 2-2
CUBA GOODING 4-4
STEVIE NICKS 9-5

KSND/Eugene, OR Brian Burns LOVERBOY ARETHA FRANKLII ZZ TOP (dp) THOMPSON TWINS THOMPSON ABC HEART SHEILA E. Hottest: none

WDBR/Springfield, IL Moore/Lawley

ARETHA PRANKLIN ARETHA PRANKLIN
THOMPSON TWINS
INXS (dp)
LOVERBOY
HEART
22 TOP
ISLEY, JASPER, IS
HOLLERT:
DIONNE & FRIENDS S-1
DIRE STRAITS 6-5
WHAM! 7-6
STEVIE WONDER 14-9
STEVIE WONDER 14-9

none
Hottest:
DIRE STRAITS 1-1
LIONEL RICHIE 2-2
EDDIE MURPHY 3-3
PETE TOWNSHEND 5-5
BRUCE SPRINGSTEEN 8-8

KBOS/Fresno, CA

Kris Van Kamp THOMPSON THINS
ARETHA FRANKLIN
HEART
HOTCEST:
LIONEL RICHIE 1-1
KLYMAXX 2-2
EODIE MURPHY 3-3
CARS 7-5
DIONNE & FRIENDS

KMGX/Fresno, CA Berry/Carter

KLUC/Las Vegas, NV

STING ZZ TOP HEART ROBERT TEPPER ROBERT TEPPER ROCLEST: R

KFIV/Modesto, CA Russ Novak

KCAQ/Oxnard Ventura, CA Robbins/Williams

Robbins/Williams
ARETHA PARAMELIN
THOMPSON WINS
LOVERBOY
ELTON JOHN
MARILYN MARTIN
ZZ TOP
HEART
HEART
HOWEL RICHEL-1LOVER RICHEL-1LOVER RICHEL-1RODIE MURBY 2-2
MIAMI SOUND MACHI 3-3
DIRE STRAITS 10-7
PAUL MCCARTNEY 26-17

KDVV/Topeka, KS

Berry/Carter
THOMPSON THINS
MARTLYN MARTIN
HEART
HOATEN
HO

KYNO-FM/Fresno, CA Walker/Davis

STARSHIP STING. ABC MIKE & THE MECHAN DREAM ACADEMY THOMPSON TWINS HOOTERS REART BALTIMORA (dp) HOCTES BALTIMORA (dp)
HOTTEST:
EDDIE MURPHY 1-1
PAUL MCCARTNEY 4-3
JELLYBEAN 12-4
CARS 11-6
DIRE STRAITS 14-9

KQMQ/Honolulu, HI Kimo Akane

KIMO Akana
SPING
22 TOP (dp)
ELTON JORN
MARILYN MARTIN
LOVERBOY (dp)
HOTCESE:
LIONEL RICHIE 1-1
DIONNE 4 FRIENDS 2-2
SIMPLE MINDS 3-3
MIANI SOUND MACHI 5-4
CARS 6-5

RUSS NOVSK
THOMPSON TWINS
LOVERBOY (dp)
LOVERBOY (dp)
ATLANTIC STARR (dp)
ARRILLN MARILN
ZZ TOP (dp)
ARRILLN ARRILLN
ARRILLN ARRILLN
EDDIE MURRHY 4-1
DIONNE & FRIENDS 15STEVIE MOMDER 19-14
BILLY OCEAN 32-17
BALTIMORA 31-20
ROSSIMORY COM KO93/Modesto, CA

BARBRA STREISAND Hotteat: DIONNE & FRIENDS 7-7 STEVIE NICKS 10-10 SURVIVOR 11-11 BILLY OCEAN 19-19 COREY HART 20-20

HEART SHEILA E. LOVERBOY THOMPSON TWINS STING STING
HOLLEST:
STEVIE NICKS 3-2
DIONNE & FRIENDS 13-8
WHITNEY HOUSTON 22-16
JAMES BROWN 33-20
SADE 37-21

KFMW/Waterloo, IA Dee/Christie

Dee/Christe
HEART
SIBILA E.
THOMPSON TWINS
STINO
STINO
HOOTERS
HOCKER
HOUSEN
HO

KPOP/Sacramento, CA David Garieno ZZ TOP HEART
STING
THOMPSELTON TWINS
ELTON JOHN
HOTLOST:
STEVIE NICKS 2-1
DREAM ACADEMY 10-2
MAINTER 13-5
MIRE 1 THE HECHAN 28-15

KSKD/Selem, OR Len E. Mitchell

STING HEART ELTON JOHN ZZ TOP THOMPSON TWINS ABC ARETHA FRANKLIN LOVERBOY (dp) INXS (dp) MARILYN MARTIN (dp) MARILYN MARTIN (dp)
HOTLEST:
HOTLEST:
LOUIS & PRIENDS 1-1
CLEHONS & BROWNE 5-2
JELLYBEAN 7-4
WHAM! 16-7
PAUL MCCARTNEY 18-8

KDON-FM/Salinas, CA

KWK CHART

STARSHIP
HOOTERS
PREDDIE JACKSON
PREDDIE JACKSON
THOMRSON THINS
ROBERT TEPPER
STING
ATLANTIC STARR
HOTLERS
LOWEL RICHIE 1-1
CLEMONS & BROWNE 11-3
CLEMONS & BROWNE 11

KCPX/Salt Lake City, UT

THOMPSON TWINS ABC
Hottest:
KLYMAXX 4-3
NIGHT RANGER 13-9
THOMPSON TWINS D-15
MR. HISTER 26-24
MIAMI SOUND MACHI 36-34

KZZU/Spokane, WA

BHI Steirs
HEART
THOMPSON THINS
ELTON JOHN
LOVERROY (dp)
Z2 TOP (dp)
MARILYN MARTIN (dp)
STING
HOTTER
HOTER
HOTER
FRAITS 1-1
STEVIE NICKS 2-2
DIONNE 2 FRIENDS 3-3
GARVIVOR 7-5

KRQ/Tuscon, AZ

GHMeJORnson
ELITOM JOHN
MELITSA MORGAN
HEART
MARILYM MARTIN
GRAFA RHAM (dp)
THOMPSON TWINS (dp)
ISLEY, JASPER, IS (dp)
NOCTEST:
SIMPLE MINUS 2-2
SIMPLE MINUS 2-2
STRUE MONDER 10-8
STRUE WONDER 10-8

PARALLEL THREE KGOT/Anchorage, AK

Kay Taylor MARILYN MARTIN MARIUM MARTIN
ABC
BANGLES
LOVERBOY
STING
STING
THOMPSON TWINS
ELTON JOHN
22 TOP
HEART
HEART TEPPER
HOLEST
LIONEL SICKIE 1-1
STEVIE NICKS 3-2
PAUL MCCARTNEY 9-4
SURVIVOR 9-5
JELLYBEAN 12-9

KYYA/Billings, MT Charlie Foxx Cherle FOXX

STARSHIP
HEART
BARRRA STREISAND
BALTIMORA
HOTLESE:
LIOMEL RICHIE 1-1
SIMPLE MINDS 3-2
STEVIE NICKS 5-4
CARS 4-5
WHAM! 10-6

Shakes/Hyan
STARSHIP
HIKE 1 THE MECHAN
HIAMI SOUND MACHI
OUEN
HIAMI SOUND MACHI
OUEN
HIAMI SOUND MACHI
OUEN
HIAMI
HOHPSON TWINS
HEART
HOLLEST
LIONEL RICHIE 1-1
LIONEL RICHIE 1-2
STARLE HURREN
1-2
STARLE HICKS
1-2
STARLE HICKS
1-4
DIONNE 4 FRIENDS 9-7 KBOZ-FM/Bozeman, M1

CHUCK Mertin
STARSHIP
HEART
ROBERT TEPPER
LOVERBOY
22 TOP
THOMPSON TWINS
FORTUME
GRACE JONES
ARETHA FRANKLIN
RARILIN RARTIN
ELTON JORN
STING
CHARLIE SEXTON
HOLLES CHARLIE SEXTON
HOTTEST:
LIONEL RICHIE 1-1
DIONNE 4 FRIENDS 7-4
STEVIE NICKS 10-6
BRYAN ADAMS 19-11
BRUCE SPRINGSTEEN 23-12

SLY96/San Luis Obispo, CA Joe Collins

TODG CANNAN
ELTON JOHN
ROMENON THINE
ROMENON THE ROBERT
ROBERT TEPPER
ANC (dp)
REART
ROBERT
R JOE COMINS
ABC
ELTON JOHN
HEART
ATLANTIC STARR
ROBERT TEPPER
HOLTEST
LIONEL RICHIE 1-1
SIMPLE MINDS 2-2
EDDIE MURPHY 3-3
DIONNE A PRIENDS 5-4
ELYMAXX 9-8 KZOZ/San Luis Obison CA D.A. Colling

Dave Hunter
THOMPSON TWINS
STING
HEART
22 TOP (dp)
MARILYN MARTIN (dp)
HOTEST
STEVIE NICKS 7-2
SUMYIVOR 9-7
WRAMI 10-6
BRYAM ADAMS 11-9
PAUL MCCARTNEY 14-12 D.A. Collins
22. TOP
THOMPSON THINS
RETTHA PRANKLIN
MARITH PRANKLIN
MARITH MARTIN
HOLLEST
CARS 4-3
DIONNE 1 FRIENDS 9-7
STEVIE NICKS 10-9
PAUL MCCARTNEY 13-12
BRUCE SPRINGSTEEN 20-15

OK95/Tri-Cities, WA

Lemsater/O'Brian
HEART
72 TOP
OPUS
TROMPSOON TWINS
ELTON JOHN
LOVERBOY
TALK TALK
BANGLES
CHAKA RHAN
INES
ROBERT TEPPER
DIONNE & FRIENDS (dp)
STING

DIVINILS
HOTTEST:
PAUL MCCARTNEY 3-3
SURVIVOR 7-6
PAT BENATAR 11-8
QUEEN 16-10
MIKE 4 THE MECHAN 25-16

246 Reporters 239 Current Reports

The following stations failed to report this week and therefore their playlists

were frozen: WZNE/Tampa WNYS/Buffalo WAPI/Birmingham KZ93/Peoria WIOG/Saginaw WSTO/Evansville WSPT/Stevens Point

Parallel In Selected stations in major markets that are format dominant and/ or exert a significant national influence. Parallel IIs Selected stations in sec-ondary markets that are format domi-nant ander exert a significant local or regional influence. This parallel may all so contain some major market stations that do not qualify for parallel one status. #RAU 34-31 #RAU 34-32 #RAU 34-32 #RAU 34-28 #RAU 3 DIONNE & FRIENDS
That's What Friends Are For (Arista) . JAMES BROWN
Living In America (Scotti Bros./CBS) WEST 6-28 WEDU 35-27 RETR 34-13 ENR ON WLOLFR 24-2 NETT 26-27 NPMC 28-22 NPMC 28-22 NPMC 31-35 NCMC 33-31 194 32-29 NETT 38-27 NATIVE 28-27 NATIVE 28-21 NAT ARETHA FRANKLIN Another Night (Arista) LP: Who's Zoomin' Who? 0103 26-22 7108 37-27 8115FW 21-2 80FM 06 818F 06 818F 15-12 8175 06 818Z 11-16 8175 07 818Z 11-16 8175 07 818Z 11-16 818 Wattonal Summary UP 174 DEBUTS 2 SAME 45 DOMM 7 ADDG 2 Mational Summary OF 144 DEBUTS 44 SAME 18 DOMB 1 ADDS 6 213/6 Region-Reach E 544 E 114 H 604 H 921 1 155 1 155 1 155 2 parallel lift. Selected stations in ameller 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. 23 EC101 d-26 MSPK 29-31 R1-104 24-21 98FRY 27-24 MGPM d-15 930 38-32 MPSC 36-33 MRCK 25-17 MERIPM d-25 WTLQ 25-16 Q106 30-20 BOUTH EPIV 40-30 E093 on ECAQ d-34 ESED 35-31 COOPPR 29-RLOC 13-4 RF19 15-8 RO93 7-7 RCAQ 17-10 ESED 1-1 RDOEPH 14-9 RCPK 6-10 ESED 8-1 ESEQ 8-3 163/19 EC101 4-2 MSFH 4-1 A1-104 1-1 9EFFH 1-1 9EFFH 1-1 9EFFH 1-1 MSFH 1-1 MSFH 16-6 MTCG 2-1 0104 6-2 DRG 25-32 EQIR 00-EQIR 00-EQ Hational Summary UP 70 DESUTE 43 SAME 28 DOME 3 ADDS 19 ### 150 # 250 # 250 # 250 36 ### 100 # 100 # 100 # 100 Blos 1-1 Blos 1-1 Blos 2-1 BETT 7-6 BETT 7-1 BETT 7 BREAKER 0100 27-25 W100 33-30 MVER 31-20 WERT 19-14 WERT 19-14 WERT 19-20 WERE 19-20 **(4) P** MERTPH 4-32 MTLQ 24-24 **P** ख 246 Reports WYESTK WHED A MINUM WHOO 22-14 ELES 16-21 ELES 16-22 FREQ 1-16
STOR [1-9]
SET 1-16-6
STOR [1-9]
SET 1-16-6
STOR [1-9]
SET 1-16-7
SET 1-17
SET 1-17 SOTEO 10-4 MOCY 21-11 MICH 21-11 MICH 15-11 MICH 16-10 951EX 4-1 MIRE 2-1 MIRE 2-1 MICH MESO 0-18 SEP1 8 SIX106 6-33 Wayf on MESK on MECY 30-28 WESD 31-25 EARL 0-25 EARL 0-25 EARL 0-25 MRETY 17-18 METERS/N 13-12 METERS/N 13-12 METERS/N 14-30 METER 26-26 METER 26-26 METER 13-18 MCAUTH 14-18 MCAUTH 14-18 MCAUTH 16-13 PRO-PR 16-16 MAYA 6-29 940 a 193 a WQUEFM a JOHN DOE "Hit Song" (Anylabel) 940 20-11 193 31-19 5039 21-15 EBGL 0-20 5782 24-23 3888 on 195 0-27 7100 31-23 397 22-9 900988 0-26 9093 31-26 0105 25-18 ### 12-5 ### 12-5 ### 12-5 ### 12-5 ### 13-52 #### 13-52 #### 13-52 #### 13-52 #### 13-52 #### 13-52 ##### 13-52 ALT OF EARL G-25
HARRIPH ON NCER ON NCER ON NCER ON NCER ON NCER ON NCER OF STREET G-39
HARRIPH STREET G-40
HARRI MASE 00-36 MASE 00-36 MODO on ELER d-36 MYTES 22-19 MYTES 22-19 MYTES 22-19 MYTES 02-19 MYTES 02-19 MYTES 02-19 MYTES 02-19 MYTES 02-19 MILL 55-27 MODE 10-23 MILL 55-27 MI EDPA . 940 6-35 193 6-28 193 6-28 EAPH 32-27 93PH 26-19 KBER 6-29 7155 7-6 7150 5-2 897 23-11 WGGEPH 6-29 Q105 6-27 Regional Reach E 33% S 21% S 66% W 19% ASIA Go (Geffen) LP: Astra EXAMPLE 944 34-32 #14-70 0-11 #14-70 N1CO a-33 NVSS a NTICTM a-14 E1-104 a-35 NETOD OF NETAWO 6-38 VESC1 6-29 ELIK 30-26 WOTT 6-31 EMBQ on SETIO 8 WESQN 34-25 EVENUM 6-30 EATHOR 6-30 EATHOR 6-30 WESQN 6-32 WESQN 6-32 WESQN 6-32 WESQN 6-32 #56 6-2 WLB 2-2 WLB 2-2 WLB-FFR 2-2 Q10.2 a-34 WGCL 16-1 9.28 6-4 WGCT 4-2 WGCT 3-1 EMBY 3-1 EMBY 3-1 WTT: 15-16 0102 35-32 WCCL 25-30 WCCL 25-30 WCCL 25-30 WCTT 8 1199 11-10 EDMENT 30-28 EDMENT 30-28 0/25 - 100 CHR reporting stations on it this week including 25 new adds Submary Submary SP 70 DESUTS 21 EARL 49 DOME 0 ADDS 4 MINIMATE 21-28 MINI ON MINIMATE 21-28 MINIMATE 20 MINIMATE 21-25 M Reach 5 596 8 509 8 509 8 509 MEMORIAN 37-27 NEW 37-27 N HIND 17-15 HIND 6-29 HIND 6-29 HIND 6-29 HIND 21-18 HICKER 31-3 HIND 31-25 HIND 31-25 HIND 31-25 HIND 31-25 HIND 31-25 HIND 31-26 H MODERY
ETTY 12-11
HOTH 8-2
HOT NEMO 220-119
NEMO 11-12
NEMO 11-12
NEMO 13-2
NEMO 12-12
NEMO 13-2
NEMO 12-12
NEMO 12-12 95KEE 29-27 WIRE ON WENT 36-14 CHIOC 26-18 WENT 6-37 93MIL ON WOMB 36-34 HOMPTH 37-35 HYKE 32-29 0103 0-32 E115FM e E09A 21-20 KEIP 17-16 ERES 6-18 FN102 27-24 E1TS 15-15 ENGL 5-1 ENGL 5-1 ENGL 6-4 EDBOQ a-40 EEEE on EOEE 9-6 EFF5 6-24 EFF5 6-24 EIEE 6-32 EDBOG 6-32 EDBOG 6-39 EDBOG 6-39 EDBOG 7-3 EFF7 31-20 ECAQ 15-11 ESBOG 6-40 ECONOMI 7-5 NEET 19-14 0103 2-2 1108 5-4 ELISTM 1-2 SOPA 10-10 EEE 2-1 EEE 2-2 EEE 5-4 FM102 3-1 EEE 103 1-1 EEE 1-1 EEE 3-1 EEE 3 EPRE 18-18
EVERT 18-18
EVERT 19-18
MAD ON
MAD 19-19
MAD ON
MAD 19-19
MAD 01
MAD EQUT d-78 EYTA a ENGITH a EXAS 34-31 EVIS 35-31 ENTX a EBH 27-22 EZOI 28-36 ELY94 37-31 940 on 893 d-34 T100 on 80007W 28-1 WASE 32-29 0105 on ROOT 6-26 RYYA 22-21 REOLIPH ON KYAS 6-11 KEAI 21-27 KOTE 27-24 KETH 18-32 KEIN 39-30 RIOT 21-20 RIOT 21-20 SLT96 10-27 OK\$5 22-19 XMMQ 25-18 RQKR 29-28 XF95 25-18 ET98 31-26 KIRK 29-26 KIRK 29-26 KIRK 3-27 ÉSHO 6-31 SHOE 6-38 EMGX 35-35 XTHOPN 31-RQMQ 34-32 XLUC 36-32 MOCL d-28 MARS 18-18 921 on 2109 d-34 MRT 24-25 WEET 34-25 0100 30-22 MEGU 27-25 MYER 28-24 MERE 28-24 MERE 28-24 MERE 35-19 MEXER 34-30 MEANTH 33-28 BYYT 39-36 MEMO 31-25 MEMO 6-38 MCTLPM 6-23 MCTLPM 6-23 MCTLPM 6-23 FELSPM on 914G 6-40 MEMF 40-42 MEMF 40-42 KDVV 20-15 KDVV 20-15 ENNO 40-37 EQUR 37-29 EPPS 60 E1YE 34-30 EINE 60 END 34-29 ENDS 63 ETLUSC 60 ETLUSC 60 EPPC 38-34 EOS3 63 EXCLO 38-30 EXCLO 38 Tipe on RERT 6-40 RMCO & EVES on ABC (How To...) Millionaire (Mercury/PG)
LP: How To Be A Zillionaire D 0100 34-28 8YBR 35-32 8104 36-27 8ERX 37-34 WERF 33-32 HEFF 34-35 930 36-35 NEPR 25-20 WECK 8-24 WECK 8-24 WECK 8-24 WECK 8-24 EPPEr 4-40
WEET
EGOT d-19
EBOIFM d-35
ETBS 39-34
EEAE 34-34
EGOT 27-24
EFBI 40-35
ELOR con
EBIM 40-35
ELOR con
EBIM 50-35
ELOR con
EBIM 50-35 57/50 23% Mational Summary UP 0 Damits 3 SAME 4 DOMM 0 ADOS 50 COREY HART DREAM ACADEMY
Life In A Northern Town (Reprise/WB)
LP: Dream Academy Eegion Basch B 216 B 215 R 86 W 315 PAT BENATAR Sex As A Weapon (Chrysalis) LP: Seven The Hard Way CE ON DIRE STRAITS
Walk Of Life (WB)
LP. Brothers in Arms 4 MES 4 HERT 4-40 MILO ON 4 National Summary UP 155 DEBUTS 33 SAME 18 DOMN 0 ABOS 6 175/2 71% MAXX P MONSAN W MON W MON W PERK ON MICA W National Summary UP 129 DEBUTS 7 SAME 30 DOMN 7 ADGS 2 Regions Reach E 805 8 855 H 738 H 769 EITE a WHOLFH ON WILD a WPMI a RX104 a WHWO a BJ105 a Wational Summary UP 136 DREGTS 0 SAME 47 DOWN 35 ADDS 2 Regions Reach E 964 S 804 H 804 W 924 MPRD a Region Raach E 708 S 738 H 638 H 808 24 20 Regions Reach E 364 3 694 H 921 6 ERBE A 195 a 897 a WOLLEPH 4 4 (E) MPST 18-8 MECH 6-6 MERITM 6-4 MTLQ 7-15 Q105 7-5 machwest
VRST a
WRST
SHOC a-16
FORE a
RTSS a WZAD & WZER & WYER & WEYP & WELK & WEST A B104 24-22 E106 25-23 HRTT 55-24 HRTT 55-24 HRTT 55-25 HRSE 25-2 HRSE 25-2 HRSE 25-2 HRSE 25-2 CEGN 3-4 CEGN 3-4 CEGN 3-4 CEGN 3-4 CEGN 3-5 CEGN 3-6 CEGN 3-6 CEGN 3-6 CEGN 3-6 CEGN 3-7 CEGN 3-7 CEGN 3-7 CEGN 3-7 CEGN 3-8 CEGN 3-8 CEGN 3-8 CEGN 3-8 CEGN 3-7 CEGN 3-8 CEGN 3-WEST STREET & 98PXT 31-26 Q82 17-16 MCZPK 10-33 91G 36-28 MSST 6-33 MSCK 13-11 MSCK 13-11 MTLQ 26-23 Q106 24-19 MRTT 20-19 MIXEFF 27-19 MRTS 35-35 MRTD 15-14 CRO1 34-32 MCAUPM 26-21 B94 20-20 PRO-FM 16-15 CPTR 32-33 CNUM 16-14 ATLANTIC STARR TRADE 1-2
SEPT 9-14
SEPT 9 Secret Lovers (A&M) LP: As The Band Turns MPNO 17-17
MENT 120-21
MENT 120-21
MENT 120-21
MENT 120-21
MENT 120-21
MENT 120-21
MENT 120-18
MENT 120-21
MENT 120-21
MENT 120-22
MENT 12 MTSG 8-8 MGMT 11-9 MGGM 3-3 MIGMT 2-3 103CER 8-8 MTEZ 9-9 MTSG 8-2 ORIGO 1-1 WESE 4-5 92XIL 7-15 WGAM 5-4 WGMSPM 23-WTSE 4-3 SOSTH 7 National Summary UP 12 DEBUTS 12 SAME 13 DOMEN 0 ADDS 39 KAPH 23-23 93FH 28-28 195 33-29 7100 on 897 13-6 MAYI 29-26 HSMS 22-20 SOUTH

EFFEN 1-3
EQ127M 23-2
MSF 26-23
MSF 26-23
MSF 26-24
MQ10 27-24
MQ10 27-25
MQ10 27-25
MQ10 27-26
MQ10 27 0100 a 940 8-33 593 20-18 KAPH 14-14 ECUL 15-11 STES 21-37 93PN 00 195 17-17 897 17-7 WOVER 23-1 WOVER 23-26 NECOVERT THORTW 28-22
WILD 30-22
BIDGO 28-23
BIDGO 28-23
BIDGO 28-23
BIDGO 28-23
BIDGO 28-23
MCBH 3-32
MCBH 3-32
MCBH 3-32
MCBH 3-32
MCBH 32-23
MCBH 32-940 7-7 293 7-14 KAPH 9-9 EBGL 6-5 RTES 12-9 9378 17-17 ERBK 10-9 WPCS 6-6 WRES 7-5 Q105 13-10 ECHM 25-22 ECCLETK 28-2 ECCLETK 28-2 MSD 28-27-24 MSD 28-27-24 MSD 28-27-24 MSD 28-27-24 ESS 21-28 ESS 940 31-23 49 32-27 KAPR 19-13 EZGL on 3EEE d-24 195 d-30 1100 a-33 997 24-22 WOISTN d-28 WIGH 29-32 ANDWEST **P (1)** O102 29-27 MGCL 20-21 WHOCS 4-4 9 22 25-24 MCSY 35-28 MCSY 35-28 MST 4-5 MIDU 27-21 MCSWSW 8 MSTR 28-26 MIDUEPM 15-14 MEST 10-10
MEST 10-10
MEST 10-10
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MEST 10-10
MEST 10-10
MEST 10-5
MEST 10-5
MEST 12-9
MEST 12-16
MEST 12-10
MEST 12-10
MEST 12-16
MEST 12-17
MEST 10-17
MES Q100 on E104 d-40 MPICEM 32-20 MLAHTM a-35 EC101 a MSPK a NI-104 32-31 MTLQ a 8104 23-16 8106 19-13 NUSSPM 00 WHINPW 0-2 WISE d-31 WFLJ 0-10 1200 0-10 1200 0-10 1200 0-29 PROFFM d-29 BAVA 16-16 SOUTH MLS-FM on WCCL 24-11 WHEE 10-26 92K 29-29 WCSY 8 WSKT 25-24 XX89 29-26 MINO 31-29 KDMSFM 20-17 KNYS 30-32 KNY 28-26 MLOLIPH 11-9 A-HA
The Sun Always Shines On TV
LP-Hurting High And Low (Reprise/WB) MINOWERY
296 27-28
415 30-31
415-98 35-31
0107 33-01
0107 33-01
932 6-12
8383 6-4
8771 4-13
8771 1-13
8771 21-11
8771 21-11
8771 3-3
8771 3-3
8771 3-3
8771 3-3
8771 3-3 MIDWEST
526 d-32
W15 32-24
W15 32-24
W15 32-24
W15 2-18
M16 32-24
W15 2-18
M16 3-1
M16 3-1
M16 3-1
M17 3-1 NYYY 23-20 WBMC 28-15 WBMC 28-15 WBMC 28-15 WCTLUM d-26 COMU 28-25 T94 38-28 EXXLPH 23-28 EXXLPH 23-28 WBA1TPH 22-1 EXECUTE 13-14 WDGM 13-14 MCPM 33-28 WBST 16-16 RPW 31-28 WBST 16-16 RPW 31-28 NUMBER d-14 MIRES d-13 MIRES a-13 MIRES 28-26 MIRES 28-29 MIRES 28-29 MIRES d-19 MIRES a-19 MIRES a 940 d-10 193 d-12 197 d-12 197 a 197 a 198 a 199 a 190 National Scamery UP 137 DESUTE 19 SAME 25 DOWN 0 A202 6 MEJAD ON MUTER a-34 Q104 + W179 + MSSM a MSSM 27-31 X102 H-33 MGLF 4 WHSL ON WWSS 5 NACOMEST

KTYY 3-3
WSH0 7-4
WSH0 3-2
WSH0 7-4
WSH0 3-2
WCCLFM 12-12
EREQ 11-12
EREQ 12-12
EREQ 12-1 0103 22-18 509A on EXRS 27-24 ENDO 46-39 EITE on EMEL 25-24 EPLUS 26-13 EURE 27-25 Sing 24-28 3 WEIT 6-3 0103 4-9 1108 7-7 1108 7-7 1108 11-1 1109 11-1 | WHET | 1900 20-16 | REXX 19-23 | LOWER 19-KPEZ 26-23 0103 33-25 7108 6-29 81187M on 809A on 8187 on 8183 30-19 8483 30-19 8483 30-10 8103 8-36 8103 8-36 8103 8-36 8103 8-36 8103 8-25 806 8-23 807 8-23 808 20-18 809 40-36 **(** RYYA 25-25 RBOIFM d-34 RTRS 30-24 EEA2 27-23 EORE 18-15 EWHI 15-14 EBIM 29-24 ECC 19-18 SLY96 23-21 OE95 11-8 UOIC 17-11 1104 9-6 E3103 6-4 EXORN 21-15 EXORN 21-15 EXORN 13-2 MICK 13-3 MICK 13-5 M NEFR & PRIO 14-31 FIRST 19-36 EXZIOL 15-28 MAPI On WHO 12-29 MIN 19-32 MIN 19-ETRS 8 ESIM 6-40 PHIDZ OR EMEL E-36 EGIQ 31-20 EGIR 27-24 EFF5 22-14 E1TS 14-12 EIET 21-25 EIMO 22-16 EIMO 32-16 EIMO 32-16 EIMO 38-28 EIMO 38-28 EIMO 4-31 SIG6 6-21 PRO-PR 6-30 CPTR on CBUM 4-39 Q107 27-24 WAVA 5-25 EXHQ 10-6 EXEX 6-4 EFEX 6-5 EFEX 6-5 EFEX 6-5 EXEX 8-7 EXHD 3-6 EXHD 3-6 EXHD 12-11 EXHDEN 14-9 EQHQ 13-10 ELHC 7-4 **P** REPORT 27-25 RQ11FH d-26 RQ16 73-21 RQ16 33-21 RQ16 33-21 RG2 33-23 RG2 31-25 RG3 Q100 14-9 W100 34-29 W78R 34-30 E104 20-38 WERE 33-30 MTICTR 34-2 WARE d-26 193 14-31 RAPH 11-8 REGQ, 17-13 RTES 26-26 937M m-26 ERRE on 195 28-24 WOODEPM 25-21 WESR 21-39

Q100 29-23 M200 25-22 E104 29-29 MERS 24-21 MAMI ON MERE 25-19 MEANT # -30 MSPE 31-37 OP2 18-17 MGPM d-38 9 30 34-23 MFST 6-37

DOME C

Q

HTDOM a 101CIR a 951EX a W3YQ a WCHPTH a

MUTH A MOSQ A SISE A MITT A

MATTER S

MINEO DE MIN

MOTE a MARK a SJ103 d-37 EOPG a KOEG a EETHOR a-17

ESTO A

H

Everything In My Heart (EMI America)
P Boy In The Box

29

WEREPH 33-13 WILD 31-30

MBD 15-22 MBT 00-1 KER B-15-23 MBT 10-1 MBT 10-1

MADWRET HTML 25-20 MAGN 25-20 MAG

WEST

WREST
CROC 24-32
NORK B
REPS 24-32
RORK B
REPS 32-34
RESTO 6-15
RESTO 6-15
RESTO 6-15
RESTO 6-15
RESTO 6-15
RESTO 6-15
RESTO 6-16
RE

P

Mational Summary UP 146 DEBUTS 14 SAME 28 DOMB 2 ADDE 5

3

#P8G 21-21 MGWT 24-19 MGWT 24-19 MGWT 22-21 NIGT 6-13 105C1R 6-40 95XXX 14-14 MIKX 18-15 08105 35-30 MENI 25-25 95XXI, 30-27 MGAN 27-25 MGAN 27-25 MGHZ 22-21

FFM 26-18 FG15FM 6-26 FG1FFM 6-26 FG1FFM 11-28 FMAD 39-26 FG1M 27-30 FGM 27-30 FG

MIDWEST

XYY 24-32

NNO 24-21

NNO 24-21

ACR 6-30

SON 24-20

SON 24-20

SON 31-30

SEXINY 25-2

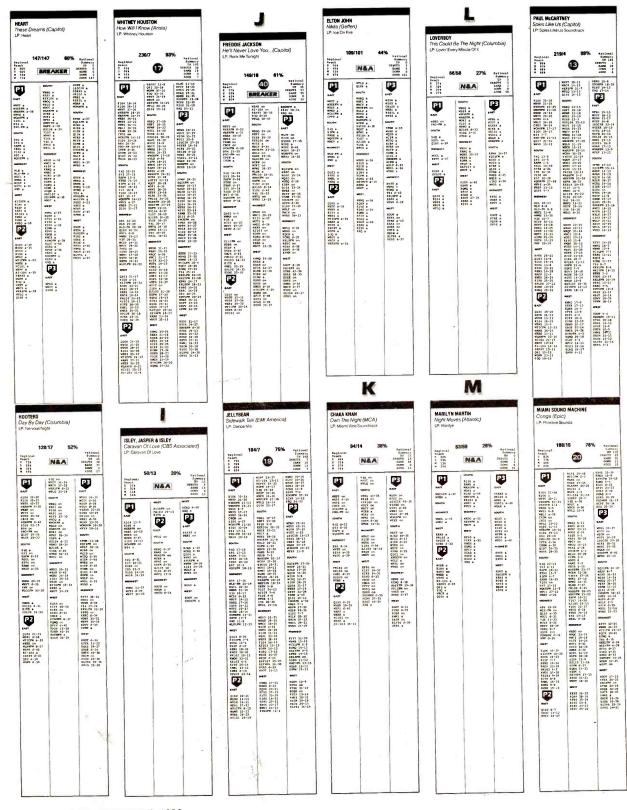
MAITH 35-2

KREAT 31-30

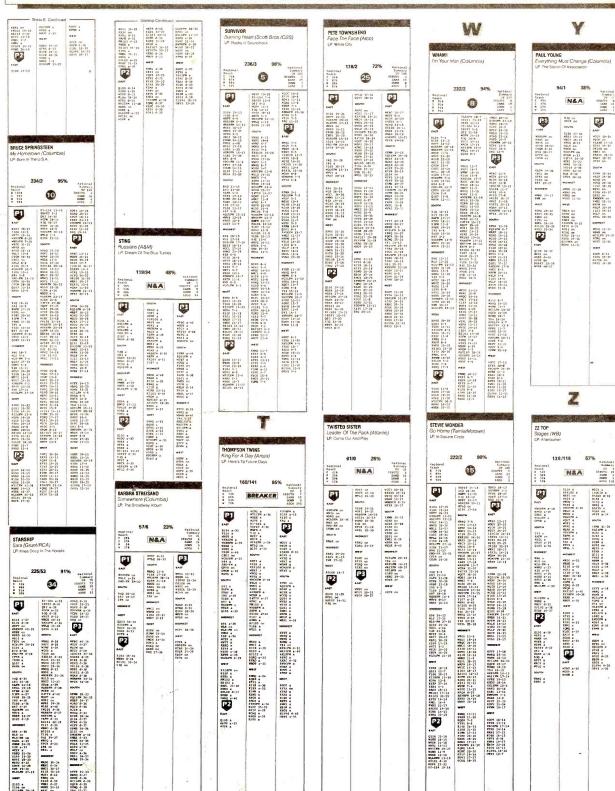
KREAT 35-26

KREAT 35-32

WEST







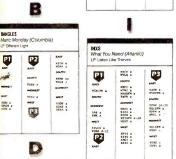
SIGNIFICANT ACTION



	NICK LOWE I Knew The Bride (Columbia) LP The Rose Of England			
	AAY SOUTH MODELT FROQ OR FROQ	MOTO 33-34 MOTO 33-34 MOWEST 30-22 MOWEST 5-5 MOLETH 4-4 EXEC 10-20 MEDT 19-19 MODE 24-32 MODE 24-32 MODE 24-32 MODE 34-34 MODE 34-3		

JENIFFEA I	RUSH	
The Power	Of Love (Epic)	
-	EAST	23
PI	WTLO on	
	SOUTH	PAST
EAST	SOUTH	
WESE &	9350 35-10 9061 on	101/TH
SOUTH	WFM1 on	MZAD OO
	MICHWEST	WATE OR
TETROGES		KHOEFH
	WICHT	MIOWEST
MEST		
	EURE on	WEST
122		





FORTUNE nel/MCA)

WHYT OF WPND 6-39

93FM a Q105 on

MICHAEST MIGGL 34-25 MIRES 38-35 MIRET OF

D22

Q100 on E104 37-33 930 on WSEX 18-34 VTLO on SOUTH SEX 27-25 MOORES ON ETWA ON ETWA ON ETWA ON EXATION ON EXATION ON EXATION ON MESTY MESTY A

THE SALES

95EEK d-35 ONLOT on 55EL d-14 WORPPK on BOUTH EQIIFM on 0.101 d-31 MOLF on MOL



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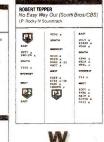
MOLUTAN
NOLLO ON MONICO ON MOTHER ON MOTHER ON MODER ON MOLUTAN 39-800 ON MOLUTAN 39

O

CEGN OR CROT OR CEGN OR CEGN OR SOUTH MICHIELY WEST

1

P1	EAST	23
EAST	G100 a S104 a MEST a	PAST
50UTH	SOUTH	OKIDD a
MIGNIFIST	MIDWEST MOT a	touth
w#17	WEST	MIST &
P 23	*****	WEST
		RTRS a ROLE a DE95 a



ROGER DALTREY	5.//	1	
Let Me Down Easy (Allantic) LP Under A Raging Moon	EVELYN KING	DAVID PACK Prove Me Wrong (WB) LP: White Nights Soundrack	ROBERT TEPPER No Easy Way Out (Scotti Bros/ LP: Rocky IV Soundtrack
100 100	Vox Personal (RCA) UP. A Long Time Comp ### A Long Time Comp ### ### A Long Time Comp ### ### ### A Long Time Comp ### ### ### ### ### ### ### ### ### #	AAT	60% 4 00% 4
EL DEBARGE W/ DEBARGE The Heart Is Not (GordyMotown) UP, Brysten Of The Night EAST ELDE 33-32 EAST ELDE 33-32		RAY PARKER JR. One Side Love Alfair (Arista LP Sex And The Single Man	W



P2 0100 34-91 WTLQ on SOUTH 3150 d-22 WZLD on RAM: 24-19 ETVE 33-36









EATY
HPEX ON
HOUSE
HOTH
MIAD ON
0104 9-32
0101 ON
HPPH ON ETPS on XWWI on

CONTEMPORARY HIT RADIO

BREAKERS.

BALTIMORA

Tarzan Boy (Manhattan)
66% of our reporters playing it. Moves: Up 70, Debuts 43, Same 28,
Down 3, Adds 19 including WHYT, KIIS-FM, KHFI, FM100, KZIO, KNMQ, KYNO-FM. See Parallels, moves 39-36 on the CHR chart.

THOMPSON TWINS

King For A Day (Arista)

65% of our reporters playing it. Moves: Up 2, Debuts 7, Same 10, Down 0, Adds 141 including B104, WXKS-FM, Z93, Q105, B96, KBEQ, KWSS. Complete airplay in Parallels.

FREDDIE JACKSON

He'll Never Love You (Like I Do) (Capitol)

61% of our reporters playing it. Moves: Up 45, Debuts 33, Same 55, Down 0, Adds 16 including WBEN-FM, 92X, KZZP, KITS, WLRS, KIMN, WIKZ. Complete airplay in Parallels.

HEART

These Dreams (Capitol)

60% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 147 including WHTT, WCAU-FM, 94Q, Y100, WLS-FM, KWK, KIIS-FM. Complete airplay in Parallels.

NEW & ACTIVE

SHEILA E. "A Love Bizarre" (WB) 140/24

Moves: Up 67. Debuts 26, Same 22, Down 1, Adds 24 including WBLI, 93FM, WRSR, WZUU, KWSS, WLAN-FM, KZZB, WLRS, KSND, WIGY, WCIL-FM, KFMW, Z100 13-10, WCZY 14-7, KIIS-FM 17-12. See Parallels, debuts at number 37 on the

CPT chart.

Z7 TOP "Stages" (WB) 138/116
Moves: Up 4, Debus 10, Sane 8, Down 0, Adds 116 Including WBEN-FM, WPHD, CKOI, WCAU-FM, CFTR, 293, KEGI, WSR 0.105, MMMS, WJC-FM, KIS-FM, KPLUS, KUBE 30-27.

NOSH, WIDSH, MIND, WILLE-FM, NISH-FM, NELUS, NUBE JUPE?.

HOUTERS: "Day By Day" (Columbia) 123-17.

Moves Up 44, Debuts 30, Same 37, Down 0, Adds 17 Including 940, WRSR, KWOD, KITS, RI104, WNOK-FM, BJ105, KRGD, KMDX, WYSS, KFMW, Z102-21-5, WIOLE-FM 3-36. KPLUS 39-33.

TING: "Russlans" (A&M) 119/94

Moves: Up 5, Debuts 12, Same 8, Down 0, Adds 94 including K106, WXKS-FM, WPHD, WCAU-FM, PRO-FM, O107.

TING: "Russians" (Acm) 119/94 oves: Up 5, Debuts 12, Same 8, Down 0, Adds 94 including K106, WXKS-FM, WPHD, WCAU-FM, PRO-FM, Q107, Y100, B96, WMMS, KHTR, KOPA, KNBO, KAFM 30-22, KWOD 17-12, RI104 33-27.

WAVA, 1100, 369, WHAT, ATHIN, ACT 109/101 109/101 101 Including WHTT, WKSE, WPHD, CFTR, 94Q, KRBE, WQUE-FM, WRSR, WLS-FM, WMSK, KW, O'103, KKPZ, KMEL, KNBQ,

QUEEN "One Vision" (Capitol) 109/2

41, Debuts 11, Same 54, Down 1, Adds 2, WCIL-FM, KWNZ, WPHD 40-35, WVSR 38-35, WOKI 40-35, KX104 3D 22-18, KEYN-FM 29-25, KNMQ 36-31.

37:33, WGRD 22:18, KEYNFM 29:25, KNMO 36:31.

CHAKA KHAN "Own The Night" (MCA) 94/14.

Mores: Up 13, Obbuts 19, Same 48, Down 0, Adds 14 including WCAU-FM, KAFM, Z299, WZUU, KUBE, WAMX, WKEE, WSPK, WCKK, KRO, WKCZ, WGLF, WYSP 39:36, WBD 40:35, KIKX 34:31.

PAIL YOUNG "Everything Must Change" (Columbia) 94/10.

Mores: Up 37, Debuts 8, Same 48, Down 0, Adds 1, WCKN, B94 30:27, KAFM 29:26, WMMS 19:17, KKRZ 40:35, KPLUS 35:26, WCRM 40:37, 94TYX 34:30, WCKI 26:22, WRNO 34:30, WKDD 32:28, WGUY 30:24, KFMN 39:34, WCGQ 28:18, WBDQ 21:14, TATLE CTARD (***

WBNU 21-1b

ATLANTIC STARR "Secret Lovers" (A&M) 76/39

Moves: Up 12, Debuts 12, Same 13, Down Q, Adds 39 including WBEN-FM, WPLJ, Z100, KAFM, KTKS, 93FM, KRBE, 195, Y100, B97, Q105, WCZY, K106 19-13, WNVZ 19-14, KMGX 40-31.

195, T10, 991, U103, WZZ, TKOO 1970 OMD "Secret" (A&M) 75/8 Moves: Up 16, Debus 11, Same 42, Down 0, Adds 8, CKGM, KS103, KITS, BJ105, WJZR, KNDE-FM, KGOT, WPHD 32-28, WMMS 37-33, KWEL 12-10, O100 40-36, WRNO 40-37, OK100 34-27, 95XIL 34-23. WMMS 37-33, KMEL 12-10, C10U 40-39, WRNO 40-37, KNID 49-27, 39-31L 39-23

RUSH "The Big Money" (Mercury/PolyGram) 74/1

Moves Up 32, Debus 1, Same 36, Down 4, Adds 1, KEYN-FM, KPLUS 40-34, WERZ 29-26, O92 30-27, WRNO 26-23, WKAU 32-29, KCAO 39-32, KPOP 30-25, KSKD 27-20, KDON-FM 40-38, WZON 37-31, WKHI 33-29, WZYP 39-36, WGLF

40.97; KKAZ 35-32, OK95 19-13. **FREADY FOR THE WORLD "Hightal Display" (MCA) 70/8**Mores: Up 23, Debuis 12, Same 27, Down O, Adds 8, B104; K106, WBEN-FM, WAVA, Y100, BJ105, WFBG, 95XXX, WKSE 29-20, 940; 33-62, Patrioz 10-8; K1013 71-4, KWSS 28-18, WNOK-FM: 34-27. **CHARLIE SEXTON "Beat's So Lonely" (MCA) 58/7**Moves: Up 11, Debuis 9, Same 41, Down O, Adds 9, WHTT, 93FM, KFBE; KKRZ, KITS, WOUT, KBIM, FRO-FM: 35-29, KPLUS - 428; K107, K107, MFZ 40, MFZ 40,

d.28, K104 28-25, WERZ 40-37, WRLK 33-28, WCM 38-33, WCMN 35-33, FYRM 35-34.

LOVERBOY "This Could Be The Night" (Columbia) 66 568

WOVES U.9.3, Debuts 3, Same 2, Down 0, Adds 58 including PRO-FM, 940, Q105, WGCL, KHTR, KOPA, KPLUS, WRCK, WRND, KNRQ, KSR, KSIM, WGPD 35-33, KPOP 27-24.

ARETHA FRANKLIN "Another Night" (Arista) 54-50

Moves: U.9.0 Debuts 1, Same 3, Down 0, Adds 50 including WXRS-FM, WPHD, 940, 293, WQUE-FM, WRSR, WMMS,

MARILYN MARTIN "Night Moves" (Atlantic) 53/59
Moves: Up 0, Debus 2, Same 2, Down 0, Adds 59 including
KPLUS. 93Q, WLRS, KEYN-FM, KFIV, KRQ, WGAN, WJAD, WBND. ig WBEN-FM, WPHD, WGCL, WMMS, KKRZ, FM102,

Moves: Up 24, Debus 3, Same 32, Down 2, Adds 0, WCALFM 38-36, KBEQ 25-22, ZZ99 21-19, KWK 27-25, KPLUS 16-7, Q100 31-29, 98Pxy 34-31, KZZB 24-11, KX104 21-19, KOKQ 24-19, WGUY 39-32, WIGY 40-30, WCIL-FM 28-22, KKXL-FM 24-19, KKRC 29-22 TWISTED SISTER "Leader Of The Pack" (Atlantic) 61/0

24-19, KRRC 29-22

ABC "(How To Be A) Millionaire" (Mercury/PolyGram) 57,50

ABC "(How To Be A) Millionaire" (Mercury/PolyGram) 57,50

Moves: Up 0, Debus 3, Same 4. Down 0, Adds 50 including WPHD, WCAU-FM, KRBE, 195, B97, WQUE-FM, WMMS, WHYT, Z299, KOPA, KKREJ, KKRIS, KYKS, WGY, WZPR

BARBRA STREISAND "Somewhere" (Columbia) 57,6

Moves: Up 21, Debus 6, Same 24, Down 0, Adds 6, WBLI, KIIS FM, KITS, WGKN, KO93, KYYA, PRO-FM 29-22, 94Q 16-14, G103 30-28, KZPZ 2620, KRRZ −233, KC101 30-24, WBBQ 11-8, KZZB 17-10, KMGX 34-30.

CIDIO 30460, PACET ESPECÍ, POTAC 1933, NOTOLI 30464, MEDIO 11-10, LAZZED 17-10, ANDIO, SISTEM.

ISLEY, JASPER, ISLEY "Caravan Of Love" (CBS Associated) 50/13

Moves: Up 13, Debuts 9, Same 15, Down 0, Adds 13 including K106, B94, KITS, WCKN, WRQN, KRQ, 95XXX, WJAD, Q104, KNOE-FM, WDBR, KBOZ-FM, I95 23-5, WHYT 31-23.

MOST ADDED

HEART (147)

These Dreams (Capitol)
THOMPSON TWINS (141) King For A Day (Arista) ZZ TOP (116) Stages (WB) ELTON JOHN (101) Nikita (Geffen)

Russians (A&M)

HOTTEST

DIONNE & FRIENDS (147)

That's What Friends Are For (Arista)
LIONEL RICHIE (110) Say You, Say Me (Motown) STEVIE NICKS (82) Talk To Me (Modern/Atco) **EDDIE MURPHY (69)** Party All The Time (Columbia)

SURVIVOR (64) Burning Heart (Scotti Bros/CBS)

SIGNIFICANT ACTION

FUNIUNE "SIGCY" (CameI/MCA) 33/4
Moves Up 5. Debuts 5, Same 19. Down 0, Adds 4, 39FM, WNOK-FM, WKFR, KBIM, WPHD d:39, Q105 en, WGCL 34-25, WMXS 38-35, K104 37-33, WRGV 38-34, WSSX 27-25, 95XIX d:35, 95XIL d:34, Q101 d:31, K1RS d:39.
SLY FDX "Let's Go All The Way" (Capitol) 31/11
WORSE, Up 8. Dobbuts 3, Same 8, Down 1, Adds 11, WKSE, WGCL, FM102, KPLUS, K104, WHOT, OK100, 95XIL, WPFM, Z102, WGLL-FM, KRBE 15-B, KZZB 30-12, KTUX 35-28.

INXS "What You Need" (Atlantic) 30/28

"What TOU NEGO" (Altantic) 3U/28
Up 1, Debus 1, Same 0, Down 0, Adds 28 including WCAU-FM, B96, KWK, KPLUS, WRCK, WTLQ, KHFI, WFMI, 2104, KFN-FM, KF95, KIYS, KUBE d-31, KFMN 38-35. ALARM "Strength" (IRS/MCA) 30.6
Moves: Up 7. Debuts 5, Same 12, Down 0, Adds 6, KEGL, KPLUS, Q100, WRQN, WIGY, Q101, WXKS-FM d-34, WPHD 37-32, KAFM 33-29, WMMS 39-34, Z104 37-32, KKFW 36-34, KFMN 37-31, WHSL d-32, OK95 36-29.

37.32, KAFM 33.29, WMMS 39.34, 2104 37.42, K175 36-34, From 37-31, WTDL U-32, VMS2 37-32, VMS2 37-3

on, KBOS andp. KDON-FM 99-30, KRO on, WHSL 6-35, WWBS d-38, KYYY on, 194 on, 98-00 oi.

ROBERT TEPPER "No Easy WAY Qui" (SCORI Bros./RSS) 24/24

Moves: Up 0, Debus 0, Same 0, Down 0, Adds 24 including WHTT, PRO-FM, 1100, WERZ, WKDD, KZIO, WGRD, WHOT, KCXR, KKX, KLUC, KDON-FM, WGUY, KFMN, WXLK

FUGERW WILDE "Don't Say No Tonight" (Philly World/Atlantic) 23/1

EUGERW WILDE "Don't Say No Tonight" (Philly World/Atlantic) 23/1

GUISTON, Same 14, Down 0, Adds 1, KKLS-FM, WEREHFM 29-26 KWSE on, WCAU-FM 32-31, WOUE-FM

40-30, FM102 on, KFULS on, G100-341, WTLD on, KZZB 4-32, WZLD on, KAMZ 24-19, KTUX 39-36, KCAQ on, Q104 d-22.

d-30, FM102 on, KPLUS on, Q100-9-1, FM2016, FM2016 PJ ROGER DALTREY "Let Me Down Easy" (Allamite) 19:11 Moves: Up 3, Debus 1, Same 14, Down 0, Adds 1, WCIL-FM, CFIT on, K104 32-28, WRCK 2-28, KQXR on, KPOP 40-37, WZON on, ONIO 04-04, KFMN or, KQIZ-FM on, KIRS on, Y94 on, KKLS-FM on,

EI DeBARGE with DeBARGE "The Heart is Not So Smart" (Gordy/Motown) 19/0

EI DEDANUE WILL DEDANUE : HB TEGIS IS HUI OB UNION : QUOUD/INDUMIT | 100 M/ MOVE | 107 / DEDANUS I, Same 11. Down 0, Adds 0, WXSE 36-33, WCALF-Rh 0, Y100 on, K104 33-32, WKEE on, WROQ Add 13, WZLD on, WFMI on, KOMQ 36-34, KCPX 17-14, 95XXX 28-26, 95XIL 21-18, WZYP on, WVBS on, KTRS 37-32.

d-31, WZLD on, WFMI on, KOMQ 36-34, KCPX 17-18, 95XXX 62-66, 95XIL 27-10, MZL OVIIVNIL'S "Pleasure And Pain" (Chrysall's 13-12 Moves: Up 0, Debus 0, Same 6, Down 0, Adds 12, WPHD, PRO-FM, WMMS, WRCK, KZZB, WZON, WGAN, WJAD, WCGQ, Q101, WHSL, OWS, WHITT on-64, CKOI on, KSND on. OPUS "Live is Life" (Polydor/PolyGram) 16/10
Moves: Up 1, Debuls 0, Same 1, Down 4, Adds 10, WPHD, WMMS, WKRZ-FM, WOKI, WZON, 95XXX, WGAN, WQID, WHSL
OKSS, WTLO on, Z104 40-36.

NICK LOWE "I Knew The Bride (When She Used To Rock And Roll)" (Columbia) 16/0

NUM: I ANEW INE BIRGE (WHEN DAY USE ID HOCK AND HOIL)" (COLUMDIA) 15/0
Moves: Up 6, Debuts 1, Same 4, Down 5, Adds 0, KRNO on dp, KZIO 20-19, Z104 27-22, KZZU 26-23, KWES 30-23, KYYY
65, KBOZ-FM 0, KOZE 24-22, KZOZ 4-0, OK85-30-01

TALK TALK "Life 1s What You Make It" (EMI America) 15/15
Moves Up 0, Debuts 0, Same 0, Down 0, Adds 15 including KEGL, O100, K104, WERZ, WTLO, WHOT, KIKX, WGUY, OK100, WKHI, WGAN, WHSL, KTRS, KOZE, CK95

DAVID PACK "Prove Me Wrong" (WB) 13/9

Movine: Hig. District 2 Same 2 Down 0, Adds 9, KS103, WAMX, WRCK, WTLQ, KIYS, 103CIR, KISR, WHSL, WBWB, WPHD

on, RI104 on, Z104 d-35, KJ103 d-39.

PAY PARKER JR. "One Sided Love Affair" (Arista) 13/1

PAY PARKER JR. "One Sided Love Affair" (Arista) 13/1

Woes: Up 0, Debuts 4, Same 8, Down 0, Adds 1, WJZR, WJSR on, KZZB d-26, KAMZ on, WNCI on, KSKD on, 95XIL d-33, WOMP-PM on, WCGG d-29, KISR op-dp, WCIL-FM d-29, KKLS-FM on, KGOT on

BANGLES "Manite Monday" (Columbia) 12/11

Moyess Up 0, Debuts 0, Same 1, Down 0, Adds 11, KKRZ, KPLUS, KUBE, KZZB, WKAU, WZON, WGAN, WXLK, KGOT, MOST on Columbia 1, KKRZ, KPLUS, KUBE, KZZB, WKAU, WZON, WGAN, WXLK, KGOT, MOST on Columbia 1, KKRZ, KPLUS, KUBE, KZZB, WKAU, WZON, WGAN, WXLK, KGOT, MCCO, WGAN, WXLK, KGOT, WGAN, WGAN, WXLK, KGOT, WGAN, WGAN, WXLK, KGOT, WGAN, WG

NUCE: UNISS, BYMNON D.

LISA LISA & CULT JAM with FULL FORCE "Can You Feel The Beat" (Columbia) 12/0
LISA LISA & CULT JAM with FULL FORCE "Can You Feel The Beat" (Columbia) 12/0
Moves: Up.5, Debus D, Same 4, Down 3, Adds D, WXKS-FM On, KMEL 29-27, KAMZ 8-4, KEZB 13-12, KMGX 15-12, WVBS

36-32, KGOT on, K202 on. JENNIFER RUSH "The Power Of Love" (Epic) 11/3 Moves: Ital 1. Debuts 0, Same 7, Down 0, Adds 3, WKSE, KLOXR, KNOE-FM, WTLQ on-dp. WBBQ 35-30, WOKI on, WFMI

ALISHA "Baby Talk" (Vanguard) 11/2

MANUSC 10.2 Debuts 2 Same 3. Down 2, Adds 2, WCZY, KAMZ, WXKS-FM on, WPLJ 22-20, Z100 15-13, KRBE d-30, WSSX

0-35, B3105 on, WTK5 on.

EVELYH "CHAMPAGNE" KING "Your Personal Touch" (RCA) 10/2

EVELYH "CHAMPAGNE" KING "Your Personal Touch" (RCA) 10/2

Moves: Up. 3, Debuts 1, Same 4, Down 0, Adds 2, Y100, KAMZ, WXKS-FM on, WKSE 39-35, WHYT d-31, KPLUS 33-30, RI104 29-28, KQMQ on, KCAQ on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the aristrithe (label) designation include the ball number, how many added it for the first time this week. Moves indicate the type of activity his week. Up for upward chart movement. Same for sideways or confunds unchanded activity, Down for downward chart activity, and date 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 positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria — Fulltime Adds andior Ons: tour plays in a 24-hour period, three of them before midright. Departed Adds and/for Ons: to Days in a 24-hour period, three of them before midright. Dayparted Adds and/or Ons: two plays in a 24-hour period, both of them before midnight

> Parallels Begin on Page 81 Adds & Hots Begin on Page 79 P-1 Playlists Begin on Page 76





CONTEMPORARY HIT RADIO

· 1 1 1 1 LIONEL RICHIE/Say You, Say Me (Motown) 0 DIONNE & FRIENDS/That's What Friends Are For (Arista) 9 5 4

STEVIE NICKS/Talk To Me (Modern/Atco) 13 8 5 0 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)

6 SURVIVOR/Burning Heart (Scotti Bros./CBS) 15 11 10

@ DIRE STRAITS/Walk Of Life (WB) EDDIE MURPHY/Party All The Time (Columbia)

WHAMI/I'm Your Man (Columbia)

CARS/Tonight She Comes (Elektra) BRUCE SPRINGSTEEN/My Hometown (Columbia) 26 20 14 10 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)

8 11 KLYMAXX/I Miss You (Constellation/MCA) 12 PAUL McCARTNEY/Spies Like Us (Capitol)

28 23 18 BILLY OCEAN/When The Going Gets Tough (Jive/Arista)

24 21 17 (B STEVIE WONDER/Go Home (Tamla/Motown) 18 14 12 16 BRYAN ADAMS with TINA TURNER/It's Only Love (A&M)

38 31 24 WHITNEY HOUSTON/How Will I Know (Arista) 19 17 16 18 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)

(EMI America)

MIAMI SOUND MACHINE/Conga (Epic) 40 35 MR. MISTER/Kyrie (RCA)

NIGHT RANGER/Goodbye (Camel/MCA) 29 27 25 🔞

31 -28 26 25 PETE TOWNSHEND/Face The Face (Atco) 32 29 27 20 PAT BENATAR/Sex As A Weapon (Chrysalis)

2 10 13 27 MR. MISTER/Broken Wings (RCA)

TA MARA & THE SEEN/Everbody Dance (A&M) 27 24 23 28 35 33 31 @ COREY HART/Everything In My Heart (EMI America)

SADE/The Sweetest Taboo (Portrait/CBS) 39 36 34 (A-HA/The Sun Always Shines On T.V. (Reprise/WB)

40 MIKE & THE MECHANICS/Silent Running (Atlantic) 6 13 19 33 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)

DEBUT STARSHIP/Sara (Grunt/RCA)

14 22 29 35 SCRITTI POLITTI/Perfect Way (WB) BREAKER @ BALTIMORA/Tarzan Boy (Manhattan)

DEBUT SHEILA E./A Love Bizarre (WB)

BREAKER TFREDDIE JACKSON/He'll Never Love You (Like | Do) (Capitol)

ADULT CONTEMPORARY

N&A Begins on Page 86

N&A Begins on Page 67

5 4 2 STEVIE WONDER/Go Home (Tamla/Motown)

DIONNE & FRIENDS/That's What Friends Are For (Arista)

0 BRUCE SPRINGSTEEN/My Hometown (Columbia) 17 14 8 O DIRE STRAITS/Walk Of Life (WB) 5

SADE/The Sweetest Taboo (Portrait/CBS) 0 LIONEL RICHIE/Say You, Say Me (Motown) KLYMAXX/I Miss You (Constellation/MCA)

19 15 12 📵 WHITNEY HOUSTON/How Will I Know (Arista)

BILLY OCEAN/When The Going Gets Tough (Jive/Arista) BARBRA STREISAND/Somewhere (Columbia)

STEVIE NICKS/Talk To Me (Modern/Atco) 11 30 19 16

DREAM ACADEMY/Life In A Northern Town (Reprise/WB)

JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)

MR. MISTER/Broken Wings (RCA) 14

6 7 14 16 JAMES TAYLOR/Everyday (Columbia)

25 21 20 TEI DEBARGE with DEBARGE/The Heart Is Not So Smart (Gordy/Motown) 8 13 15 18 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)

38 27 23 (C) ISLEY, JASPER, ISLEY/Caravan Of Love (CBS Associated)

21 18 18 20 STING/Love Is The Seventh Wave (A&M)

BREAKER 3 STARSHIP/Sara (Grunt/RCA)

28 25 22 MAURICE WHITE/I Need You (Columbia) 9 11 17 23 JACK WAGNER/Too Young (Qwest/WB)

40 35 29 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)

BREAKER MICHAEL FRANKS feat. B. RUSSELL/When I Give My Love To You (WB) BREAKER DIANA ROSS/Chain Reaction (RCA)

DEBUT FREDDIE JACKSON/He'll Never Love You (Like I Do) (Capitol)

DEBUT > 28 CARS/Tonight She Comes (Elektra) 15 23 24 29 GLENN FREY/You Belong To The City (MCA)

DEBUT PEABO BRYSON/Love Always Finds A Way (Elektra)

AOR TRACKS

Four Three Last Weeks Weeks Week

MIKE & THE MECHANICS/Silent Running (Atlantic)

5 3 2 MR. MISTER/Kyrie (RCA)

3 ZZ TOP/Stages (WB)

4 HOOTERS/Day By Day (Columbia)

47 26 16 SIMPLE MINDS/Sanctify Yourself (Virgin/A&M) 9 6 STEVIE NICKS/I Can't Wait (Modern/Atco)

PETE TOWNSHEND/Give Blood (Atco)

BRUCE SPRINGSTEEN/My Hometown (Columbia) 18 10 10 DREAM ACADEMY/Life In A Northern Town (Reprise/WB)

2 3 4 10 PETE TOWNSHEND/Face The Face (Atco)

21 20 12 TOM PETTY & ... /So You Want To Be A Rock & Roll Star (MCA)

1 2 5 12 STEVIE NICKS/Talk To Me (Modern/Atco) 12 7 7 13 ALARM/Strength (IRS/MCA)

27 25 24 STARSHIP/Sara (Grunt/RCA) 17 15 13 15 RUSH/Manhattan Project (Mercury/PG)

24 21 21 1 ROGER DALTREY/Let Me Down Easy (Atlantic)

BREAKER ALAN PARSONS PROJECT/Stereotomy (Arista)

26 24 23 (B) NIGHT RANGER/Goodbye (Camel/MCA)

23 22 22 QUEEN/One Vision (Capitol)

41 33 33 DOHN C. MELLENCAMP/Justice And Independence '85 (Riva/PG) 37 28 27 BON JOVI/Silent Night (Mercury/PG)

35 31 28 2 DOKKEN/The Hunter (Elektra)

38 30 29 AEROSMITH/Shela (Geffen) 10 14 14 24 ZZ TOP/Can't Stop Rockin' (WB)

30 27 26 TOM PETTY & THE HEARTBREAKERS/Needles And Pins (MCA)

57 40 34 DIRE STRAITS/Ride Across The River (WB)

- 55 40 INXS/What You Need (Atlantic)

51 41 36. 20 ASIA/Too Late (Geffen)

19 18 20 29 DIVINYLS/Pleasure And Pain (Chrysalis) 40 34 31 @ CHARLIE SEXTON/Beat's So Lonely (MCA) Complete Tracks Chart Begins on Page 69

N&A Begins on Page 60

BLACK/URBAN

STEVIE WONDER/Go Home (Tamla/Motown)

DIONNE & FRIENDS/That's What Friends Are For (Arista)

SADE/Sweetest Taboo (Portrait/CBS)

LIONEL RICHIE/Say You, Say Me (Motown)
READY FOR THE WORLD/Digital Display (MCA)

ATLANTIC STARR/Secret Lovers (A&M)

FIVE STAR/Let Me Be The One (RCA) MELI'SA MORGAN/Do Me Baby (Capitol)

STARPOINT/What You Been Missin' (Elektra) BILLY OCEAN/When The Going Gets Tough (Jive/Arista) 1

15 FREDDIE JACKSON/He'll Never Love You (Like | Do) (Capitol) 12 EVELYN "CHAMPAGNE" KING/Your Personal Touch (RCA)

13 TEMPTATIONS/Do You Really Love Your Baby (Gordy/Motown) YARBROUGH & PEOPLES/Guilty (Total Experience/RCA)

FORCE MD'S/Tender Love (Tommy Boy/WB)

13 STEPHANIE MILLS/Stand Back (MCA) WHITNEY HOUSTON/How Will I Know (Arista) Đ

RENE & ANGELA/Your Smile (Mercury/PG) 30 24 TA MARA & SEEN/Affecttion (A&M)

GRACE JONES/Slave To The Rhythm (Manhattan/Island)

40 29 MORRIS DAY/Color Of Success (WB) MAURICE WHITE/I Need You (Columbia) 34 28 23 🕰

12 11 11 23 ISLEY BROTHERS/Colder Are My Nights (WB) A FAMILY/High Fashion (WB)

JAMES BROWN/Living In America (Scotti Bros./CBS)

38 30 27 EI DeBARGE with DeBARGE/The Heart Is Not So Smart (Gordy/Motown) 25 19 18 27 9.9/1 Like The Way You Dance (RCA)

26 23 22 28 POINTER SISTERS/Freedom (RCA)

22 20 20 FULL FORCE/Alice, I Want You Just For Me (Columbia) 1 2 7 30 EUGENE WILDE/Don't Say No Tonight (Philly World/Atlantic)

BREAKER 3 ZAPP/Computer Love (WB)

BREAKER D L.L. COOL J/I Can't Live Without My Radio (Def Jam/Columbia)

31 29 26 33 KURTIS BLOW/If I Ruled The World (Mercury/PG) _ _ 40 O DURELL COLEMAN/Do You Love Me (Island)

BREAKER JENNIFER HOLLIDAY/No Frills Love (Geffen) 3 9 14 36 NEW EDITION/Count Me Out (MCA)

20 24 32 37 ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)

35 33 33 38 O'JAYS/What A Woman (PIR/Manhattan)

DEBUT SISLEY JASPER ISLEY/Insatiable Woman (CBS Associated) DEBUT CHERRELLE/ALEXANDER O'NEAL/Saturday Love (Tabu/CBS)