#### E: 2

#### **AOR SCOREBOARD SHOWS** STELLAR ADULT RATINGS

Steve Feinstein's twice-yearly ratings scoreboard measures AOR's overall and adult demo performances. It's the definitive look at the format, and this book the news is good.

Page 42

#### **BLACK/URBAN DEFINES ITSELF**

In Black/Urban radio, there are more slogans than format variations, as the format struggles to position itself in widely differing market situations. Sean Ross investigates the latest identifier trends. Page 46

#### SENATE BROADCAST **COVERAGE IMMINENT?**

This week the Senate appeared close to allowing full radio and some TV coverage of its sessions.

Page 13

#### IN THE NEWS THIS WEEK

- Carey Pahigian Station Manager at WBZ
- Steve Davis PD at WARM Rene Evans GM at KLZI
- Craig Scott VP/GM at WREC &
- Marty Rubenstein President of CPB Dan Hern VP/GM at KSGO & KGON
- Bill Bailey PD at KLSI
- Winnie Brugman VP/GM at WLIF
- Tim Bryan GM at KAJA
- Robert Albright GM at KXZL
- Qwest moves closer to WB Mark Wallengren does mornings at
- KOST
- Greg Smith PD at KBUG **Brad Stone PD at KCPX**
- Greg Fischer OM at WMAG
- Vicki Knight GSM at KLIF & KPLX
- Skip Bednarczyk GSM at WIOD & WAIA
- Stephen Streiker GSM at KBEQ
- Stan Reed GSM at WMJJ
- R.J. Johnson GSM at KLRZ
- WYAK-AM & FM sold for \$4.5 million Page 3, 4, 6, 8, 10

#### PROS & CONS ON NEW ARB ETHNIC INFO

There are significant changes in Arbitron's ethnic information, and Jhan Hiber looks at them from both sides.

#### **RATINGS RESULTS**

Arbitron 12+ figures for Birmingham, Dayton, Greensboro, Memphis, Nashville, Oklahoma City, Salt Lake City, and Tampa

#### MIAMI NICE

Page 24

Donna Brake takes you on a tour of the hi-tech, high-impact studios of WLVE, a pastel palace on the shores of Biscayne Bay.

Page 44

#### **NEXT WEEK IN R&R**

More thought-provoking record industry reading, as Chrysalis's Jack Craigo discusses marketing with Adam White and Lon Helfon asks country record execs to choose their ideal label rosters.

Newsstand Price \$3.50



## **RAB '86 Stresses** Motivation, Unity

message to the 1986 RAB Managing Sales Conference was to "take control of our own destinies." Addressing the opening session of the largest conference yet (attendance: 1230), he painted an upbeat picture of radio's immediate future, while emphasizing unity (citing Group W's efforts for a simultaneous airing of Dr. Martin Luther King's remarks) and the need to "put aside egos" and 'learn, relearn, and ...

Many of the seminars offered during the four-day (Feb. 1-4) conference centered on motivation, from a keynote speech by sales consultant Denis Waitley through a hincheon address by

## **Edwards Returns To** KGB As PD

Ted Edwards, who left the Assistant PD post at KGB/San Diego four weeks ago to program WIYY/Baltimore, returning to KGB as PD. He replaces Larry Bruce, who be-came PD at KMET/Los Angeles last week.

KGB GM Tom Baker told R&R, "It's only fitting that when you lose one of the best programming minds in the country, you replace him with one of the best. Ted has great ears, is disciplined, and very much a people person. The staff was euphoric when I made the announcement '

Edwards said, "(WIYY VP/ GM) David Barrett and (Station Manager) Chuck DuCoty are consummate broadcast professionals, and I hope there's some way I can help them deal with the inconvenience of leaving so unexpectedly. But if I had turned down the offer from KGB, which is where my heart and soul still are, I would've done WIYY a disservice by continuing there in less than the

EDWARDS/See Page 4

RAB President Bill Stakelin's Dr. Ruth Westheimer to a presentation by noted author Zig Ziglar. Among the highlights of RAB/See Page 8

## **Hattrik Found** Stabbed To Death

Prominent radio consultant Bob Hattrik (Robert Kent Oxenhandler) was stabbed to death in his St. Louis duplex home last Tuesday night (1-28) by an unknown assailant, who apparently set off a firebomb in the house at 5pm the following Thursday evening (1-30) to cover up the murder. It was then when firemen, responding to the blaze, found Hattrik's ransacked belongings and discovered his body. Hattrik was

According to the St. Louis police homicide division, there are no suspects, nor have any motives been established, despite widespread speculation sparked by word of Hattrik's death.

Detective Sgt. Wardell Mas-sey told R&R, "We don't know if this person was known to Mr. Oxenhandler, a stranger, or so meone who burglarized his house. As far as we know, there was nothing to show that there was a forced entry. Basically, it's a complete mystery, and we're continuing to investigate

But Hattrik's father, Zale Oxenhandler, told R&R that whoever committed the crime did break in the night of the murder. "The whole place was a shambles . . . papers everywhere, furniture overturned. It's unbelievable," he said. "Bobby didn't have an enemy in the world."

Oxenhandler told R&R that Hattrik's radio career began as a toddler. "We bought him a little plastic turntable," he recalled, "and he just bounced up and down in his playpen until it moved from one side of the room to the other."



cisco, KLIF & KPLX/Dallas,

WARM & WMGS/Wilkes-

Barre/Scranton, WARM-FM/ Atlanta, WFMS/Indianapolis, WGH & WRSR/Norfolk, WKIS-

Florida Network/Orlando,

WQBA-AM & FM/Miami,

WRRM/Cincinnati, and WSBA-

AM & FM/York-Harrisburg-

"We believed in the strength

of radio when our expansion be-

gan in 1958," Carlson said. "And

we're pleased to see our faith in

the medium justified. Our dedi-

Lancaster.

Bob Hattrik

Innovative Radio Career Hattrik's first professional experience came at WRTH/St. Louis at age 15. Not long afterward, he joined WDGY/Minneapolis, where he met then-HATTRIK/See Page 10



Art Carlson

cation to radio today remains undiminished."

## Hall PD At KRTH-AM & FM

Phil Hall, PD at KHJ/Los Angeles (now KRTH), has been named to program KRTH-FM as well. He replaces Bob Hamilton, who left last week after ten years as PD to open the doors on his consultancy, Hamilton Communications.

VP/GM Pat Norman told R&R, "Phil brings to us a wealth of experience in programming as well as a consulting background. Under his guidance you can look for both stations to become more active in the community." While most of the chifts are set Norman indicated the two stations would eventually simulcast the overnight show.

Hall defined the difference between the two facilities: "On Smokin' Oldies AM 930 we'll concentrate from 1955 to '65, the first ten years of rock & roll. So far, our response has been excellent, especially after changing such legendary call letters as KHJ. The FM's main emphasis is on the 'baby boomer years.'" HALL/See Page 8

#### NOTE FROM THE PUBLISHER

#### Music Video's Power: Overrated, Exaggerated

We at R&R have been developing some strong feelings about the music video networks and specialized music video programs. We have seen them become powerful rivals of radio for advertising dollars, while at the same time they have worked hard at using the print and television media to build an 'aura" that music video channels are more important in "breaking records" than we in

Data we have been watching would contradict this "aura" ... radio is not going to fade away because television is play-"our songs!"

I think all of you are going to

be as delighted as we are when you read the things Al Teller, President of the CBS Records Division, said to Adam White in this issue:

· "Radio is still overwhelmingly the primary vehicle for exposing recording talent to the public.

· "The use of video has been exaggerated beyond any sense of reasonable proportion by the

And much more. Please read the interview, Page 34, and look for more video-related material, from a different perspective, coming up in R&R.

- Dwight Case

## It Doesn't Matter What Chart You Look At — E/P/A Delivers Big!

## RADIO & RECORDS (2-7)

JAMES BROWN "LIVING IN AMERICA" (6)
SURVIVOR "BURNING HEART" 7
SADE "SWEETEST TABOO" (8)
MIAMI SOUND MACHINE
"CONGA" 15
ROBERT TEPPER "NO EASY
WAY OUT" (40)



## BILLBOARD POP SINGLES (2-8):

SURVIVOR "BURNING HEART" 2
MIAMI SOUND MACHINE
"CONGA" (10)

JAMES BROWN "LIVING IN
AMERICA" (2)

SADE "SWEETEST TABOO" (12)

ISLEY, JASPER, ISLEY
"CARAVAN OF LOVE" 53

ROBERT TEPPER "NO EASY
WAY OUT" (56)

PHYLLIS NELSON "I LIKE YOU" 89



JENNIFER RUSH THE POWER OF LOVE" (9)

## CASHBOY (2-8):

SURVIVOR "BURNING HEART" 2

MIAMI SOUND MACHINE "CONGA" (9)

JAMES BROWN "LIVING IN AMERICA" (1)

SADE "SWEETEST TABOO" (A)

ISLEY, JASPER, ISLEY
"CARAVAN OF LOVE" 54)

ROBERT TEPPER "NO EASY WAY OUT" 47

ELO "CALLING AMERICA" (64)





SURVIVOR "BURNING HEART" 1
MIAMI SOUND MACHINE
"CONGA" 6

JAMES BROWN "LIVING IN AMERICA" 5

SADE "SWEETEST TABOO" 9



Thank You Radio — For a Great Start To '86!!

#### PAGE THREE

**FEBRUARY 7, 1986** 

#### WHICH FORMAT BREAKS NEW ARTISTS?

Ken Barnes evaluates 1985 format by format to determine where new artists are being broken. Plus a list of the past year's new success stories.

Page 3

Transactions
Washington Report
What's New
Street Talk
Ratings & Research: Jhan Hiber 22
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Harvey Mednick
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AOR: Steve Feinstein
A/C: Donna Brake
Black/Urban: Walt Love
Country: Lon Helton
Nashville: Sharon Allen
Marketplace
Deportunities
National Music Formats
Jazz Chart
Country Chart
A/C Chart
AOR Chart88
Black/Urban Chart88
CHR Chart88

## Bailey PD At KLSI



Bill Bailey

KBEQ/Kansas City midday personality Bill Balley is the new PD at Sandusky AC neighbor KLSI, replacing John Frost.

KISI GM Steve Diakel, who worked with Bailey earlier at KSLQ/St. Lauks, told R&R, "I've known Bill for about 12 years, and have always thought of him as being a very high-quality individual."

Reporting that no changes are planned, Dinkel continued, "The station is healthy. We had a little stippage 12+ but the demos are still strong. It's only a matter of redefining and making it better. If we could just get the World Series out of the fall book we'd be in great shape."

A 17-year broadcaster, Bailey has programmed KSLQ and WKYS/Washingtas in addition to on-air work at KZBS/Okiahama City, WWDJ/New Yerk, and WLS/

BAILEY/See Page 8



Steve Davis

## Davis Programs WARM

WZGO (Z106)/Philadelphia PD Steve Davis has been named PD at Susquehanna's WARM/Atlanta. The move reunites him with former WZGO VP/GM Bill Phippen, and sets the groundwork for the market's third CHR station.

Phippen, discussing current PD George Montell, said, "George did an excellent job in the AC format and we're going to try to keep him as Steve's assistant. Steve will do mornings for us, and will need someone with George's experience. With Steve's ear for music and formatics, we're going to push on ahead and take a good piece of the market for our own."

Davis was formerly night per-DAVIS/See Page 8

## Hern VP/GM At KSGO & KGON



Dan Hern

Dan Hern has been upped from GSM to VP/GM at Ackerley Communications Gold/AOR combo KsGO & KGON/Portland, OR. He replaces Lian Harrison, who resigned as President/GM in December. Hern will continue as GSM, while Account Executive Cindy Bottsies has been elevated to National Sales Manager.

Ackerley Director of Broadcasting Lloyd Cossey commented, "He's got strong recognition in the Portland advertising community and excellent support from the staff. I've never had people cheer and applaud like they did when I made the announcement at the station."

Hern told R&R, "About a year ago, we eliminated the 'heavy metal' sound at KGON, and now we're really on target for continued growth. Our combo is #1 adults 18-49, and KGON is leading in men 18-34."

Hern, who started his radio career in 1986, joined the stations in July of last year after a stint as LSM at crosstown KMJK.

# Pahigian Upped To WBZ Station Manager

After less than a year and a half as Program Manager, Cary Pahigian has been promoted to Station Manager of WEZ/Boston. He will be working closely with VP/GM Bill Hartman in all facets of the radio station and will continue to supervise WBZ's programming.

Pahigian commented, "The new job adds on several responsibilities, but I'll still handle the programming. It's best all around that I do that. I do have some help in that area with good, strong people, but we're also searching for an Assistant PD. I need someone with experience in full-service, community radio."

Before joining WBZ, Pahigian was Program Manager at WIP/ Philadelphia for a year and WGAN-AM & FM/Portland for two and a half years.

#### KIPLE GSM

## Brugman VP/ GM At WLIF

Winnie Brugman, GSM of WLIF/Baltimore, has been promoted to VP/GM. She joined the station 44 years ago as Retail Sales Manager, advancing to LSM and then GSM in April '84. Former WLIF VP/GM George Toulas is now President of new sister FM WMGG/Orlando.

Brugman said, "I don't really know how many there are, but I BRUGMAN/See Page 10



Rene Evans

## Evans Now KLZI GM

KLZI/Phoenix Station Manager Rese Evans is now the GM for the TransCOM Communications AC outlet. The GM duties had been previously handled by Eric Hauessteia, who remains company President.

Prior to becoming Station Manager a year ago, Evans spent a year as KLZI's Business Manager. Before that she was Accounting Manager for the Phil W. Merris Co., a general contracting business. "It's a dream come true to be able to come up through the ranks from Business Manager," Evans told RaR, "as not too many people become GM from the business side. We're looking to continue building KLZI with the great people we have here."

# Scott Back To Memphis As WREC & WZXR VP/GM

Summit Communications has transferred KCMO & KBKC/Kansas City VP/GM Craig Scott to the 
same duties at sister stations 
WREC & WZXR/Memphis, following the resignation of 5 %-year VP/
GM Bill Thomas. The move marks 
a return to Memphis for Scott, who 
previously managed a number of 
stations in the market, most recentby WGKX.

Summit Radio Exec. VP Pete Schulte explained, "Craig has the experience in both formats (Big Band and CHR) and in the Memphis market. He's the right fit for the job and we look for hig things from these facilities."

Discussing reports of the impending sale of the Kansas City stations, which Summit purchased last summer, Schulte said, "Neither KCh6O nor KBKC was listed for sale. "We've received many offers because of the desirability of the stations and the market. A letter of intent has been accepted by an investor group led by Kansas City Chiefs player Theedis Brewn to purchase both stations and the Kansas City Chiefs Network. It is nothing more than a letter of intent, and if they meet certain terms and conditions we may go to contract."

Schulte added, "With this in mind, we've replaced Craig with acting GM Dan Wastler. Rumors of staff turnovers and format changes are false. The FM will stay CHR for the present. I can't speak for the new owners, if and when we decide to sell the facili-

Thomas noted that his parting with Summit was amicable, saying, "This has been a great time in my career."

# Rubenstein Becomes CPB President/CEO

Former Mutual President Marty Rubeastein last week was named President/CEO of the Corporation for Public Breadcasting (CPB). He fills an eight-month vacancy created when former President Edward Pfister resigned in a dispute with CPB's Board of Directors.

Since he exited Mutual two years ago, Rubenstein has been a Washington-based communications consultant. Prior to his six-year stint at Mutual, Rubenstein put in 17 years at ABC, where he rose to the position of VP/GM, ABC News.

CPB is the private, nonprofit corporation set up by Congress in 1967 to funnel tax dollars to public radio and television. In the last fiscal year CPB dispensed \$147 million, or 14% of public broadcasting's revenues. Public radio stations received \$29 million to offset operating and program costs.

CPB Board Chairman Sonia Landau commented, "We had many excellent candidates and the



Marty Rubenstein

choice was not made any easier by the caliber of those reaching the final stages of the process. We are RUBENSTEIN/See Page 8

### Bryan Named KAJA GM

Clear Channel Communications has named KXXY-AM & FM/Oklahoma City GSM Tim Bryan GM at Country KAJA/San Autonio.
Bryan, who spent the last nine years with Summit Communications, succeeds John Butler, who was appointed GM at Clear Channel's KTOK/Oklahoma City last Sentember.

Bryan told R&R, "Summit's a great broadcasting company, but this was an opportunity with another great company I couldn't turn down."

Bryan spent his first six years with Summit Communications as an AE with WTQR & WSJS/Winsten-Salem. He subsequently moved to KXXY, where he served as Regional Sales Manager until being named GSM last year. He is the last of the management trium-

BRYAN/See Page 6

#### LEVINE MOVES TO REP FIRM

## Albright KXZL's NewGM

At Lotus AOR KXZL/Sain Antonie, GM Jay Levine has moved to Dallas to manage the Letus-Albertian Hispanic rep office there. He's replaced by KXZL GSM Robert Alleright, who had been GM at Hispanic AM sister KXET until two weeks ago.

Albright was replaced at KKET by Manny Perez, who transferred from the GM chair at Lotus-owned KOKR/Oznard. The new KKZL GSM is Lacretia Miner, who returns to Lotus after a spell in Tulsa radio; in the past she had been Sales Manager for Lotus's

KENO & KOMP/Las Vegas.

Albright has been with Lotus seven years. He opened and ran the Lotus-Albertini Dallas office for five years, before becoming GSM and then GM at KXET. He told R&R, "We're definitely going to remain AOR. We've got good competition, and are committed to regaining our preeminence in the marketplace."

Gles Martis remains PD at EXZL, which is one of three AORs in San Antonio, positioned in between hard-rock KISS and soft

#### LABEL STAFF TRIMMED

## **Qwest Promotion, Marketing** Transferred To Warner Bros.

Qwest Records is being reorganized, with promotion and marketing responsibilities assumed by the label's distributor, Warner Bres. Formed six years ago, Qwest is a division of Quincy Jones Produc-

The company's offices, according to President Harold Childs, will transfer to the WB headquarters compound within the next month. "In line with the move to Burbank," he says, "Qwest's staff will be streamlined, with a number of key label functions, including promotion and marketing, now coming under the Warner Bros. umbrella."

#### **Edwards**

Continued from Page 1 best frame of mind."

Edwards was KGB's Assistant PD from 1982 until leaving for WTYY, and earlier was Asst. PD at WCOZ/Boston (now WZOU) and MD at WCMF/Rechester.

The reorganization will affect Director/National Promotion Rob Gooding, Director/A&R John Brown, and National Director/ Marketing Manny Friesen, among others. Brown is said to be leaving Qwest. Gooding has reportedly been serving the company as an in-

Added Childs, "We're striving to keep the organization totally in line with the realities of today's marketplace. Our ties with Warner Bros. have been substantially strengthened. We're confident that the net result will be a positive one in terms of increased exposure and sales for our artists."

## Streiker GSM At KBEQ

Stephen Streiker, most recently GSM at WMJJ/Birmingham, has been named GSM at Capital Broadcasting's KBEQ/Kansas City. He replaces Jeyce Haybow, who left the station last November.

former Account Executive with KZEW/Dallas and Arbitres, Streiker commented, "During my time at Arbitron I had the opp tunity to walk into hundreds of stations and get a feel for the way they're managed. KBEQ has the feel of success. (VP/GM) Don Peterson and I are very much in accord on what it takes to market a



Stephen Streiker

station like this and the tools needed to provide the quality support the on-air product deserves.

#### Cranberry Added To MCA Menu



Jabbar's Cranberry label at a recent Beverly Hills party. Staff announcements are forthcoming. Pictured (I-r) are MCA President Irving Azoff, Kareem Abdul Jabbar, and MCA Sr. VP Jheryl Busby.

#### Easton Awards EMI Promotion Winner



Sheens Easton (right) presented EMI America's Promotion Man of the Year award to Boston rep Tom Jodka at the recent EM/Manhattan promo ing in Los Angeles.

## **UNITED KINGDOM #1 GOLD GERMANY IRELAND** NORWAY

HOLLAND 114

**SWITZERLAND** 44 **SWEDEN** 

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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.

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



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

RADIO PROGRAMMING & MARKETING

## **Wallengren Takes KOST Mornings**

Former KOST/Les Angeles overnight personality Mark Wal-lengren is the Cax AC station's new morning host. Wallengren; who had been handling AM drive since M.G. Kelly exited December 8, is joined by overnight talent Kim Amidea, who becomes his sidekick/news anchor.

KFI & KOST OM Jhani Kaye commented, "Mark and Kim have a rapport that is unique. A style they're in the process of developing will go a long way to provide L.A. listeners with the kind of program they expect of 'Coast 103."

Wallengren joined KOST last June as a weekender and soon took over overnights. He previously worked in Boise at KCIX-FM, KBBK, and KBOI. "It seems like yesterday when I was a nine-yearold kid sitting in the front-yard tree listening to L.A. radio on my par-ents' portable, dreaming about being on the air; now it's all coming true. To do morning drive here is like a Cinderella story for me."

Amidon arrived last November after holding airshifts at neighbors KRTH-FM, KHJ, KUTE, and

#### For The Record

In the Jan. 31 Air Personalities column, three paragraphs in column 4 starting with "You included and ending with "pay your dues" referred to another letter that was omitted from the column. Contrary to appearance, they have nothing to do with the response to Jay Phillippi's letter at the opening of the column. The omitted letter and full response will be published in a forthcoming Air Person-

alities column.



KACE. Additionally, KOST programming assistant Jay Ste will be the show's producer and a

## KBUG, KCPX Name Smith, Stone PDs

KBUG/Salt Lake City morning personality Greg Smith has been named PD of the Geld Breadcasting AC outlet, while Brad Stone, midday man at CHR sister KCPX, has been upped to PD there. Programming responsibilities for the two stations were divided last week when OM Greg Ausham departed to program AOR station WCMF/

KBUG & KCPX VP/GM Terry Schmidt told R&R, "Both these gentlemen are more than capable of doing the job within their own stations. They know the people and the unique market that is Salt Lake City. Each has the confidence of their respective staffs, and we're ready to move ahead with a new programming team.

Smith is a five-year veteran of KBUG and has also served as PD at KFMY/Preve-Salt Lake. Stone has SLC market experience as PD at KISN, and had been an air perknown as KCPX. Both will become each other's Assistant PDs under the new structure, and when morning personality/MD Stan Main gives up his music duties to devot more time to his show, Smith will assist Stone in this area as well. Stone noted, "Using this method

of assisting each other we figure

since together we have more than 25 years in the market. With so many signals, and the terrain prob-lems affecting most FMs, this is one of the most competitive mar-lests in the country. But with our combined feel for the needs of the people, I think both stations have a bright future."

#### WMAG Promotes Fischer To OM

WMAG/Greensboro Account Executive Greg Flacher has been promoted to the newly-created Operations Manager post. Succeeding former PD Bill Gable, who recently became PD at WMGG/Orlando Fischer will utilize programming recommendations by consultants McVay Media and Fairwest in

developing station direction.
Praising Fischer as a "team player," VP/GM Dick Harlow noted, "Greg's proved that he's got

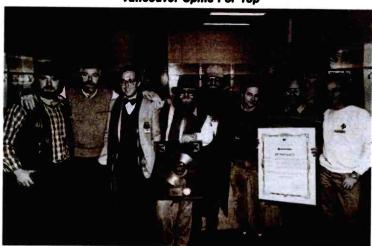


Greg Flacher

an instinct for winning. We know

he'll do a super job."
Fischer joined the sales force of the Voyager Communications outlet two and a half years ago after holding GM posts at North Carolina stations WLOE & WSRQ/ Eden and WDEY-AM & FM/Lapeer, where he was also a partner. Flacher told R&R, "When I came here as an AE, the executives here knew I had an affinity toward programming and wanted to become part of the managem team. This opportunity seemed like a natural transition.

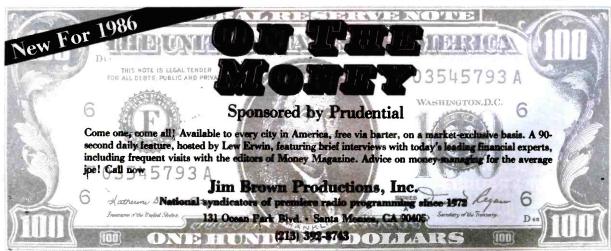
## Vancouver Spins For Top

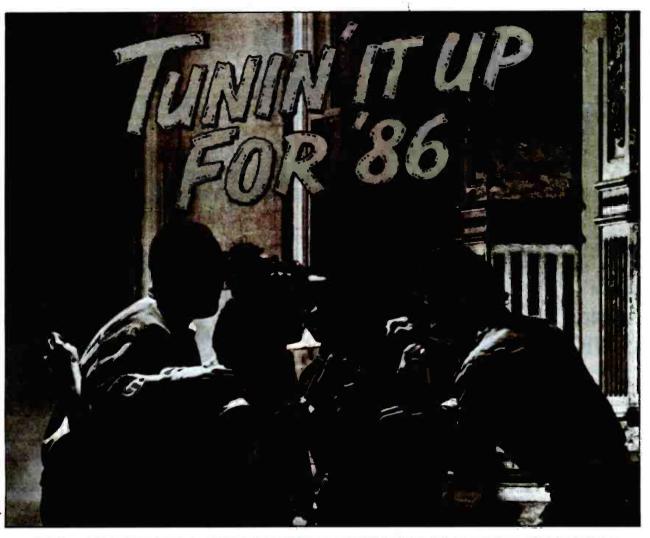


When ZZ Top played Vancouver, the city proclaimed ZZ Top Days and Warner Bros. presented double platinum plaque for the "Afterburner" LP to the band. Pictured (I-r) are WB VP George Gently, menager Bill Harn, WB VP Bob Medi group's Dusty Hill and Billy Gibbons, WB President Lenny Waronker, Chairman Mo Ostin, and group's Frank Beard.

#### Bryan

Continued from Page 3 virate which took KXXY Country three years ago; former GM Bill Kirkpatrick departed for the Summit VP/Radio Division slot, and former Station Manager Jim Tillery became GM at WHYL/Orlande last December





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WFXC/Raleigh-Durham, NC • WXOK/Baton
Rouge, LA • KCXL/Kansas City, MO
WTMP/Tampa, FL • WWWZ/Charleston, SC
XHRM/San Diego, CA • WDPN/Columbia, SC
WQQK/Nashville, TN
WLUM/Milwaukee, WI
KDKS/Shreveport, LA
KWTD/Little Rock, AR
WFXA/Augusta, GA
WLOU/Louisville, KY
KKFX/Seattle, WA
WBLK/Buffalo, NY

WILD/Boston, MA WAIR/Greensboro, NC WGOK/Mobile, AL

WBLK/Buffalo, NY KLMT/Waco, TX





Instruments

#### **NEWS IN BRIEF**











Rich Sutton

Boh Shannon

 MIKE MURPHY, most recently PD at WWKX/Nashville, returns as PD for KZZB/Beaumont, Murphy originally put the station's present CHR format on the

· PEPE LOPEZ, who has been serving as interim PD of AOR KLAQ/EI Paso since last October, has been upped to PD. He's been with KLAQ since 1979.

• BILL LUZIMOOR is the new GM at KNCN/Corpus Christi, replacing DICK DELANEY, who becomes Exec. VP for parent Tipple Communications. Also. KNCN GSM ROGER KAY adds cornorate VP responsibilities.

• SIMON JEFFRIES joins WTPA/Herrisburg as PD from the Assistant PD slot at WCMF/Rochester.

#### **COSTIN RSM**

## **Bednarczyk GSM** At WIOD & WAIA

WVKO & WSNY/Columbus VP/ GSM Skip Bednarczyk has accepted the GSM's seat at Cex News/Talk-A/C combo WIOD & WAIA/Miami. He succeeds Phil Costin, who becomes Regional Sales Manager.

VP/GM Stephen Joss remarked, "Having worked with Skip for

### **Knight Named GSM At KLIF** & KLPX



Vicki Knight

After two years as Local Sales Manager at KEX/Portland, Vicki Knight has accepted the GSM position at Susquehanna's KLIF & KPLX/Dallas. She succeeds Nancv Vaeth, who transferred to the GM chair at co-owned WFMS/Indi-

Prior to KEX, Knight was GSM at neighbor KUPL-AM & FM, and prior to that worked seven years for Bend, OR-based Capps Broadcast Group, the last two as GM at KSRV & KXBQ/Ontario, OR.

"Susquehanna is exactly the kind of company I was looking for," Knight told R&R. "They're very aggressive, believe in sales training, and work hard to be the number one pros in the market. We've just put a new Talk format on the AM, and with my experience in that area, my objective is to at-tain the same goals for KLIF we've already accomplished with (Country) KPLX."

8/R&R FRIDAY, FEBRUARY 7, 1986

three years at WVKO & WSNY, I've had a close look at his abilities in sales management. I'm confident of even greater growth as we expand our sales activities in Miami. At the same time, we're pleased that Phil will continue contributing his experience and expertise in further developing our sports and retail sales program."

Before moving into sales management in Columbus in 1982, Bednarczyk held sales positions with neighbors WRFD and WCOL & WXGT. A 34-year broadcaster, Costin joined WIOD & WAIA in 1967, and has been responsible for the development of the Miami Dolphins Network since 1971.

#### Rubenstein

Continued from Page 3

very pleased by our selection."
Rubenstein remarked, "There is no doubt in my mind that a challenge exists in the whole area of public broadcasting as we prepare to enter the 21st century. I feel confident that with the support of the board and the assistance of the professionals who comprise the staff of CPB, we can meet this chal-

#### Davis

Continued from Page 3

sonality and Assistant PD at Atlanta CHR WZGC (293), as well as PD at WKXX (KXX106)/Birmingham. He told R&R, "I have mixed emotions about leaving, as I really like Philadelphia and feel Z106 is a great station that's about to explode. But Atlanta is like a hometown for me, so I'm confident about success. There's no set date for of-ficially kicking off WARM's CHR format. The music leans toward CHR now, but further adjustments need to be made." No replacement

• JOHN BOULOS joins PolyGram as Northeast Regional Promotion Manager, coming from a similar position with leland Records.

**QLEANN LEWIS has been promoted** from GSM to GM at KEEL & KITT/ Shreveport. She has been with the stations since 1975. At the same time, **BOB SHANNON** was named PD for KFEL. He joins Multimedia from the Group PD post for the Osburn Revnolds stations, based in Longview, TX.

· ALAN ECKLUND is the new GSM for meon Broadcasting's KRMG/Tuise and the company's forthcoming FM property there. Ecidund previously was GSM at KISS-FM/San Antonio, and earlier worked at KOAX/Dallas and KNOKEL Worth.

 RICH SUTTON becomes Station Manager at WG88/Long leland. A six-year company veteran, Sutton advances from the post of Director/Promotion & Marketing for parent Radio Company,

#### **Johnson Rises** To KLRZ

KLRZ/Salt Lake City National Sales Manager R.J. Johnson has been promoted to GSM in addition to her NSM duties. She replaces Jackson Del Weaver, who left to enter TV ownership in nearby Pro-

A 13-year broadcaster, Johnson came to the CHR outlet last August after five and a half years as Senior Account Executive with competitor KSL. She told R&R, "We're enthusiastic about working with our new owner, General Broadcasting." Acknowledging the station's 1.9 12+ rating in the fall Arbitron. Johnson added, "This is a highly competitive radio market, so I'm sure this situation will be a good test of wits and energy as we build our product and credibility."

#### Hall

Continued from Page 1

Hall was previously Surrey's Director Of Consulting, and has programmed WTIC (AM)/ Hartford, WFLA-AM & FM/ Tampa, KGTO & KRAV/Tulsa. and KLAC/Los Angeles.

Several personnel changes on the FM have taken place. Jay Gardner takes the 6-10pm shift, moving from noon-4 on the AM, and former AM weekender Jay Coffey will handle late-nights. Dave Hull will continue mornings and Mike O'Nell does a dedication show from 8pm-midnight on KRTH (AM).

e ROD HAMPTON, MD at WVSR/Chereston, WV, is promoted to PD, following the departure of CHRIS BAILEY, now PD at WNVZ (Z104)Norfolic Rod was previously MD at WQUT/Johnson

 DAVID R. NELSON has been named GM at WXOT & WGRO/Grand Bankta Nelson previously was VP/Sales & Marketing for Carribbean Broadcasting,

e PATRICIA DUGGAN becomes Client Service Manager for Arbitron Ratings, and will oversee management of the client service rooms at the Laurel facility. Duggen has been with Arbitron for 11 years, the last five as Manager of Marketing/Client Services for Television Products.

 MARK ZEGAN has been promoted from MD to PD for KIFM/San Diego's A/C programming, while BOB O'CON NOR was named PD for the station's evening Jazz programming. Zegan has been with KIFM since 1983: O'Connor joined the station as a perttimer in 1980.

#### Reed WMJJ's **New GSM**

Stan Reed has been named GSM at Birmingham AC WMJJ, He had been GSM at WNKS/Columbus, GA for about 18 months.

WMJJ VP/GM Ray Quinn told R&R, "Stan's level of profes-sionalism and positive attitude will only improve what is already the best sales staff in Birmingham.

Reed commented, "I'm looking forward to working for what I feel is the best station in Birmingham. This is a very exciting radio market, and I'm happy to be a part of 'Magic 96."

Before joining WNKS, Reed worked at WPSB-AM & FM/Middictown, OH for over 20 years, the last five as GSM

#### RAB

Continued from Page 1 management concerns, hiring, and brass-tacks sales subjects. was a presentation by consultant Kevin Sweeney which marked his first appearance at an RAB function since he left the organization 22 years ago (after serving as its first President). That session and others attracted overflow crowds.

Louise Mandrell received a highly enthusiastic reception as the featured entertainer Monday night. Observers and RAB officials alike expressed great satisfaction about the programs offered and the attendance figures, as well as, on a lighte note, the prevalence of the RAB sales slogan "I Saw It On The Radio" on badges, buttons, T-shirts, and in conversations.

Next week, photo coverage of the RAB MSC.

#### Bailey

Continued from Page 3

Chicago. "KLSI is an excellent station with some of the most talented people in our industry," he said. "I couldn't be in a better position, and I'm delighted to be working with I'm delighted to be working with (consultant) George Johns again."

O KITTILAS VEGAS SWILL CHR to "Quality Rock" KKLZ with PD Shermen Cohen, formerly of KHYT/

O CHRIS TOBEY loaves Arista Rec ords as Sr. Regional Marketing Director to pursue an as-yet-unannounced opportunity. He had been with Arieta for nine years.

• BOB GRISSINGER, PD at WINK-FM Ft. Myers, FL for the past two years. has been promoted to Station Manager of both WINK-AMI & FM, a Big Band CHR combo. He replaces JOE SCHWARTZEL, who advanced to GM of Ft. Myers Broadcasting, which in-cludes WINK-AM-FM-TV.

• JIM WILSON, MD at WCKN/Greenville, SC, is upped to PD, as former PD GARY JACKSON exits to program WDLX/Greenville-New Bern, NC. Additionally, NATE NORRIS is named MD at

 JOHN LANGAN, best-known as half the morning team LANGAN & WEST, and most recently a morning cohost at KZOK/Seattle, has been named PD at KZZU/Spokane. He replaces BILL STAIRS, who left to become VP/Pro-gramming for Constant Communica-

#### STAFF

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# The No.1 Single In England Is

"The Sun Always Shines On T.V."



a-ha

Their first single, "Take On Me," reached No.1 in Australia, Belgium, Canada, France, Germany, Holland, 1taly, Norway, Sweden, Switzerland and The United States.

"Take On Me" Worldwide Sales To Date: 3.2 Million.

a-ha

Currently on their way to No.1 again in Australia, Belgium, Canada, Denmark, Germany, Holland, Japan, Norway, Sweden and The United States. "The Sun Always Shines On T.V." Worldwide Sales To Date: 1 Million

a-ha

Their debut album, <u>Hunting High And Low</u>, has already reached No.1 in Norway and Sweden.

<u>Hunting High And Low</u> Worldwide Sales To Date: 2.3 Million.

a-ha

It's Happening Again.



O1986 reprise records

#### TRANSACTIONS

## WYAK-AM & FM Sold For \$4.5 Million

WYAK-AM & FM/SURFSIDE BEACH-GARDEN CITY, SC

PRICE: \$4.5 million

**BUYER: 21st Century Broadcasters,** 

SELLER: Ellek Seymour, President of Southern Virginia Broadcasting, which also holds WETT/Ocean City, MD; WGCA/Charleston, SC; WLNB/ Goose Creek, SC; WRCS & WQDK/ Ahoekie, NC; WSVS/Crewe, VA; and WWTR/Bethany Beach, DE. Acquieitions pending FCC approval include WDSC-AM & FM/Dillon, SC: WGAV Elizabeth City, NC; WHCC & WQNC/Waynesville, NC; WREE/College Park, GA; WRJY/Richmond, VA; WVAB/Virginia Beach, VA; and WWOK/Columbia, NC. It is in the process of selling WVBS-AM & FM/WHmington, NC (see below) and has recently applied to purchase WAKS-AM & FM/Raleigh, NC and WFLB/ Favetteville, NC (see below).

DIAL POSITION: 1270 kHz; 103.1 mHz

POWER: 5 kw daytimer; 3 kw at 300 feet FORMATS: Country WNFL/GREEN BAY
PRICE: Undisclosed
BUYER: WinCom Communications
Don Winther, principal.

SELLER: Communications Properties, headed by President Philip Kelly. It also owns KFGO/Farge, ND; KATE & KCPWAlbert Lee, MM; and WDBQ & KLYU/Dubuque, IA.

DIAL POSITION: 1440 kHz POWER: 5 kw days/500 watts nights FORMAT: AC

WTHP/THOMASVILLE, NC PRICE: \$940,000

BUYER: Great American Media, owned by Donald Cartils and Thomes Campbell, who recently purchased CRIV, NC (see below). It recently purchased WIMBL & WIMB-MiMorehead CRIV, NC (see below). It recently purchased WIMBL & WECC/WIMBamston, NC, Curtis also has interest in WITT & WODR/Raleigh, NC and WEWO & WST&/Laurenburg, NC. Campbell has interest in WWOK/Collumbia, NC.

SELLER: HITcms Broadcasting DIAL POSITION: 98.3 mHz POWER: 3 kw at 250 feet FORMAT: AC WVBS-AM & FM/BURGAW, \*
NC and WRCS & WQDK/
AHOSKIE, NC

PRICE: \$3,750,000 (\$3 million for the Burgaw pair and \$750,000 for the Ahoakie combo).

BUYER: Send Communications, inc., owned by W.E. Tart, former owner of WANC/Abderdeen, NC.
SELLER: Ellek Seymour, who is also selling WYAK-AM & FMSurfalde Seach-Garden City, NC (see above). DIAL POSITION: 1470 kHz/99.9 mHz: 970 kHz/99.3 mHz: 970 kHz/99.3 mHz: 970 kHz/99.3 mHz

POWER: 1 kw daytimer/100 kw at 922 feet; 1 kw daytimer/3 kw at 300 feet

FORMAT: CHR-CHR; Country-A/C

KGMJ/EAGLE, CO

PRICE: \$1.2 million BUYER: Recort Broadcasting, equally held by brothers Herry and James Chebin, who also have interest in KKIR/Phisburg, CA and KINQ/Walnut Creek, CA.

SELLER: High Country Broadcasting Inc., headed by Glorie Jones DIAL POSITION: 101.5 mHz POWER: 36.6 kw at 2210 feet FORMAT: Country WKIP/POUGHKEEPSIE PRICE: \$1.1 million

BUYER: WKIP Broadcasting, owned by Richard Hovit, who is saling WPUT/Rirewster, NY and WRYVHPatterson, NY (R&R 1-31-86). SELLER: Sensos Broadcasting DAL POSITION: 1450 letz POWER: 1 law days/250 watts nights FORMAT: N

WFLB/FAYETTEVILLE, NC PRICE: \$959,000 BUYER; Ellok Seymour, who is sellin

WYAK-AM & FM/Surfolde Seach-Garden City, NC (see above). SELLER: A limited partnership owned by general partners Menning Kimmell IV and Devid Aydeloite Sr., who also have interests in WCSC/Cumberland, MD and WRH/I/Rock HMI, SC. DIAL POSITION: 1490 kHz POWER: 1 kw days/250 watts nights

WAKS-AM & FM/ RALEIGH, NC

FORMAT: A/C

PRICE: \$800,000 BUYER: Ellek Seymour (see WYAK transaction above). SELLER: Walte County Broedcast-

SELLER: Wate County Broadcasting, owned by Joe Wilder, who also holds WBAW-AM & FM/Barnwell, SC.

DIAL POSITION: 1460 kHz; 103.9 mHz POWER: 5 kw daytimer; 2.1 kw at 360 feet

FORMATS: Country

WMBL & WMBJ/MOREHEAD CITY, NC

PRICE: \$750,000

BUYER: Radio Thomasville, Inc., owned by Donald Curtis and Thomas Campbell, who are also buying WTHP/Thomasville, NC (see above). SELLER: Gregory Crampton, trustee in bankruptcy for Bogue Broadcast-

DIAL POSITION: 740 kHz; 95.9 mHz POWER: 1 kw daytimer; 3 kw at 298

FORMATS: CHR

WIAM & WSEC/ WILLIAMSTON, NC PRICE: \$700,000

BUYER: Ceronet Broedcasting, principally owned by Donald Curtis and Thomas Campbell, who are also buying WTHP/Thomasville, NC (see above).

SELLER: Fergey Broadcasters
DIAL POSITION: 900 kHz; 103.7
mHz

POWER: 1 kw daytimer; 50 kw at 400 feet FORMATS: Urban Contemporary

1

KQBR/BRAINERD, MN
PRICE: \$450.000
BUYER: Greater Minnesota Broadcasting, held by Charles Persons,
the former owner of the station.
SELLER: Midwest Radio Co. of
Brainerd, principally held by James
Lakoduk, who also owns KLXX &
K8YZ/Bismarck, ND.
DIAL POSITION: 1340 kHz
POWER: 1 kw days; 250 watts nights
FORMAT: Country

KLFQ/LYONS, KS
PRICE: \$360,000
BUYER: Devid Waters, former GM of
KEBCIA/retwers, OK.
SELLER: Armer Communications,
headed by Lance Armer.
DIAL POSITION: 106.1 mHz
POWER: 100 kw at 350 feet
FOOMAT: AC
BROKER: BM Leekman of Chapman

Hattrik

Continued from Page 1

KDWB GM Gary Stevens, who later became President of Dusbleday Broadcasting. Stevens was responsible for hiring a PD for the company's KWK/St. Louis, and remembers how Hattrik bombarded him with ideas and theories. "We made him PD, and it was one of the best judgments I ever made.

"He was exceptionally intelligent, as well as a very complicated invidual. Bob had one of, if not the best, music resear, and was constantly striving to update it. He also found a way to expand AOR and make it mass appeal, bringing teens into the picture."

Hattrik was employed by Doubleday on three separate occasions, initially as PD at KWK, which led to being promoted to Group PD, and later for two different stints as a consultant. Perhaps his greatest accomplishment during his association with Doubleday was when WILZ/Detroit debuted as an AOR with a 7.9 share and grew to a 9.2, beating the three other AORs in the market.

At the time of his death, Hattrik's clients included Sandusky's KBPI/Deaver and KDKB/Phoenix, Doubleday's WAPP/New York and WILZ, and KSHE/St. Louis.

Stevens added, "Bob knew how to find a format hole, and did it for us... and against us. He worked with KBPI/Denver and took us right apart (at Doubleday's KPKE) in one

In addition to his father, Hattrik is also survived by his mother, Joyce Oxeshandler, and brothers Steve and Den. His father told R&R that in lieu of flowers, donations may be sent to a music charity of the donor's choice in his son's name. "Bob's one and only love was music and the people he worked with." he said. "If was his whole life."

#### Brugman

Continued from Page 3 know I'm one of the few women who's a VP/GM. I'd like to see more women in upper management positions in this industry, which I think is heading that way." Brugman also didn't foresee any major changes, adding, "George did a fantastic job."

Succeeding Brugman as GSM is WLIF LSM Thomas Kiple. He joined the station three years ago.

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CHAPMAN ASSOCIATES

equipment. Room for growth.

Asking \$750,000 with \$125,000 down.

Contact - Bill Whitley (214) 680-2807

Small market AM/FM combo. All new

Asking \$980,000 with \$250,000 down.

Contact - Randy Jeffery (305) 295-2572

For further information on buying or selling, contact Janice Blake, Marketing Director, Chapman Associates, 8425 Dunwoody Place, Atlanta, GA 30338 (404) 998-1100

**FLORIDA** 



## We deal with 48,000 songwriters so you don't have to.

No other music licensing organization has as many songwriters. No one even

ras as many songwriters. No one even comes close.

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pay royalties.

BMI makes everything simple and efficient. For a small licensing fee, you can use the most popular music to help build your audience.

That's why BMI is such a good

deal for you.

Wherever there's music, there's BMI.

# 300,000 ALBUMS IN FOUR WEEKS!

TOP 5

Radio Activity
In The

TOP 15

Major Markets

#5 Selling
Album
Nationwide
At Camelot
Records 180
Store Chain



"Don't let
any personal
prejudices about
rap music get
in the way of
adding a smash . . .
. . . selling like
crazy in the bay
area and one of
our most requested
records . . .
Play The Hits
And Win!"

#### Richard Sands

Program Director KITS/San Francisco

...And Now The CHR Story Unfolds On

"I Can't Live Without My Radio"

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L.L. COOL J





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## WASHINGTON REPORT

\$1 MILLION FINES CONTEMPLATED

# Congress Asked To Outlaw Petition To Deny

The FCC last week asked Congress for new powers to crack down on those who try to profit from petitions to deny. The Commission believes some groups and individuals hold up station renewals and sales with petitions only in hopes of getting a handsome payment in return for backing off.

As part of a long "wish list" of law changes it presented to Congress, the FCC sought authority to:

Dismiss any petition to deny filed as retaliation against a station which refuses to make a payoff

 Probibit withdrawal of petitions in return for settlement payments exceeding the petitioner's out-of-pocket expenses in the proceeding

• Allow stations access to the federal courts to go after parties that use the petition to deny process as a device "to obtain private herselft"

#### First Amendment Freedoms

In other recommendations to Congress, the FCC asked for law changes to:

 Raise the current \$20,000 fine limit to \$100,000. The Commission may increase its request later to \$1 million.

 Allow the airing of information and advertising on all legal lotteries

 Waive CPs and issue combination CP/station licenses in a onestep process  Eliminate the Fairness Doctrine, equal time for candidates, and guaranteed airtime for federal candidates

 Bar competing applications against licensees with clean broadcast records

 Reduce the 30-day public notice period involving applications to 15 days

 Codify the FCC's 1981 deregulation of commercial radio into law

 Choose station sites based on the needs of an entire service area, rather than specific communities of license

 Permit broadcasters to choose when automation should replace burnes operators

 Stop requiring the Commission to weigh the financial, character and technical qualifications of applicants except when it chooses to do so.

 Bar petitions to deny based on claims of economic harm caused by lawful conduct.



NEW ORLEANS PLANNING — Plens are shaping up for this fall's joint NAB/NRBA convention in New Orleans, September 10-13. One performer just added to the convention roster is political cornection Mark Plussell, who will entertain members of NAB's state legislative lisieon committees. Above, NRBA Chairman Bill Clark and NAB Radio Chairman John Dille III participate in a recent planning session in New Orleans.

#### SENATE RADIO IMMINENT

## Congress Limits Poll Closings, Smokeless Tobacco Ads

Congress has voted to ban radio and TV ads for smokeless tobacco products, while the House has voted to close polls across the country simultaneously during presidential elections to offset the impact of early network election projections on voters in the West.

Meanwhile, the Senate this week appeared close to admitting microphones and cameras to its chamber for the first time. The proposal nearing approval would immediately allow full audio or radio coverage. In the beginning, TV coverage would be restricted to a test period in which broadcasts could only be viewed in the Capitol complex.

#### Tobacco Curb's Radio Effect Unclear

No precise figures are available on how much revenue radio will lose from the ban on broadcast ads for chewing tobacco and other "smokeless" tobacco products. These have become increasingly popular among teenagers, especially in the South and West, who are apparently unaware they run health risks such as an increased chance of contracting mouth cancer.

Broadcast trade groups oppose ad bans as a violation of First Amendment rights. They also fear the ad ban movement in Congress could snowball to include a host of other products that pose health or safety risks to consumers. The "The Senate appeared close to admitting microphones and cameras to its chamber for the first time."

House this week okayed the ban, which the Senate passed earlier.

#### Poll Closing Uncertain

The uniform poll closing bill authored by Rep. Al Swift (D-WA) cleared the House last week, and now faces an uncertain future in the Senate. It would require polls to close at 9pm (Eastern time) in all states except Alaska and Hawaii. Daylight Savings Time would be extended for two weeks in the West, so polls won't have to close at 5pm these.

The bill is based on a 1984 voluntary agreement by the networks to refrain from announcing presidential results in a given state until polls there have closed. Swift believes that, if the nets continue that policy in 1988. Western voters won't stay home after hearing on radio or TV that the presidential race has been decided.

## **NEWS BRIEFS**

#### Johns Hopkins Offers Health News Feed To Radio

Up-to-date audio actualities on the latest developments in health and medicine are now available to radio news departments from the Johns Hopkins Medical Institutions in Baltimore. The daily cuts and wraps can be obtained free by calling (301) 955-4000.

Produced by former WCBM/Beltimore reporter Ellen Beth Levitt, the reports cover a wide variety of topics. Recent subjects included AIDS, cancer research. Alzheimer's disease, organ transplants, birth control, sleep disorders, and cigarette lawsuits.

Levitt says the service, which debuted in early December, is already attracting 70 to 80 calls deily, and is prompting numerous follow-up calls from stations wishing to cover particular health topics in greater detail.

#### Receiver Flaws Costly For Two FMs

Two stations that built extensive new antenns facilities based on CPa approved by the FCC were initially denied permanent licenses for the new antennss after flaws in poorly-designed radio sets created unfore-seen interference problems.

WPKX (KIX-106)/Washington (now WCXR) and WWDE/Norfolk got Program Test Authority only after undertaking massive and expensive programs to satisfy hundreds of listener complaints, many unrelated in any way to the new antenna operations. Only WWDE now has a permanent il-

In both instances, the problems were created by a phenomenon known as "receiver-induced third-order intermodulation effect." That happens in some radio sets located near radio towers shared by certain stations with peculiar frequency relationships.

Attorney Jim Weltzman of Shrinsky, Weltzman & Eleen, the lew firm which resolved both situations, blames the snatus on poor set design and FCC failure to establish receiver performence standards. The trouble may increase as FMs proliferate, he says, and "is strictly a receiver problem for which broadcasters should not be held responsible."

## Other Key Developments:

• The FCC last week took steps to prevent its alow applications process from helping to insulate media companies against hostile takeover attempts. Reiders can now conduct takeover battles through trustees, who will get advance permission from the FCC to assume control of any broadcast properties if they succeed in buying up enough stock.

 WCIL/Carbondale, IL has been fined \$500 by the FCC for failing to file an FCC Form 302 license application with the Commission within ten days of starting operation with a new antenna tower.

 Staff attorney Julian Shepard has been promoted to NAB Assistant General Counsel, specializing in cable and copyright leause. He replaces 88cheel Berg, who left to go into private lew practice.

• The issue of whether an unbuthorized transfer of control took place has been added to the upcoming hearing on the license renewal of KTTL, the Dodge City, Kaneas station under fire for broadcasts attacking blacks and Jews.

A pirate station calling itself WDIA has been shut tdown by the FCC on 88.3 mHz in Emmaus, PA. The Commission says it's stepping up its crackdown on pirate stations, and welcomes tips or assistance. Call (308) 382-4296 with any information on a pirate operation.

NRBA has named Duffy President/COO Marty Greenberg Chairman/moderator of this year's Radio Group Head Fly-In, set for March 10-11 in Chicago. For information on attending call NRBA at (202) 468-2030.

• NAB has asked the IRS to exempt station cars furnished to "on-call" news personnel and engineers from stringent new federal record-keeping requirements. NAB also argued that employees' use of such cars for commuting should be considered a fringe benefit not subject to federal income tax.

R&R FRIDAY, FEBRUARY 7, 1986/13

## **Heavy Petting**

the U.S. at the end of 1984, a number that should increase to 48.5 million by the end of the decade. According to a recent survey reported in American Demographics, nearly 37% of all

least one dog in 1984 (the average U.S. dog-owning house hold has 1.44 dogs), but that should decline to 35.6% by 1990.

The main reason for this expected drop in dog-owning households



ticipation in the labor force. People simply don't want to leave a dog sione at home all day. Nevertheless, those households that do own dogs are expected to main-tain their 1.44 dog-per-household

So who are the people most likely to own dogs? For one thing, their households are significantly then non-dog-owning households. Homes with four or more members are twice as likely to own a dog. Secondly, dog-owning households have high comes and are more likely to have children then those not owning a dog. Those least likely to own a dog are bachelors, retired older couples, widows, and widowers.

Meanwhile, the number of cats in the U.S. is expected to climb from 45.3 million in 1984 to 53.9 million by 1990. The increase. however, will mainly be the result of a greater number of cats owned per cat-owning household. Woof!

Telephone Clock

hands-free communication, the 3130 telephone/clock radio from Hallandale, FL-based MCE is available in decorator ivory. in addition to an AM/FM radio, the unit sports an LED display clock and an optional radio/alarm wake-up.

Radio



For further information, contact Potentials in Marketing at (612) 333-0471

## Traveler's Trix



knows, one of the easiest places to get overcharged is on your hotel bill, particularly after one-too-many calls for room service. Here's a particularly devious method for spotting unscrupulous innkeepers, courtesy of the nento-based "California Business Traveler's Bulletin"

As you check in, pick a number from one to nine. On every hotel charge, add a tip so the total comes up with your chosen digit at the end. For example, using the number three as your control digit, add a \$1.24 tip

to a \$7.59 room service bill.

When you check out, quickly scan your bill for any charges that don't end in three - they're either errors or padding. If the cashier can't produce a signed sales slip, California law says you don't have to pay.

## **POLICE**

**TOP 20** CONCERT PULSE

LW TW ARTIST

- GRATEFUL DEAD KENNY ROGERS
- TINA TURNER ACIDO
- LOVERBOY
- BARRY MANILOW 9 10
- MOTLEY CRUE 10 11 HEART
- 13 12 DIO RATT
- KISS SIMPLE MINDS 16 15
- STING 15 18 THOMPSON TWINS 17 17
- MIGHT RANGER 18 18 HOWARD JONES 19 20

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

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catalogue and can be ordered by dialing (800) 543-3366.

s skis are available through the NYC-based His

completely they can either be used in competition or simply to keep in practice during the off-season. The polyurethane roller elements are bond-

ed to a two-inch wide nylon conveyor tread belt that rolls freely, allowing

quickly to any size ski boot. Sticone lubricant - to keep moving parts run-

ning smoothly - is also part of the package. Priced at \$189.50, the snow-

Additional features include an aluminum frame and bindings that adjust

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## SPECIAL EFFECTS

Something Special Is Happening On February 28th In RADIO & RECORDS And You'll Want To Be A Part Of It!

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In conjunction with the 80th AES convention being held March 4-7 at The Congress Center, Montreaux, Switzerland, R&R will featuring articles spotlighting

- Digital Technology
- New Equipment
- Audio Enhancement Techniques

This AES showcase issue will be distributed free to all convention attendees.

Closing date for advertisers is February 14. Don't be left out. Contact your R&R Account Executive and book your space now!

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# Join The Firm's Jimmy Page & Paul Rodgers for an ALBUM PARTY from London via satellite. "Mean Busine Make The Firm The Firm your business. Call Shirley Maidonado at (212) 664-5538. Produced exclusively for NBC Radio Entertainment by Torus Communications. Thursday, February 13 10PM Eastern 9PM Central 8PM Hountain 7PM Pacific **NBC Radio** America's Music Network

## **PRO:MOTIONS**

#### PROS ON THE LOOSE

Bruce Sieson — Afternoons WRQX(Q107)/Washington (301) 565-0788

Greg Cole — Afternoons/MD WPKX/Washington (301) 340-9433

Chuck Cordell — Air Talent WPAG/Ann Arbor (313) 697-0744

Deve Dworkin — Air Talent KQRS/Minneepolis (612) 522-6256

"Steve Harrison — Mornings WUBE/Cincinnati (615) 966-5096

David Jones — Overnights WZOU/Boston (401) 245-1472 Blake Lewrence — MD/middays WINK-FIMFt. Meyers (813) 576-8227

Den Mackey — Mornings KLRZ/ Selt Lake City (801) 484-9979 Jim Matthews — Program Coordinator KHJ/Los Angeles (213)

318-3683 Jim Pemberton — Assistant PD KESI/Sen Antonio (512) 661-

Shedow Smith — Afternoons Q107/Washington (301) 530-

Michael Stevens — Assistant PD KSRR/Houston (713) 583-7058

Eric Stone — PD WJMO/Cleveland (216) 752-1140

Steve Sutton — PD WEZC (EZ104)/Charlotte (404) 479-3282

Don Tandler — MD/afternoons WTLQ/Wilkes-Barre (717) 288-4815

Rendy Thomas Middays WSHE/ Miami (213) 306-5311

Sendy Thompson National Singles MCA (818) 761-9004 Deve Thomson — Mornings

WMGK(Magic-103)/Philadelphia (215) 436-5333 Tim Tyler — Momings WGKX/

Memphis (901) 795-8555

Steve Weldon — Middays KLAC/Los Angeles (818) 769-7614

Dave Winston — PD WSAM/ Seginew (517) 790-0605

#### **Norseman Debuts**

Composer/hylciet Lee Henriksen has established Norseman Records. Henriksen will serve as President-of the new label. The company is located at 212 Cowper Street, Palo Alto, CA 94301; (415) 327-8444.

Trust Heads Lorimar Music



Sem Trust

Sear Trust has joined Lorimar's Music Division as President. He was most recently President/CEO of ATV Music Group, His background also includes serving a President of Beachwood Music Corporation, the U.S. music division of EMII, and as Exec. Director of publishing activities at 1881. Trust is also a director and secretary of the National Music Publishers Assessition.

#### **MMR Appoints Three VPs**

Major Market Radio has upped three managers to VP posts: Dans Boltax, VP/Manager in Chicago; Nancy McKlinley, VP/Manager in Philadelphia; and Mark Stang, VP/Manager in Minneapolis. Both Boltax and McKlinley joined MMR as AEs three and six yeers ago, respectively. McKlinley exited after four years to serve in a similar post at WYNYNMew York and returned to Blair in 1985. Stang has managed the Minneapolis office since it opened in 1984.

#### WMYK Appoints Harriel, MacPhee

WMYK/Elizabeth City-Virginia Baech has named Carletts Herriol as LSM. Prior to joining WMYK, she held a similar VP post at WOW/Worfolt. Before that she was Regionil Sales Manager at WCMS/Virginia Baech. Also at WMYK, Susan MacPhee was appointed Co-op Director. She comes to the station from WNOR/Norfolk. Prior to that, she was an AE and Entertainment Coordinator at WRXL & WRNL/Richmond.

#### Bruce J. Bloom Promotes Rosenfeld

Alicia Resenteld has been upped to Media Manager for Bruce J. Bloom, Inc. She joined the firm in 1985 as media assistant.

#### Bondeli CBS Records Counsel

Steve Bondell has joined CBS Inc. as Records Counsel in the Records Section of the Law Department. He comes to the company from the law firm of Squadron, Ellenoff, Pleasent & Lehrer.

#### **CHRONICLE**

#### Born To:

 AOR Indie "Heavy Lenny"
 Bronstein and wife Ariene, their first child, daughter Morgan Bleir, January 18.

WNOR/Norfolk VP/Programming Ren Reeger and wife Honors, daughter Honors Louise.

B94/Pittsburgh middey personality Milite MicCoy and wife Karen,
ann Michael Devid.

e WEA Northeast Regional VP/ New York Branch Manager Pete Stocke had his first grandchild, Sarah Gretchen Young, January 6. The parents are Fred and Joy Stocke Young.

#### Blair Radio Promotes Lazare, Jennings



Scott Lazare



Michelle Jennings

Blair Radio has promoted forme New York Sales Manager Scott Lazere to VP/Manager of its New York office. Lazare joined Blair in 1980 as a New York AE and three years later was promoted to Houston Office Manager. He was then named VP and returned to New York in 1985 to assume his most recent post. Prior to joining Blair, he was on AF for Roelin Radio Sales, Lazare will be replaced by Michelle Jennings, Blair/RAR VP, Manager. Jennings joined Blair in 1984 as New York Sales Manager, later advancing to VP. In January '85 Janning was upped to Manager of the firm's New York office. Before her Blair association, she was an AE at

Arista-Elevates Wild, Kalliongis



hill Wit



Nicky Kallongis

Philip Wild has been appointed Sr. Attorney/Asst. Secretary for Asscretary for Asscretary for Asscretary in 1984, most recently served as attorney. In addition, Nictry Kallingle has been upped to Manager/ASR, East Coast. He will continue his duties as Manager of Arista Records' stutio.

#### **WNEW Taps Savage**

Mark O'Neill has been named NSM and Local AE at WNEW/New York. His sales background includes three years with Westinghouse Broadcasting and three years with the NBC Radio Networks.

AIR DATE
PROSRAM DIRECTORS
FROM
WESTWOOD ONE

"JOHN LEWYON LIVE IN NEW YORK CITY"-THE 1972 MADISON SQUARE GARDEN CONCECT
EXCLUSIVE STEREO SIMULCAST WITH SHOWTIME!

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

## **PRO:MOTIONS**

## WGLD\_& WOJY Elevate Gainey



Robert Gainey

Robert Gainey has been appointed Regional Sales Manager at WGLD & WOJY/High Point-Greensboro, NC. Prior to his promotion, he had been a WOJY AE. Before that he was Sales Manager for Copier Consultants, Inc. of Greensboro.

#### **MCA Appoints Resnikoff**



Bruce Resnikoff

MCA Records has promoted Bruce Resnikoff to Director/Special Markets and Products. He was most recently Associate Director/ Business and Legal Affairs at the label.

#### **Katz Promotes Schnelder**

Katz Communications has promoted Marion Schnelder to Coordinator/Corporate Promotion and Special Events. She joined the company in 1984 as Secretary to the Director of Corporate Relations.

#### Taft Elevates Ary

Taft Broedcasting has appointed James Ary VP/Radio Engineering. Ary joined Taft in 1973 as Staff Engineer at WTVN-TV/Columbus. In 1976 he was named Studio Engineer at WTVN-AM. Eight years later he became Chief Engineer at WTVN and sister WLVQ, a position he held until this appointment.

#### Gidion Atlantic VP



Artine Gidion

Attentic Records has promoted Artine Giddion to VP/Packaging & Pre-Production. Gideon joined Attentic in 1973 as Secretary in the Pre-Production. Department and later advanced to Asst. to the Director of Packaging and Promotion. She served as Director of that department from 1979 until her promotion. Her music industry background also includes stints in the production departments of Vanguard Records and Polydor Recerds.

#### **Arista Ups Rogers**



Melani Rogers

Melani Rogers has been promoted to Sr. Director/National Publicity at Arista Records. Rogers, who joined the label's publicity department in 1976, was most recently Director/National Publicity. Prior to joining Arista, she was employed by the public relations firm Solters & Roektin.

#### WRIF Promotes Bernardin, Prain

WRIF/Detroit ups two AEs: Jim Bernardin has been appointed NSM, and Jim Prain has been named Retall Sales Manager.

#### Spanjich Joins Chrysalis



Scott Spaniich

Scott Spanjich has joined Chrysalis Records as Manager/ Video Promotion. Spanjich was most recently involved in freelance television and video production. Prior to that, he was Asst. MD at WLIRALong teland and Director/ Video Operations at the SPIT/Uncle Sam's nightclub.

## Kaminsky & Company Debuts

Bob Kaminsky has established Kaminsky & Company, a multifaceted production firm with offices in New York and Nashville. Kaminsky had served as Director/production at DIR Broadcasting since 1980. William Byrd has been appointed Director of the Nashville office. The firm's office locations are 31 Union Square West, Suite 13A, NY, NY 10003; (212) 645-8688, and P.O. Box 1212; (615) 794-2153.

#### Coulter, Manning Join HNWH

John Coulter has been appointed Regional Manager/Chicago at Hillier, Newmark, Wechsi oward. He comes to HNWH atter four years at WLUP/Chicago, where he advanced from AE to NSM and finally to GM. His media career began with a three-year stint at ABC Sports in New York City. Coulter then joined the ABC-TV network sales staff in Chicago, where he spent the next three years until exiting for WLUP. Also at HNWH, Ashley Manning has been named Manager/Charlotte. She was most recently at Select Radio in Atlanta. Prior to that, she served in local sales with WSB/Atlents and WGMA/Ft. Leuderdele.

#### Krakowitz To RC President

Jay Krahowitz has been appointed President of Research Concepts. The Beltimore firm specializes in the analysis of Arbitron diaries and mechanicals, computer software development, and perceptual research studies. Research Concepts is besed at P.O. Box 65117, Beltimore, MD 21209; (301) 484-8615.

#### **RAB Taps Gifford**

The Radio Advertising Bureau has named Dave Gifferd Southwest Regional Director. He comes to RAB from KKSS & Kississenta Fe, where he served as VP/GM. His previous radio experience includes management and ownership of stations in Senta Fe, NM; Erie, PA; and Hartford, CT. He has previously worked at New York facilities WPAT and WMSC-TV. Gifford will be besed in Dallas.

#### Mark Pucci Associates Debuts

Publicist Mark Pucci has established Mark Pucci Associates in Atlanta. Prior to this Pucci was Director/National Publicity at Capricom Records. His firm is located at 450 14th Street, N.W., Suite 201, Atlanta, GA 30318; (404) 873-4798.

#### York Named KATT Sales Manager

KATT/Otdehoma City has appointed Tricle York Sales Manager. She moves in-house from an AE post, succeeding Greg Biggs.

#### Republic Taps Hoffman

Bob Hoffmen has been appointed Sales Manager of Republic Radilo's Los Angeles office. Hoffmen joined Republic in 1984 as Manager of the Houston branch. His sales background also includes the GM post at KTRP & KLOL/Houston and AE at Katz Radio.

#### **CHANGES**

Chartle Bishop, formerly GSM at WAIT/Chicago, has joined WJMK & WJJD/Chicago as AE.

Alana Spero, formerly AE at WIND/Chicago, has joined WJMK & WJJD/Chicago as AE.

Phillip Wild, former attorney with Arista/New York, has been promoted to Senior Attorney and Assistant Secretary.

Bob Ealee, former AE at KTYD/ Santa Berbara, has been promoted to Regional Sales Manager

Gail Steffens-Varricchio, former assistant to the Executive VP at RAB/NY, has been promoted to the new post of Director/Membership.

Hai Tunis, former menager at WSRF/Ft. Lauderdate, has joined WKAT/Mami as AE.

Michael E. Blum, former AE at WNPV/Lansdale, has joined WKAT/Miemi as AE.

Nine Green, former Mami Herald executive, has been named Promotions Director at WKAT/Mismi. Sandy Weggeland, Greg Sunkel, Sheri Wolfe, Rob Williams, Michael Welss have joined Durpretti & Associates as Account Executives.

Larry Jennings, formerly with WITH/Baltimore as Account Executive, joins WIYY/Baltimore as AE.

Craig Zurek, formerly GSM at KXZL/San Antonio, joins the Midwest Sales office of CBS Radio Networks as AE.

Julie Taylor Hitchins, formerty at WMAQ/Chicago as AE, joins WLS/Chicago as AE.

Stuart M. Bondell, formerly associated with the law firm of Squadron, Ellenoff, Pleasent & Lehver, joins CBS, Inc./New York as Record Counsel in the Records Section of the Law Department.

Parnela Bassky, formerly with KVOD/Denver, joins KOAQ/Denver

Linda Craven, formerly at Denver Business Magazine as Sales Manager, joins KOAQ/Denver as

J. Michael McKoy, morning air personality at KJJY/Ankeny, has been promoted to Senior AE.

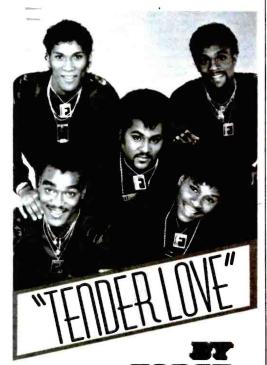
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NEW & ACTIVE 71/38

WXKS-FM add

WKSE 25-21

WNYS add

WPLJ 27-25

7100 26-23

B94 add

94Q add

195 add

B97 add

Q105 add

WAVA add

WCAU-FM add

Y106 6-2 KNBQ add WIGY add WCZY add 37 Q100 add WIKZ add KBEQ add 93Q add WFXX add WTLQ add WKSF add WZUU add 39 WBBQ add WYKS add KIIS-FM on KKRZ 39-35 WBCY add Q101 add WZLD add WVBS add KMJK 27-23 FM102 19-13 Y107 add KYYY add KS103 deb 39 WRVQ add 99KG add KITS add 24 KYYA add KO93 add **KMEL 6-2** KZZU add KWNZ add

WFBG add

SLY96 add



From The Werner Bree. Motion Plature and Soundtreek Album <u>Krush Grooms</u> and the

©1886 Warner Bree. Records Inc

KUBE 33-28

STREET TALK

As we go to press, rumbles from 40th & Broadway in NYC tell us that radio's champion, DICK CLARK, will be the Grand-Marshalling force leading us toward May 25th and "Hands Across America." Now it's our job to once again prove "nothing really happens in America without radio."

WJMO/CLEVELAND PD ERIC STONE has left the Urban station, leaving UNITED BROADCASTING Nat1 PD JACK BEACH looking for his replacement: (301) 652-7708. Meanwhile, competitor WZAK has let go morning personality KEN ALLEN. The frontrunning market for the new Rock & Roll Hall of Fame also has vacancies for a PD at CHR WGCL and Country WGAR-FM, and a GM for AC-Easy outlets WWWE & WDOK.

One of the hot rumors at MfDEM was that European PHILIPS might still sell POLYGRAM if the price is right, and that publishing mogul FREDDY BIENSTOCK is trying to put together just such a buyout package. Freddy successfully executed the big-bucks purchase of CHAPPELL MUSIC from PolyGram a while back.

You can lay to rest, at least for the next 12 months, those rumors that have been circulating about ELEKTRA/ASYLUM. Street Talk hears that WCI has recently given label Chairman BOB KRASNOW a financial vote of confidence. Sources say the label turned a profit (albeit modest) in 1985, and executives apparently feel an even better year lies ahead.

The official word that EPIC's Director/Telent Acquisition DICK WINGATE is leaving to head DICK ASHER's A&R team as Sr. VP at POLYGRAM appears imminent.

Very sad to report that heart attacks have claimed the lives of three broadcasters. KYKX/LONGVIEW GM DAVE GOTCHER, 42, succumbed Feb. 3 at the RAB in Dallas. WCXI/DETROIT's very popular astrologer, JUNE LOWE, passed away at age 55 last weekend. Former L.A. Account Exec GARY CHAMBERLAIN (KIIS, KROQ), also died over the weekend. He was 53.

Has LBS RADIO bitten the dust? Seems according to our sources, who confirm that LBS Communications, "at least for the time being," has opted to get out of radio syndication. The demise is reportedly related to last month's exit of VP/GM STEVE SASLOW, as well as "underestimated costs and expenses."

After being dark for a few days, KKCIKANSAS CITY is back on the air, using DRAKE-CHENAULT's soft AC "Evergreen" format. This comes on the eve of a deal

## Radio Remembers The Challenger

In addition to providing extended coverage of the Space Shuttle Challenger explosion, radio went beyond the call of duty to commemorate the contributions by the seven courageous astronauts:

KIS-AM & FM/LOS ANGELES demonstrated the feelings of its city and listeners by presenting L.A. Coliseum Commission President DEAN DANA with a check to keep the torch lit for seven days to commemorate the seven astronauts. Meanwhile, WJXQ/LANSING's morning team HARMON & HOLIDAY came up with the idea of a seven-day porchlight memorial.

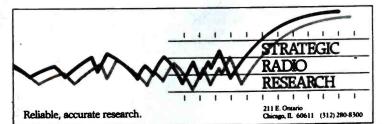
- WJYO/ORLANDO is playing a song, "Challenger," written and recorded by local studio musician/video engineer DON BRUNNING. A limited number are being pressed to be sold, with proceeds going to the Space Shuttle Children's Fund.
- WMJJ/BIRMINGHAM produced an audio tribute to the seven astronauts, combining President REAGAN's speech and JOHN DENVER's song called, "On The Wings Of A Dream."

PD JOHN JENKINS told R&R, "Hearing the President's speech inspired us to look for music that'd fit it. John Denver is a big proponent of the space program, so we found that song really seemed to fit with the President's message. We've made it available to anyone who wants it, and the reaction has been incredible." The production was picked up by TRANSTAR, SMM, fed down the ABC NETWORKS, and was covered by the NBC Nightly News. A Huntsville TV station composed a video of the song/speech, also generating strong public response.

ironically, that J.D. song was written as a tribute to Denver's father, who had been a flight pilot and died in a plane crash.

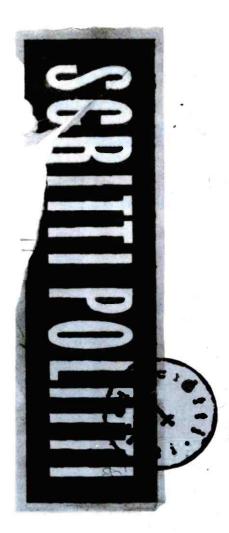
pending to sell the station . . . A few nours' drive away, KICT/WICHITA and GM JIM EDDENS have parted company.

Continued on Page 20



# PRINCE AND THE REVOLUTION / KISS / THE SINGLE PRODUCED. COMPOSED AND PERFORMED BY PRINCE AND THE REVOLUTION • ARRANGED BY DAVID Z. • MANAGEMENT: CAVALLO-RUFFALO-FARGNOLI





#### WHTT WNOK-FM **KCPX** 95XXX WKSE WZLD **KAFM** WFMI WGAN KQIZ-FM 195 **KBFM KPLUS** WKZL WCGQ **KSFM** Q100 KIIK **KEYN-FM** WKEE WHSL WDBR 93Q KQXR KGOT KHFI KIKK WSSX **KSKD** KOZE -

#### "Wood Beez (Pray Like Aretha Franklin)"

Produced by Arif Mardin The New Single From Cupid & Psyche 85

Management: Bob Last for Partisan Management Ltd.

## STREET TALK

Continued from Page 18

Look for former KACE/Los Angeles PD ALONZO MILLER to take a newly created A&R post at MCA soon.

It's true, it's true: that is consultant FRED JACOB's "Classic Rock" format on WCXR/ WASHINGTON, the same one running on KCFX/KANSAS CITY and WMMQ/LANSING.

Cutting new jingles? Don't go to Dallas, call your local symphony; that's what the Q105/TAMPA Morning Zoo did. The Florida Symphony Orchestra, looking to raise bucks for its free public concerts, stopped by the Q-Morning Zoo and played the zoo jingles live on-air, encoring with Bruce Springsteen's "My Hometown," and "Born In The USA," and the Bangles' "Manic Monday." We're still waiting to hear those renditions of "Roll Over Beethoven," "Bach in The USSR," and . . . the Liszt goes on.



TOP ZECRET — Begging an instant add for ZZ Top's "Steeping Beg," WB Philly rep George Stone alips the disc outside his steeping bag to WMMR momits John DeBalle (right). Preparing the campette is local WEA Music Sales Manager Ray Mitenese (center).

KILOMETER TO **CZECHOSLOVAKIA** DO NOT PROCEED WITHOUT AUTHORITY

PLAY ME SOME CHUBBY CZECHER - Next time you're tooling around Eastern Europe, be sure to visit this newest bumper sticker landmark, mysteriously planted somewhere in Austria or West Germany by a secret radio apy from WKTVMIwauks

Moving from Dixie to WQXI, word is that the Atlanta AM is investigating a format switch. Its present gold presentation has apparently lost its punch, and under consideration are some satellite services or simulcasting with 940.

Not far away, suburban WBUS will reportedly end its Urban presentation for SMN's "Heart & Soul" as soon as the dish is

KFI & KOST/L.A. OM JHANI KAYE, while vacationing in Honolulu, was discovered baking on the beach by KIKI & KMAI (194) OM/morning man JAY STONE, who promptly recruited Jhani for a weekend shift. (Funny thing is, Jhani's the one who needs a weekender at KOST.) Joining 194's morning show is **DEBBIE SUMMERS**, formerty JIM ZIPPO's morning sidekick from KTKS/DALLAS.

Meanwhile, Jim's moving to middays at KTKS, making room for WQUE-FM/NEW ORLEANS'S JOHN WALTON & STEVE JOHNSON. Across town, KEGL's morning team of (MARK) STEVENS & (JIM) PRUETT is headed for KLOL/HOUSTON at the end of March. So now there are prime morning openings at both KEGL and WQUE-FM.

But if CHR in New Orleans isn't your bag, perhaps you'd prefer to program a Crescent City Easy Listening outlet. Give ED WINTON **COMMUNICATIONS** a call: (813) 962-2336.



PURTAN'S PICKS - WCZY/Datrolt morning men PUNITARY & PINION — WICE TOWNING THEM DICK Purtan's "Best Of" LP is selling like flaplecies at the Harmony House chain. All proceeds benefit the Children's Hospitals of Michigan, and we hear the very furny record sold 12,000 copies out of the box.

Now you can get these broadcast services by computer, days before they come in the mail!

- The Breneman Review
  Galaxy
  One to One
  M Street Journal

  The Breneman Review

  The Breneman Re
  - Galaxy<sup>®</sup>
    One to One <sup>®</sup>
    M Street Journal <sup>®</sup>
    Phantastic Phunnies <sup>®</sup>
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# JOHN COUGAR MELLENCAMP



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MANAGEMENT: TOMMY MOTTOLA, CHAMPION ENTERTAINMENT ORGANIZATION PRODUCED BY LITTLE BASTARD AND DON GEHMAN



PolyGram Records





JHAN HIBER

## **Ethnic Composition: The New Look**

In 104 Arbitron markets there is now new information available with regard to how much of each station's audience is ethnic. Effective with the fall 1985 reports, Arbitron has found a new way to present ethnic impact information to radio stations and advertisers. Let's take a look at Arbitron's new approach and review the pros and cons of what's been done.

#### What They Used To Do

In the past Arbitron subscribing stations in martests that had either High Density Hispanic Areas (HDHA) and/or High Density Black Areas (HDBA) received annually a special Ethnic report. That report essentially consisted of a detailed ratings book with the same number of pages as a regular ratings report, but the information was only based on black or Hispanic diaries, whichever was applicable.

The good news about this former practice was that it gave stations detailed information with regard to the contribution of their ethnic listeners. However, the downside was that the information wasn't exactly timely. Because the report was only put out once per year, the delay between survey data and the relevant sweep was often most frustration?

Birch has taken a different approach. The telephone ratings alternative has consistently reported ethnic composition information in its ratings reports. The Quarterly Summary Report (QSR) has shown each station's overall percentage of penetration by blacks and/or Hispanics.

#### **Arbitron's New Report**

In an effort to provide the industry with additional useful information in the diaries, Arbitron has made some significant strides. Unlike Birch, the diary-based ratings service still won't put ethnic penetration information into the respective radio market reports. However, effective with the fall 1985 survey, there is now a new Ethnic Composition Report that purports to give the big picture. The Ethnic Composition Report will be available soon to all Arbitron subscribers in markets with the HDBA or HDHA breakouts.

Pictured on this page you'll find a sample printout from the Ethnic Composition Report. This sample shows how much of each of three stations' audience is made up of ethnic listeners.

While the summary information here is much less detailed than formerly put out by Arbitron, it appears that it's intended to be used as a thumbnail sketch of the ethnic/nonethnic picture for each station.

#### How To Use

At a glance, stations and advertisers can get the big picture. For example, in the case of the hypothetical stations shown here. WAAA has 80% of its total-week average quarter-hour audience made up of black listeners. Libowise, 68% of that station's total weekly cume were black. The station may have an Urban profile in that another ten percent of its quarter-hours and another 15% of its cume come from Hispanics.

Using the Ethnic Composition Report stations and advertisers can compare one station profile to another. Here, for instance, station WEBB has a much larger average quarter-hour and cume audience than WAAA. However, advertisers looking to reach blacks would not find as many typically listening to WBBB as they would over at WAAA. On the other hand, WAAA

104 markets where there are Ethnic Measurement steps taken by Arbitron that this kind of profile diversity would indeed be the rule rather than the exception.

#### Who Can Get It?

The Ethnic Composition Report is available in several ways. First, subscriber stations or advertisers can receive free the Ethnic Composition Report for all markets. This could be especially helpful to group owners, investors, or syndicators looking to deliver ethnic or monethnic programming to stations that might make the best use of it.

The other option is that stations can receive only the report relevant to their individual metro. Stations interested in receiving the Ethnic Composition Report should contact their Arbitron account executive for more details. Presumably, the reports will be available in the next few weeks. As to the timeliness issue, Arbitron has decided that the Ethnic Composition

## WEEK IN REVIEW

#### NAB Solicits Ratings ideas

NAB's radio audience measurement task force is now soliciting idea regarding atternative ways of measuring radio. The task force, scheduled to shut down in June, is hoping to receive new ideas from interested perties in the next few months. Anyone withing to get details or submit proposals should contact NAB's Research and Planning Department. Next week this column will look at the task force's efforts.

#### **Birch Trims Fall Production**

According to Birch VP BMI Livels, Birch Redio significently trimmed the production time needed to produce its recent fall estimates. Whe were 30% faster than the fall '84 production," Livels commented. Birch surveyed 157 markets in the fall, 63 of which were measured exclusively by the firm. "We were able to get our average ratings book out six days faster than the Arbitron book for the same markets," stated Livels. "We should be able to confinue to beat Arbitron on ratings book delivery."

playlists using feedback from the Ethnic Composition Report. If your audience is lily-white it may make sense to be playing rap records. On the other hand, if there is a heavy Hispanic component in your audience, the oldies from the '50s to the '70s might be a valuable ingredient

in your playlist.

Another downside to the Ethnic Composition Report is that while it can be a positive sales tool, it can also be sales poison. Birch has received some flak for inserting the Ethnic Composition data in its quarterly Summary Reports perhaps one reason why Arbitron hasn't put similar data in its ratings books. Even the issuance of such a compilation by Arbitron might feed the sales barracudas lurking around your station. How-ever, creative sales teams could use other techniques, such as Arbitron's Information on Demand (AID), to break out such information for competitors in the market, so that particular sales ammunition potential has always been there. Arbitron is now simply making it easier and less expensive for e seeking to portray a competitor in a negative light.

#### ARBITRON RADIO ETHNIC COMPOSITION REPORT

Spring 1985 / Yourville Metro Survey Area / Persons 12+

Monday-Sunday 6AM-Midnight

		AQH (00)	AQH (%)	(00)	CUME (%)
WAAA	Total	957	100	13714	100
	Black	761	80	9847	66
	Hispanic	95	10	1793	13
WB88	Total	1751	100	26380	100
	Black	195	11	3595	14
	Hispanic	283	16	4184	16
wccc	Total	258	100	4299	100
	Black	2	1	66	2
	Hispanic	4	2	70	2

has more of a Hispanic contribution to its listening universe. Advertisers interested in reaching that audience along with a significant nonethnic audience might find WBRB to be the best buy.

Take a look at WCCC. Its overall average quarter-hour and cume audiences are smaller than either of the other stations shown. However, 97% of the quarter-hour audience and 95% of the cume audience are nonethnic. Thus, advertisers not interested in reaching the ethnic audience may find that WCCC— a station that doesn't deliver boxcar numbers—does deliver an almost exclusively white audience. Advertisers looking to reach that group would therefore find very little "waste" on WCCC.

The example pictured here shows three very different audience profiles. WAAA has 90% of its average quarter-hour audience derived from ethnics, while WBBB has about 27%, and as we have noted above. WCCC has only 3% ethnic. Il's likely that in most of the

Reports will be produced after each of the four sweeps. This, then, gives stations and advertisers an up-to-date idea of each station's ethnic composition profile.

#### **Pros And Cons**

Let's analyze the good news and bad news of what Arbitron is doing. First, the good. As mentioned above, one big step in the right direction is that the Ethnic Reports will be issued after each survey. This enhanced timeliness makes the data more valuable and rele-

Another step in the right direction is that stations will now have an idea of the big picture and can use this data in their sales, programming, and marketing efforts. For example, there may be situations where stations with large or little ethnic contributions to their audience may find those developments useful in terms of matching up with advertiser needs. Likewise programmers can finetune their From a marketing perspective, there is much food for thought here. Promotions and contestly giveaways could be developed with the ethnic profile in mind. Likewise, advertising messages, such as TV commercials or outdoor boards, that might portray typical listeners to the station could be developed with regard to this data.

There are however, some steps that Arbitron could take to make the Ethnic Composition Report more useful. The major improvement that could be suggested is to add more detail. While it is nice to get the big picture on a totalweek/total persons 12+ basis, that isn't especially helpful to those inquiring about how each daypart might stack up. For example, does the station have more or less ethnic audience in morning drive? How much of the station's nighttime audience is made up of blacks and/or Hispanics? Incisive programmers would like to know that informa-

#### Overview

The essence, then, of the Ethnic Composition Report is Arbitron's attempt to provide less detailed but more timely information with re-gard to Ethnic Audience Contribution. The potential for sales, programming, and marketing payoff is there, and aggressive, winning stations will find ways to make the most of it. If they want more detailed information they will have to tap into AID. While it's unfortunate that the detailed breakouts of the past will no longer be around, at least Arbitron is providing stations and advertisers the big picture in terms of how blacks and Hispanics contribute to each station's au-

As stations get used to receiving this sort of data on a quarterly basis, it will be interesting to see how useful they find it. Pass any thoughts, comments, or suggestions along to me, your Arbitron Advisory Council member, or to your Arbitron AE. Let's revisit the Ethnic Composition Report down the road and determine how much or how little value it is to the subscribers Arbitron wants to

22/R&R FRIDAY, FEBRUARY 7, 1986

# In Memory Of One Of Radio's Best and Brightest

## BOB HATTRIK



## Fall '85 Arbitron Results, 12+

#### Salt Lake City

KSFI Staves Off KSL Leap; KISN Gains On KCPX; Country Up; KTKK, KMGR Debut Solidly

	Spring '85	Fall '8
KSFI (B/EZ)	10.1	10.9
KSL (AC)	7.2	10.4
KRSP-FM (AOR)	9.4	9.9
KCPX (CHR)	9.5	6.2
KLCY-FM (AC)	6.8	5.5
KISN (CHR)	3.3	4.4
KKAT (Ctry)	3.4	4.0
KBUG (AC)	3.4	3.8
KALL (AC)	4.7	3.7
KSOP-FM (Ctry)	3.3	3.7
KLTQ (AC)	4.2	3.6
KZAN (Ctry)	2.5	3.6
KTKK* (Talk)	1.4	2.9
KMGR** (AC)	_	2.7
KDAB (AC)	2.6	2.2
KLRZ (CHR)	2.5	1.9
KCGL (AOR)	1.9	1.8
KLUB (B/EZ)	3.9	1.5
KFMY (CHR)	1.5	1.4
KFAM (B/EZ)	.7	1.3
KRSP (CHR)	1.0	1.2
*Formerly KZJO *Formerly KUUT		

#### Greensboro-Winston-Salem

WTQR Sets Sights On 20; WOJY Vaults To Second; ACs Up; WKSI Carves Hunk Of CHR Share

	Spring '85	Fed '8
WTQR (Ctry)	16.8	19.
WOJY (B/EZ)	5.6	9.3
WMAG (AC)	7.9	8.8
WKZL (CHR)	12.3	8.3
WSJS (AC)	5.9	7.5
WKSI° (CHR)	_	4.5
WOMG (B/U)	7.5	4.8
WAAA (B/U)	2.5	2.
WMFR (B/EZ)	2.8	2.3
WSEZ (CHR)	5.6	2.
WWWI (Ctry)	1.0	2.0
WBIG (BBnd)	1.3	1.1
WSMX (Rel)	2.0	1.3
WWMO (Rel)	1.2	1.0
WDCG (CHR)	2.3	1.0
WHPE (Rel)	1.5	1.5
WTHP (B/U)	_	1.6
WEAL (B/U)	2.5	1.4
WPCM (Ctry)	1.4	1.0
WAIR (B/U)	1.9	1.
*Formerly WROK (AC)		

#### **Nashville**

WSM-FM Up Three To Leed As Country Shere Approaches 30; WLAC-FM Climbs But Now Second; WSIX-FM Rises; WTMG Debuts As

Debuts As WLRQ-FM Triples

WLNGT	M IIIPIO	
	Spring '85	Fall '85
WSM-FM (Ctry)	11.1	14.0
WLAC-FM (AC)	12.4	13.2
WKDF (AOR)	9.6	9.8
WSIX-FM (Ctry)	7.4	8.6
WZEZ (B/EZ)	8.1	8.0
WQQK (B/U)	7.4	5.8
WYHY (CHR)	4.8	5.7
WSM (Ctry)	6.2	5.3
WVOL (Gold)	5.0	4.3
WWKX (CHR)	4.2	4.1
WLAC (Talk)	3.4	2.8
WTMG* (AC)	_	2.8
WLRQ-FM (AC)	.9	2.5
WKDA (Gold)	1.1	1.9
WSIX (Ciry)	1.4	1.7
We WZKS (CHF)		

A Subsidiary of Raven Industries. Inc.

#### **Memphis**

WHRK Takes Almost Half Of Memphis B/U Share; WMC-FM Steedy As WZXR Gains; WGKX Jumps To Third

	Spring '85	Fell '85
WHRK (B/U)	12.9	15.5
WMC-FM (CHR)	11.8	11.5
WGKX (Ctry)	7.6	8.9
WZXR (CHR)	6.7	7.7
WRVR-FM (AC)	7.8	7.6
WDIA (B/U)	7.0	7.3
WMC (Ctry)	9.2	6.9
KRNB (B/U)	7.4	6.1
WEZI (B/EZ)	6.2	6.0
WLOK (B/U)	6.9	5.2
WHBQ (N/T)	2.9	3.6
WREC (BBnd)	3.8	2.7
WX88 (AC)	1.3	1.1
KWAM (Rel)	1.5	1.0
WMSO (Rel)	.5	1.0
WRVR (AC)	1.5	1.0

#### Oklahoma City

KKNG Up To Top; KTOK Approaches Double Digits; KLTE Adds Two; WKY Doubles; KIMY Gains While Off Air

	Spring '85	Fall '85
KKNG (B/EZ)	10.7	11.1
KZBS (AC)	12.3	10.8
KXXY-FM (Ctry)	10.6	9.9
KTOK (N/T)	7.2	9.8
KATT-FM (AOR)	11.6	9.5
KJYO (CHR)	8.1	6.8
KOFM (CHR)	7.1	6.1
KLTE (AC)	3.8	6.0
KEBC (Ctry)	6.9	5.6
WKY (Ciry)	2.3	4.9
KIMIY" (-)	1.7	3.0
KJIL (Rel)	2.5	1.7
KOMA (Ctry)	2.8	1.5
KKLR (AC)	1.1	1.1
*Was KAEZ-PM, curren	dy dark.	

### Dayton

WHIO-FM Holds Big Lead; WWSN Doubles; WSKS Invades AOR Terrain; WDAO, WBZI, WLW Gain

	Spring 85	PM 00
WHIO-FM (B/EZ)	15.8	15.1
WGTZ (CHR)	11.5	11.1
WTUE (AOR)	9.9	8.7
WHIO (AC)	10.3	8.6
WWSN (AC)	3.2	6.4
WONE (Ctry)	7.9	6.0
WYMJ (AC)	6.1	4.2
WBLZ (B/U)	3.7	3.7
WSKS (AOR)	2.2	3.7
WDAO (B/U)	2.8	3.6
WING (AC)	4.3	3.4
WBZI (Ctry)	1.8	3.0
WLW (AC)	2.0	3.0
WVUD (AC)	2.8	2.5
WBLY (Ctry)	1.4	1.7
WIZE (AC)	.7	1.4

#### Birmingham

WZZK-FM Holds Nerrow Edge Over WAPI-FM As Both Soer; WATV Regains Lost Ground And More; WAPI Nearly Triples

	Spring '85	Fell '85
WZZK-FM (Ctry)	12.8	14.2
WAPHFM (CHR)	12.0	14.0
WENN (B/U)	11.6	10.6
WMJJ (AC)	11.1	9.0
WATV (B/U)	2.2	7.6
WAPI (AC)	2.1	5.8
WKXX (CHR)	8.9	5.4
WJLD (B/U)	4.0	4.8
WLTB (Ctry)	3.4	4.3
WAGG (Ref)	5.2	3.9
WERC (N/T)	3.0	3.7
WVOK (Ctry)	6.1	2.1
WDJC (Rel)	1.6	1.9
WZZK (Ctry)	3.2	1.9

## Tampa

WRBQ-FM Takes Over First; WQYK, WIQI, WSUN Rise; WNLT, WRXB Jump

	Spring 85	Fall '85
WRBQ-FM (CHR)	12.4	12.2
WWBA (B/EZ)	14.5	11.7
WQYK (Ctry)	7.0	8.2
WIQI (AC)	7.0	7.6
WYNF (AOR)	6.7	6.3
WSUN (Ctry)	5.3	5.8
WDAE (BBnd)	5.7	5.1
WZNE (CHR)	4.9	4.8
WNLT (AC)	2.6	3.8
WGUL (BBnd)	3.1	3.7
WFLA (AC)	3.4	3.3
WPDS* (AC)	1.4	2.1
WPLP (Talk)	3.0	2.9
WTMP (B/U)	2.5	1.9
WOUV (B/FZ)	1.9	1.8

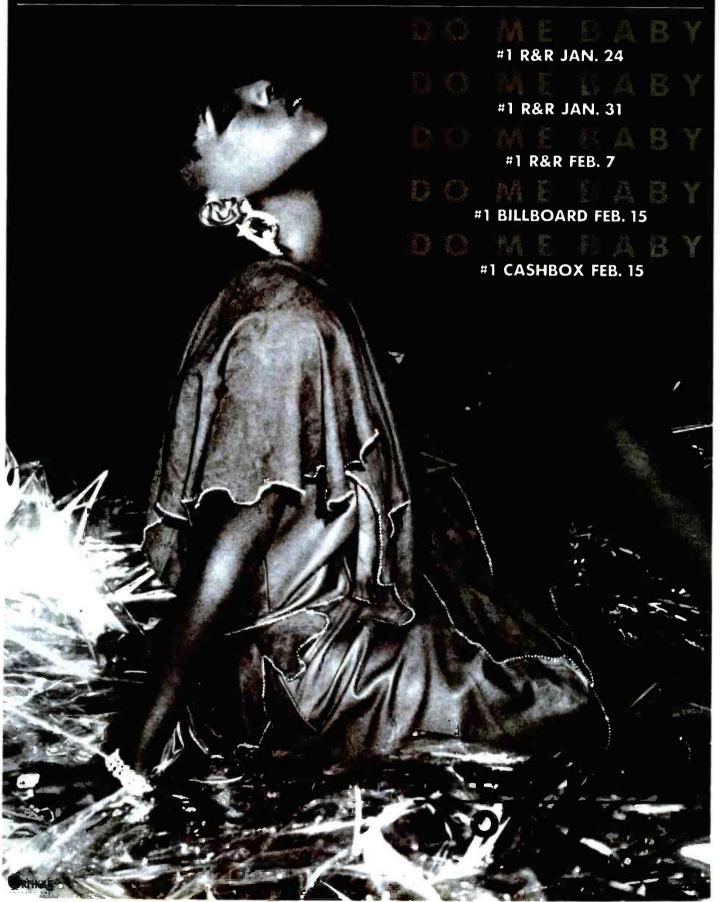
WRXB (B/U)	.6	1.6
WPSO ** (AC)	_	1.3
WAVE (AC)	1.3	1.1
WHBO (Gold)	1.5	1.0
*Formerly WFLA-FM		

#### FOR THE RECORD

Ratings for San Antonio, Charlotte, and Rochaeter listed lest week as Birch were actually Arbitron fail '85 12+ figures. Birch numbers for those markets will appear later this month.

RADIO
TAKE IT WAIR
WIR
"With Our AdverBlimp
PROMO promotion we can carry the entire city!"
High flying advertising with high returns makes you Number One! People love blimps. Why? Because they fly. Not only will you be remembered because your promotion is different. but because blimps are unforgettable. More than a message. An event! To get carried away call us today!
The World Leader in Hot Air Balloons, Helium and Cold Air Inflatables.  ADVERBLIMPSTM from AFROSTAR  NIFERNATIONAL NC
1813 "E" Avenue • P.O. Box 5057 Sioux Falls. South Dakota 57117-5057 (605) 338 AERO

# MELI'SA





## **NETWORKS/PROGRAM SUPPLIERS**

REED BUNZEL

#### DOWN FOR THE COUNT

## **Custom Countdown With Plain Rap**

First there was one. Then two. Then four, five, and six. And then - in the closing weeks of 1985 - two more were born, bringing the total to eight. Eight what? Countdowns, of course, and CHR countdowns at that! Why so many? Well, the standard-form countdown show just happens to be probably the most popular syndicated radio programming and advertising vehicle in the country (and

possibly the world).

The most recent additions to the proud countdown family are the return of John Leader in "John Leader's Countdown USA" (introduced last month amidst considerable legal complications), and a new generic "Plain Rap" countdown package. "Plain Rap," by its own definition, is a generic countdown which affords stations the opportunity to custom-produce their own local program while maintaining a production quality often found only in major markets.

#### Rapmaster Ronnie

The concept for "Plain Rap" evolved when KIIS-FM/Los Angeles personality Tim Kelly started to fill in on colleague "Big" Ron O'Brien's weekly local countdown show. The difference between local and national productions. Kelly observed, was the lack of information, interviews, and quality scripts. Expanding on this line of thinking, he reasoned that if stations were supplied everything they needed to construct their own tdown - free of charge they'd snap it up.

"The whole idea was a flash out of the blue," Kelly says. "I spoke with Louise Palanker, who was the original writer for the 'Rick Dees Weekly Top 40,' and we decided we just might be able to distribute



Tim Kelly

#### countdown

a high-quality, unproduced countdown that could be used on a local level. We'd give them everything, including the scripts, so they could plug in their own local chart numbers and move the songs around. Stations would also get interview drop-ins, Sonovex countdown num-bers, and custom-designed music beds. All they'd have to do is plug in their own jock and they'd have their own national-sounding countdown, but with their own local tal-

## Jim Brown Skeds Money, Tomorrow

Los Angeles-based Jim Brown Productions has slated two new short-form features for immediate syndication. "Discovering To-morrow" examines technological advances and scientific innovations, and "On The Money" looks at personal finances. "Tomorrow" is :90 in length (with two:30 spots) and debuted December 31, while "Money" runs :90 and premieree

February 24.

Jim Brown Producer/Host Lew Invite explains: "Money imagazine is involved with 'On The Money,' contributing roughly 25% of the programs. The show also lesures such radio financial experts as Diok Spangler, Ed Hart, and E.J. Diamond discussing various topics relating to the concerns of today's money-minded listeners. Discovering Tomorrow' is produced from a variety of individual news stories and interviews."

Kelly believes that an important element missing from any national countdown is the local market flav-"National countdowns just don't sound local, and most local shows sound like a guy saying, 'That was number 25 and coming up next is number 24.' They simply don't have the material."

After the concept was developed. the next important step was selling the product. Kelly explains, "In a former life I was program director at WRKO/Boston, so I knew how difficult it was to get cash out of a radio station. The syndication world runs on barter, and we knew, since we couldn't beat 'em, we'd have to join 'em." The next route was to contact the spot reps and agencies to sell them on the idea of a nonproduced, generic countdown in an overabundant world of highly-produced countdowns.

As with most barter syndication, the agencies wanted to cover 70-80% of the US. "They wanted it, and we gave it to them," Kelly con-tinues. "We didn't have any prob-lems with advertisers balking at the concept; the only challenge we've had was proving ourselves

Westwood One and United Stations, we didn't have a built-in relationship with Madison Avenue. But we had no problem clearing the show, which made the advertisers very happy."

#### Nothing New **Under The Sun**

A generic program designed for local production seems such an obvious venture that it was almost conspicuous by its absence. An old syndication rule states that if a program isn't already being done, it's probably for a good reason. "Plain Rap" seems to defy this axiom. "I don't know why nobody's never done this before," Kelly says, "especially on a barter basis. The existing syndication companies have a built-in prejudice, and traditional wisdom dictates that commercial buys can only be made if there is a proven program or a star association - like Rick Dees, Casey Kasem, or Scott Shannon. This may be true at some times, but a local countdown featuring the local jock will get a better time slot which is exactly what advertis-

ers are looking for." Instead of being buried in the Sunday morning graveyard the show can run during the much more desirable Thursday or Friday PM drive.

The single greatest fear some stations harbor at first is their lack of a top-quality jock. "A lot of stations say they'll never get a Big Ron or a Rick Dees to do the show," Kelly elaborates. we've never lost a station because of the lack of local talent. The show is designed to be run by an idiot even me. Every station has its own big name; if not, they should get

So, are the "Plain Rap" folks worried about competition? "Of course." Kelly conclused. "The bigger companies will probably stick with what they have, but there may be some smaller companies that might view this as a viable enterprise. It adds a new dimension to syndication, and as other people watch us get bigger and bigger we may see some competition come along. But we're like Xerox; we were there first, and we'll always have the 'Plain Rap'

## AP Launches Magazine, **Expands Sports Shows**

AP Network News has announced plans to launch a series of special radio programs based on stories culled from a variety of national magazines. Hearst Publications' "Weekend Magazine" is slated to debut March 14. featuring reports derived from "Cosmopolitan," "Good Housekeeping," "Harper's Bazaar," "Popular Mechanics," and "Science Digest."

"We're choosing the most interesting stories from among our 13 best-selling magazines," com-ments Hearst VP Marvin Sleeper. Our magazines cover the gamus of special interests, hobbies, and demographics, and so will 'Week-end Magazine.'" Sleeper says the programs will focus on lifestyle, science, and human interest

In addition, AP Network Sports is set to expand its weekday and holiday sports programming. Be-ginning March 3 each of AP's daily :90 sportscasts will be lengthened to two minutes, while additional midday sportscasts will be added on major holidays.

AP Broadcast Services Deputy Director James Hood explains, "This expansion meets affiliates demands for greater sports coverscores. It makes programming easier as well, since Monday sportscasts will be the same length as weekend sportscasts. Holidays. which usually are marked by highprofile sporting events, will get special attention too."

## **Mutual Broadcasts Back Page**

Mutual Radio Network is readying "The Back Page Of The News," a daily news feature looking at the lighter side of the news, for a February 17 debut. The 24minute program, focusing on unusual and offbeat stories, will be hosted by Jim Bohannon and is being targeted for afternoon drive. .

Mutual VP/News Ron Nessen comments, "'The Back Page' will spotlight the strange, unusual, offbeat, and always topical side of life. Mutual's highly-versatile and talented Jim Bohannon brings to the show his unique touch in writing and delivery, which makes this feature an excellent choice for all types of formats and stations."

Bohannon also hosts Mutual's "America In The Morning" and Jim Bohannon" programs.

WORLD PREMIER!

# Rainbow



Exclusive concert performances spanning Rainbow's ten year career and featured in their soon to be retained forewall concert album, "First Virgi." Highlighted by live purformances by Rhette Stackmorn, Reger Clove; Remain James Dis, Cary Powell and Jest Lynn Termes.

KING BISCUIT FLOWER HOUR

## NETWORK FEATURE FILE

#### **NEWS & INFORMATION FEATURES**

February 10-14

#### MUSIC FEATURES The Weekend

Playback Featured year: 1981

**Rock Chronicles** 

Rock of the World

Rock Reunion

Rock Week

Street Beat

That's Love

Top 30 USA

CAR

UZ/R.E.M Rock Over London

Pink Flo

Rick Dees Weekly Top 40

Scott Shannon's Rockin America Coun

Solid Gold Saturday Night

#### The Week Of

February 17-21

Country Calendar Demond Bros. (2/17) Luice Newton (2/18) Jottie West (2/19)

Joe Stampley (2/20) B.J. Thomas (2/21)

Country Today

**Earth News** 

Encore With

Line One

Star Trak

Star Trak Profile

Country Closeup

Little Richard Martin Rit

William B. Williams

Live From Gilley's

Off The Record Spe

Shootin' The Breeze **Solid Gold Country** sbruery gold (2/17) Feeture year 1980 (2/18) Wayton & Wille (2/19) Special Edition

Sassy Stars Of Rock & Roll

Off The Record

(CW)

(NP)

(MLID

(WO)

(WO)

(WO)

(WO)

(WO)

(WO)

(WO)

(WO)

•	Februar	y 15-16
<b>American Country Por</b>	traits(BRE)	Play
Mac Davis Johnny Psycheck		Feet
American Eagle	(DIR)	Pow
Bobby Bere/Forester Sisters	****	Lover
Countdown America \	With	Rick
Dick Clark	(US)	Sting
Billy Ocean		Roc
The Countdown	(WO)	Pat B
Attantic Starr L L Cool J		Roci
Countdown U.S.A. Wit		U2/R
John Leeder	(CUSA)	Roci
Ellon John		Peter
Dick Clark's Rock, Ro		Roci
& Remember	(USP)	Pink F
Templetions		Roci
Dr. Demento Stan Freberg	(WO)	Mike
		Scot
Entertainment Coast-To-Coast	(CBSR)	Ame
Cars/Little Richard/Lou Gossel		Sting
Future Hits	(WO)	Berry
Jermaine Jackson/John Taylor		Stre
Gary Owens' Supertra		Luther
Lionel Richie	cas (Onits)	That
Great Sounds	(USP)	Marth
George Sheering	(00.7	Top
Jazz Show With		Heart
Devid Senborn	(NBCE)	Wee
Jenis Siegel		Cour
King Biscult Flower Ho	(DIR) THE	Dan S
9th Reinbow		
Legends Of Rock	(NBCE)	_
Paul McCartney		
Musical!	(WO)	
Top Broadway-Hollywood love	songs	1
Musical Starstreams	(MS)	1
Ross Traut		1
Music Of The City	(81)	1
Back to the front	-	

## COMEDY

(81)

(GSN)

(USP)

(WO)

(RI)

(BRE)

(WO)

(WO)

(US)

(WO)

(USP)

## GENERAL FORMATION

Comedy Show With			
Hick Cavett	(CW)	Ed Busch Talk Show	(AP)
Love & Romance"		Abortion bomber/budgeting finance	es/ongin
elly Feed	(DCA)	of the (2/8)	
DA popcom guidelines/oil for	nothing/	Tax fling/collectibles and junk (2/)	<b>)</b>
Republican fossile discove distance funes to acience			
		Computer Program	(PRN)
eugh Machine	(PRN)	Computers for handicapped	
lodney Dengerfield/Joen Rive Family/Steven Wright/Billy Credibility Gap		photography/inefficiency/micro hybrids	repairs/
lational Lampoon's			
rue Facts	(SLP)	News Blimp	(PRN)
ing Hu-sausage/driving by as	/look before	Sloppy people/drunk drivers/bird-f	unting/
you leep/do it in the road/		war games/no-fault divorce	
Party Drop-Ins	(ASR)	NBC Extra	(NBC)
Ron Hubbub aetting home		Black Women	
pursuit/time & temp annou	incing/party tip		
Mr. Hemer			No. 2500
Radio Hotline	(ASR)	Sound Advice	(PRN)
ob & Roy/coupons/just got t	ack in town/	Tape saturation/cassette decks/	
you know what your prob	lem is?/	beckcosting/pirate tapes/car a	niennes
move in with us			
		Sporting News Report	(CW)
itevens & Grdnic's		Don Denkinger O. J. Simpeon/Duke	()
Comedy Drop-Ins	(ASR)	University/Mike Kryzewski	
ly doctor's doctor/prom night			
and Mary/lum down that r		Sports Flashback	(CW)
zircan boogle mind control		Hank Aeron/Sten Musiel/Terry Brad	
Inited Spots Of Amer			
eranoid express/scamco radi		Waldenbooks Review	(WO)
dealers sales/Pentagon pr	ICE-CURRENT	Don Hewitt "Mammoth Hunters"/T	

On The Radio

	PROGRAM SUPPLIERS	KEY
AP - Associated Press (202	12) 867-7777 89 - Innerville (213) 862-8710 1 966-7200 189 - Lee Balley Pred (213) 286-	7981 - Progressive Finds Halwark (21. 2778 - 505-8400
ASR - Al Ster Rado (213) 6 SRE - Barrett-Restans (018	789-2331 981-7600	PM - Public Interest Affiliates (312) 943-8888
CB - Continue Broadcastin 640-9625	g (212) Man Breakening (703)	Radio Hismational (212) 886-236 - Strand Broadcast (213) 318-16
CBS - CBS Rudo (212) 675 CBSR - CBS Rudo/Rudo (21		6010-00 - Syndrom (415) 396-1781
CRS - Creative Reals Shows 787 0410	(010) 306 0022 NGC Page (212) 064-444	SLP - Stove Lehman Productions (213
CW - Clayton Webster (314 BCA - DC Audo (202) 636-	726 0908 MIC Rado Entertairment	(212) TRAM - Trunder (213) 680-6363 688 - The United Statems (703) 566-91
800 - Olf Broadcasting (212 800 - Citated Satellie Not 18	1 371 4050 RP - Narvood Productors (212) 755-3320	William - Weedsch Finds Network (213)
908-1666	1000A - 1000A Natural (213) 306	8009 WO - Westwood One (213) 204-600

## **CBS Post-Fame Show**



Following the recent first annual Rock & Roll Hall Of Fame induction pro-gram, CBS RadioRadio presented a live two-hour broadcast featuring a Who's Who of rock music. Pictured during the show are (I-r) CBS Producer Frank Cammerata (in background); plano men Billy Joel; CBS Exec. Producer Frank Murphy; and WCBS-FM announcer Norm N. Nille.

# **POWER TOOLS**

In the high tech, ultra-competitive environment of 1980's radio, you don't go to battle without power tools. And when it comes to radio production, more stations come to us for power tools than anyone else. We fascinate the ears of 150 million people on three continents every day. With production libraries like STARFIRE™ AND ROCK TRAX™, with the amazing new vocal technique, VOICE TECH™. And very soon, we will change the way News, Talk and A/C stations are produced forever. If winning is important, if production is important, you need Power Tools. We have the best: STARFIRE™, ROCK TRAX™, VOICE TECH™, and more to come in '86. Call for your demo today.

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HARVEY MEDNICK

#### DO YOU KNOW HUE YOU ARE

## **Color Your World Station**

Man has been influenced by two elements since his primitive beginnings: day and night. Day brought energy and action. Night brought relaxation and passivity. Thus, the colors of these time periods - bright yellow and dark blue - became associated with those perceptions.

From that time on, color has affected man in a variety of ways. During Nero's time thousands of snails gave their lives to produce his royal purple robes, a sign of wealth. Peasants, meanwhile, had to be content with unbleached cotton clothing. Coal tars in the 19th century allowed man to reproduce colors. As a result, every nook and cranny from floor to ceiling was pointed or stained.

#### What Are Hue Saying?

There are messages about your format, personalities, and other station characteristics that a listener or advertiser gleans from your advertisements and promotions. You work very hard to develop a "positioning statement" that will serve specific purposes: re-cruit new listeners, reinforce cumes, announce new services, contests, personnlities, and/or pro-

But here's the rub - you may be sending a conflicting mea dint of your color selection. Let's say you're introducing a "Hot Hits" format and want to convey energy and excitement. You produce a billboard design with a reflex blue background, because you read that blue provides the best color field for maximum readership. That's right for the readership color, wrong for the color message. As I said earlier, blue is associated with passivity. So you end up instead with a mixed mer "Hot Hits" in a passive setting. The chance for means tention is slim. Therefore, the billboard becomes a waste of money.

#### The Primaries

According to the Lucher color test, there are four basic colors which comprise the psychological primaries. These colors represent

fundamental psychological needs, so their potential subliminal effect can be quite meaningful:

Blue represents "Depth of Feeling": passive, sensitive, per-ceptive, and unifying. Blue corresponds symbolically with calm water. Its sensory perception is sweet-ness. It also signifies tradition and lasting values, tending to perpetuate the past.

"Stations should make a conscious effort to define their format's benefits and target listeners, then select colors to match."

of WHI": de

· Red represents "Force of Will": active, offensive, aggressive, competitive, and operative. It corresponds symbolically with the red blood of conquest and mascu-linity. Red is impulse; the will to be

ty": active, expansive, aspiring, symbolically with sunlight's warmth, happiness, and a cheerful Color Your Format

Consultants around the country will (for a hefty fee) tell you what colors will make you more glamor-ous or businesslike. Airlines use specific colors to make your trip em shorter; restaurants to make your dining time seem longer. Even jail cells are sporting pink walls because the color has a tening" effect on the inhabit-

Instead of overlooking color's effect, stations should make a conscious effort to define their format benefits and target listeners, then

select colors to match. A recent issue of Boardroom Reports, under the subtitle "Shrewd Advertising," stated that selling to seniors works best when ads are made easier to read for those with poor eyesight. Suggestions included larger type, even spacing, light letters on a dark background, plus the use of red and yellow. Blue, purple, and green were filed away as colors to

49177-6-83.95- WASHINGTON SOUNCE PRESS

THE LÜSCHER

The remarkable test that reveals your personality through color

color Te

Color acumen is a valuable tool that can give you an extra edge - and make the competition turn green with envy.

#### Green represents "Elasticity lensive, retentive, posive, and autonomous. Corresponding symbolically with the imposing redwood tree, green's senacry perception is as an astringent. It represents immutable princi-

active and win.

 Yellow represents "Spontaneiand investigatory. It corre disposition.

## FIVE YEARS AGO TODAY

##1 CHR: "Careless Whisper" — Whem! (Columbia)

##1 A/C: "Careless Whisper" — Whem! (Columbia) (3 wks)

e #1 B/U: "The Borderlines" — Jeffrey Caborne (2 wks)

@ #1 Country: "Beby Bye Bye" --- Gary Morris (WB)

● #1 AOR Track: "Just Another Night" --- (Columbia)

●#1 LP: "Centerfield" - John Fogerty (WB) (4 wks)

ONE YEAR AGO TODAY

4 John Lander PD at KKRO-AM & FRAN

John Rivers PD at KFOQ/Sen Franc

Mile Ellioti PD at WISHIN

Dan Halyburton VP/GM of KLIF & KPLX/Houst
 Steve LaBeau PD at KFI/Los Angeles

• Lee Rogers OM at KCBQ-AM & FM/Sen Diego

- Gil Rozzo GM at WMZO/Washingto
- Joe Mertelle PD at KVVSeattle
- John Duncan PD at KPRI/San Diago
- #1 CHR: "Women" --- John Lennon (Geffen)
- #1 A/C: "9 To 5" Dolly Parton (RCA)
- #1 B/U: "Burn Rubber On Me" Gap Band (Mercury/PolyGram) (3 wks)
- #1 Country: "I Feel Like Loving You Again" T.G. Sheppard (WB/Curb)
- #1 LP: "Double Fantasy" John Lennon & Y. Ono (Geffen) (3 wks)

## TEN YEARS AGO TODAY

- Don Zimmermann Exec. VP at Capitol
- Al Brady PD at WHDH/Boat
- Bruce Wendell VP/Promotion at Capitol
- ##1 CHR: "50 Ways To Leave Your..." Paul Simon (Columbia) (3 wks)
  ##1 A/C: "50 Ways To Leave Your..." Paul Simon (Columbia) (2 wks)
- #1 B/U: "Sweet Thing" Rufus (ABC)
- #1 Country: "Don't Believe My Heart... - Tanya Tucker (MCA)
- #1 LP: "Desire" Bob Dylan (Columbia) (3 wks)

## DATELINES

#### March 6-6

Country Radio Broadcasters' 17th Annuel Country Radio Seminar Oprviand Hotel, Nashville

Alpha Epsilon Pho. National Broadcasting Society's 44th Annual Convention Sheraton Park Towers, Deller

#### April 13-16

National Association of Broadcasters 64th Annual Convention Dallas Convention Center, Dallas

National Public Radio Annual Conven

Town and Country Hotel. San Diego

#### April 19

9th Annual Great Lakes Radio Conference

Presented by Specs Howard and Central Michigan University University Center Building, Mount Pleasant Michigan

#### May 14-17

American Association of Advertising Agencies' annual meeting Greenbnar, White Sulphur Springs, WV

American Women in Radio and Tele vision's 35th Annual Convention Westin Hotel Galleria, Dallas

5th Annual International Radio Festival

#### of New York

translated and edited by IAN SCOTT d on the original German text by DR, MAX LÜSCHER

Sheraton Centre Hotel, New York

**Broadcast Promotion and Marketing** Executives/Broadcast Designers Association's Annual Semin Logw's Anatole, Dalles

#### August 26-29

Radio-Television News Directors Association's International Conference. Salt Palace Convention Center, Salt Lake City

Radio '86 Management, Programming, Sales, and Engineering Convention, Sconsored by NAB and NRBA New Orleans Convention Center, New

R&R FRIDAY, FEBRUARY 7, 1986/29



## ON THE RECORDS

KEN BARNES -

## New Artists Broken In 1985

Are new artists breaking on radio? I looked at that question a couple of times last year, and now that the full story is in for 1985, I thought I'd summarize. The total number of artists reaching Breaker for the first time in 1985 was exactly 100 — and that's no small figure.

Obviously, as a glance at the format breakdowns shows, some formats were more receptive to new artists than others. Black/Urban led the pack with 40 new artists broken, with AOR credited with 39 and CHR 20. (Artists are listed in the format in which they first broke; a few broke simultaneously in different formats.) Country and A/C, on the other hand, were slower to accept new artists.

Critics will be quick to point out, of course, that several of the new artists listed are new in name only: Maurice White, David Lee Reth, Stieg, etc., all with illustrious pasts affiliated with a group. Impromptu assemblages like USA Fer Africa, Willie & The Peor Beys, and Artists United Against Apartheid are also only nominally new.

Other new artists profited from close associations with established stars, hit movies or TV shows, or past affiliations. Some have been making records for years and finally broke through; others scored on the first try, seemingly coming out of nowhere.



Of course, breaking does not assure a long and profitable career, and another look at the list reveals a few artists already earmarked for one-shot wonder status. Whatever their staying power or the reasons for their success, however, I find the sheer number and diversity of these new artists an encouraging sign. It will be interesting to monitor 1986, see how the total number compares, and get a good idea of the various fornew artist-breaking patterns. This honor roll of 1985 new artists is a start in that direction.

30/ R&R FRIDAY, FEBRUARY 7, 1986

David Foster Army Grant Janey Street USA For Africa\*

AOR Alarm Clerence Clemons

Cruzados Divinuta Dream Academy Ellot Easton Eddle & The Tide Godley & Creme Hooters. Mick Jagger Jason & The Scorchers Katrina & The Waves Lone Justice Marillion Nick Mason & Rick Fenn Mike & The Mechanics Kim Mitchell Gery O' Outfield Phentom, Rocker & Stick Roman Holliday David Lee Roth Simple Minds Til Tuesday Joe Lynn Turner

USA For Africa\*
Willie & The Poor Boys
X
Black/Lirban

Colonel Abrams Artists United Against Apartheid **Boogie Boys** Sam Bostic Choice MCs **Durett Coleman** Morris Day Five Star Doug E. Fresh Full Force Paul Hardcastle Whitney Houston Freddle Jackson Jesse Johnson's Revue Paul Laurence Liea-Liea & Cult Jam Loose Ends Jeff Lorber Mai Tai Meli'se Morgen **Eddle Murphy** 

Onus Ten



Princess
Ready For The World
Rock Mester Scott
Nile Rodgers
Chartle Singleton
Skipworth & Turner
Ta Mara & The Seen
Noten Thomas
Tramaine
UTFO
Maurice White
Winans
Val Young

CHR A-He Animotion Arcadia Boy Meets Girl Kate Bush Cock Robin
Dead Or Alive
Dead Or Alive
Depache Mode
Harold Fattermeyer
John Hunter
Jellybeen
Limeht
Memi Sound Machine
Alleon Moyet
OMID
Power Station
Devid Lee Roth\*
Scritti Politti
Sting\*
USA For Africa\*

\*Reached Breaker simultaneously in more than one format

## **Phil Lynott: Rocker**

I had planned to compose a tribute to Rick Nelson here, but it think the one Adam White wrote in the January 10 issue said it admirably. I did, however, want to mention Phil Lynott, the ex-Thin Lizzy leader who died late in 1985 at the age of 35.

Although they were something of an AOR staple in the mid-late '70s. Thin Lizzy is remembered primarily for their 1976 hit "The Boys Are Back in Town." And it is a memorable song, the archetypal sweggering mecho rocker (interestingly, almost the identical theme and sound can be found on a 1973 Lizzy single called "The Rocker".

But the Irish-originating group, sperked by Lynott's songwriting, singing, and base playing, plus guitar heroics from Gery Moers, Brian Robertson, and others, was an unusually versatile herd rock band. Their heavy material was as loud and aggressive as anyone's, but Lynot that a knack for a melodic romantic balled and the influences of his early days as a folksinger, which showed up in tra-



Phil Lynott hearing the King's call ditional folk-styled numbers like "Whiskey in The Jar," the group's first UK hit.

Lynott also made a couple of solo albums, and dabbled in one-off projects, one Christmas single with a couple of ex-Sex Pletels under the name the Greedles, and a recent duet single with Gary Moore that's just come out here, "Out in The Fields." One of the best tracks on his first solo album was titled "King's Call," describing Lynott's reaction to Elvis Preceivs death; in the song he sits up drinking and playing the King's records all night. That sounds list a fitting irlout to Lynot as well.



T. Graham Brown Chance Forester Sisters Restless Heart Rockin' Sidney Judy Rodman Southern Pacific

Kate Bush

(Country artists were fisted on the basis of charting, as some new artists have charted without reaching Breaker)

Full-Service A/C Ple Zadora

#### Back In The USSR

By now I'm sure everyone's noticed and remarked on the coincidence of "Russians" and "Nikita" breaking and charting CHR in the same week. I figured I'd better mention it anyway before it became too outdated, since it's better read than dead. "R.O.C.K. In The U.S.A." and "Calling America" should restore the balance, however.

Adding a couple of motorcycle songs to my recent list, Randy Blagg, PD at WCPZ/Sandusky, OH, cites "Harley Davidson Blues" by Canned Heat and "Roll Me Away" by Bob Seger. Dick Clark Preductions' Fred Brunson adds a few more artists' remakes of their own litts: a disco version of "Downtown" by Pet Clark and similarly dance-oriented rerecordings of "Sway" by Bobby Rydell and "Venus" by Frankie Avalon.

After I wound up (I think) the "Abacab" controversy (on the origin of the title), I made a passing remark doubting whether "Badge" was really the chord progression of that Cream song. This comment drew a response from WILL/Willimantic, CT's Denise

"What a can of worms! It was I who originally wrote to you about 'Badge' and the letters standing for chord progression in that song ... But when I checked it out for

myself in an Eric Clapton songbook, the plot thickened, The chords B A D G & E are present in the song, or in a variation (A7, for instance). But the chords aren't in an exact BADGE order. Yet I maintain that 'badge' sounds a lot better as a song title than 'Escalab!'

I think we can all agree with that

# TALK TALK

"Life's What You Make It"

**AOR BREAKERS** 

AOR Tracks: DEBUT 29

WBCN	KLOL .	KBCO
WBAB	KSRR	KROQ
CHOM	WHSE	KUPD
WNEW	WNOR	KZAP
WHJY	WLUP	91X
Q107	WXRT	KFOG
DC101	WLVQ	KROR
KTXQ	WOFM	KSJO
KZEW/	KAZY	KISW

From the album "The Colour Of Spring"

Produced by Tim Friese-Greene

# BRIAN SETZER

"The Knife Feels Like Justice"

#1 Most Added Track! AOR Tracks DEBUT 45

WBAB'WNEW KLOL
WXRK WLLZ
Q107 WQFM
DC101 91X
WKLS KOME
KTXQ

From the album "The Knife Feels Like Justice"

Produced by Don Gehman



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## Miller Time Again

The A-side of Roger Miller's recent "Big River" single, "River in The Rain," was fairly straight; you have to turn it over and heer "Hand For The Hog" to be sure that he still writes demented. During his heyday, Miller wrote some fairly unusual hits about suicide ("One Dyin' & A Buryin'"). men abandoning their families ("Dang Me"), teenage drinking ("Chug-A-Lug"), and, yes, the homeless ("King Of The Road"). Because his songs seemed charming, (and because some were genuinely innocuous), he usually got away with it when a lot of other artists were hassled. All the aforementioned are on Miller's "Greatest Hits" collection, which was certified gold 20 years ago Tuesday.

#### MONDAY, FEBRUARY 10

1942/So what could Herpers Bizarre and Tuxedo Junction aspire to? Glenn Miller gets the first gold record for "Chattanooga Choo Choo."

1968/The Beetles sever all American business connections, including their fan club. They also drop the late Brian Epstein's NEMS group and move all business affairs to the newly-formed Apple Corps.

1974/Phill Spector is seriously burned in a car crash. He spokespeople give virtually no details, saying only that he suffered multiple head and body injuries somewhere between L.A. and Phoenix.

Birthdays: Roberts Fleck 1939, Donovan 1946.

#### TUESDAY, FEBRUARY 11

1963/"I Saw Her Standing There," "Do You Want To Know A Secret," "Twist & Shout," and other sides for the Beatles' first LP are recorded.

1964/The Beatles' first American concert at the Washington Collecum.

1970/"The Magic Christian" premieres in New York; The soundtrack, featuring Badfinger's "Come & Get It," is released on the same day.

Birthdays: Sergio Mendes 1941. Gene Vincent would be 51.

#### WEDNESDAY, FEBRUARY 12

1957/The Coasters, best known to the new generation of listeners for their Church's Fried Chicken spots, record "Young Blood."

1967/Fifteen policemen raid Keith Richards's country home for drugs but don't arrest Richards, Mick Jegger, or Marianne Faithfull until three months later.

1968/Jimi Hendrix returns to Seattle, plays for the students at Garfield High (from which he dropped out), and ceives the key to the city. 1975/Ex-folk trio leader Ched Mitchell is sentenced to five years in prison on drug charges after being caught



Manchester Roper Miller, Donoven, Sonny Bonk

Birthdays: Ray Manzarek 1943, Moe Bandy 1944, Gil Moore (Triumph) 1951

#### THURSDAY, FEBRUARY 13

1974/The heavity-publicized Bob Dylan and the Band tour ends in Los Angeles; most of the "Before The Flood" LP is recorded tonight.

1976/Most people who've entered radio in the last ten years have heard the tape of WCFL/Chicago's last rock days at least once. On this day R&R first mentions the Chicago Federation of Labor station's move to Beautiful Music, citing it as "rumor of the year.

1982/Island announces "1+1 cassettes" with one side prerecorded and the other side blank.

side blank Birthdays: Peter Gabriel 1950, Peter Hook (New Order) 1956.

#### FRIDAY, FEBRUARY 14

1972/John Lennon & Yoko Ono begin a week cohosting the Mike Dougles show

1973/A male fan tries to kiss David Bowle on stage at Radio City Music Half; Bowle later collapses from exhaustion at the end of the elaborate Valentine's Day show.

1974/So what were "All The Young Dudes" and "Suffragette City" about? Rolling Stone says Bowie has turned down activists who wanted him to write "the world's first gay national an

1978/Elvis Costello releases "(What's So Funny Bout) Peace Love & Understanding" as a red vinyl single Birthday: Razzy Balley 1939

#### SATURDAY, FEBRUARY 15

1969/Florida hairdresser Vickle Jones is arrested in Ft. Meyers for giving a phony Aretha Franklin concert. Jones is sufficiently realistic that nobody asks for a refund.

1975/Gino Vannelli becomes the first white artist to appear on "Soul Train."

1979/Freed from itigation with Columbia, Paul Simon finally signs with Warner Brothers.

1981/CHR legend 96X/Mismi finally goes dark after lengthy FCC battles over a contest in which one of its jocks was purportedly lost in the Devil's Triangle, 96X returns four years later under new ownership

Birthdays: Mike Craig (Culture Club) 1960, Mick Avery (Kinks) 1944, Melissa Manchester 1951, Al Campbell (UB40) 1959.

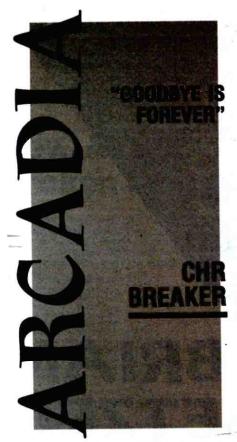
#### SUNDAY, FEBRUARY 16

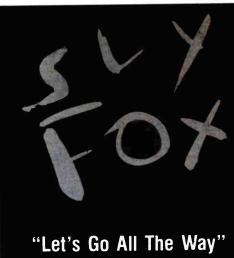
1969/George Jones and Tammy Wynette are actually m-a-r-r-he-d six months after telling people they'd wed

1971/Allan Passaro, the Hell's Angel tried and eventually acquitted for stabbing Meredith Hunter at Altamont, sues the Mayslee Brothers, charging that when Hunter's death was shown repeatedly in "Gimme Shelter," his

1977/The FCC opens psycle/plugola hearings stemming from alleged improprieties at R&B giant WOL/

Birthdays: Sonny Bono 1935, Andy Taylor (Duran Duran) 1961





CHR BREAKER

Capitol



#### Track Debut 42

WPHD add CHUM add WMMS add **KPLUS** add **WBBQ** WFMN WJAD **WCGQ KQCR** KKLS-FM KOZE **OK95** 

# When It Feels This Good, Once Is Not Enough.

"Feel It Again"
The New Single
By Honeymoon Suite
From Their Forthcoming Album The Big Prize

Produced by Bruce Fairbairn ent: Stephen Prendergast/Head Office Management





ADAM WHITE

**CBS RECORDS' AL TELLER** 

# **Talking Tough On Video**

Last fall's top executive appointments at CBS, RCA, and PolyGram should begin to make an impact on the music industry over the next few months. Changes will affect people, policies, artists, and sales for good or bad — depending on your point of view. I'll be keeping tabs on the developments and putting them in perspective, complemented by input from the key players themselves.

Al Teller was named President of the CBS Records Division in October, just weeks before Dick Asher and Elliot Goldman took similar posts at PolyGram and RCA/Arlola, respectively. Interviews with newly-appointed chief executives usually yield cautious or non-committal replies, for obvious reasons. But Teller, with three tenures and almost ten years at CBS, was willing to discuss one of his specific concerns in-depth: video's role in relation to radio and the industry as a whole.

R&R: You seem to feel that music video is a lot less important than it used to be

AT: My fundamental belief is that radio is still overwhelmingly the primary vehicle for exposing recording talent to the public. The use of video has been exaggerated beyond any sense of reasonable proportion by the media, which is not unusual. This is just the latest media tendency to generalize something that's happening in our business, and take that generalization as the be-all-and-end-all until the next "trend" comes along — which will then be generalized to death.

Video was very helpful in breaking new artists a few years ago, which was why CBS and most other companies began to do videos seriously. Radio was virtually at a standstill in the sense of new programming formats at the time, and there was a large percentage of oldies on the average station. We needed an alternative.

To a certain degree, video was that alternative. I will certainly support the concept that it was the catalyst which helped break down the radio barrier. That was probably the single most critical role the music video has played. But that role, for all practical purposes, has been diminished to a minor element. Virtually every video outlet now programs the way a top 40 station does. Video playlists are as tight as any CHR, AOR, or A/C station.

#### **Dealing With Myths**

R&R: Where does that leave video in the broader context?

AT: It's a useful tool for exposure, primarily for new artists. It accelerates the development pro-



Al Teller

cess. For major superstars, I consider it a help but not the be-all-and-end-all. For them, it's still saturation radio airplay, a string of hit singles and, importantly, their ability to tour, play live, and generate excitement. Nothing can replace that.

So we're dealing simultaneously with a couple of myths: Namely, you can break new acts willy-nilly using videos, or you can reach mega-platinum success with superstars by the use of an endless series of videos.

R&R: Are there other negative

AT: I wonder whether saturation video play and exposure haven't foreshortened artists' careers to the point where an act can go from unknown to superstar to has-been in the course of one album. I'm exaggerating slightly to make the point, but it's certainly true if you look at two albums buck-to-back. Let's say two albums, four hit singles from each. You're dealing with eight videos getting saturation play over 24 months, not to mention as recurrents/oldies.

It wasn't long ago that people used to be concerned about touring strategies, specifically whether an act should return to the same market within a given period. God forbid that another 10,000 seats should be sold in the same year! That concern, which I felt was legitimate, was less than a decade ago. Now it's been completely swept away, and we have endless, repetitive visual exposure, 24 hours a day, day in and day out, seven days a week.

Let's face it. Part of the process of being a star involves mystique. Now not only are stars' videos played endlessly, they're hosting video shows and every little tidbit about their lives is known. Just because the media's appetite is insatiable doesn't mean we should feed it to that degree. Once the media detects that an artist is over, that the public has chewed on him until there's no flavor left, they'll toss him aside and move on to the next. Whereas our concern as a record company is to develop and sustain long-term, viable careers for our artists.

#### **Downside Risk**

R&R: How do you feel the industry should respond to the situation you're describing?

AT: Cautiously. The use of videos should be weighed as carefully and judiciously as any other element of the marketing mix. Let's not necessarily make a video of every single that goes out the door. Records can still be hits without having hit videos attached. No one element should be raised to the level of overwhelming prominence. It's not valid, it's not healthy, and the downside risk is quite substantial

How many times does this industry have to go off a cliff before realizing there are no uni-dimensional solutions to its problems? This is not an easy business — very few are — and I fear we may be looking at the same sort of traps we've stumbled into before.

R&R: Are you concerned that what you're saying can itself have

a negative effect?

AT: I'm not trying to kill the goose that laid the goden egg. I'm trying to protect the goose from killing itself. I would suggest that the people who program videos have to undertake the same introspection. That part of what made them exciting and interesting in the early days has largely disappeared as they've become successful.

#### **Independent Course**

R&R: If this is going to be a watershed year for video, where does radio stand?

AT: Radio should try to follow its own independent course. That's a lifelong suggestion of mine. I recognize that the radio business is different from the record business. We survive and succeed by selling our artists' records. Radio succeeds by selling advertising to its clients, based on ratings. But my strong belief has always been that radio can show more independence on a creative level and still succeed within its own business boundaries. R&R: Can you be more specific?

AT: Well, I cringe when I read the Govin Report and see that certain records are characterized on a page called "alternative." What are they an alternative to? Is this music not fit for human consumption; music for Martians? Because much of what I see in the alternative list is stuff that ARR would have eaten up not too long ago.

The public should be given more credit. There can be more than 20 records at any given time that can be programmed and still pull a healthy chunk of the audience. We saw a turnaround a few years ago when video broke the logiam at radio. It's come 180 degrees, and it can turn again. The music always speaks for itself. That may be simplistic and slightly passe as a slogan, but I think it's still valid.

R&R: You're saying that not enough fresh music is reaching the public?

AT: I've always felt there are far more records and artists of quality available to the public that somehow don't get to them, but should. If we could spend time exploring the development of some mechanisms to reach the public directly with the music.

I understand the limitations radio faces, and I'm not taking a negative posture. But I do feel there's plenty of room for more aggressive creativity at the programming level, without sacrificing ratings perhaps even with an increase in ratings.

#### Format Overlap

R&R: For example?

AT: The overlap between CHR, AOR, and A/C is really excessive, with relative slivers of differentiation between them. I feel differentiation could be greater without any sacrifice. They're all trying to fit through the same doorway, and it gets tough.

Being all things to all people all the time would be a wonderful way to live, except the world is different than that. There are certain artists who will have wonderful appeal to everyone and should appear on every radio station, regardless of how you categorize it. But that would be a poor excuse to avoid a greater differentiation among performers.

Again, I get back to the sense of what "alternative" artists are. They would have been the bread-and-butter AOR artists of a decade ago. For instance, we have a record on Columbia by Big Andio Dynamite. It's a sensational album and it's starting to happen, but the struggle just to get mainstream AOR people to listen to it was rather extraordinary, and a bit of a surprise to me.

I accept radio's limitations. I accept video's limitations. I accept our limitations. What I don't accept is limitations on thinking. We should all be constantly asking ourselves. "How can I do this better and differently, and are there any other ways to improve the whole process?"

## **Rotating Those Videos**

Al Teller's comments about MTV's hit-oriented, tight playlist would be disputed by the channel. In a promotional package recently given to record labels, MTV says it "plays more new music than ever before" and that the playlist has been increased to 90 currents — "one-third more current music than three years ago." The presentation also defines six rotation caterories.

NEW: 5 plays per month (PPM). "New artists, no familiarity, no awareness, no record company major push," says the document. LIGHT: 8 PPM. "New artists with

record company push and 'street buzz' (or) Known artists with recent suggess limited to other formats." SNEAKOUT: 16 PPM. "Breaking video, moving up in swareness and MEDIUM: 30 PPM. "Hit video not yet at its peak (or) Superstar artist new release conting off recent me-ior success."

ACTIVE: 60 PPM. "Top rotation for most hit videos at their pask."

HEAVY: 90-120 PPM. "Peak rotation for the few major hits (rotation reserved for unusual successes)." Not defined in the material is MTV's Power rotation, ska "Snesi-Preview Videos."

34/R&R FRIDAY, FEBRUARY 7, 1986



## BANGLES "MANIC MONDAY"

MOST ADDED 129 50 - 54%

Including: 33 P-1s!

'DIFFERENT LIGHT'

# OUTFIELD

"YOUR LOVE"

This Top 15 AOR Double-Breaker Band Is CHR-Ready N-O-W!

30 Adds Out Of The Box! Including:

WPHD KAFM WMMS WCAU FM KEGL KPLUS

PLAY DEEP



Profiles based on exclusive interviews with 13 of the greatest hitmakers, Leiber & Stoller, Tom Dowd, Phil Spector, Richard Perry, Bill Szymczyk, Todd Rundgren, George Martin, Mickie Most, Glyns Johns, Tony Visconti, Chinn & Chap man, Roy Thomas Baker, and Chris Thomas.

345) THE PROGRAM DIRECTOR'S HANDBOOK, Bob Paiva The author strips away mystique and misinformation to provide a wealth of practical information and thoughtful examination of the program director's functions the creative, the administrative, and the profit-making responsibilities, as well as special talents required for success.

340) MAKING MONEY MAKING MUSIC (NO MATTER WHERE YOU LIVE), James Dearing Dearing shows practical ways to make reliable music income by developing a solid professional reputation within your own community, diversifying your talents, and building business savvy; maximizing chib performance earnings, casuals, teaching, jingle work, session work, oper ating a home studio, renting out your equipment, and more useful ideas

311) MUSICIAN'S GUIDE TO INDEPENDENT RECORD PRODUCTION. Will Connelly Practical and realistic advice on the whole process of record-making for the aspiring producer. Describes the interplay of creative, technicel and business aspects, and explains the techniques and methods for p ning, directing, and budgeting the production.

304) BREAKIN' INTO THE MUSIC BUSINESS, Alan Siegel Written by one of the top entertainment lawyers, this is a concise, complete and well-documented guide filled with straight talk and practical advice on making your break. In addition to detailed explanations of the mechanics of music deals, it to includes pointed interviews with top industry execs, managers, producers,

180) DICTIONARY OF CREATIVE AUDIO TERMS, CAMEO The first comprehensive dictionary of creative audio terminology containing over 1,000 definitions for those without much technical training. Focuses on creative audio/ musical equipment, techniques, systems, and practic give a quick and comprehensive grasp of meanings. 100 pp.(P) \$4.95

130) BUILDING A RECORDING STUDIO, Jelf Cooper, M. Arch., S.M. Substitution and a glossary of the 100 most misunderstood terms in acoustics. No. 209 pp.(P) \$30.00

120 CRITICAL LISTENING COURSE, F. Alton Everest This invaluable course specifically addresses the important nuances of the audio world. The 106 page training manual with ten pre-recorded lessons on cassette tapes lead you from basic to advanced listening techniques in increasing progression.

Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities, various types of distortion, reverberation effects on speech and music, signal vs. noise, and voice colorations.

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## CALENDAR

**BRAD MESSER** 

## Tiger Can't Change Stripes

The fine art of matching jobs and people sometimes turns out pathetically short of fine.

A newsman mailed a tape to a West Coast station which had advertised for a news anchor. The station soon responded with an invitation to fly into town for an in-

During the visit, the candidate was given the usual station tour, was fed some lunch, and then the principals closed the office door to get down to the serious stuff, the discussion of duties and negotiations over pay.

The more the conversation continued, the more interested the candidate got. He especially liked the part where the interviewer

said, "I thought your tape was ex-cellent!" The candidate had always worked hard to achieve his natural sounding one-on-one delivery.

At that point the fine art of filling a job went down the tubes. The potential boss reached into a drawer, pulled a tape, and placed it in a cassette machine. "Listen to this guy," he said, "and tell me whether you could sound like

For an instant, the candidate thought it was just a really bad joke, but the look on the face of the hose indicated otherwise. From the speaker poured the voice of someone almost screaming a newscast. The effect was made even worse by a deep reverb.

The visiting candidate knew this wasn't the job for him. He made small talk, ended the interview as quickly as possible, and headed for the airport. Time and trip

As he tells the story today, the former job seeker still wonders why that radio executive responded in a positive manner to his audition tape, and went to the expense of a fly-in audition, when all along he was trying to find so-meone with a completely different style of delivery.

#### **First Gold Record**

MONDAY, FEBRUARY 10 — The idea of the promotional "gold record" was created by the RCA Victor company, which presented the first one to Glenn Miller 44 years ago today in honor of the million seller "Chattanoogs Choo Choo" (1942). The record wasn't solid gold. The color was just aprayed on.

Five years ago a fire in the Las Vegas Hillon killed 8 people (1981). On this date in 1942, because of World War II. Detroit stopped production of automobiles for civilian use. The hand-held portable fire extinguisher was patented in 1883

Birthdays: Swimmer Mark Spitz (7 gold medals in '72 Olympics) 36. Musician Denoven (Leitch) 40. Singer Rob Flack 47. Actor Robert Wagner 56. Soprano Leontyne Price 59.

#### Mardi Gras

TUESDAY, FEBRUARY 11 — Shrove Tuesday, the last feast before Lent, is called Pancake Tuesday by some people. A "pencake race" has been held at Olney, England since 1445. Today caps off two weeks of Mardi Gras celebrations in New Orleans and other Southern cities, including Mobile, Alabama. A public holiday in Florida. The world's largest lobster weighed 44.5 pounds and was 3 feet 6 inches long. It was caught off Nova Scotla on this date in 1977 and sold to a restaurant in Bayville, New York.

The Beatles recorded their first album in a 12-hour session at EMI Abbey Road studio in 1962.

The Caterpiller Club was formed in 1919 for those whose lives have been saved by parachutes.

Birthdays: Burt Reynolds 50, Actress Tina Louise 52, Actress Eva Gabor 60, Gene Vincent ("Be Bop a Luie" '57) born 1935. Thomas Edison born 1947

#### "Robinson Crusoe" Rescued

WEDNESDAY, FEBRUARY 12 - The man whose life inspired the story of Robinson Crusoe was rescued from the island of Juan Fernandez in 1709. His real name was Alexander Selfdirk and he was stranded on purpose. Just wanted to be alone. Passing ships kept offering to pick him up but Selkirk refused, until boredom finally overtook him

U.S. Ambassador to Afghanistan Adolph Dube was assassinated in 1979. Actor Sel Mineo was murdered 10 years ago (1976). The United States agreed to begin training the army of South Vietnam in 1955. The first "Superman" radio program aired in 1940. National Association for the Advancement of Colored People formed 1908.

Ash Wednesday, Lent begins.

Birthdays: Racer Johnny Rutherford 48. Bill Russell (Basketball Hell of Fame) 52. Broadcaster Joe Gersglole 60. Actor Lorne Greene 71. Labor leader John L. Lewis born 1880. Abraham Lincoln born 1809. Charles Derwin born

#### Jesse James' First Robbery

THURSDAY, FEBRUARY 13 — Jeese James began his 16-year criminal career 120 years ago today (1866). The James Gang got \$17.000 from a bank in Liberty, Mesouri, and killed an innocent bystander in the process. Two years ago, in the largest American merger to that date, Texaco was granted FTC permission to combine with Getty Oil to form a \$10 billion company.

Writer Alexander Solzhenitsyn was expelled from the USSR in 1974. Blondle & Degwood's comic strip marriage heccened in 1933.

1914 — ABCAP formed. 1784 — Ice jern clogged Mississippi Filver at New Orleans.

Birthdays: Ex-Monitos Peter Tork 40. Actress Carol Lynley 43. Actor George Segal 52. Singer Tennesses Ernie Ford

#### Valentine's Day

FRIDAY, FEBRUARY 14 - The original St. Valentine lost his head in the year 278. Authorities of the Roman Empire, who preferred that soldiers remain single, ordered him executed as punishment for performing marriages for

President John Kennedy announced in 1962 that US military advisors in Vietnam would fire if fired upon. World War II bombing raids created a firestorm that killed 200,000 people in Dreeden, Germany in 1945 The first full-length "Tarzan of the Apes" movie premiered in 1918 and caused public protests over the fact that Tarzan and Jane lived together without being married.

1912 - Arizona 48th state. 1859 - Oregon 33rd state. rthdays: Actress Florence Henderson 52, TV personality Hugh Downs 65, Labor leader James Hoffa born 1913. Actress Theima Ritter born 1905. Comedian Jack Benny born 1894.

SIGNATURE

# blancmange

"Lose Your Love"

The Single Is Out.
The Tour Is On
The Video Is Playing

Produced by Stewart Levine For Ultradelta Limited

1986 Sire Records Company

A public service announcement brought to you by ATCO Records on behalf of the new single from

# PETE TOWNSHEND.

"Give Blood" from the gold album "White City" also available on cassette and CD.



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# **CONTEMPORARY HIT RADIO**

JOEL DENVER

**195 ROCKS AND WINS** 

# WAPI-FM: Setting The Pace In Birmingham

Christmas didn't end on December 25 for WAPI-FM (195)/Birmingham PD Mark St. John. In fact, he's still opening presents.

• Extra present #1: B5 surged ahead two shares (12.0-14.0) in the fall '85 Arbitrus. Not only had the station widened the distance between itself and CHR competitor KXX106(WKXX), but missed capturing the market lead from Country outlet WZZK by only two-tenths of a point.

 Extra present #2: An incredible job offer in a major market — programming WAVA/Washington, Naturally, he took the gig.

But the successful endeavors of Mark and his staff at 185 shouldn't go unnoticed. He leaves behind a strong facility committed to winning.

#### From AOR To CHR

Mark, a onetime record promoter for Atlantic in Charlotte and Atlantia, cut his programming teeth at WISE/Asheville and WHHY-FM/Mentgemery before joining WAPI-FM. When he took over ISS in July 1994, it was a successful AOR which had maxed out its potential for ratings and revenue growth.

When WAPT-FM opted to go CHR, Mark's mission was to maintain its image and attract new audience. "We weren't spectacular in any demo except men." he recounted. "Our 12+ share hovered around an 8, so we made the plunge for CHR.

"Our first step was to take the station into a more current direction and carefully introduce broader appeal times. Any remaining oldies on the station were rock-oriented, yet mass appeal (as are) the few we deal with today. We are still more apt to play an AOR crossover first, letting the rest of the market warm up an A/C or Ur-han crossover."

#### Keeping A Rock Image

"I see stations around the country changing their complexions in a week's time, playing too many of one crossover type. That's dangerous. It's also dangerous to get too far into oldies," he cautioned. "MTV's 'closet classic' idea is good. Occasionally playing an old Doors song is a neat way to acknowledge rock's roots, but not as a staple of the station. It only works in limited doses and the right dayparts. You can flex your percentages depending on what's available in current music." (St. John maintains a 75% current sound, with 15% recurrents and 10% gold.)

"Current records are the staples

Mark Thompson & Brian Phelips high over Birmingham.

STECS

Street Short

195's monthly Street Sheet is a alick handout filled with pictures from recent promotions, as well as a complete listing of concerts and station events.

of this station's success," he continued. "To rely heavily on recurrents and oldies risks the chance of sounding stale. While I'm castious on Urban crossovers, I don't miss any that are hits. At the same time, I don't advocate missing any hit record, particularly if it's too hard at first listen. As it becomes familiar, a rock record becomes all the more palatable."

#### **Super Demos**

The man obviously knows what he's talking about. Not only is 195 first in teens with better than a 47 share, but it holds the top spot in 18-34 adults, #2 in 18-49 adults, and is tied for third in 25-49 adults with (Urban) WEINN. "This book was the culmination of the direction we've been taking. We held our men from AOR, added women, and

kept a large teen base."

Achieving those stats meant avoiding a job hazard Mark cautions other PDs against - falling into the be-all-things-to-all-people trap. "If you start getting too comfortable and try to broaden too fast, you'll start to lose the 12+ share and, eventually, the adults' loyalty as well. Adults are drawn to this station because of the excitem Sure a Motley Crue might be patently offensive to some listeners, but our format is designed so the next record will be something they're sure to enjoy. Those rock records are active phone items, and we're based on appealing to the active audience."

While he keys in on active research such as retail and phones, Mark utilizes some callouts for rotations and burn factors. "I don't put too much faith in any one piece of research. The more information the better. You have to he able to interpret the research and make it work for you."

#### **Attention To Tempo**

He attributed KXX106's lack of success in recent books to a "lack of consistency; too many people trying to do their own thing to the station in too short a time. They need to find a PD they like and stick with him."

As to possible reasons for the fall ratings decline of other CHR stations across the country, Mark said, "If there is any trap a CHR may fall into it's being too timid, generic, or afraid of standing up and making a statement. Any one record will not blow your audience.

"Tempo is very important. Be aware that many A/Cs are becoming more contemporary-sounding again. That's another reason to play records by Rush or other mass appeal rockers. They help set us apart. My advice is to continue going forward in an aggressive manner and find ways of being different. CHR is lively, vibrant, and fun. It has to have an uptempo feel to work.

"You need to be a part of people's lives and think of your station as being more than just a jukebox. Competition from MTV and other things like home computers is not going to go away. Therefore, you have to give listeners a reason to tune in every day."

"I don't put too much faith in any one piece of research. The more information the better. You have to be able to interpret the research and make it work for you."

#### Say 195 And Win

There's a lot more to WAPI-FM than just its music. B5 was very visible premotionally, with bill-boards featuring morning men Mark Thempson & Brian Phelps. Complementing the board effort was a simple but effective contest that helped the station become the talk of the town.

Mark explained, "In comparition to what others spent, this game, originally used at sister WABB-PM/Mahile, cost us very little—approximately \$25,000. We'd go out and ask people, 'What station do you listen to?' If they answered '955,' they got the chance to say it as many times as possible in ten seconds at \$10 a whack. We'd be there with cassette recorder in hand to capture the attempt.

"We'd play them back on the air, and the reaction was amazing. It became a challenge for listeners to top previous contestants. The most was 24 times. Then to extend the contest, we began taking on-air calls and upped the ante to \$50 a throw. We managed to get 12 weeks out of this contest, which brought top-of-the-mind awareness. We did some spot TV buys, but not as much as when we first moved from AOR to CHR."

Continued on Page 40

R&R FRIDAY, FEBRUARY 7, 1986/39

#### **CONTEMPORARY HIT RADIO**

# WAPI-FM: Setting The Pace In Birmingham

Continued from Page 39

#### Voice ID Vs. Jingles

Using the positioning statement "Birmingham's Hit Rock, 195" is about as far as Mark goes. "I'm not a slogan-oriented programmer. I like to find one and stick with it. Instead of jingles, we use voice IDs mixed with interesting sounders to add flow. We're experimenting at a local studio with a Synclavier. You put a voice (human or musical) through it and then play it through

"Current records are the staples of this station's success. To rely heavily on recurrents and oldies risks the chance of sounding stale."

the keyboard. The result is an endless variation of the original in pure digital sound. We've started to create some amazing promos using this device."

#### **Tight With The City**

As a station PD, it's difficult to step back and objectively discuss why your facility is a winner without sounding full of hype. But Mark took the challenge. "We've taken hold of the market because of our



Mark St. John

own aggressive personalities and correct decisions. But we've profited as well at the expense of our competitors' mistakes.

"195 is also tight with the city, working with civic projects, benefits, and concerts. We sponsored a local 'Live Aid' benefit featuring local acts. And each year we light up the city Christmas tree. Our jocks make lots of appearances, many without compensation. They know whatever they do for free comes back to them in notoriety and eventually new increases.

and, eventually, pay increases.

"GM Bersie Barker and owner
Bersie Dittiman have not only been
supportive of my philosophy, but
have backed up our needs financially for great air talent and the



Brother John 9am-2pm

"Continue going forward in an aggressive manner and find ways of being different. CHR is lively, vibrant, and fun. It has to have an uptempo feel to work."

means to market/advertise our product."

#### March On Washington

I interviewed Mark just a week before he announced his departure to WAVA. At that time I questioned him about his future goals and



Joe Madison

what would tempt him to leave Birmingham. "To be number one again in the format but beat WZZK." he quickly answered. "I want to put 195 at the very top. As far as leaving, I'll only go into a situation where there's good chance for success. If you believe you can win, you will. But luck can play a hand as well as timing."

With that in mind, I called Mark after his announcement. "Td love to stay here but this is too good to pass up. The fact that I've already programmed in different-sized markets and promoted records gives me a great perspective."

Ironically, Mark will be going up against Randy Lane, the guy who



Jimbo Woo MD/Nights

helped hire him at I95. Talking about Mark's impending arrival, Randy said, "Mark knows all the plays in my playbook. But he doesn't know when I'm going to run them."

Mark assessed the situation with a similarly calm attitude. "Some have asked how it will feel to compete against an old buddy. Since we know each other, we'll start on equal footing; he has no more advantage than I do."

That's not all. Both Mark and Randy are old pals with rival WBMW(Bies) PD Bob Kaghan. Washington, DC is certainly one market we'll be keeping our eyes on in the coming months.

#### MOTION

Debble Summers takes her act on the road to join PJ Jay Stone as his morning pertner at I94(KMAI)/Honolulu... WSQV/Williamsport goes live-assist Easy Listening, which displaces PD Carl James and News Director Gary Jivard ... Former KZIO/Dubuth PD Barry Knight has landed the Promotions Director/night rocker slot at KBEZ/Grand Forks, which just flipped from Beauthul Music to CHR under PD Roas Holland.

Dale Taylor, former PD at WQUE (AM)/New Orleans, lands the PD position at 0.101/Meridian, replacing David Edney ... WNOK-FM/Columbia, SC morning team member Lee Windham is named OM ... WAZY-FM/Lafayette midday man Thomm Kriati gets the boost to PD ... Elizabeth McDonald is the new Promotions Director at WJZR/Charlofte

KMBO/Shreveport switches from CHR to Gold with new calls KITT KO93-Modesto ups midday man Randy Scott to mornings replacing Mark Douglas, who moves into a fulltime Promotions slot, and names former KFIV personality Ellen Thomas MD evenings to succeed Ron Brooks.

At KFMW/Waterloo, OM Scott Lee

Michaele exits. PM driver Merk Hansen is named MD to replace Deb Christie, overnighter Mike Miller silps ingo late-nights, and partitimer Terri Lynn gets the fulltime overnight slot ... WZYO/Frederick, MD welcomes Trucktin' Tom back to middeys replacing Bob Bradley, who's now at WASH/Washington ... WBCY/Charlotte middey personality Milke McCarthy is out; Jack Danles moves

crosstown from WJZR to replace him

Rich McCollister is new to overnight at WKFR/Kalemazoo ... Jilm
Leven moves from the PD post at
KREO/Santa Rosa to Operations Manager at WWFX/Bangor ... Gary
Spears exits WAPP/New York for
atternoons at Q107/Washington replacing Shadow Smith, who leaves
the station ... Paul Fuller leaves
WABB-FM/Mobile to join former boss
Randy Lane at Q107/Washington as
MD Fuller replaces Mary Taten, who
joined MTV as Promotion Director.

Costello exits middays at WVSR/

Charleston for the same at WWCL/ Pittsburgh . . . The new PD at WJXQ/ Lansing is Bill Lindy; Tim Barron is the new MD . . . WLRW/Champaign, IL hires Matt McCann from WCIL (AM)/Carbondale to replace Jim Wneck ... KCBN/Reno PD Jim O'Neel adds on programming duties for sister station KRNO ... KGGG/ Rapid City PD Phil Wilson segues to the Promotions Director/midday slot at KGGO/Des Moines, and KGGG also names morning man Randy McDanlel PD ... KSEZ/Sioux City PD Charlie Sexton is out, MD/evening personality Tim Harrison steps in to replace him, and PM driver Scott Shannon becomes MD . . . WFXX/Williamsport midday man Dave Stratton teams up with John Finn for AM drive, while Bill Bane takes over the open midday spot . . . KGOT/Anchorage MD Kay Taylor exits; midday personality J.D. Chandler is the replacement.

KMJK/Portland gives assistant Mike Badzik the boost to Promotions Direc-

. WABB-FM/Mobile welcomes a new MD, Mark David Sawyer from WTKX/Pensacola, to replace Paul Fuller . . . Sandy Michaels seques from nights to evenings at WNYS/Buffalo, replacing Pete Hausman. Parttimer Gary Black is upped to fulltime .. WSTO/Evansville names night personality Scott Murray MD/middays ... Lee Edwards is new to middays at WJZR/Charlotte, from WZXR/Memphis . . . Scotty Moore is on AM drive, and J.J. Wright is handiing middays at WGUY/Bangor 94Z/Raleigh Promotions assistant J.P. Hunter acquires MD duties. replacing Bill Duncan, who left for KSND/Eugene 94Q/Richmond ... evening personality Jamle Hyatt is appointed MD . . . KKRQ/Cedar Rapids hires Bruce Maimon from KTFM/ San Antonio for atternoon drive Tom Beal is the new Assistant PD/af-

ternoon personality at KKSS-FM/Albuquerque. KVFC/Cortez, CO switches from A/C to CHR, and will begin simulcasting with FM sister KISZ KPLUS/Seattle, Alex Darby segues into middays, Mark Allan moves from 10pm-2am to PM drive, and Stitch Mitchell takes over late nights Slick Eric Stevens joins WIXV/Savannah for 7pm-midnight from WSTW/ Wilmington, replacing Boom Boom .. WFMI/Lexington welcomes Indiana Jones to morning drive from WSTO-FM/Evansville, and announces the following lineup changes: 7pm-midnighter Tom Hollday shifts to middays, overnighter Sean Roberts moves up to PM drive, and MD Steve Jansen moves from mornings to tate nights.

#### **BITS**

Absolutely, Poetitively Last — KC103/Evansville decided to clean up for the New Year. On December 30 the station held an "Absolutely, Positively Last Contest of '85." giving away tons of albums to lucky listeners. Then on New Year's Eve, KC103 sponsored the "Absolutely, Positively, No Way Ever Again Last Contest of '85." This contest offered listeners the chance to win some of the year's top videos, as well as three free rentals of 1985's top movies from the local Video Connection.

 On The Home Front — 897/New Orleans celebrated Super Bowl XX by giving away Chicago LPs and copies of the Chicago Bears Shufflin' Crew's "Superbowl Shuffle." Sports trivia games were also given away during the weekend, as were records by several local New England bands.



MELTING EXCITEMENT — WZOK/Rockford placed a \$2800 diamond inside this ice sculpture of its call letters, and challenged listeners to guess the exact second it would melt loose. The winning time was 7 hours, 58 minutes, and 2 seconds. The diamond booke free 8 seconds later.

# LCO ALCO

The killing of innecent German CHR records by augligent radio and record people is not a protty sight. Nelp stop the modness, fact December, A&M released FALCU's million selling, international #1 single "Bock Me Amedican" to a music industry closed for the holidays. Thanks to the efforts of a caring first, "Rock Me Assalous" curried into 1986 and has excepted as a left recard to be recknowly with. Play FALCO's new, re-edited version of "Rock the Amadous," and see the video on MTV. We almost test this recent exce... we won't let it happen again



"ROCK ME AMADEUS" parenty From The Athens FALCO 3 prests PRODUCED BY NOW AND FERMI DISLAMO. DIRECTED BY FRUZA ON AND RECORDS.

**Z93** 

KUBE

# CHR NEW & ACTIVE | 133/98 #1 "MOST ADDED"

and the second second					• <i>m</i> ·	MICOI ADE	/60		
B104 add 27	WCZY add 40	KTKS	Q100	WSSX	94Z	KF95	WIKZ	KWES	KWNZ
WBEN-FM 37-15	KBEQ add 29	<b>WQUE-FM</b>	WERZ	WROQ	WRVQ	KIYS	WGAN	WPFM	KBIM
WKSE add 34	WZUU add 36	Q105	WKEE	WNOK-FM	KTUX	KIKX	WOMP-FM	<b>WXLK</b>	KZOZ
WNYS deb 31	KMEL 29-20	Z95	KC101	WZLD	WKDD	KIMN	KFMN	Z102	OK95
B94 26-5	KPLUS add 30	WMMS	WSPK	WCKN	WKAU	KMGX '	KQIZ-FM	WGLF	Y94
CFTR 1-3	KZZB 23-16	92X	RI-104	WFMI	KRNQ	KCAQ	WKSF	WHSL	KKXL-FM
		WHYT	98PXY	WLRS	WMEE	KSKD	WJAD	KYYY	WAZY-FM
WAVA deb 29	K106	ZZ99	WGFM	WABB-FM	Z104	KDON-FM	WJZR	WBWB	99KG
KAFM deb 30	WHTT	WKTI	93Q	KBFM	<b>KJ103</b>	WFBG	WCGQ	KCMQ	KKRC
93FM 20-9	WXKS-FM	KIIS-FM	WRCK	KX104	KOFM	WGUY	KISR	WSPT	WDBR
KRBE deb 23	WPHD	KZZP	WBBQ	Y107	KKRD	WZON	WYKS	KYYA	
B97 deb 26	CKOI	KMJK	KHFI	WRNO	WHOT	WIGY	KSMB	KKAZ	
B96 add 39	CHUM	K\$103	KXX106	BJ105	KNMQ	103CIR	Q101	KOZE	
	702	MINDE	WAD	V404	MAYA	-			

Y106

KOXR

95XXX

KHTZ

KNOE-FM

WAPI



STEVE FEINSTEIN-

#### **RATINGS RESULTS**

# **Growing Older Gracefully**

Here's a little statistic for anyone who doubts that rock radio attracts a key money demo: three out of every four markets — 76%, to be exact — with rock 'n' roll stations have AOR leading in males 25-34. Up from 60% a year ago, it's further evidence of the format's demographic maturation.

That's quite a contrast from the days of AOR winning 18-34 only through huge 18-24 shares that concealed a paucity of 25+ listeners. Now AOR offers advertisers a legitimately balanced 18-34 audience, as other stats also prove:

Higher 25+ Audience Composition: While the format is still solid 18-24, it's becoming the norm for AORs to receive upwards of 40% of their quarter-hours from listeners 25 and older. That's the case among outlets in all of the top ten markets. In fact, eight of the top 15 markets have AORs with over 50% of their listening from 25+ adults.

Fewer Teens: There are only ten markets where the format is tops in teens, down from 15 last fall and 36 in fall '83.

In this light, 12+ figures that show a majority of stations slipping are anything but alarming, particularly when you consider that a drop may be as little as a tenth of a point.

Other signs of rock radio's robust health:

• The tide has turned on format defections. Instead, new AORs are popping up almost weekly in markets large and small. Can it be long before gaping holes in metros like New Orleans, Cleveland, Buffalo, Birmingham, and Memphis are filled by savvy operators who want to reap the rewards of attracting AOR's natural audience of baby-boomers raised on rock?

 Tenured AORs like WMMR/ Philadelphia and WLVQ/Columbus are becoming market dynasties by combining exceptional personalities, imaginative promotions, community involvement, and streamlined systems to-rock all the way to the bank. They dominate both 12+ and in adults 25-54.

 Our newest national monument, Bruce Springsteen, was supported by AOR for over a decade until he broke through to the mainstream. Now even conservative politicians and columnists hop on the bandwagon to sing his praises. Most of the Bosa's fellow Grammy nominees — Dire Straits, Huey Lewis, Phil Collins, Don Henley, Sting — also have their roots in AOR. Now that these acts have deservedly crossed over to other formats, AOR still retains its strong link with them by reaching past the singles on their current albums as well as offering their older material.

 More than ever before, the format is home to the kind of brilliant personalities who attract rabid followings: Howard Stern, John De-Bella, Dave Pratt, Jonathon Brandmeier, and Greaseman, for instance, with Steve Dahl & Gary Meier set to return to WLUP/Chicago.

In short, the trend toward more salable demos and increased respectability indicates that it's the best of times for rock radio. An AOR positioned clearly with listeners and the advertising community is a franchise to be recknored with

#### **Format Scorecard**

	Pall 105	Fell 184	
Stations Surveyed	147	141	
12+ Scores	43% up (63) 54% down (80) 2% flat (3) 1% debut (1)	45% up 50% down 3% flat 2% debut	
Surveyed Markets w/AORs (standard/condensed)	98 (92/8)	100 (95/5)	
Markets With AOR #1 in Adults 18-34	58% (57)	57%	
Markets With AOR #1 in Men 18-34	84% (77)	83%	
Markets With AOR #1 in Men 25-34	76% (70)	60%	
Markets With AOR #1 in Men 25-49	37% (34)	33%	

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight.

Stations with #1 shares in their market have 12+ figures in **bold**. Stations debuting this book have an asterisk for their previous 12+ share.

First or second-place rankings in cume and demos are indicated. Italics signify a tie for the position. Under-the-line signals are included in determining a station's rank. Figures not available in condensed markets are indicated by "na."

"%25+" refers to the percentage of a station's quarter-hours from

"%25+" refers to the percentage of a station's quarter-hours from listeners over the age of 25.

Consulted stations are noted by (A) for Burkhart/Abrams/Douglas & ...
Elliot; (AP) Al Peterson; (BP) Beau Phillips; (GH) George Harris; (H)
Bob Hattrik; (J) Fred Jacobs; (JS) Jon Sinton; (P) Jeft Poilsek Communications; (S) John Sebastian; (TF) Ted Fergueson. Dual consultancies are also noted.

The consultant listings are done only as a point of reference. Credit for ratings performance belongs primarily to the on-site program directors. Multiple-client consultants are listed in the Consultants Report Card.

Under-the-line stations and stations listed as appearing in metros in addition to their own; e.g., WXRC/Charlotte-Hickory and KOME/Sen Francisco-San Jose, do not contribute figures toward the scorecards.

# Fall '85 Station Stats

Station/Market	12+	Cumo	Adults 18-34	Mon 18-34	Mon 25-34	Mon 25-49	Toons	% 25 +	Station/Merket	12+	Cumo	Adults 18-34	Men 18-34	Mon 25-34	25-49	Teens	% 25
KAYO-FM/Aberdeen, WA	9.5-6.5	_	_	na	na	na	na	na	KBPI/Denver (H)	7.7-7.3	_	-	2	2	_	1	3
WONE-FMAkron	6.4-6.7	_	2	1	1	2	_	48	KAZY/Denver	3.9-5.6	_	1	1	2	-	_	5
WPYXIAlbeny, NY (A)	9.5-9.7	_	1	1	1	1	2	50	KBCO-FM/Denver	5.5-5.9	_	2	_	1	1	_	6
WORK-FM/Albany, NY	5.5-3.9	_	_	_	2	_	_	71	KGGO/Des Moines (M)	18.0-17.2	_	1	1	1	1	2	4
(FMG/Albuquerque (P)	10.2-7.9	_	2	1	_	-	2	24	WRIF/Detroit	7.0-4.9	_	1	1	1	2	_	-
(RKE-FIMAlbuquerque (A)	3.8-3.9	_	_	-	2	_	_	45	WLLZ/Detroit (H)	3.6-4.2	_	_	2	2	_	_	
VZZO/Allentown (A)	11.2-12.6	1	1	1	1	1	2	54	KLAQ/EI Pago (JS)	13.8-11.1	_	1	1	1	_	2	
(WHLJAnchorage (AP)	12.3-13.7	1	1	1	2	-	1	31	KZEL/Eugene (A)	13.3-10.2	_	1	1	1	1	2	
KGR/Anchorage (S)	9.0-8.5	_	2	2	1	-	_	77	KZAM/Eugene	3.6-2.3	-	_	_	_	_	_	1
RKN/Anchorage	2.7-2.3	/ -	_	_	_	_	-	57	KRXX/Eugene	1.46	_	_	_	-	-	-	1
VAPL/Appleton (AP)	12.7-11.6	_	e 1	1	1	1	1	45 -	WWCK/Filmt (A)	11.8-12.3	2	2	1	1	2	1	
VKLS-FM/Atlanta (A)	6.4-9.0	-	1	1	1	1	2	52	WXKE/Ft. Wayne	8.1-8.2	_	_	2	-	_	2	
LBJ-FM/Austin	13.6-11.6	_	1	1	1	2	-	50	KKDJ/Fresno (A)	9.1-7.4	_	1	1	1	2	-	
TYY/Baltimore (A) (GH)	6.9-5.6	_	1	1	2	2	_	38	WRUF-FM/Geinesville (P)	15.5-16.7	1	1	na	na	na	na	
/GRX/Baltimore (S)	.8-1.1	_	_	_	_	_	_	78	WLAV-FM/Grand Rapids (A)	10.0-10.2	-	1	1	1	1	_	
VBCN/Boston	9.4-7.4	2	- 1	1	1	1	_	46	WTPA/Harrisburg (P)	4.3-4.2	_	_	2	_	_	_	
AAF/Boston-Worcester	3.6-2.4	_	-	_	_	_	-	22	WHCN/Hartford (A)	6.1-5.8	_	2	2	1	_	_	
/FNX/Boston	.98	_		_	_	_	_	52	WCCC-FM/Hartford	3.4-3.0	_	_	_	_	_	_	
/IZN/Burlington	5.1-8.4	_	2	na	na	na	na	na	KPOl/Honolulu (A)	9.5-7.7	_	_	1	2	_	_	
/RQK/Canton	6.5-6.4	_	2	1	1	. 1	2	62	KSRR/Houston	5.4-5.0	_	-	2	-	_	_	
/OWE/Chattanooga	2.9-3.0	_	_	_	_	_	_	25	KLOL/Houston (A) (P)	5.3-4.5	_	_	_	_	_	-	
/LUP/Chicago	3.5-4.0	_	2	1	_	_	_	44	KRBE-AM/Houston	.67	_	_	_	_	_	_	
/XRT/Chicago	2.5-2.6	_	_	_	2	-	_	74	WFBQ/Indianapolis (A)	15.5-14.4	2		1	1	1	2	
CKG/Chicago (A)	1.6-1.9	_	_	_	_	_	_	51	WFYV/Jacksonville (A)	10.3-9.8	2		1	1	_	_	
VEBN/Cincinnati (P)	7.4-8.2	_	1	1	1	1	_	56	KYYS/Kansas City (A)	6.8-5.9	_	1	1	1	.1	_	•
VSKS/Cincinnati	2.8-2.9	_	_	-	-	_	_	27	KKCl/Kansas City	2.3-1.9	_	_	_	-	_	_	
ILO/Colorado Springs	11.2-13.5	2	1	1	1	1	2	49	KCFX/Kansas City (J)	1.8-2.9	_	_	-	_	_	_	
(LVQ/Columbus, OH (A) (JS)	11.5-15.1	1	1	. 1	1	1	2	51	WIMZ-FM/Knoxville (A) (M)	17.5-14.7	2		1	1	2	2	
NCN/Corpus Christi	10.8-11.1	2	2	1	1	1	2		WMMQ/Lansing (J)	5.5-7.0	_	2	2	1	2	_	
TXQ/Delies (A)	6.5-4.7	_	_	2	_	-	_	43	WLNZ/Lensing	* -1.5	_	-	-	-	_	_	
ZEW/Delles (P)	4.5-3.1	_	_	_	_	-	_	57	KOMP/Las Vegas (A) (JS)	11.4-9.5	_	1	1	1	2	2	
MRKWDenbury (A)	14.3-12.9	2	1	ne	ne	nie	ne		WKQQ/Lexington	12.0-11.1	_	2	1	1	_	2	
WTUE/Devion	9.9-8.7	-	1	1	1	1	2	47									

# **Fall '85 Station Stats**

Station/Market	12 -	Come	Adults 18-34	Mon 18-34	Mon 25-34	Mon 25-40	70000	% 25+	<b>Station/Harbol</b>	12+	Cume	Adulto 18-34	Mon 18-34	Mon 25-34	Mon	Toose	% 25+
KMJX/Little Rock	9.0-7.7	_	2	1	2	_	2	41	WCMF/Rochester (P)	11.2-11.7							
KLOS/Los Angeles	4.4-4.8		2	1	2	2	_	51	KZAP/Secramento (A) (P)		Ξ	1	1	1	2	2	
KMET/Los Angeles (A) (GH)	3.3-2.5	_	_	_	_		_	56	KSHE/St. Louis (P) (H)	10.4-7.0		1	1	1	1	-	
KROQ/Los Angeles	3.1-3.9	_	_	_	_		1	24	KMBY/Selines-Monterey	14.1-12.4	2	1	1	1	2	1	38
WQMF/Louisville	8.6-8.5	_	1	1	1		-	38	KRSP-FM/Selt Lake City (F)	2.9-4.3	-	_	2	1	1	_	
KFMX/Lubbock	12.9-10.0	_	_	1	_	_	2	23	KCGL/Selt Lake City	9.4-9.9	_	1	1	1	-	2	26
WIBA-FM/Medison (F)	10.5-10.2	2	1	i	1	2	2	52		1.9-1.8	_	_	_	_	_	_	35
KRIX/McAllen-Brownsville	8.5-6.1	_	_	-	_	_	_	27	KISS/Sen Antonio (P)	7.0-6.8	-	2	.1	1	_	2	26
WSHE/Miami	6.3-5.6	_	1	1	1	1	_	52	KXZL/Sen Antonio (A)	3.2-3.1	_	_	_	_	_	_	34
WQFM/MHwaukee (P) (S)	6.2-8.4	_	1	i	,		1	27	KESI/Sen Antonio (S)	1.7-2.4	_	_	_	_	_	_	70
KQRS/Minneapolis (J)	7.1-9.0		i	i	2	_	_		KGB/Sen Diego	9.3-7.8	_	1	1	- 1	1	_	45
KTCZ/Minneapolis	4.2-2.7			-	_			27	- XTRA-FIM/Sen Diego (J)	6.1-4.5	_	_	-	_	_	2	30
WZEW/Mobile	2.2-1.4	-		-	_	-	-	84	XHITZ/Son Diego	2.5-2.7	-	_	-	_	_	_	56
KDJK/Modesto		_	_	-	-	_	_	45	KRGR/Sen Francisco	2.2-2.5	_	_	1	1	_	_	56
WKDF/Neshville (A)	11.6-11.0	-	1	1	1	1	_	49	KFOG/Sen Francisco (A)	3.0-2.3	-	-	_	1	_	_	78
WBAB/Nessau-Suffolk	9.6-9.8	-	2	1	1	2	1	42	KOME/S.FSan Jose	2.6-1.2	_	_		_	_	_	36
	5.2-4.7	_	1	1	1	2	_	58	KSJO/S.FSen Jose	1.3-1.1	_	_	_	-	_	-	31
WNEW-FM/Nessau-Suffolk-N.Y.	3.9-2.9	-	_	-	-	-	-	60	KKCY/Sen Francisco	.47	_	-	-	_	_	_	85
WLIR-FM/Hassau-Suffolk	1.8-1.3	_	-	_	-	-	_	42	KSJO/Sen Jose	2.3-3.2	_	_	1	2	_		32
WRCN/Nassau-Suffolk (P)	1.08	-	_	_	_	-	_	69	KOME/San Jose (P)	5.3-3.0	-	_	_				28
WPLR/New Haven	7.0-6.2	_	2	1	1	_	_	43	KTYD/Sente Berbera	11.5-11.5	1	1	ne	ne	ne	ne	
WNEW-FM/New York (A) (GH)	3.5-4.1	-	2	1	1	1	_	59	KYRE/Senta Rose	4.2-4.6	_		ne	ne.	ne.	00	ne
WXRK/New York (P)	2.5-2.1	_	_	_	_	_	-	49	KISW/Seattle	7.3-6.2	_	2	1	1			ne
WBAB/New York-Long Island	1.18	-	_	_	_	_	_	57	KZOK/Seattle (A)	2.6-2.2	_	-			_		39
WLIR-FM/New York-Long Island	.67	_	_	_	_	_	_	36	KEZX/Seattle	1.6-1.9	Ξ	_	_	_	_	_	58
WNOR-FM/Norfolk (J)	9.0-11.8	1	1	1	1	1	_	47	KTAL/Shreveport (TF)	3.4-4.5		Ξ	_	_			70
KATT-FM/Oklahoma City (P)	11.6-9.5	_	2	1	1	_	_	38	KEZE/Spokane (BP)	10.9-8.6	_		1	1	_	-	36
KEZO/Omehe (A)	13.2-11.1	_	1	1	1	2	_	44	WAGY/Springfield, MA	7.5-6.8	_		•	•	2	_	59
WDIZ/Orlando (A)	9.9-7.7	_	1	1	1	1	_	53	WAQX/Syracuse (AP)			2	2	2	_	2	41
WWCT/Peorla	13.0-16.0	2	1	1	1	1	2	32	WKFM/Syracuse	10.2-11.0	_	2	2	2	2	2	32
WMMR/Philadelphia (A) (GH)	9.4-9.8	2	1	1	1	1	-	46	WYNF/Tampa (P)	4.5-3.5	-	_	_	_	-	_	36
WIOQ/Philadelphia	3.1-3.7	Ī	_		2		_	79		6.7-6.3	_	2	2	2	_	. —	47
WYSP/Philedelphia (P)	3.1-3.0	_	_		_		_	37	WIOT/Toledo (A) (JS)	9.9-10.2	2	1	1	1	2	-	40
KUPD/Phoenix	8.3-10.4	-	1	1	1		2	41	KLPX/Tucson (A) (JS)	9.0-9.3	2	1	1	1	1	_	46
KDKB/Phoenix (H)	3.7-3.7	_	_	Ŀ	_		_	63	KMOD/Tules (P)	9.0-8.6	_	1	1	1	_	2	45
KSTM/Phoenix	2.5-2.0	_	_				_	50	KMYZ/Tulee (JS)	.7-2.2	_	-	_	_	_	_	52
WDVE/Pittsburgh (A)	6.1-8.4	_	1	1	1	1			WWDC-FM/Washington (A)	6.5-6.5	-	1	1	1	2	_	46
KINK/Portland, OR	5.7.7.1	_	1	2	1	-	2	38	WHFS/Washington-Annapolis	1.1-1.8	_	_	_	_	_	_	64
KGON/Portland, OR (F) (GH)	6.2-6.4	_	_	1	2	1	-	81	KICT/Wichita (A)	10.3-7.8	_	1	1	1	2	-	60
WHJY/Providence (P)	9.8-9.2			•	_	-	-	38	WEZX/Wilkes Barre-Scranton (A)	6.2-7.6	_	1	1	1	1	_	42
WBRU/Providence (A)		2	1	1	1	1	1	34	WAAF/Worcester	14.0-13.1	1	1	1	1	1	1	43
WXLP/Qued Cities (M)	2.9-4.2	_	_	2	2	_	_	60	WHTF/York (A)	5.4-6.2	-	2	1	1	_	-	53
KFMH/Quad Cities	9.4-10.1	_	2	1	2	_	2	36									
WRDU/Raleigh (A)	1.8-1.1	_	_	-	~	_	-	100	Mades The Line St.							_	
	6.0-8.5	-	1	1	1	2	_	53	Under-The-Line Signals								
KOZZ/Reno (A)	11.5-13.5	1	1	1	1	1	2	46									
WRXL/Richmond (J)	9.7-9.6	-	1	1	1	2	_	56	KNAC/Anaheim-Long Beach	.4+.7	-		_	_	_	_	10
KLOS/Riverside-L.A.	3.6-3.9	-	-	1	-	_	_	50	WHFS/Baltimore-Annapolis	1.18	_	-	_	_	_	_	52
KMET/Riverside-L.A. (A) (GH)	3.4-2.6	-	-	-	_	-	-	59	CILQ/Buffalo-Toronto (A)	2.6-2.2	-	-	-	_	_	_	13
KROQ/Riverside-L.A.	1.5-1.9	_	-	_	_	-	-	17	CFNY/Buffalo-Toronto	.48	_	_	_	_	_	_	33
KOLA/Riverside	2.7-2.5	_	-	_		_	-	35	WXRC/Charlotte-Hickory, NC (P)	*-2.2	_	_	-	_	_	_	19
KCAL-FM/Riverside	1.5-1.4	_	-	_	_	_	-	57	KTCL/Denver-Ft, Collins	.7-1.5	120						69

### **SEGUES**

WOKU/Greensburg, PA is a heavy metal AOR outside Pittsburgh. Reach PD Chris DeCarlo at (412) 242-3303.

KLAQ/EI Paso gives PD stripes to interim PD Pepe Lopez ... WTPA/ Herrisburg's new PD is Simon Jefries, Assistant PD at WCMF/Rochester.

WCKG/Chicago ups morning show producer Tom Deniels to MD... KSRR/Housion's interim MD is ex-KDKB/Phoenix PD Warren Williams, who's been quietly weekending at the station ... WRICN/Long leand MD John Grappone exits, replaced by Wayne Summers from WBEN-FM/ Buffalo ... Brew Michaels takes over KEZE/Spokane MD duties from Ales-ka-bound Karls Stevens.

WBAB/Long Island Director of Promotion & Marketing Rich Sutton becomes Station Manager of co-owned A/C WGBB/Long Island ... WYNF/Tempa taps Jen Velmer from sister AM WSUN as Promotions Director ... KOME/Sen Jose ups Ittlindy Varges to Promotions Director.

WGRX/Beltimore MD Bob Brooks goes to WCXR/Washington afternoons ... John Langan exits KZOK/Seattle mornings ... Jim James takes over 0.107/Toronto middays ... Don Hull joins KDZT/Ft. Bragg, CA for afternoons.

Correction: Jeff Fetters, who exited KTCL/Ft. Collins last week, was MD, not PD.



MEGA-MOOLAH — WAAF/Worcester-Boston has been cashing in on the popularity of the Massachusetts State Lottery, referred to informally as "Mega-Bucks" for its jackpots of upwards of \$20 million. On two occasions, the station has purchased blocks of 2500 tickets and given away 107 tickets apiece to winners every hour for 24 hours. Each time, the station gethered the winners together for a party while the winning numbers were drawn on television. No big winners yet, but there's been major press coverage. The first party was covered by three local TV outlets; the next time, the official followy station chose to televise the \$25 million drawing live from 'AAF's party (above).

# **Consultants Report Card**

Consultant	/Ciloata	12+	FFs Adults 18-34	71s Mon 19-34	710 Maa 25-34	Fig. Mac 30-40
SIADIE	41	48% up (19) 51% down (21) 2% Ret (1)	61% (25)	75% (30)	75% (30)	40% (18)
Folix	3	2 up 1 down	2	3	2	0
Harris	5	3 up 2 down	2	•	2	2
Hearts	4	1 up 2 down 1 flut	1	1	1	۰
Jeesbe	.6	4 up 2 down	3	3	3	1
Marine:	3	1 up 2 down	2	3	2	1
Peterson	3	2 up 1 down	2	2	1	1
Pollack	19	21% up (4) 79% down (15)	37% (7)	50% (10)	60% (8)	22% (4)
Schoollen	4	3 up 1 down	1	•	2	۰
Olimban	•	4 up 2 down	5	6	5	2

R&R FRIDAY, FEBRUARY 7, 1986/43



#### ADULT/CONTEMPORARY

DONNA BRAKE

THE NEW WLVE/MIAMI

# You'll Love 94

Wait a minute - was that Don Johnson lurking in the shadows of that ultra-modern facade? Or has Philip Michael Thomas been here coordinating his wardrobe for this week's episode of "Miami Vice"?

Chill out, babe, it's not television; it's radio. It's Love 94's new \$3 million facility, and it's fabulous. The three mil covers the property. the 13,600 square-foot building, and the all-new equipment.

But the good people at Love 94 are entitled to all this luxury after spending several years in lessthan-spectacular quarters. As far as GM Dean Goodman is concerned, the staff was due something this spiffy. And when Gilmo Broadcasting Corporation told him to go for it, (since Love 94 was. after all, the flagship station for the company) they put their money (and a lot of style) where their mouth was

The new Love 94 is more than improved. Each of the four studios is equipped with more-than-ade-quate state-of-the-art equipment that surpasses any I've encountered. The staff moved into the new building in October after Chief **Engineer Roy Press** hours a day, seven days a week for four months to get it together.

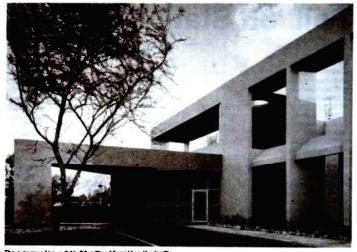
In addition to the on-air studio and an identical stereo production room, there's a second stereo production studio and a multitrack room that'd make some recording studios envious. In fact, Love 94 PD John Moen is looking for a production engineer to help the station maximize the potential of that particular facility. There's even a completely dead room, perfect for talk shows, interviews, jingle singers, etc. Dean joked, "It's not quite large enough for the Mormon Tabernacle Choir, but we could over-

# **Ratings** Overview

Miami

	F 84	W 85	Sp 85	F 86
WAXY	1	1	2	1
WJQY	2	2	1	. 2
WLVE	4	3	2	3
WAIA	3	4	4	4

Oldies-based WAXY bounced back comfortably into first place, almost a full share sheed of WJOY. which was down by .6. WLVE/(Love 94) was up slightly. making for a tighter race with the leaders, while WAIA suffered a setback of more than a share.



The exterior of Love 94's \$3 million Miami Vice-like facility.

A spiral staircase leads to the jock penthouse, er, I mean the jock lounge. The very modern conference room is equipped for almost any multimedia presentation, and ere's plenty of room left for an AM station that Goodman hopes can be acquired in the near futur

But equipment aside, let's talk cosmetics here. You can get a feel for the architecture by looking at some of these photos, but you can't see the striking and contrasting colors that are everywhere. The

building is a combination of reds, pinks, lavenders, and greens; the studios use purples, blues, and yellows. Teals and fuschias pop up from time to time and the other colors complement and encase each area of the radio station.

OK, so I'm a little impressed. Incidentally, the station's Miami Vice look didn't go unnoticed by the producers of the TV series. Tentative plans have been made to shoot some scenes there for three

upcoming episodes, one of which will have a central theme involving radio. Goodman gave his OK with the oh-so-wise stipulation that the station's logo be shown in the show.

The security system is impressive too. TV cameras are perched side and out, allowing the on-air personality to see any one of five views of the station. Additionally, if there's motion anywhere on the property, it sets off a light in the air studio and isolates the camera where the motion occurs.

One of the last stops on my tour of Love 94 was to an unfinished shop/storage area where a heap of equipment and a couple of old Gates boards rested on the floor. I asked Goodman, "What's all that stuff?" "Oh that," he shrugged. "That's the old Love 94."

Editors Note: My thanks to the people at Major Market Radio Sales for inviting me to be a guest speaker at their recent "Fly In" in Key Biscayne. Without them I never would have been in Miami in the first place. Also many thanks to Dean Goodman, John Moen, and WAIA PD Jere Sallivan for showing me what South Florida hospitality is all about.





Conference room

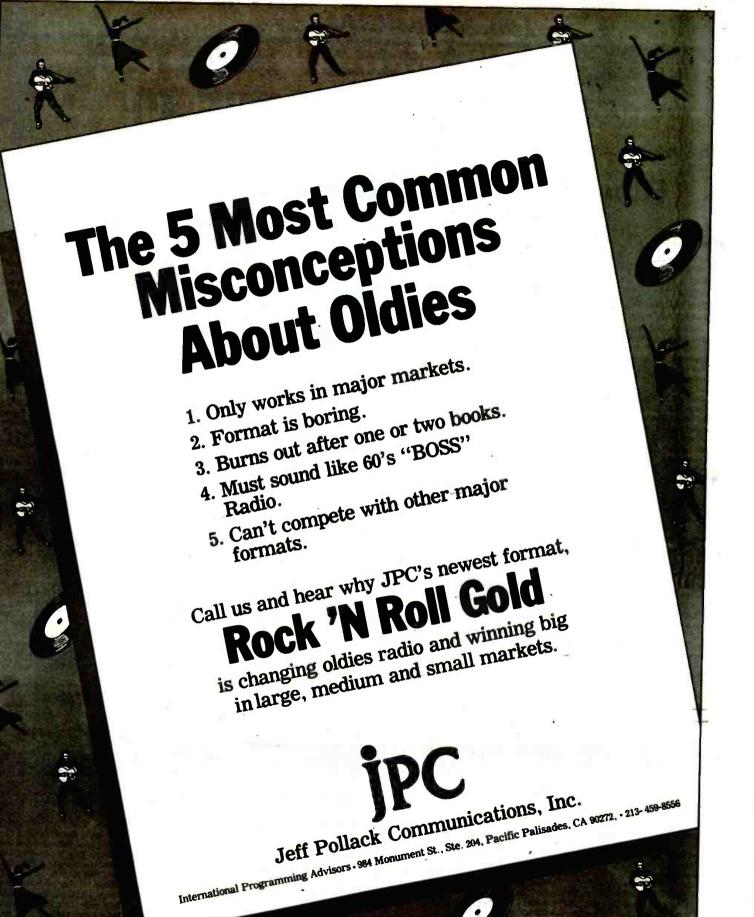


Views to the studios

#### The **Hardware**

new Love 94. All of the studios are equipped with:

- · Otari tape decks, both two-track and eight-track
- · Lexicon digital delay and digital reverb
- · Pacific boards
- Neumann microphones
- Philips triple-play compact diac players (the music library is almost exclusively CD)
- ITC Series 99 cart machines
- Technica ST-15 turnishies · JEL loudspeakers
- And in the multitrack room:
- Yameha DX-1 synthesizer · Linn drum mechine
- · Foster I S.34 Inveters





WALTLOVE

THE "POWER" OF "STRONG SONGS"

# Black/Urban's "Position" Paper

**By Sean Ross** 

Last year, after a well-known PD decided to borrow WJLB/Detroit's "Strong Songs" logo for his major-market radio station, he saw WJLB PD James Alexander at a convention. The PD told Alexander that he might take his slogan, but that James could keep the body-builder, referring to "Strong Songs Man" Kevin Suber, who could be seen last year flexing his ample biceps in the station's controversial TV spots.

Suber's commercial might end up in syndication shortly, but a lot of other PDs have already put Alexander's slogan to work. Since 1983, when "strong songs" became the major position line at WJLB, the term has shown up everyre, from KGFJ/Los Angeles to WDJY/Washington

A close second for the moststolen-term of recent months is the word "power," a term that until the ascent of WUSL (Power 90)/ Philadelphia seemed to have been relegated to the boss closet with "chime time" and "20/20 ripoff weekends." In recent months, the "Power" has been turned on at both Urban outlets (WTMP/Tampa and the new KPWR/Les Angeles) and CHRs (KRBE/Houston, WHVT/Detroit)

#### Icons For Tina

The rapid proliferation of a slogan is especially important in a format that has been recently deprived of one word that instantly describes it to listeners. "Soul" and "R&B" refer largely to musical genres that no longer predominate. The word "black" (or red, black and green humner stickers) hasn't been common since the mid-70s when WVON was "Chicago's Big Black Bird" and WAMO-FM/Pitts-burgh was "Black Rock." "Urban," like "AOR," is still alien to most civilians and, besides, may not mean much to those enjoying B/U music in Brunswick, Georgia or similarly rural places.

B/U seems to be the only format that sweats this much describing itself to listeners (much less agencies). CHR has the word "hits." Country uses its own name. The "rock" with no modifier usually signifies AOR; with "soft" or "light" or "mellow" in front of it. it describes A/C. B/U radio. however, depends on sloganeering.

In the late '70s/early '80s, "Magic" and "Kiss" were the hot terms. They're still common but now are shared with every other format. Over the past year "Pow-er" and "Strong Songs," along with "Dance Rock" (or the return of "Dance Music") and "The Rhythm Of The City," have become the buzzwords. This week Alexander. WUSL's Jeff Wyatt and WVKO/ s PD K.C. Jenes talked about the benefits of various pos tioning statements and the lack of a

#### The Strong Box Opens

James Alexander says he developed "strong songs" to trump thencompetitor WDRQ's emphasis on "continuous music." As a way of giving a quantitative and qualitative dimension to WJLB's music, the station billboarded "eight strong songs in a row" and eventually developed a full on-air vocabulary around the term.





'It was a systematic way to describe and position the music on the radio station. We were playing d, strong familiar music. At this time we started focusing our music better; we were either playing hits or songs that we knew wer going to be hits. It was a full pos tioning program, more than just ng to say on the air."

The first known instance of "strong songs" popping up on another station came when the nature Group, owner of the former WDRQ, put the slogan on its KMJQ/Hous and KMJM/St. Louis. (The term also went on WDRQ briefly, although WJLB owner Booth-American has the slogan service-marked and was ntually able to force it off the competition.)

How does Alexander feel about hearing his line on other stations? On one hand, I'm flattered that people would want to use my term. the negative side, what I'm is only a fancy way to describe music without an understanding that 'strong songs' is a positioning and a committment. (All these) people aren't playing strong songs. It's merely something for them to say on the radio. I can only look at that and shake my head; then I'll read Arbitree for that particular market and understand (why these stations went down)."

#### **WJLB On Flex-Time**

Before the term spread nationally, "Strong Songs" didn't signify B/U to most outsiders. (And unless you've lived in a couple of places where the term is used, it probably still doesn't.) How does the slogs get translated into an outsider's understanding of what WJLB does? As with most, it depends on visuals in outside advertising. The now-famous Suber ad was part of the equation.

"If it's 'strong songs,' obviously it's music - it's contemporary, something that's active, that implies energy and strength. Then you use this big arm (a muscular black arm protruding from WJLB's logo). There are TV commercials to complement that

"The Suber spot was the first in a series of commercials with only one guy. The second commercial used three people. We had a black guy, a lady, and a white guy in a Nautilus situation with examples of WJLB's music in the background. It showed strength, demonstrating that everybody can enjoy the sta tion. So people in the city had some idea of what was going on."

#### The Love Of Power

The term "power" goes back at least to the "music power" days of WABC/New York in the late '60s. (In a recent R&R, Scott Shannon traced the term back to Hal Moore and WKYC/Cleveland.) It had not been in common use until WUSL revived it around early 1983.

Ironically, the popularity of the word "power" probably owes word "power" probably owes something to the popularity of the word "kiss." Wyatt came to WUSL from WXKS-FM (Kies 108)/Besten. Had it not been for a slogan conflict with crosstown WKSZ (Kies 100), which signed on almost taneously, WUSL might be 'Kiss 99" now. (Incidentally, as a result of the settlement between the two stations, Wyatt can no longer discuss the slogan conflict.)

Even before becoming WUSL's brand-name, "power" was part of the station's on-air vocabulary. We felt there was very little activity on the radio for the listener. There was not much use of phones, there wasn't much acknowledge at of request lines, or album and ticket giveaways.

"(We were saying), 'You've got the power to win those things,

you've got the power to hear your favorite mus c. You've got the power to do virtually anything. Even before that, we called our phone numbers the 'powerlines.'" (The station also used War's "You Got The Power" in its station promos before adopting the nickname officially.) "You got the power was the key for us," Wyatt emphasizes. "We didn't want to fall back into the raised black fist kind of thing. That was passe and not what we were trying to project anyway.

#### Do The Popcorn

Wyatt emphasizes that "Powin its recent incarnation, is the station's slogan, not something he personally developed. "(GM) Bruce Helberg thought of it, really,



Jeff Wyatt



and (consultant) Don Kelly and the rest of us kicked it around. It's not a personal thing for me."

The first major station to pick up on Power was WPLJ/New York which adopted "Power 95" last spring. Because WPLJ was at that time still linked to ABC's Rick Skiar, "Power 95" probably wasn't copy-catting its southern neighbor. The next ten folks to adopt the handle, however, may have been steal ing from both. Of the resurgence of "Power," Wyatt says, "I think it' just another buzzword and I hope it works for the radio stations that use it. But it's not going to be the key to their success

"Look at everybody who jumped on 'Z' or 'Kins.' The fact is that you've got to have the right pro-duct; it doesn't matter what you call it. You can call it 'Popcorn 99' and if you had the right product. you'd still be successful."

#### **Dance-Rock Your World**

WUSL also uses visuals to translate its slogan into something more tangible for prospective listeners. And, surprisingly, Wyatt says that if his top priority was explaining the music with its positioning statement, he might use yet another slo-"We have a slinky dancer on our billboards and TV spots. She's on top of the 'P' in 'Power' or wherever we put her. So there's a person who's obviously dancing.

We don't say 'dance music' on the billboards. We say 'More continuous music right now' because that's another one of our positioning statements. If I had to characterize what we do in this format. however, I would say 'Dance Music' because to those who listen, it means the right thing.

(Interestingly, it was another Don Kelly client, WHQT/Miami that developed "dance rock." In Los Angeles, where that term was preempted by "Dance Music" KJLH, the new Kelly station KPWR bills itself as "Power 106.")

#### Rhythm Method

Another slogan developed in B/U radio over the last few years is 'The Rhythm Of The City." That line dates back at least to a TM jingle package in 1979 which not only centered around the "rhythm of the city" slogan but also featured a song built around the slogan that ed up on some clients' playlists. Stations using the set included former CHRs WLAC/Nashville and WRKO/Besten, as well as A/C WNIC/Detroit.

It was several years ago when WNIC's then-sister station WVKO/ Columbus adopted the slogan. In recent years, the tag has become more exclusive to B/U radio, inng both Beams Group Urbans WMYK/Nerfelk and WJTT/Chatga, as well as WJYL/Louisville. WVKO, in recent years, has moved from a very crossoveroriented B/U to a more communi-ty-oriented station which, according to Jones, dovetails nicely with the slogan.

"The term 'Urban Contemporary' really doesn't do much for deng what you are," said Jones. Urban can be anything from Z100/New York to WVKO/Columbus. Z100 could be (construed as) Urban, but they're not doing what we do. I think 'rhythm' connotes a little more blackness than perhaps being Urban Contemporary do

'Rhythm' also says th going to play more black music than anything else. Our core au-dience is black. If I'm dealing with a black station, I want to endear

Continued on Page 48

46/R&R FRIDAY, FEBRUARY 7, 1986

# WE'VE GOT THREE ALL-STARS ON THE TOP TEN TEAM.



FORCE M.D.'s

"Tender Love"

5

ZAPP

"Computer Love" Part 1

0

MORRIS DAY

"Color Of Success"

8

IN LINE AND READY TO PLAY—

JOCELYN BROWN

"Love's Gonna Get You"







# The Stars Of Total Experience Thank Black/Urban Radio!

# YARBROUGH & PEOPLES "Guilty"

"Going In Circles"

ET (EDDIE TOWNS)

"Best Friends"

29 Reporters — 34%



Manufactured & Distributed by RCA/Ariola International

#### **BLACK/URBAN**

# **Paper**

Continued from Page 48 myself to the core audience." (Given the center-oriented nature of WMYK & WJTT, one would guess, however, that not every programmer feels the same way about the "rhythm" slogan.)

Pick & Choose

"Call it What You Want."

Five years ago, that Bill Summers ang asserted that music was music, no matter how one categorized it. In doing so, it spoke for many industry observers and preempted a lot of arguments that probably couldn't have been rationally resolved at the time anyway. Not only could we not decide what the Black/Urban format was called, we couldn't particularly be sure that it was still one format.



AZYMBUTH ATTACK AT KUTE —Brazilen jezz erlists Azymuth stopped by KUTE/Los Angeles, which copromoted a recent "concert-by-the-sea" with the group. From left: Azymuth's Alex Metheiros and Ivan Conti, PD Lawrence Tenter, group's Jose Roberto Bertrami, and KUTE's Taleya Trioueros.



K.C. Jones

Now B/U is far more musically cohesive. Old-line progressive stations have virtually disappeared. So has the B/U that plays very white records just to prove that it can. Besides, with CRR's discovery of synth-pop, the CHR artist on B/U radio is more likely to be ABC or Wham! than Barbra Streisand or Christopher Cress.

As far as knowing how to position B/U to advertisers or inteners is concerned. Bill Summers still rules. Until agencies stop devaluing successful stations merely for being Black, there will always be multiple terms. And none of the people we spoke to felt it was necessarily crucial to come to any sort of an agreement.

"People know what you are and they'll come get it for the reasons that they come get it." states Wyatt. "If there were five or six (B/U) stations in a market, it would be very important to have a clear definition; since there are two or three max, it's not as necessary' as we in the industry would think it is."

Alexander concurs, "I don't think listeners know or care what you call yourself. They're listening to the radio and only (care) if you present yourself well over the air. We're positioned as a Black Contemporary radio station; we have to call it something for advertising and marketing purposes. But I don't think it's anything that needs a lot of laboring. If the advertising community is comfortable with Urban, call it Urban; if they're comfortable with Black, call it Black."

And while many stations try to walk the line by being known as Urban with advertisers and Black in the community, Jones states, "Most advertisers only have to tune in to find out what you're doing, and they'll call you Black."

#### **ACTION**

The anticipated changes at WGCI-FM/Chicago under Lee Milcheele are finally licking in. Doug Benta, morning men for Michaels at WBMX, is coming over to do evenings, while former WLS legend Yvonne Daniels moves over from mornings on WGCI (AM) to middleys on the FM. Mornings and atternoons with Bob Well and Tem Jeyner will now be simulcast on AM & FM.

It's kinds hard to do a Saturday night mix-show when you're an AM daytim-er, but WXLLA/Lansing is making up for its short hours with its new Saturday afternoon "Club 1170." Club jock and host Kevin Leek needs product; he can be reached at (617) 393-6397. Also in need of service: WAFC, Box 2106, Clewiston, FL 33440. Call PD BMI Thompson at (813) 983-6106.

In a Out of Radio Dept.: Benjamin Baldwin is the new MD/affernoon driver at KBUZ/Wichita, coming to the station from work in a jewiery store. He replaces James Maultsby, who's leaving radio.

The Smithsonian Institute's National Museum of American History-Program in Black American Culture will host a series of musical events between now and March that includes a two-day symposium February 7-8. More information is available at (202)357-4176.

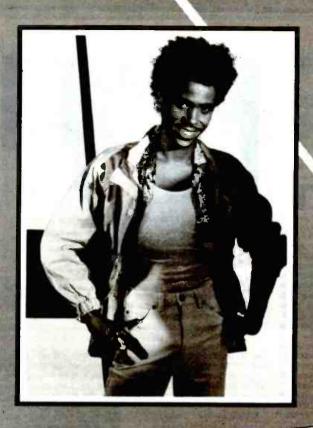
Some more King's Birthday activity that's nice to hear about: WUSt. (Power 99) recently circulated the "Living The Dream Pledge" around Philadelphia to listeners to sign... WVEE (V103) and steter WACK broadcast live the "Living The Dream Parade" from Psachtree Street... WBMX/Chicago revived its "I Remember Martin" series with interviews from those who linew King, among them Jesses Jackson, Ralph Abernathy, and Andrew Yown.

KRE/Sen Francisco recently swarded \$1400 in a sticker promotion to 26-year-old Rense Diene Hunter of Oaldand ... WMYK (K94)/Norfolk teamed up with Caveller Ford, 7-11, and TV station WYAH to sponeor "Buckle Up For Someone You Love" on Valentine's Day. Those who sign a "piedge" to buckle up are registered to win a Ford Escort and receive a free cup of 7-11 coffee.

Not that they have an easy road anywhere, but this format seems to be relatively nice to female announcers. Besides the all-female morning team at KDLZ/Dallas, Jossie "Jojo". Newsom is the new morning driver at KOXL (0106)/Baton Rouge. The rest of the kineup: Andree Saille (9amnoon), MD Don Ricardo (12-4pm). Ernest "Night Prince" Smith (4-8pm), PD A.B. Welch (8pm-midnight), Matt Morton (12-5am).



WHAT YOU BEEN SPONSORING — KDLZ/Ft. Worth-Delies sponsored a New Year's Eve concert featuring Starpoint. Joining lead singer Renee Diggs (second from left) backstage are KDLZ's Drew Dewson, Elektra's Renea Engraph and MD Mitchalle Martingon.



BERNARD

# BLACK/URBAN BREAKERS

56/12 -- 66%

Debut 3

Following his top 5 smash "Who Do You Love," now he's "After You" with this week's breaker, from the album "Mr. Wright"





LON HELTON

#### **FALL MARKET ANALYSES**

# More Arbitronnin'

Again this week here's an in-depth look at how stations in key markets fared in the fall '85 Arbitron. Included with the 12+ ratings and target demo rankings are the stories behind the numbers.

#### Raltimore

		25-54 Rank		
	Sp'86	FB	Sp'85	F
WPOC	5.4	5.6	4	2
WCAO	2.9	4.4	11	5

You have to go back to the winter '80 book to find a better showing for AMer WCAO.

WPOC remains in a see saw pattern it's established over the last five books, which have been (12+, starting spring '84) 6.2, 5.8, 6.0, 5.4, and the current 5.6.

The Country share showed its first signs of life in a while. Again, starting with the spring '84 book. the total share has gone 10.3, 9.4, 8.5, 8.3, and the present 10.0.

#### Chicago

	12+		25-54 Rank		
	See '85	F	Su'16	FW	
WUSN	2.7	3.3	11	8	
WMAQ	2.8	2.6	15	15	

WUSN rebounded back into the threes this time out, following a 2.4 in the spring and the 2.7 in the summer. The pair of deuces came on the heels of a 3.3 and a 3.2 in the fall '84 and winter '85 sweeps. It's also the second time since going Country that 'USN beat the venerable WMAO.

WUSN PD Lee Logan saw a couple of significant factors affecting his radio station in the fall book. Lee began, "While this was morning man Gary Dee's third book, he was only here for part of the spring. In the summer he and the station were in the process of defining and redefining his show in the context of the radio station. We feel the fall book was his first 'true' Chicago book - the first survey where he fully understood his direction with the station:

"When we first hired him a lot of people said, 'You'll end up with a great morning show, but the rest of your station is gonna fall apart. We found that not to be the case Gary's numbers were tons on USN, 20% ahead of anybody else. The great news was that afterrank second, and the recycling between the two shifts has been excellent

"It's very encouraging to take a personality of Gary's magnitude and be able to bring him around into the formatics of the station. That has excellent longterm benefits."

From another angle, Lee pointed out that WMAQ was going through a lot of changes. "Whether they were good, bad, or indifferent is inconsequential," he said. "They were going through changes while we remained consistent in our programming. That has something to do with our increase. The audience appreciates consistency.

Lee went on to say that 'USN recently experienced a loss with the departure of former morning man



RADIOTHON AIDS FLOOD VICTIMS - A five-hour rad cently aired on 33 commercial stations throughout West Virginia, as well as the state's public radio stations. Over \$1.4 million was raised, Pictured (I-r) are radiothon cohosts Kay Murray, WV native Kathy Me Carl Becker of WAJR/Morgantown.

Don Wade, currently MD/midday jock at WLS (AM).

Now we'll see how many read this far into the column: Lee's looking for a MD/midday jock. Send your T&Rs to him at WUSN.

WMAQ, the 50 kw Country giant, is moving more and more towards the full-service/talk/sports arena. It's a tough format to sum up in a catchy phrase or set of initials.

Recent changes at the station have included the departure of midday talent Terry Stevens. Afternoon driver Nancy Turner moved into that slot and Dr. Morton Downey Jr. was inked for the PM

shift. Downey's show is music, conversation, and information. PD Bill Gamble said he wouldn't even attempt to categorize Downey's show, but did describe it as "not structured to be cluttered by a lot of form." Downey has the option of mixing the ingredients in the per-centages he thinks best for an in-teresting, topical show. From Bill's description, it also sounds rather unpredictable.

With a highly rated sports talk show, Bulls basketball (for the first time), and NBC's Talknet rounding out the late afternoon and early evening, less and less music is being played. The morning show has also drastically cut the amount of records being played. The Fred Sanders all-night trucking show is probably the most successful show of its type in America. As you can see, the "Q" has become a veritable potpourri of programming.

An indication of its continuing evolution in this direction was recently evidenced by the hiring of former KHOW/Denver GM Mike meke as 'MAO's VP/GM

#### Dallas-Ft. Worth

	12+		25-84 [	tent.
	Su'16	78	Su'86	78
KPLX	6.1	6.0	4	3
WBAP	6.1	5.9	2	4
KSCS	5.0	5.9	5	5
KLIF	.5	.8	25	26

The battle for the big D couldn't be any closer. Cap Cities has to feel good about its combo delivering an 11.8 12+ and a strong 25-54 show-

KPLX, on the other hand, has to be extremely happy with its second straight six. The summer's 6.1 was the station's highest Country share ever, so it can't be too concerned with the one-tenth slip.

One move already made was KLIF's recent format change to Talk in mid-January.

#### Detroit

	12-	25-54 Rank				
	Su'16	FW	Su'16	FW		
vw	2.6	3.2	8	9		
I-FM	2.0	2.2	14	16		
1	2.5	1.3	13	25		

Continued on Page 51

BLAZING OVER OMAHA — WOW/Omeha gave away 300 keys to a Chevy Blazer at Tim O'Nell Chevrolet in Council Relaton, NE, had the winning key.

#### **CLOSE-UPS**

· West Virginian flood victims recieved aid from the combined efforts of WWVA/Wheeling, Jamboree USA, and the West Virginia Broadcasters Association. WWVA appealed to its listeners and Jamboree USA asked its audiences to donate. As a result. \$5500 was raised during the three Jamboree shows. A radiothory/telethon by the WVBA helped to collect \$900,000. The radiothon featured interviews from flood victims as well as public officials. Over 40 stations tap ped into the telethon audio for the live performances. Among the entertainers who appeared were native West Viroinian Kathy Mattee, the WV While Ron McCroby, and John Denver, who ended the show with a half-hour per-

• KSON/San Diego is sponsoring its first annual Circus Vargas Pachym 500 Celebrity Charity Race, to be held at the lot of Baker Chevrolet. KSON's James Holly will act as host for the Elephant Race and Baker Chevrolet will make a donation to the charity of the winning celeb's choice.

#### For The Record

The "Christmas Cash For Kids" fromo (R&R 1/17) attributed to WUSN/Chicago was actually by WSUNSt. Petersburg.

 WPOR/Portland's Bud Sawyer involved listeners in "Snow Challenge '86." a snowmobile ride-a-thon for the

ine chapter of the National Multiple Scieroeis Society. Over 150 snowmo-

Windham with their pledges to ride the 50-mile course for the cause. The bilers from different clubs gethered in event raised \$33,000 despite the rain.



Bluffs. The keys were numbered and contestants tried their luck with the truck. Keyholder #26, Dale Sunquist of

50/R&R FRIDAY, FEBRUARY 7, 1986

#### COUNTRY

# More Arbitronnin'

Continued from Page 50

If you figure out the Country story in this market, call me. Up, down. Up, down. Up, down. You need a supply of Dramamine to look at the trending that's gone on with these stations over the last few years.

Once again, W4 has edged back into the threes. Its numbers have been in and out of the threes for the better part of — you guessed it—three years.

As for the competition, wouldn't you know it? Following Arbitrons of 1.8, 1.9, and 1.6, WCXI-FM began its trek upward to the twos the last couple of books. Just as that happens and it looks like a nice combo number is being built, the AM goes in the toidy.

As far as I can tell, WCXI (AM) has never been as low as a 1.3. In fact, it has regularly outscored its own FM over the last few years. What's a PD to do?

One thing that was done was to bring the sound of the two stations closer together. The major difference between the pair can be found in the oldie library, as the currents on the two outlets are identical. The AM side goes deeper into oldies than the FM.

Previously, the AM skewed traditional with its current music while the FM leaned contemporary. Early last fall the move was made to a consistent sound for both under the slogan "Motor City Country." In addition, 'CXI began simulcasting the show of morning legend Deane Day. The full results of the shift in philosophy are more than likely not reflected in this book.

#### Greensboro-Winston-Salem-High Point

WTQR

12+ 254 Rank Sys Fm Sym Fm 16.8 19.1 1 1 1.0 2.0 24 10 WTQR has been on top of this market for a long time, but this book the station has outdone even itself. If it's had a bigger share in the past, I didn't find it. PD Les Acree said. "The survey started a week before I got here, so (former PD and current WBOS/Boston PD) Mark Tuler gets all the credit for the tremendous fall book."

Describing TQR's efforts during the survey, Les said, "We didn't do anything out of the ordinary. Our bumper sticker promotion was the same one we ran last book and it had a lot of \$100 winners. We also used a great deal of billboards and TV"

One area where some evolution did occur was during AM drive. Said Les, "We injected more personality into the morning show to make it a little more lively. But overall, the whole station remained consistent with what we've been doing."

#### Kansas City

	164		20-04 KME		
	Sp W	P	Sp'85	FW	
WDAF	10.7	11.1	1	1	
KFKF-FM	5.4	5.8	5	5	
KFKF-AM	.2	.5	25	22	

The good news is everybody's up. The not-so-good news is that a lot of former Country outlet KCMO's 3.8 did not wind up as Country numbers.

Focusing on the good news at WDAF can be difficult. Trying to get a straight line out of PD Den Crawley is always the highlight of doing these ratings columns. I mean, this is the guy who said he was "happier than a hog in warm mud" when he was named PD a few months ago. At any rate, he was beaten into admitting that "DAF was indeed a good station and that they did do some contesting on the air.

Basically, though. Don said the station didn't do anything out of the ordinary. WDAF follows the tried-and-true basics of good radio and doesn't vary from them. Asked why 'DAF remains one of the few AMs to continue to lead the market in spite of FM competition. Don delivered his straightest line of this decade: "We already own the position and we haven't acrewed up."

Across the street, KFKF went through several changes, the biggest of which was the loss of PD Andy Holt mid-book. Former WMZQ/Washington programmer CMT Blake came in as FM PD in late November.

In the middle of October, KFKF (AM) became Country oldies RCKM under the direction of KFKF ARL PD/MD Tony Stevens. They'll be looking to pull a few of those upper demos away from 'DAF while the FM tugs at the lower cells.

#### Los Angeles

	121	25-34 Rank			
	Sta 185	PH	Sulfis		
KZLA	2.1	2.6	12	9	
KLAC	1.6	1.5	21	27	

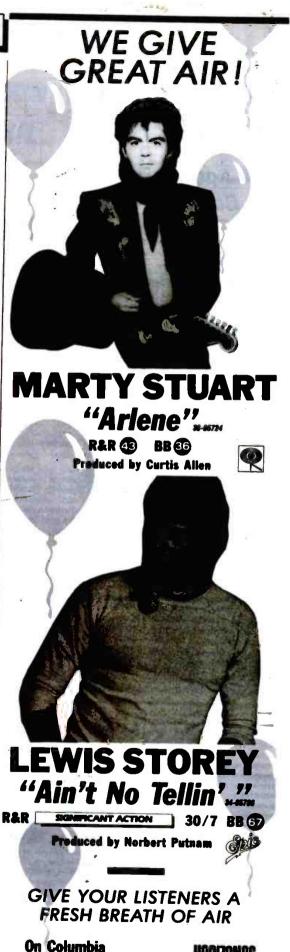
This turned out to be a good book for the FM, KZLA. Fact is, it's been tough running these two stations. They've been in a larme-duck situation more than they've been out of it in the last couple of years.

First there was the KLAC sale from Metromedia to Cap Cities two years ago, then the recent transfer between Cap Cities and Mairite. That's a lot of time to go with "nobody's heart really being in it."

Now, of course, with the arrival of Malrite and all the fine people committed to winning, the stations can finally actile into a groove to see what they're really capable of when not under the cloud of an impending sale.



BLANCHARD REMEBERED — Lowell Blanchard's son Smiley and his wife Linda link proudly on as Kitty Wells and Chel Alkins unveil the bronze plaque to be mounted in the Lowell Blanchard Auditorium. The dedication ceremony was part of the reopening for the Tennessee Barndance in Knoxville. Blanchard created the Barndance and was a vital part of East Tennessee's Country music heritage.



& Epic Records



#### **NASHVILLE THIS WEEK**

SHARON ALLEN

#### **CMA Adopts Education And Communication Goals**

In a board meeting generating excitement and optimism, the CMA Board members met and mingled with the British music industry during a two-day meeting that attracted 40 board members to convene in the UK.

CMA Chairman Jee Galante and President Rick Blackburn established a new platform for the CMA stage, "Education and Communication," with one predominant plank - creating a newer, younger, broader-based

audience for country.

Many questions surround broadening the base and projecting the image of country music, its demographics, sales, where it's being marketed, and where it can be marketed. Extensive research with the first phase of Marketing Plan '86 by Marketing Data Corporation will be completed and presented in fall '86, according to Marketing and Promotion Committee Chairman Dick McCullough. One phase of research will be to develop specific segments, particularly radio, which continues to be the 'pinwheel" for music usage.

The CMA will reach for more growth in the organizational membership, and plans are approved for a three-month membership drive March through May 1986.

Internationally, the forthcom-ing CMA/UK Country Music Merchandising campaign will be met with support of 100,000 pounds by the UK Music industry for advertising and research. It was also pointed out that British trade Music Week has established a Country Music Album Award to be presented at its annual awards

CMA Exec Director Jo Walker Meader said, "There was a very upbeat, positive attitude on the part of everyone in attendance. I thought this was one of the most positive and exciting board meetings I've ever attended.

Chairman Galante summed up the general feeling: "This board meeting exhibited a great deal of increased optimism, which was borne out by increases in ARBs of country music and several artist success stories. There's no doubt that country music has turned the COFFIE

#### **MCA Launches** New Label

Debuting the new MCA Master Series record label in a concert benefit, MCA/Nashville VP/A&R Tony Brown, who spearheaded the concept and creation of the series, said, "It is a label designed to show the diversity of music emanating from Nashville." Brown explains, "With the initial releases focusing on an instrumental series, the music will encompass jazz, bluegrass, classical, and several forms of what has become popularly known as 'new age' music.

The artists on the first release of the MCA Master Series are: Larry Cariton, Jerry Douglas, John Jarvis, Aibert Lee, Edgar Meyer, and Robert Greenidge & Michael Utley.

In making the announcement of the launching of the label,



CONLEE TILLING AT CBS -- Country's champion of the working man, John Conlee, recently signed with CBS. He's pictured here with CBS Sr. VP/GM Rick Blackburn.

Nashville President Jimmy Bowen said, "While many label heads in New York and Los Angeles feel that Nashville should only be involved in country music, we are fortunate to have Irv Azeff as President of our record company, a man who believes that it doesn't matter where great music comes from. As Nashville becomes a full music center, MCA will be there in whatever forms of music may come from this city '

The concert was cosponsored by MCA/Nashville and the Nashville Entertainment Association (formerly NMA) to benefit the W.O. Smith Nashville Community Music School, which provides vocal and instrumental music instruction for children from low-income families.

Bits & Pieces: DON'T FORGET!!! Cutoff date for advance registration for the Country Radio Seminar is February 14. Prior to that date, registration is \$229. You'll be required to pay \$299 per attendee if you're late

Congratulations to Fred and Marianna Conley. Their daughter Jessica Joyce was born January 21. (Jessica's dad is Earl Thomas Conley's manager.) . . . Over at the Writer's Group, Paul Overstreet is smiling a lot about

his latest creation. He and his wife Julie produced their first child, Nash Linden Miller Overstreet on January 3.

Just thought you'd like to



SNIDER INKS WITH ASCAP — ASCAP welcomes Tater Town Records artist Mike Snider and congratulates him on his National Banio Championship title. Pictured (I-r) are personal manager Bill Haynes, Snider, and

#### WHO'S NEW

Two of the "girls," Doris and Cindy,

vere born in Nashville. Tammy is from

Texas, and Diane was born in Ger-

many. Cindy's father and uncle, the Nixon Boys, had their own country music show on WSMMashville, and

Tammy sang gospel with her mother's family, the Wills Family.

The group stems from an idea of pro-

ducer Tommy West. He was searching

for a female backup group with a dif-

ferent sound and Doris, an aspiring

young performer, was looking for career

advice. "One day at lunch," recalls

Doris, "Tommy told me that if I'd round

up three other women with voices that

blended well with mine, we'd have a

shot at being the girl group of the

Thus inspired, Doris pulled together

the quartet. All four members have

performed on TV and radio, in commer-

NASHVILLE IN MOTION MTM's new group Girls Next Door is Doris King, Tammy Stephens, Diene Williams, and Clindy Nixon, and they've been performing together aince 1982.

Attorneys Scott Benson and Scott Siman opened their offices at 1207 17th Ave. S., Nashville 37212; (615) 320-6161 ... The Lewis Family just signed to record for Benson's River-... Bob Kaminsky, formerly director of production for DIR Broadcasting, opened his own multifaceted production company. You can reach him at 31 Union Square W., Suite 13A, New York, 10003; (212) 645-6868. WIII Byrd will head up Kaminsky's Nashville office, and that address is: P.O. Box 121863, Nashville 37212; (615) 794-2153 ... Ellen Wood, most recently the Administrative Assistant to the GM of Music City News, was named Coordinator of Public Information for Nashville's BMI office Mark Pucci formed Mark Pucci & Associates, Public Relations, 450

14th St., NW., Suite 201, Atlanta, GA



Filen Wood

30318; (404) 873-4796 . . . Jimmy Swaggert Ministries has signed a longterm distributing agreement with Benson Company to distribute previous and current releases, teaching tapes and songbooks.

cials, and as backup vocalists on major recording sessions. They also performed (singing and dencing) at Opryland in a variety of shows

Their current MTM Records single is

"Love Will Get You Through Times Of No Money."

Who's New is a recurring Nashville This Week feature spotlighting artists melting their debut in R&R's Country New & Active section.



and Doris King

52/R&R FRIDAY, FEBRUARY 7, 1986

# **MARKETPLACE**

#### COMEDY





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Not just one-liners, but a series of complete, ongoing bits Write for free samples or send \$10 for starter kit and info to-**GHOSTWRITERS** 

2301 Unity Avenue North, Dept. RR-8, Minneapolis, MN 55422

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RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970 RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrical of The Weenie, such a shot in the arm for our Morning Team!"

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KRAZY KOMMERCIALS 100 of the wildest things
ever sold on radio Everything from a police dog that
lisps to a telethon to combat excess body hair to a free
loaders home study course fore FREEBEE, write
HYPE INK 7805 Sunset Blvd = 206 Los Angeles.

# O'Liners

of radio's most popular humor service ple, write on station letterhead to: O'Liners 1237 Armacost Ave., Suite 48-R Los Angeles, CA 90025



#### COMEDY

# STANT REAGAN

call for instant demo

P.O. BOX 2424, EL CAJON, CA 92021 (619) 579-0967

#### **FEATURES**

#### "If Today is Your Birthday

Carol Rushman, nationally known Astrologer, is now of-fering her unique, upbeat birthday forecast. Very modest fee with exclusivity in your city. Send \$1 for a ONE-MONTH TRIAL SAMPLE.

Carol Rushman & Co.

6290 N. Port Washington Rd., Glendale, WI 53217 (414) 962-5228

#### FREE FREE FREE

Famous PSYCHIC David Guardino, Psychic to the Stars, is available FREE for talk shows phone interviews and news actuallies . . . 24 hr. phone . . . just call (702) 386-0702 or (702) 386-0827.



\*Indicate COUNTRY or CONTEMPORARY Formet

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Airshift-ready music notes, star facts.

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Because you're more than a comedian . . . you need more than a joke service . . .

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One-month trial subscription (four issues): \$10

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#### **PROGRAMMING**

Now you can get these broadcast services by computer, days before they come in the mail!

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Transform your IBM PC into an instant, computerized, "closing" control center.

#### FREE 30 DAY TRIAL SNOWTIME

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Synthesizer Stingers and Bizarre Effects. They's almost too hot to handle! For free demo tape call (717) 266-1422, RD 4, Box 392, Yark PA 17404.



#### MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

> 160.00 155.00

13 Insertions \$50.00

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, one week prior to publication date. Marketplace ads are non-commissionable.

RADIO & RECORDS 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330

R&R FRIDAY, FEBRUARY 7, 1986/53

# MARKETPLACE

#### PERSONALITY

#### INFO BITS

"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

#### PERSONALITY

#### DST STATE THE RIVAL AND A

presents "USED CARS," Used by a little old disk jockey wno worked weekends at an automated Beautiful Music station. Good material CHEAP. Sample:

> 1395 Overlook Ave., N.W., Salem, OR 97304

#### PROFESSIONAL SERVICES

#### KRIS ERIK STEVENS The "Voice" Of

Your Station Dial-A-Demo: (818) 990-KRIS

14241 Ventura Blvd., Suite 204, Sherman Oaks, CA 91423 (818) 981-8255

# **OPPORTUNITIES**

**OPENINGS** 

**OPENINGS** 

#### **OPENINGS**

#### **OPENINGS**

#### NATIONAL

#### ENTRY LEVEL NEEDED

Most of the radio stations in the United States are in small markets — excellent training grounds for qualified entry-level announcers and newspeople, male and female. NA TIONAL, the nation's leading radio placement service, receives constant job orders from those stations. If you are qualified and ready for a move, let NATIONAL help. We make the complete presentation for you. For confidential details and registration form, enclose \$1 postage and handling to:

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Opp. R., P O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

Regional Sales Representative Forture 500 Company Subsidiary; leader in the industr producing Station Ibs, Sales and Production Librarie Music Commercials and and Television Commercial has opening for Sales Representative.

Candidates must have successful track record in Radii and TV sales, Advertising Agency sales, or related fields Position requires extensive travel. Company provides excellent salary, commission plan, plus companiautomobile, full expenses and outstanding benefits. se send resume and salary history to:

Jack Adkins
VP/Director Human Resources
Mode General Broedcast Services.
2714 Union Ave. Extended
Memphis, TN 38112



# TALENT ACQUISITION

Growing radio syndication company is looking for an individual to line up interviews with major recording acts. Our program development & execution is hot and unusual! You must have solid and reliable contacts and resources, with a minimum of 3-4 years' experience in talent acquisition or related. Some radio experience helpful, but not imperative. Reliability. Resourcefulness. Systematically organized and efficient. Aggressiveness, All a must. If you know you can obtain at least 20% of any of the acts on each of R&R's "Back Page" charts please rush your resume to: Radio & Records, 1930 Century Park West, #261, Los Angeles, CA 90067. Please indicate on a maximum of 2 pages: previous & most recent acquisitions, management and record companies you have a rapport with, and other proven accomplishments related to this. Salary requirements and current employment status as well. L.A./N.Y. residency preferred. Inquiries strictly Confidential

#### RESEARCH ASSOCIATE WANTED

One of America's leading research consultancies is looking to expend. The success-ful applicant for this position will have sev-eral years of broadcast experience and good skills at applying research in the con text of the radio industry. Excellent ap peerance, writing and verbal skills impor-tant. Competitive salary, desirable Sunbali location. Resumes to: Radio & Records 1930 Century Park West, #244, Los Ange les, CA 90067.

#### MOVAY MEDIA

Program Directors wanted for future McVoy Media acquisitions. Tape and resume only to 24650 Center Ridge Rd., #148, Cleveland, OH 44145. No calls

The Mairite Communications Group is look ing for talented on-air and production people. Top 20 market experience need only ple. Top 20 market experience income apply. Send tape and resume to:

Mr. Jim Wood

Corporate Program Director
MALRITE COMMUNICATIONS GROUP

1200 Statler Office Tower Euclid Ave. at East 12th St. Cleveland, OH 44115-1601



663 Prostance Place St. Paul St.

#### EAST

WLAN-AM/FM has future opening. T&R: Ellen Wascou. 252 N. Queen St., Lancaster, PA 17803. EQE M/F (2-7)

Moming/overnight openings at community-oriented FM A/C in Catakille. Females encouraged. C&R: Rob Theler, WSUL. 250 Broadway. Monticello, NY 12701. EQE M/F (2:7)

Monning drive newsledy needed for medium merket AOR. Creativity, conversational approach a must. Täit: Brien Hele, 45 Felher Ave., East Longmeadow, MA 01028. EOE M/F (2-7)

#### **Program Director**

Experienced on-air program director needed for WINX/Rockville, MD • Self-starting leader . Strong basics techniques, production and administrative skills • Com-petitive • Community involved • Able to teach and groom talent • To be considered teach and groom taters 10 to e considered for this opening your tape and resume must be received by February 14. Reply to, Jack Beach, National Program Director, United Broadcasting Company, 4733 Bethesda Ave., Bethesda, MD 20814. EOE



# **WTIC 1080**

Legendary radio station has rare drive-time

Need a smooth, seasoned A/C persona with extraordinary understanding of fullservice radio.

If you can communicate one-on-one; deliv er warmth and emotion; project an A/C energy; prep a topical show; smile and have fun - this is the chance of a lifetime!

Tapes and resumes to: David Bernstein, Program Director, WTIC, One Financial Plaza. Hertford, CT 06103.

#### Live On The Ocean!

Maine's leading Adult-Rock station is look ing for a fulltime air personality who is a friendly, mature communicator. Send cassette and resume to Randi Kirshbaum, WMGX-FM, 200 High St., Portland, MA 04909

ND future opening at CT's fest-growing station; On-air/ad-ministrative. T&R: WREF, Box 1085, Ridgefield, CT 06877. EOE M/F (1-31)

Small market blues? Move up! Adult communicators needed. T&R: Deve Kerr, WLQE, 1825 Murray Av., Atlantic City, NJ 08401. No calls. EOE M/F (1-31)

#### SOUTH

AM seeks meture, humorous morning drive personality. Ex-perienced with good production skills. T&R: WGBR/WEQR, Box 207. Goldeboro, NC 27530. EQE M/F (2-7)

#### YOUNG PRO NEEDED!!

To be half of our WILD MORNING TEAM. Energy & creative a must. 100kw Rocker on Southeast Coast. Top 100 market. Good pay & benefits. Advance with group owner. Send T&R to Radio & Records, 1930 Century Park West, #257, Los Angeles, CA 90067. EOE

Hip A/C needs responsible, goal-oriented personality. T&R/ salary requirements: Tom Casaldy, Box 2956 Asheville, NC 29602. EOE M/F (2-7)

KSRS/Byringfallo-Feyetzeville. Donrey Medie group etation. Need Aast. ND. Resume: Gary Bourchert, PD, (501) 751-4675 EDE M/F (2-7)

p-reted CHR seeks talent for future openings. No begin rs. T&R: Mike Stewart, PD, 80 Old Hickory Stvd., Jectson. I 36306. BOE M/F (1-31)



New Orleans's leading CHR is looking for America's best Production Director. Must be experienced and have creative abilities. Production expertise needed This is NOT a copywriter position. Good pay/bene-fits. Tapes & Resumes to: Kris O'Kelly, B-97 FM, P.O. Box 53447, New Orleans, LA 70153. EDE M/F (No calls please)

#### Major Opportunity . . . . . . Major Market

Can you tie diverse elements together? Can you communicate with adults? Can you create a sense of fun? Can you do it on AM? Can you show you've done it before? T&R to Radio & Records, 1930 Century Park West, #262, Los Angeles, CA 90067. EOE M/F

#### **EXCELLENT OPPORTUNITIES**

For listener-oriented Programmers and Air Talent who can relate to today's adults. T&R to:



SHANE MEDIA SERVICES

EOE M/F

6405 RICHMOND AVE. SUITE 311 HOUSTON, TX: 77057 713/952-9221

# **OPPORTUNITIES**

**OPENINGS** 

# ★★★★★★★★ MORNING DOMINATOR

Our philosophy: Take no prisoners! Need killer morning jock/team who shares our approach for market's only A/C. Topical humor, great phones, and outstanding production a must. Expanding group with facilities and the bucks for the right person(s). Cassette, resume, and references to Radio & Records, 1930 Century Park West, #253, Los Angeles, CA 90067.



Immediate openings, all shifts. Seek pros. Three years' ex-perience helpful, not necessary, T&R: KSAMKHUN, 330 Huntaville, TX 77340, EQE M/F (1-31)

#### **PERSONALITY CHR PM DRIVE**

Move into the Hot PM Driver's seat in this fast growing Southeast market (well within the Top 100). 100 kilowatter continues to upgrade staff as it keeps the ratings momentum moving to the top. Rush tape, resume, and picture to Radio & Records, 1930 Century Park West, #263, Los Angeles, CA 90067 EQE.

#### 

#### TOP RATED 100kw CHR

In growing Georgia, Florida, Alabama mar ket, putting finishing touches on winning air staff, seeks aggressive/hi-profile, talented personality. Come to the sunny, warm South and let's win together! Send T&R to: Redio & Records, 1930 Century Park West, #249, Los Angeles, CA 90067.



#### **MEMPHIS HOT UP-N-COMING CHRI**

Need hungry midday air talent with killer instinct. Warm, fun, energetic, relatable. Love to do appearancel Hard work, strong production; many benefits! Send T&R to: STEVE KELLY, PD, 203 Beale Street, Memphis, TN 38103. NO CALLS EQE



SUMMIT COMMUNICATIONS, INC.



#### PROGRAM DIRECTOR

PROGRAM DIRECTOR for the HOTTEST CHR station in the Southeast. Our PO is going to a top ten market. If you know music, love people, understand CHR and like to work long and hard, we have a tuture for you. Tell us all about yourself. nature vor you. Teel us as about yourself. Send peckage to: Bernie Barker, General Manage. WAPI/1-95, P.O. Box 10886, Birmingham, AL 35202-0886 -For Courier Delivery, 2146 Hightend Avenue, Birming-ham, AL 35205.

#### **OPENINGS**

# WSB FM ANNOUNCER

WSB-FM needs midday talent. Atlanta's A/C leader needs strong communicator for impor-tant daypert. T&R: John Chappell, PD, 1601 W. Peachtree St. NE., Atlanta, GA 30309.

Newsperson. One-men news staff for top-rated Country AMFM. T&R: Mills Allen, Okl, WTVR AMFM, 3314, Cur-shew Av., Richmond, VA 23230. EQE M/F (1-31)

WJYO-PM seeks full-partitine A/C sir talant. Minimum five years' experience. T&R: Devid Souse, 2001 Mercy Dr., Or-lando, FL 32808, EOE M/F (1-31)

Creative salent resided. Writing skills/character voices. T&R: TK-101, Box 12784. Parsecols, FL 32875. No cells. EOE M/F (1-31)

#### **MIDWEST**

CE/jeck combo. 100 kw Modern Country Lincoln, NE. I needed you yesterday. Contact: Max Wulf, (402) 486-6308 EOE

#### WSSYMuskegon, Mi

50kw coastalregional CHR is looking for crazy morning drive talent, top produc-tion director and talent for all dayparts with the burning desire to be number one and have fun! You'll be provided one and new fun! You'll be provided with great facilities and excellent benefits plus some of America's best summer beaches. Send C&R ASAP to:

J.J. Duling
WSSY

875 E. Summit Muskegon, MI 49443

----------Partime work evaliable. T&R: Tom Carroll, WTUE, Dayton, OH 46402. No calls please. EOE M/F (2-7)

Chienge muse A/C seeks experienced anchor/reporter, T&R: Ann Kraft, ND, 2107, Bex 311, Lowell, IN 46356. EOE M/F (2-7)

Partitine immediate openings at KFKF. Talented, dependable. C&R: Cliff Blake, Box 6394, Kanses City, MO 66102. EGE M/F (2-7)

#### MORNING NEWS PERSONALITY

MUNITING NEWS PERSONALITY Midwest Country seeks exceptional professional with stimulating, creative writing and presentation. MUST have captivating appeal and original, warm style! Reply to Radio & Records, 1930 Century Park West, #254, Los Angeles, CA 90067, EOE

Country AM easts talent for drive positions, Good produc-tion. Music/Promotions possibilities. C&R: Den Obern, WXYQ, Box 247, Stevens Point, WI 54481. No cells. EQE

Needed new. Experienced News anchor/reporter. Strong writing skills. C&R: Rendy Allen, WGEE, Box 1991, Green Bey, WI 54305. EOE M/F (2-7)



#### **News and Public Affairs Director**

WALE, Detroit's Urban powerhouse, needs seasoned News and Public Affairs Director. Applicants must have previous experi-ence as News Director, planning and hosting a talk show, and be able to lead and direct a department. A sensitivity towards a large Urban audience is crucial. Send tape, resume, references and salary history to-

> JAMES L. ALEXANDER Program/Operations Manage 2050 Penobscot Building Detroit, Michigan 48226

#### **OPENINGS**

IL-104/Champulge seeks additional personality for late nights. T&R: Malke Hate, 606 S. Loouet, Champeign, IL 61820, EOE M/F (2-2)

A/C-OLDIES
Michigan A/C-Oldies seeks Morning Personality. Other dayparts avilable as well, Strong production skills a must. Send T&R to Radio & Records, 1930 Century Park West, #256, Los Angeles, CA 90067.

CHR nights in het college town. Greet benefits. Experience, production necessary. C&R: Jey Bouley. WSP7, Box 247, Stevens Point, WI 54481, or (715) 341-1300 EQE M/F (2-7)

Reporter/anchier. Professional radio news experience a must. T&R: Marian J. Owen, ND, WAXX/WAYY, Box 8000, Eau Claire. WI 84702. EQE M/F (2-7)

#### - ILLINOIS CHR

Seeking additional player for established Morning Team. If you thrive with prepara-tion, can be spontaneous and have fun. Rush T&R to Radio & Records, 1930 Century Park West. #259, Los Angeles, CA

Marring news anchor wanted for top-rated MW A/C, T&R: Ed Thurmen, ND, WGBF, Box 3486, Eveneville, IN 47734, or IB121 477-8811 EOE M/F (2-7)

Sites position open. Growing market. Come grow with us. Cassified applicants only. T&R: Leigh Bits, 2755 Seger Rd., Valpersico, IN 46383, or (219) 462-8125 EDE M/F (2-7)

#### GROWING MIDWEST CHAIN

Seeks communicators, not card readers. PD/Air Talent/News Production for future considerations. Foreground A/C, com-petitive salary and benefits. Cassette. resume, and picture to Radio & Records, 1930 Century Park West, #255, Los Angeles, CA 90067. EOE

Are you entertaining & 'up'? Do you went mornings in Country formet? Good money for the right pro. T&R: Mark Lindow, KDK, 809 Mein, Dubuque, IA 62001. EQE M/F (1-31)

BN/WWF2 has opening for middey air personality. Auto-on experience helpful. T&R: Dannie Martin, Box 286, elsey. Mil 49770. EQE M/F (1-31)

#### COUNTRY PO

Midwest medium market FM needs PD experienced in promotions, community involvement and formatics to help us stay #1. T&R to Radio & Records, 1930 Century Park West, #258, Los Angeles, CA 90067. EOE

Country Announcer readed yesterday, Production a must, T&R: Tim Ahlborn, WMKC, 334 N. State, Seint Ignece, MI 49781, or (616) 347-5103 EOE M/F (1-31)

WOPE needs oftenson news enchar/reporter. Lifestyle-ented news delivery. Females encouraged. T&F: Re-Hugg, Box 1380, Senducky, OH 44870, BOE M/F (1-31)

#### WEST

AMPM with strong local news commitment seeks ND. T&R: Leis Zettes, KJOY/KJAX, Box Y, Stockton, CA 95201. EQE MAF (2.7)

Full/partitime openings at very uptempo Country neer L.A. Mi-norities encouraged. C&R: Cory Baker, Box 960, Apple Val-ley, CA 92307. or (619) 247-7251 EOE M/F (2-7)



#### Wake Up San Diegol

Still searching for that unique morning show that will wake 'em up with a smile. If you're successful, talented and want to join a winner in a winning city, send cassette and resume to:

Dave Parks. Vice President Of Operations KS-103 Box 103 San Diego. CA 92104 FOE MIP NO CALLS PLEASE

#### **OPENINGS**



#### WE NEED A WAKE-UP CALL!

Our team is in place but Salt Lake City's Premier Modern Country Station needs a morning show. Don't bother if you're not fun, friendly, topical and a bit of a character. We're a wellrun, successful company that knows how to win. This is a great opportunity for a real personality. No calls, please. Send T&R to: KKAT-FM, P.O. Box 45150, Salt Lake City, UT 84145. EOE M/F

KFMF/Chies AOR. Immediate opening 7pm-midnight. Strong production. T&R: Ron Woodward, Box 286. Chico, CA 95926. EOE M/F (2-7)

Fun stalk! Alternoons at Central CA's top-rated FSA. C&R: Jeff Herms, Box 1240, Sente Maris, CA 93456. EQE M/F (2-7)

Medium market A/C PM teader needs nightstime jock. Close to Sen Francisco. Interested in amostwass/cruativity, T&R: Bill Steels. Box 1056, Ukish. CA 95482, or (707) 462-0945 EOE M/F (2-7)

#### A/C NEWS ANCHOR NEEDED

A/C NEWS ANCHUR NEEDED
Pacific Northwest AM powerhouse looking for Morning News Anchor with presence. Must be able to take charge of
morning newsgathering and make a difference. Smooth conversational delivery a must. Promotion possibilities. Need to must. Promotion possumities. Need to hear tape and read news/information philosophy. Top 30 market. Send T&R to Radio & Records, 1930 Century-Park West, #252, Los Angeles, CA 90067.

Challity Communications is expending. Need creative, meture drivetims at telent. Morning/ertemoon openings. T&R: John Derrek, 110 E. Lakewey. Ste. 800, Gillette, WY 82716 EOE M/F (2-7)

KFM-87/Belse has possible future openings for PM drive/Aset. PD. T&R: Berry Lewis, 1104 12th Ave. S., Nempe, ID 83661, EOE M/F (2-7)

#### WINNER

In major N.W. market looking for adult communicator with great production skills.

Imagination required. Send T&R to: Radio & Records, 1930 Century Park West, #247, Los Angeles, CA 90067. EOE

CE weeked for Portland AM/FM combo. Excellent technical facilities. Good seleny/hene/fit opportunities. Recurre: KEX/ KKR2, 4948 SW Mecadem Ave., Portland, OR 97201. ECE MF 12.7)

Control CA coast's top-reted radio station seeks CHR air per consilty with production stills. T&R: Brad Waldo, KROK 1316 S. Broadway, Santa Maris, CA \$3454, EOE M/F (2-7)

#### **OPERATIONS** MANAGER



We need a leader with 5 years of experience motivating an airstaff. If you can get the best out of people and do a topquality airshift ...

Send a tape and resume to:

Bill Wegver VP/GM/PD

KLOK-AM/FM

77 Maiden Lane San Francisco, CA 94108

# **OPPORTUNITIES**

#### **OPENINGS**

# KCAL967

#### IMMEDIATE OPENING!!!

Local Sales Mgr. in Southern California's fastest growing area ... The Riverside-San Bernardino-Ontario metro. Must have minimum three years' experience in Medium Market Radio Sales. KCAL-AM Spanish and KCAL-FM AOR seeking an experienced Sales Manager who will carry own list and develop local sales department. We are also looking for ambitious, self-motivated, experienced salespeople. Send resume to:



KCAL RADIO P.O. Box 390 Redlands, CA 92373

506 M/E

Do you order musto? We need a fulfiline experienced ennouncer. T&R: KEXO, Box 2480, Grand Junction, CO 81802. EOE MAF (2-7)

AOR MedesterSteeteen seeks Production Director/jeck. Minimum five years' experience. T&R: Jerry Langdon, KD.IK, 570 Armstrong Wy., Oskdale, CA 96361, EOE Mrf (2-7)

Opening for NO. Prior radio news a must. T&R: Rick Mesters Box 1428, Victorville, CA 92392. BOE MF (2-7)

# KFIG #1

In Central California, looking for Adult Communicator with strong production qualities. T&R to Jon Smoot, KFIG RADIO, P.O. Box 4265, Fresno, CA 93744. EQE

Drobe-Chansuit needs regional manager. Tives years' sales/ two years' programming. Telephone sales expertise. Resume: Disk Deutres, Bes 1629, Canage Park, CA 81304. No calls. EOE M/F (1-31)

IDEBNTweln Herte full/partitime openings. T&R: Box, 708, Tweln Herte, CA 96383. BDE MAF (1.51)

#### POSITIONS SOUGHT

Trede ms. 11 & 63 market jack with MD/drive experience. Seek Top 100/medium market. CRAIG: (206) 786-1292 (2-7)

Ready to work. Four years' experience CHIVAOR, AC. Small major market. Reser sharp. SANTO: (206) 752-8303 (2-7)

Need a FOREST How about a jack for AGRICHRIJEES? It's feet, simple, affordable. VICTOR S. LENTINI: (312) 276-8086 (3-7)

H year's centers about being #1, let's talk. Have four years' on-air. Dears to move up. AIC, Country/CHR in SE. TERE: (804) 237-4300 (2-7)

Anneumor with 12 years' experience. Country, A/C, CHR. All shifts. Profer evenings/overnights. Available immediately.



- 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) 985-9130.

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12-year professional seeks Scottle area. Management. Exc tent on-ei/teneng production. Country, A/C, EZ. Available ter 3/15. JSRVY: 0101 000-3202. (2-7)

Be my next step on the ledder. Strong production, programming, research. Planty of anargy, Cell enystres for T&R. STEVE: 14091 946-6794 (2-7).\*

Two years' experience Lansing, Seek CHR sirehit, production, Hard worker, LANCE DUNCAN: (517) 784-0911 (2-7)

Abused, misused & reedy to win with a winner. PSP, still in sports/nows. Production, remotes, copywiting, extemption. AP refer medium market in West. JAMES: (303) 337-2948 (2-7)

Free cart library/outcoolect if you make me your P2/P3 MD. Prefer West. Available 3/1. TERRY HALL: (303) 606-8663 (2-7)

#### Coast To Coast - LIVE

On RIO's Hightime America," nights on WABC Musionatio, mornings on WTIC-FM. 11 years' experience but beginner's enthusiasm. All AC, CHR offers considered. Don't healtets, CALL MIKE MicRAY, (318) 887-1878.

FO with medium/major merhot. Currently top-roted with warran 26-46. Get ready for spring best. EZ 104's STEVE SUTTON: (704) 372-1104 (2-7)

Permanent student of radio. Six years' experience & gas (Arbitrary) card. Lasting to item more in PL, interested? RICI (306) 574-3579 (2-7)

BASO Country seeks good station. Small-medium merke VII relecate. MARSNALL: (804) 526-5627 (2-7)

A/C. Oldica/MOR. Does your small/medium market lest size acc? Sound flat? As your PD/persoandity, we'll get results JAMES STOL2: (513) 871-3887 (2-7)

Leating to move up. Pive years' medium/email market experi eres. BA Communications. Any shift CHR. Top 125 market in So. CANE. ILLIFF: (804) 386-2836 (2-7)

Experienced MD code MD/Acst. PD position medium/large market. Crostive, organized, hardworking people person. Extensive music knowledge. GARY: (201) 750-3264 (2-7)

Country PD/BID. I've gover test numbers. Winning research, plenning, execution. People-oriented management. PAT DE-VANEY: (319) 586-1395 (2-7)

Clip this and cove. Ten-year vet seeks CHIVAOR in SEANW, Married, stable Asst. PD at national format leader, SCOTT: (813) 637-6290 (1-31)

Two years' mornings. Young, bright, funny, Seek gig IL. DJ/ production/PSP. SCOTT: (319) 652-4892 (2-7)

WSAM/Seginew sir splent/programmer, Seven years' experience CHR. Available new. Great references. Top 100 merliets. DAVE WINSTON: (S17) 780-0805 (2-7)

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Pennsio 13-year radio veteran seeks gig CT/MY, Air salant, operta/promotions. Tolonted, onthusisetic, dedicated. WEN-DY: (203) 227-3867 (2-7)

#### OVERNIGHT SUCCESS -

In Top 100 Market. Desire success in different deypert. Country, ArC, CHR experience. Interested in AOR/ECR, too. Excellent music knowledge. Redio & Recorde, 1930 Century Park West, #280, Los Angeles, CA 90087.

WBCY/WAPI-PIA/WPIAF. Whining divisions percentilly. Corrects to people vicering pole perios or panelipschot protectors. MIKE McCAITHY: (704) 842-8812 (2-7)

Reed a start. Female DJ. Hews/copyeniting/production. Any shahlt. Profer MW, Have Beanes. CAR: (218) 386-4212, or 289-3873 (2-7)

I did it for them, now I'll do it for you. Pive years' experience college, radio. AGRICHEL Nows in the pinels. Profer West Constrain Balt. DARRYL: (415) 785-8674 (2-7)

Stand-up comis. Major merhot jock experience. Sock fulltime personality gig CHR, BAU. Excellent references. SETH BA-CALL: (612) 429-8295 (2-7)

Creative angleser. Pive years' experience L.A. Seek exciting now position with redio/TV, production company. SRUCE: 1018: 342-6521 (2-7)

Experienced name vectors seeks RD elet Deep South, 808
ALLEN: (206: 983-1086, or 301-A W. Weshington, Deten,
AL 38301. (2-7)

I work partition small station. Here humorous presentation. Four years' college superance. Need to be challenged. ADAM: (315) 267-1916 (2-7)

#### POSITIONS SOUGHT

Vesse, escriptible up & coming oir personality. Seek successful ornalitysellum market in NE/Esseem NY. A/C, CHIVADA. Nevo production experience. Currently employed. STEVE: 8077 885-8860 (2-7)

Bright, peolitive marring drive anneuroer. Six years' experience, including MD. Seek fullative atrabilit AGN/CHR, A/C. Medium market SE. CHRIS: (404) 228-6298 (2-7)

16-year pro cooks programming position. Experienced all phases of radio. Profer MOR/Country, LEE: (209) 786-1863 (2-7)

Midulah/moming DJ. Experienced Top 80. Zee alumnus. Writes feet/funny bits/great voices. JMC: (801) 264-8068 (2-7)

Currently SSIARIBANI. Formarly K102/Mami, Big WAYS/ Charlotte, KBNO/Les Veges, KFJZ/Pt. Worth. BEAU WALK-ER: (306) 667-1066 (2-7)

Top-rated PSP evalishis. NBA/major college, minor league o martence. Gotte de It. PETE: (818) 241-2660 (2-7)

Rane CHR personality seeks now challenge. Want to grow. Modum market: Hardworking/reliable, Will relocate. MIKE: 14181 831-8270 (2-7)

Creedive, methosed CHR, A/C personality, 16-year vet from D.C./L.A./Chicago, Currently in Las Vages, RON JERCHS: (702) 732-7670 (2-7)

Experienced communicator eachs work small/medium marlect. BA radio. Seveng production. Willing to relacts. TODO: (312) 734-7906 (2-7)

#### 35.9

In a six-station market! Creative, dependable, mature male pro seeks new challenges Prefer Texas or MW. 13 years of experience, but I still want to learn. Call CHRIS at (915) 267-6391 before 1pm.

16 years' of experience to offer your station. AMPM drive show at WAAY/Muntaville. Make the call. RICK SECKETT: (816): 453-6611 (2-7)

Take two captin & call me now. Veteren funny personality. Recei fullative gig. Any size market. Topical. Interaction with news man. CHARLES BERBERIAN: (702) 871-7606 (2-7)

Pivo-year pro. Experienced all size markets. Great pipes. Seek medium/major market. Exchased & ready to work for yes. STEVE: (803) 224-2186 (2-7)

I can provide your TV/radio station with great news/sports resorting, Prefer L.A. area, MIKE: (4.19) 5.37-3103 (2-7)

Anywhere new! Trained broadcaster. A/C/CHR/MOR. Good production. HENRY: (201) 836-9198 (2-7)

Experienced AOR. Creative production. Sterling character. Conversational on-air. Want to rock/hybrid. JOHN: (\$12) 282-3773 (2-7)

Former PD. Eight years' experience AOR/CHR, A/C. Seek oppertunities in L.A. On-sir/promotions/production/music. Good attitude. Not afreid to work. DAVE: (213) 930-4380

Disease producer costs talk/ornertainment appenductly, Nell-rounded. Commercially argentanced. Most markets considered. Let's grow tagether. CHRIS: (312) 726-6303 (3-7)

Imeeth, skillful assesses. Merrings/ress. WNDE/KILO/-CVI. Medium/major only, please. STEVE ALLISCH: 1910) 143-2463-75.

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BJ. Four years' experience. Hardworking, team/success-oriorted. Seek bigger market. AGR format professed. PSMIV:

fingle 100/L.A. Highest numbers at the station for man reman. BRAN ROBERTS: (818) 804-7682 (2-7)

#### **POSITIONS SOUGHT**

#### **MORIN & KRANTZ**

Quality, proven morning talent is nearly impossible to find. WiOK/Washington, DC, WPDC/New York, W20U/Boston. Call (212) 737-4556 for a class act with the

inpressed Country, A/C DJ/Fremesiene Director poets excliing challenge. Excellent track record/attitude. TOM: (801) 86-8739 (1-31)

Seek sheldt South/SE. Dependable, Four years' experiency numbers/production/remotes/promotions. 1 learn quickly. TERI: (804) 237-4300 (1-31)

Experienced AOR. Tight production, owere attitude, great code. Access no imitations. JOHN: (312) 362-3773 (1-31)

#### MISCELLANEOUS

New, aggressive A/C-CHR crossover needs service from all labels. Centect: Jan Peredise, WHYR, Box 867, Seco, ME 04072; (207) 283-1118 (2-7)

1 kw new Country statiof reads record service. Please help! Rendt O'Conner: KUNN, 824 Trusten Av., Behersfield, CA

Dates appearing at the end of each listing signify first week listed.

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PD Name:	NAME:
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TM Country

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10HN CONGRE MEFLENCAMP "R.O.C.K. In The USA" MICADIA "GOODDYS IS FOREVER" CARS 'I'm Not The On "beek noy tartw" SXM

Stereo Rock

TM Programming

M oT leiced2 gnirtlemo2 en'uoY" TIART8 30R030 ALABAMA "She brid I" STATLER SROTHERS "Sweeter brid Sweeter" LOUISE MANDRELL "Some Girls Have All The Luck"

Country Coast-To-Coast

DOBELLA & SLEAK MICKS ... MOOCHA PLUS...

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Country's Best

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J. WAGNER WY. CARTER "Love Can Take Us All The Way" "ONO VINO" POLYAT 83MAL

The Great Ones

"(eM bnd uoy) severo? bnA wolf" YARMUM BMMA BELLAMY BROTHERS "Foolin' The Foolin"

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Peters Productions, Inc.

NOBERT TEPPER 'NO Easy Way Out" INXS "What You Need" ELO "Celling America" ARCADIA "Goodbye le Forey ARCADIA "Goodbye le Forey

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EVAL THOMAS CONLEY "Once in A Blue Moon" MERLE HAGGARD "I Had A Beautiful Time"

MERLE HAGGARD "Feelin" The Feelin" SAWYER BROWN "Heart Don't Fall No

Your Country

EVERLY BROTHER "Born Yesterday".

LAWGINER WY. CARTER "LOVE Can Take Us All The Way" ACtion

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Great American Country

MIKE & THE MECHANICS "Silent Running"

Contempo 300 CARS "I'm Not The One" ABC "How To Be A Millionaire"

"been noy term" SXNI

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Conucul

BANGLES "Menic Monday" PAT BENATAR "Le Bei Age"

Concept Productions

JEBY INCENTINE "Whosver's in New England" KEILH MHILLEY "Mismi, My Amy" HORVINE CYRH ...HOIQ OV... TOHIN CONFEE ...Hautou)

Super-Country

J. WAGNER WIV. CARTER "Love Can Take Us All The Way SMOKEA BORINZON ...HOIR ON 10 YOU LOVO!!

The AC Format

BYNGES "Manic Monday" DVM REVER LOD

The Z Format

Greg Stephens (214) 934-2121

Century 21

APATON TENNINGS "Feein" The Feein" BELLAMY BROTHERS "Feein" The Feein" The Feein" The Feein" The Feein" The Feein" The Feein" The Feein B. J. THOMAS "America Is"

Modern Country

C' CTEMONS 9 T BBOAME ...Lonte 9 Liteuq QI Mine...
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# **BLACK/URBAN**

# **BREAKERS**

#### TEDDY PENDERGRASS

Love 4/2 (Asylum)

72% of our reporting stations on R. Rotations: Heavy 2/0, Medium 33/4, Light 26/18, Total Adds 22 including WWIN, WXYV, WAMO, KDLZ, KIMJO, K94, WBMX, WBLZ, WLUM, XHRM, WYKO, Z103. A Most Added Record. Debuts at number 32 on the

#### LUSHUS DAIM & PRETTY VAIN

The One Yes Leve (Conceited/Motown)
66% of our reporting stations on R. Rotations: Heavy 3/0, Medium 17/1, Light 36/11,
Total Adds 12, KMJQ, WHRK, WEDR, K94, WBLZ, WJLB, OC104, WAOK, WPDQ, KHYS, WVKO, WVOI. Debuts at number 37 on the Black/Urban chart. BERNARD WRIGHT

After You (Manhattan)

66% of our reporting stations on it. Rotations: Heavy 7/0, Medium 31/3, Light 16/7, Total Adds 10, WILD, WAMO, K94, WDMT, KSOL, WDPH, WJJS, KHYS, WANT, KBUZ.

#### JERMAINE JACKSON

I Think R's Love (Arista)

15 Think R's Love (Arista)

15% of our reporting stations on R. Rotations: Heavy 1/0, Medium 17/7, Light 57/15,

Total Adds 22 including WDAS, WAMO, WEDR, WZAK, KNJIM, WWHC, WPEG, WQQK,
WGPR, WKWM, WVOI, KDKO. A Blost Added Record. Debuts at number 39 on the

In The Morning Time (A&M) 61% of our reporting stations on it. Rotations: Heavy 7/0, Medium 22/1, Light 23/9, Total Adds 10, WDJY, KDLZ, KMJQ, WZAK, KDAY, KQXL, WENN, WQMQ, WWDM, WVKO. Debuts at number 39 on the Black/Urban chart.

#### **NEW & ACTIVE**

PAUL LAURENCE "Yes Heefed Me" (Capitel) 47/9

Positions: Heavy 10, Medium 180, Light 289, Total 2008 is, WITTE, WITTE,

The state of the Black/Librar chair and the state of the

WBMX, W.E.D. 1998, WHILD, WEEK, WOOL,
WART, KAPE, 2103, WTIC, WEEK, WOOL
VAIL YOUNG "'II You Should Ever Be Lasely" (Bardy/Risksum) 48/12
VAIL YOUNG "'II You Should Ever Be Lasely" (Bardy/Risksum) 48/12
Restations Heavy 10, Medium 130, Light 28/12, Total Adda 12, WHSK, KTOK, KNA, WBMX, KMINP, KACE,
PRINCESS "Rifer The Lave Nea Seare" (Back Phisses) 38/1
Restations Heavy 20, Medium 240, Light 12/1, Total Adda 1, LONG, Heavy, WDIX, WEEN, MODA, WHIP, WCYV,
WLD, WAMD, WHIR, HOTTOS, WEER KISH, WOWN, WOMT, KACE, XHSM, WHIPC, WFXA, KOXIL, WFEG, WHYZ, WCFX,
WJM, KRZ, KHYS, WANT, Z103, WTILC,
DANAD JAME" "Registrations" (Profittie) 38/4
Restations Heavy 130, Medium 120, Light 1041, Total Adda 4, WDIY, WJLB, WFEG, WWWS, Heavy, WRKS, WDAS, KNAU,
WOWN, WTIPR WOOTH, WZAK, KDAY, WYOK, WATY, WAM, KJCB, Debuts at number 35 on the Stack/Union chert.

NONA MERIODIYX "I Blood Lave" (RICA) 34/4
Restations Heavy 00, Medium 90, Light 28/4, Total Adda 4, WHIPK, KSOL, WGFX, WJJS, Medium WWIN, KOXIL, WDPH,
RICK, WLOU, KARP, WKAR, WANA, WDOC.

KRZ, WLOU, KAPE, KOKA, WAAA, WOAD.

CASHICLOW "Party Freat" ("Biersery/Palytiram") 33/16
ROSSIONS: Heavy RD, Medium B/F, Light 25/16, Total Adds 18, WWIN, K104, KNUO, WHRK, K94, WDMT, WZAK, KNAM, KOKI, WOMG, WOFK, KIS, KJUE, W/T, WOOK, WHXD.

WHAM! "I'm Your Blass" (Calumbia) 33/2
ROSSIONS: Resp. 50, Medium 25/1, Light 5/1, Total Adds 2, WALT, WAAA, Heavy, WILD, WAMO, JETIM, WJAX, KOKA, McGlum WVEE WHRK, K94, WTMP, WRILZ, WDMT, WLUM, KACE, KJLH, JHTMA. Remains at 38 on the Black/Libban chief.

EDUK: SIMPFYY "New Custof F-To" (Columbia) 31/0
Rossions Heavy 10, Medium 11/1 Lyrs 196, Total Aces 9, KDLZ, WYLD-FM, WYMP, WLEB, KACE, KHYS, WANT,
KNOC, HUKO HEAVY, MAM. Medium 11/1 Lyrs 196, Total Aces 9, KDLZ, WYLD-FM, WHO, KAPE, WANM, WANA.
ART OF 80082 "Liggs" (Chrysosile) 31/6
Rossions: Heavy 10, Medium 11/1, Lyrs 184, Total Aces 5, WDYX, KMAD, WHOC, WAAA, WYKO, Heavy, WWWS, Medium
WWN, WDAS, WLEB, KTOL, WDAL, WHEN, HOT10S, WDMT, WZAK, WXOK, WLOU, WBLX, KHYS, WTLC.
BETTY WWDGTT "Paba" (Filterithing/Frasions) 30/1
Rossions: Heavy 60, Medium 11/0, Light 13/1, Total Aces 1, WPLZ, Heavy, WDAS, WDJY, KTOA, WTIMP, WHYZ, WBLX
Medium: WWN, WTY, KSDL, WDAG, KLX, WYN, KYPS, WDAO, WKWM, WZEN, WLOS,
Rossions: Heavy 60, Medium 11/0, Light 13/1, Total Aces 1, WPLZ, Heavy, WDAS, WDJY, KTOA, WTIMP, WHYZ, WBLX

Rossions: Heavy 60, Medium 11/0, Light 13/1, Total Aces 1, WPLZ, Heavy, WDAS, WDJY, KTOA, WTIMP, WHYZ, WBLX

Rossions: Heavy 60, Medium 11/0, Light 13/1, Total Aces 25, WDYY, WDAS, KTOA, KIMO, WDBA, WGC, WZAK,
WLB RONY, KIALH, KORIL, WTRL, WFXC, WDMG, WGFK, WPDQ, KIZ, KAPE, KOKA, WAAA, WKWM, WWWS, WZEN,
WOCK KIKO.

WYOL KINCE

FT (EDDE TOWNS) "Best Fritands" (Total Experience/RCA) 2546

Rossions Heavy 10, Medium 10/2, Upr 196, Tosa Acts 8, WONS, W-FK, WOMT, WENN, 293, WFEG, WOMG, WPLZ.
Heavy, NAZE Medium KING, WIRM, WIRMC, WANA, WIRM, WIZEN,

ESD "114 Rester Se by Myself" (Bumilan-States) 2166

Rossions: Heavy 50, Medium 161, Upp 184, Tosa Acts 5, WOTV, WOMF, WANK, WACK, WFDG Heavy, WRISK, WGMG,
WLOU, WFLZ, WTLC: Mediums include WWN, WOWT, WOMT, WZMK, W.LB, 1049M, WFEG.

#### MOST ADDED

NU \$HOOZ (27) I Can't Wait (Atlantic)

Crush On You (MCA) JERMANNE JACKSON (22) Think It's Love (Arista) TEDOY PENDERGRASS (22)

CASHFLOW (16) Party Freak (Mercury/PolyGram) STEVIE WONDER (18) Overjoyed (Tamla/Motown)

#### HOTTEST

MELL'SA MORGAN (47) Do Me Baby (Capitoi

WHITNEY HOUSTON (37) How Will I Know (Arista) BILLY OCEAN (36)

When The Going Gets Tough (Jive/Arista)
RENE & ANGELA (26) Your Smile (Mercury/PolyGr. FORCE MDs (25) Tender Love (Tommy Boy/WB)

#### SIGNIFICANT ACTION

GENE CHANDLER "Lacy" (Feetline) 23/6
Potations: Heavy 0.0, Medium 1/0, Light 22/5, Total Adds 5, WHYZ, WKXI, WALT, WTLC, WWWS, Medium: KDKO
LATOYA ANCESON "Whe's A Proteonator" (Privates I/CBS) 22/4
Potations: Heavy 0.0, Medium 6/0, Light 17/4, Total Adds 4, WDMT, WAOK, WDMG, WTLC. Medium: WTMP, WFXA, WATV,

WPEG, WALT, NATE.

JERMANNE STEWART "We Don't Have To Take Our Clothes Off" (Arista) 22/5

Gradulpus Hamou 20 Martium 11/1. Links 9/4. Total Adds 5, WYLD-FM, WPEG, KJCB, WPLZ, WAL

Medicin R104, RMJC, R94, WOW, WDMT, WZAK, RDAY, RIIZ, WALT, WWWS.
ARIG GRALMANIA/ANTO GRAUT "Chaft & Pi 'm Felling in Leve" (Capital) 20/11
Retations Heavy 0.0. Medicin 5/2, Light 15/8, Total Adds 11, WXYV, WGCL WZAK, KACE, WTKL, WFXC, WOFX, KIIZ, WYT., WJCU, WAOA, Medicin RDZ, WJLB, WGTS, WAS

WJTL WOU WOAD, Medium KDLZ WLIB, WOPN.

FULL FORCE "Ubscalled Luyer" (Columbia) 19.18

Rotations Heavy 17, Medium 84, Light 108, Total Adds 10, WDAS, WHUR, KMJO, WDIA, WTMP, KMJM, KDAY, WTKL,

WHYZ, KHYS, Medium K10M, WIM, WRZ, KAPE

PHYLLIS NELSON "I Libe Yee" (Carriers/C85) 19.1

Rotations Heavy 50, Medium 80, Light 61, Total Adds 1, XHPM, Heavy, WILD, WRKS, HOT10S, WANT, WTLC, Medium

WWN, WTY, WJSL, WYEE, WKND, WHACK, KDRL, WPLZ.

ANDRE CYSIONE "Satisfactions" (Columbia) 19.6

Rotations Heavy 00, Medium 30, Light 15/6, Total Adds 6, WBMX, KOXL, WOFX, WJYL, WAAA, WGPR, Medium WYLD
RM, WTMP, WJSL

THE WOMEN TO STEEL WOMDER "Overjayed" (Tamics/Moterns) 17/18
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STEPHANNE INILLS "I've Loarned Te Respect The Power Of Love" (MCA) 17/13 Rossions: Heavy 21. Medium 50. Liph 10/9. Total Adds 13. WWWN, K104. KDLZ, KACE, WNHC, KQXL, WATV. WOCK, KHYS, KAPE, KOKA, WEREN, WWO I Medium, WKWM, WWWS.
TRIMERS: "I'll Be All You Ever Head" (Bluste Specialist) 18/9. Rossions: Heavy 10. Medium 50. Liph 10/7. Total Adds 9, WWNN, WDAS, WDMT, WNHC, WENN, WGFX, WALT, WKWM, WWWS Heavy, KDAY, Medium: HOT105, WEDR, W.HI...
WHISTIE: "Jest Buggin" "(Solets) 18/8. Rossions: Heavy 10. Medium 50, Light 108, Total Adds 9, WRISS, K104, WHRK, WEDR, XHRM, WATV, WFXC, WGOK.

COLUMN 5/0, Light 10/8, Total Adds 8, WRKS, K104, WHRK, WEDR, XHRM, WATV, WFXC, WQCK WDAS, WDMT, WNHC, WTLC, WBLX

Pleasy, KDAY, Medium, WDAS, WDMT, WHEC, WTLC, WBLX.

MICKRELLE WHALACE: "Yee Degat To Knew" ("Critiques) 18/5.

Rotations: Heavy OO, Medium 10, Light 15/5. Total Acts 5, 1504 WTKL, WENN, WHYZ, KHYS, Medium: WANM.

BOORIE DYS. "Party Address" ("Capitally 18/4"

Rotations: Heavy OO, Medium 5/1, Light 11/2. Total Acts 3, WTMP, KCXL, KCKA, Medium: K104, KDAY, WWDM,

TERNI DANCER "Learn Fress The Barn" (Reflectation) 18/4"

Rotations: Heavy OO, Medium 90, Light 7/0, Total Acts 0, Medium: WDUA, WXCK, WATY, WENN, WQMG, WKXI

Rotations: Heavy OO, Medium 90, Light 7/0, Total Acts 0, Medium: WDUA, WXCK, WATY, WENN, WQMG, WKXI

M.C. CHILL "Best This Filtyme" (The Fover/Suirs) 14/5 Rotations: Heavy 0/0, Medium 3/1, Light 11/4, Total Adde 5, WHRK, W

Rotations: Heavy O.O. Medium 20, Light 122, Total Acds 2, WJYL, WZEN. Medium: WDMT, WKKI.

MAVIS STAPLES: "Share Nile Heav it Worts:" (WS) 12/11
Rotations: Heavy O.O. Medium 22, Light 11/9, Total Adds 11, WDAS, WDIA, WYLD-FM, KOXL, WTKL, WATV, WKKI, WALT, WOOK, KAPE, WOW.

MICOLE "Den't Yen Want My Leve" (Pertrait/CB3) 12/4
Rotations: Heavy 0/0, Medium 4/0, Light 8/4, Total Adde 4, HOTTOS, KSOL, KOXL, WTKL, Medium: WHUR, WTMP, WOOK,

WAAMA
ALFIE "Jost Gets Butter With Time" (Bindows) 12/2
Rotations Heavy GO, Medium 40, Light Bz. Total Acds 2, KGH, WGPR, Medium: WGFX, WAAA, WWWS, WZEN,
WARFP 9 "Bloop A Beet" (Bindows) 12/2
Rotations: Heavy GO, Medium 40, Light Bz. Total Acds 2, KGH, WGPX, Medium: WAH, WAAA, WWWS, W7FN
BEALMON WELLS: "Withy Can 17 W Be Learners" (Demin / Allenties) 12/2
Rotations: Heavy 10, Medium 20, Light Bz. Total Acds 2, WILD, WTMF 18eary; WANM, Medium: WDAS, WXOY,
COLONER, ARBARES "Tim Bind Classes Lett.", "BIRGA) 1370.
Rotations: Heavy GO, Medium 3/2, Light B/T, Total Acds 9, WKLD, WDAS, WCLY, KDAY, WKND, WRHC, WPDD, KIZ, WAAA
Aktivitum: MEIR.

Medium www. W<mark>MALLY WADARDU "Chief Inspecier" (Island) 11/7</mark> Rotatons: Heavy 0,0, Medium 3/2, Light 66, Iolai Adde 7, WDAS, KDLZ, WOWI, WZAK, WKND, WDPN, WLOU M

TOTAL CONTRAST "The River" (Landon/PolyGram) 11/7
Rossions: Heavy 00, Medium 10, Light 107, Heavy; 7, KDLZ, WOIA, WACK, WATY, WLOU, WGPR, WTLC, M

BLESSI JONES "Talk life late IL" (RCA) 11/6 Rotations: Heavy DO, Medium 3G, Light Bill, Tolei Adde 6, WWHL WOMT, WICE, KLCB, WLCU, WTLC: Medium: WFXC,

WOPR, WWW.
MORIL & MORLEY WIS ART OF MOISE "Mismosts in Lave" (ZTT/stine) 11/2
Rossons Henry 20, Michum 51, Light 41, Total Adda 2, KS4, WENN Henry: WYEE, HOTIOS Michum WUSL, WZAK KALH, WOWII.

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 dium rotation airplay to enter the chart. Checkmarks signify the most added SISOML

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85 Reporting Stations 77 Current Reports

These stations repo a frozen list: WVEE/Attents WFXA/Augusta WXOK/Beton Rouge WJMI/Jackson WJAX-FM/Jacksonville WBLX/Mobile WORL/Orlando

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60/R&R FRIDAY, FEBRUARY 7, 1986

# IAZZ

#### **TOP 30**

FEBRUARY 7, 1986 GRP LIVE IN SESSION/GRP Live In Session (GRP) TONY WILLIAMS/Foreign Intrigue (Blue Note) DAVID GRISMAN/Acousticity (Zebra Acoustic/MCA) **DESIGNE WALLACE/Twilight Time (Blue Note)** JIMMY HEATH/New Picture (Landmark) HARVIE SWARTZ/Urban Earth (Gramsvis JOHN BLAKE/Twinking Of An Eye (Gramavision) MULGREW MILLER/Keys To The City (Landmark) WISHFUL THINKING/Wishful Thinking (Pausa) JAMES NEWTON/African Flower (Blue Note) KIRSK WHALUM/Floppy Disk (Columbia) DIANE SCHUUR/Schuur Thing (GRP) HERBIE MANN/See Through Spirits (Atlantic) 13 HANK CRAWFORD/Roadhouse Symphony (Milestone/Fantasy) PERM\*/Celebrate! (Zebra/MCA) 23 **BOLLY HART/Oshumare (Gramavision)** MONTY ALEXANDER/Full Steam Ahead (Concord) CARLA BLEY/Night-Glo (ECM) JANET PLANET/Sweet Thunder (See Breeze) TIM EYERMANN'S EAST COAST OFFERING/Walkin' With You (MCA) SAME/Promise (Portrait/CBS) 21 JULIE KELLY/Never Gonna Lat Go (Pausa) MATT CATHIGUS/Hi-Tech Big Band (See Breeze) DAVID BENOTT/This Side Up (Spindleton) DEBUT -**BEN SIDRAM/On The Cool Side (Magenta/Windham Hill)** DEBUT PAGUITO D'REVERA/Explosion (Columbia) JOE WILLIAMS/ Just Want To Sing (Delos) DÉBUT > DEBUT © NEW YORK JAZZ GUTTAR ENSEMBLE
DEBUT © LES HOOPER/Hoops (Pausa)
DEBUT © DOBBY SHEW/Round Midnight (Mopro) NEW YORK JAZZ GUITAR ENSEMBLE/4 On 6 X 5 (Choice/Bainbridge)

Black-Urban stations contributing to Jazz. WKNOHenford, Matonae McClean; KUCB/Lafayette, Horatio Handy; WYLD-FM/New Orleans, Dell Spancer; WDMT/Cleveland, Dean-Dean Rufus; XHRM/San Diago, Duff Lindlaty.

#### **NEW & ACTIVE**

CALVIN KEYS "Fail Court Press" (Dive Breach) 12/3
Rotelons Heavy 30, Medium 6/2, Light 3/1, Estis Adds 0, Total Adds 3, KKGO, WFSS, KRVS, Heavy, WGBH, KLCC, KKPR, Medium-WMOT, KCSC, KWMU, KLCS
REDINEE CARLES "Phaseless 01 The City" (Fastsey) 12/2
Rotelons Heavy 4/1, Medium 5/1, Light 3/0, Estis Adds 0, Total Adds 2, WBFO, WVPE, Heavy, WFAE, KPLU, KXPR, Medium: WRT, WUMM, WSS, WMUR.
ART BLASEY "Libre At Sweet Bealt" (BMP Cresseeds) 11/3
Rotelons Heavy 2/0, Medium 5/1, Light 4/2, Estis Adds 0, Total Adds 3, WBFO, WMOT, KRVS, Heavy, WKSU, KLZZ, Medium: WRTI, WDEY, KMMO, WMID.

WEIGHT BARROR "Automa is New York" (Uptows) 11/2
ROBINO Blook 90, Medium 10, Light 4/2, Extra Adds 0, Total Adds 2, WBGO, WUMM, Heavy KJAZ, KPLU, WHRO, WJSF, KLCC, KOPR, Medium WRTI.

WMSY, ALCO, ROYALES/RED INTCHELL TROO "Jimmy Revies/Red Mitchell Trio" (Fastasy) 11/2
Rotations Heavy 40, Medium 20, Light 52, Extre Adds 0, Total Adds 2, WUSF, KLCC, Heavy: WBGO, WKSU, WMID.

WHIO Medium KUPF, KUZZ.

POWLER SNOTHERS AIR POCKET "Huster" (Feesil) 10/2

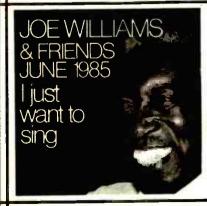
Rossions: Heevy 30, Medium 41, Light 3/1, Extra Adds 0, Total Adds 2, WFAE, WDET, Meevy: WMOT, WNOP, WJZZ.

Medium: WBBY, KUDP, KRYS.

GEME HARRISS "Natere's Way!" (Jam) 18/1

Rossions: Heevy 50, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, KKGO, Heevy: WBFO, WYRS, WNOP, WJZZ. JUSTO ALMANO "Ferbver Friends" (Meedewtertt) \$45
Roteinne Heevy 1/1, Medium 4/2, Light 3/2, Extra Adds 1, Total Adds 6, WKSU, KJZZ, WHRO, KWMU, KUPR, KIFM
Medium KERA, KLCC.

MODERN JAZZ QUARTET "Tepsy" (Pable) 9/8 Rotston: Heevy 40, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Heevy: WBGO, KKGO, WMD, WHRO. Medi



### Last Year's Grammy Winner . . . .. This Year's Follow-Up Album

"I Just Want To Sing" by JOE WILLIAMS & Friends

Just released and already debuts at on R&R's National Jazz Chaft!

> 2210 Wishire Bivd. Santa Monica, CA 90403 Contact Jarome Sane, (213) 458-7946 DELOS

#### MOST ADDED

PAQUITO D'INVERA (16) Explosion (Columbia) MULBREW MILLER (9) Keys To The City (Landmark) Celebratel (Zebra Acoustic/MCA) RALPH TOWNER/GARY BURTON (8)

Slide Show (ECM)

#### HOTTEST

GRP LIVE IN SESSION (21) GRP Live In Session (GR TONY WILLIAMS (19) Foreign Intrigue (Blue No DAVID GRISMAN (14) Acousticity (Zebra Acoustic/MCA) Twilight Time (Blue Note)

CLAUDIO ROBITI "Clesidie" (Upterve) 9-6
Rossione Heeny 4/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heeny: WBGO, WKSU, KJAZ, WHFIO, Medium WRTI, KPLU, WLSF, KWMU.

"RALLH TOWNER-REARTY BURTON "Silde Show" (ECRI) 8-6
Robations: Heeny 1/1, Medium 3/3, Light 1/1, Extra Adds 3, Total Adds 8, WBGO, WMOT, WNOP, KJAZ, KPLU, KWMU,

KLCC, KIPPR.

DOUG CAMERON "Freeway Mestality" (Spindletes) 84
Rotstons Heavy 00, Medium 42, Light 44, Extra Adds 0, Total Adds 3, WFPL, KLCC, KIFM, KBEM Medium W.O.O., KTCJ.

HERMAN RULEY "Herman I" (Jam.) 8/1
Rotstons Heavy 00, Medium 20, Light 61, Extra Adds 0, Total Adds 1, KURF, Medium; WKSU, WUSF.

JOH FADORS "Lageoy" (Canascrif) 7/6
Rotstons, Heavy 3/2, Medium 2/2, Light 0/0, Extra Adds 2, Total Adds 6, WBGO, WYRS, KLON, KKGO, KPLU, WMID.

Heaver, K.M.F.

·teory: K.M.Z. MEREDUTH B'AMBINOSIO ''R's Year Bases'' (Sameyshia) 7/2 Potalonsi: Heavy 1:0, Medium 3/1, Light 2:0. Estra Adda 1, Total Adda 2, KADK, KJAZ, Heavy: KLCC, Medium: WJZZ,

WUMM.
ART FARMER QUBITET "Yes Blake Bio Smillo" (Seel Reto) 7/1
Rossions Heavy 40, Medium 20, Light 00, Estra Adda 1, Total Adda 1, W.ZZ. Heavy: KU-F, WUMM, WHUR, WYFE.
Medium: KLON, W783.
ARTHMER PRYSOCK "Navis" & Restin" (Seed Tisse" (Sillestasse/Festassy) 7/1
Rossions: Heavy 1/0, Medium 4/0, Light 2/1, Extra Adda 0, Total Adda 1, WSEE. Meavy: WGGO. Medium: WEBM, KU-F, W7Z WK/MI.

WJZZ, WKCND. BUJE WHEP BUE BAND "Thellin" With Vien Chine!" (Maprie) 7/8 Rotalions. Haeny 4/0. Medium 2/0, Light 1/0, Exira Adde 0, Total Adde 0, WAKOT, WKSU, KLONI, WUBF. Medium: KPLU,

ALUSA ROCH "Teach Of The Rere" (Trend) 7/8 Rosson: Heavy 3/0, Medium 2/0, Light 2/0, Extra Adds 0. Total Adds 0. Heavy: WYRS, KWMU, KUPR, Medium: WRT.

WKSU. #**172 "Barn To Bop" (Posta) \$4** Rotations: Heavy 2/1, Medium 2/1, Light 1/1, Extra Adds 1, Total Adds 4, WRTI, KLON, KLAZ, KPLU. Heavy KKGO. Medium

WYFO.
PETE PETERSON & COLLECTION JAZZ ORCHESTRA "Pluyin" in The Park" (Passe) 6/3
Rotations: Heavy 2/0, Medium 2/1, Light 0/0, Extra Adde 2, Total Adde 3, WKTI, WBEE, KPLU. Heavy: WYRI, KKGO.
Medium: KADX.

JAY HODGARD "Riveruide Beases" (India Novigation) 6/2
Rossons: Heery QO, Medium 10, Liph 4/1, Extra Adde 1, Toni Adde 2, KUPF, WEEE, Medium W.EZ.
BRICHAEL, PETRISCCIAIN & RON MICLURE "Cold Blass" (Gwl/PSI) 8/0
Rossons: Heery 30, Medium QO, Liph 30, Extra Adde 0, Toni Adde 0, Heery: WOET, WAUR, KLCC.

#### REGIONALIZED ADDS & HOTS

MICHAEST					
PLOTON IN LLEY WIES HOUTON	WEET TRANSPORT				
MENT OF STREET	March attras				
	DESCRIPTION (*)  SO SEE CONTROL OF THE PROPERTY OF THE PROPERT				

TOOP SING JOSE SLAFE OTE

SOUTH

STATE COLORS OF STATE OF STATE

48 Reporting Stations **46 Current Reports** 

Section D. S.A. TOR RIPTING TABLE STATES

FIRE WALKET

#### RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

#### TOP 50

	West,	ANO MARKE	400		Ne	Reports/Adds	Heavy	Medium	Ligi
	9	5	2	0	DOLLY PARTON/Think About Love (RCA)	161/2	135	22	4
	10				EXILE/ Could Get Used To You (Epic)	161/0	132	25	4
	3		1		STEVE WARMER/You Can Dream Of Me (MCA)	153/0	120	20	13
	13	10	6		BARBARA MANDRELL/Fast Lanes & Country Roads (MCA)	157/0	110	37	10
	20	15			JOHNI SCHMEIDER/What's A Memory Life You (MCA)	163/1	91	67	8
	18				EDGY RAVER/You Should Have Been Gone By Now (RCA)	162/0	89	63	10
	2	2	3		DAK RIDGE BOYS/Come On in (You Did The Best You Could Do) (MCA)	141/0	102	25	14
	14	12	10	0	SYLVIA & MICHAEL JOHNSON/I Love You By Heart (RCA)	149/0	98	42	9
1	4	3	5		MAINE DEMOND/There's No Stopping Your Heart (Capitol/Curb)	139/0	97	28	14
1					GLEN CAMPBELL/It's Just A Matter Of Time (Atlantic America)	141/0	99.	31	11
1	26	21	15	•	LEE GREENWOOD/Don't Underestimate My Love (MCA)	163/1	55	98	10
1	19	16	13	•	VINCE BILL/Oklahoma Borderline (RCA)	150/1	70	64	16
	23	19	16	Ŏ	MARK GRAY/Please Be Love (Columbia)	153/0	62	74	17
1	25	22	18	Ø	JOHN DESIVER/Dreamland Express (RCA)	154/2	53	83	18
1	27	24		ŏ		161/5	37	103	21
1	21	18	14	16	CHARLY McCLAM with WAYNE MASSEY/You Are My Music, You (Epic)	141/2	71	53	17
1	40	31			ALABAMA/She And I (RCA)	161/3	36	101	24
-	35	28	22	ŏ	DON WILLIAMS/Ne've Got A Good Fire Goin' (Capitol)	164/3	28	112	24
1	6				GEORGE JONES/The One I Loved Back Then (Epic)	136/0	78	39	19
1	24	23			JOHN ANDERSON/Down In Tennessee (WB)	129/0	48	60	21
١	26	25			MICKEY BILLEY/Your Memory Ain't What It Used To Be (Epic)	146/4	39	85	22
1	32				T.G. SHEPPARD/In Over My Heart (Columbia)	154/6	25	97	32
ı	1				CRYSTAL GAYLE & GARY MORRIS/Makin' Up For Lost Time (WB)	121/0	73	32	16
1	41	33			GEORGE STRAIT/You're Something Special To Me (MCA)	148/7	22	93	33
1	43				ANNE MUNIFIAY/Now And Forever (You And Me) (Capitol)	155/13	7	109	39
1	38				RICKY SKAGGS/Cajun Moon (Epic)	144/5	26	86	32
1	34				LOUISE MANDRELL/Some Girls Have All The Luck (RCA)	126/1	16	85	25
1					RANDY TRAVIS/1982 (WB)	119/8	25	61	33
1	16				SOUTHERN PACSFIC/Periect Stranger (WB)	91/0	31	43	17
ı	. 10				STATLER BROTHERS/Sweeter And Sweeter (Mercury/PG)	124/12	14	77	33
ł		43			MERLE HAGGARDA Had A Beautiful Time (Epic)	128/22	7	67	54
1					EARL THOMAS CONLEY/Once in A Blue Moon (RCA)	135/30	3	68	64
ı		_			BELLAMY BROTHERS/Feelin' The Feelin' (MCA/Curb)	145/34	2	53	90
ı		44			LARRY GATLIN & THE GATLIN BROTHERS/Nothing But Your Love Matters (Columbia)	123/19	6	68	49
ı					SAWYER SROWN/Heart Don't Fall Now (Capitol/Curb)	121/21	2	58	61
1					PAKE McENTIRE/Every Night (RCA)	108/9	6	50	52
1					JUNCE NEWTON/Hurt (RCA)	79/0	26	27	26
ı					JAMME FRICKE/Easy To Please (Columbia)	111/24	3	49	59
I					T. GRAHAM BROWN/ Tell it Like it Used To Be (Capital)	64/0	23	29	12
ł					JAMES TAYLOR/Everyday (Columbia)	71/1	11	45	15
ı					MEL MeDAMEL/Shoe String (Capitol)	101/11	3	50	48
					JUDOS/Grandpa (RCA/Curb)	102/77	4	25	73
ı					MARTY STUART/Arlene (Columbia)	87/12	5	33	49
1					MICHAEL MARTIN MURPHEY/Tonight We Ride (WB)	91/27	0	22	69
I					JOHN CONLEE/The Old School (MCA)	47/0	10	24	13
					LACY J. DALTON/Don't Fall in Love With Me (Columbia)	72/4	0	32	40
ſ					FORESTER SISTERS/Just in Case (WB)	46/0	9	18	19
ı					WAYLON JENNINGS/Working Without A Net (MCA)	74/54	2	12	60
I					GIPLS NEXT DOOR/Love Will Get You Through (MTM)	66/10	2	23	41
L					RAY STEVENS/The Ballad Of The Blue Cyclone (MCA)	62/3	2	22	38
			-	-					

#### FEBRUARY 7, 1986 **MOST ADDED**

JUDOS (77) Grandpa (RCA/Curb)
WAYLON JENNINGS (54)
Working Without A Net (MCA) TANYA TUCKER (45) One Love At A Time (Car ROSANNE CASH (37) Hold On (Columbia) HANK WILLIAMS JR. (37) Ain't Misbehavin' (WB/Curb)
BELLAMY BROTHERS (34) eelin' The Feelin' (MCA/Curi EARL THOMAS CONLEY (30) in' (MCA/Curb) EARL THOMAS COMILEY (38)
Once in A Blue Moon (RCA)
MICHAEL MANTHI MUNIPHEY (27)
Tonight We Ride (WB)
NEBA MESHTINE (28)
Whoever's in New England (MCA)
JAMES PROCES (24)
Easy To Please (Columbia)

#### HOTTEST

DOLLY PARTON (50) Think About Love (RCA) EXILE (57) I Could Get Used To You (Epic) STEVE WARRINER (85) You Can Dream Of Me (MCA) OAK NIDGE BOYS (45) UNAT WINDER BUTS (49)
Come On in (You Did The Best ...) (MCA
IMANIE 02800W0 (45)
There's No Stopping ... (Capitol/Curb)
0507062 JONES (41)
The One I Loved Back Then (Epic)
IMMERIUMENTED (49) .) (MCA) What's A Memory Like You... (MCA BARBARA MANDRELL (37)
Fast Lanes & Country Roads (MCA) CRYSTAL GAYLE & GARY MORRIS (SICA)
CRYSTAL GAYLE & GARY MORRIS (33)
Makin' Up For Lost Time (WB)
GLEN CAMPBELL (31)
It's Just A Matter Of Time (Attantic America)

MOST ADDED & HOTTEST let those songs achieving the most adds nationally, and the songs reported "hollest" compiled from at our reporters. The number in parentheses immediately following the songs in Most Added & Hottlest indicate the total nations. number of Country reporters adding the song this week or noting that the song is among their five hollest.

### BREAKERS.

Easy To Piezes (Chamble)
On 69% of reporting stations. Rotations: Heavy 3, Medium 49, Light 69, Total Adde 34, including WGBE, WTCR, WXTU, KASE, WZZK, WCOS, KPLX, WHIC, WSIG, WHISE, WHISE, WHISE, WILL, KLZ, KKEK, KGA. A most added record. Moves 48-39 on the Country chart.

MEL McDANIEL

MEL MCLIARREL
Since String (Capital)
On 62% of reporting stations. Rotations: Heavy 3, Medium 80, Light 46, Total Adds 11, WSOC, KKRI, WSOC, KKRI, WTGR, WUSH, WUSE, WITL, WMIL, KALF, KRAK. Moves 46-41 on the Country chart.

**JUDOS** 

Grandpe (RCA/Cerb)
On 62% of reporting elations. Rotations: Heavy 4, Medium 25, Light 73, Total Adds including WPTR, WRICZ, WXTU, WNYR, KABE, WIZZI, KILT-Pill, WLWI, WWKA, WIM WFINS, WILLI, WOW, WIL, KFDI, KILZ, KSAN. A most added record. Debuts at number of the control of th

selters 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 Breater in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breater status. Checkmarks signify the most added of the non-charted records.

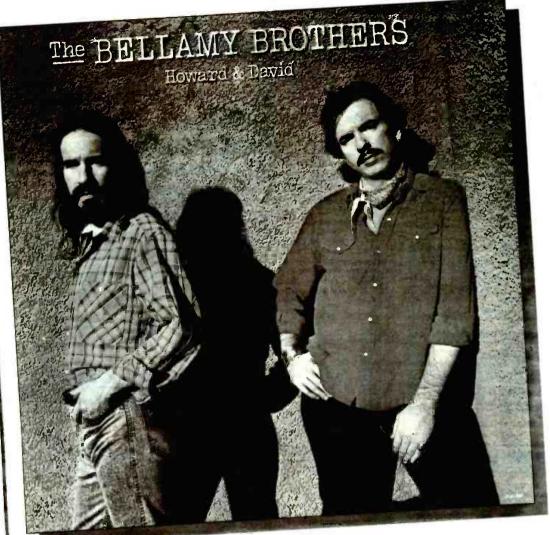


All your listeners are asking for her by name, especially her pleasing new single

"Easy To Please" RARO BB 6

Thanks radio, for the COUNTRY SHEAKER **Produced by Bob Montgomery** 





# THANKS RADIO FOR "FEELIN' THE FEELIN' " ON THE BELLAMY BROTHERS HOT NEW SINGLE...

KASE *	WAMS WGAO  WEZL  WGNA	WKIX  WTVY  WYNE  WTSO  WUSY	KJNE  * KRST  * KUPL  * KVOO  * WCMS	WGTO  WHOO  WIVK  WONE	WYNK  KBUC  * WPAP  * WPOR  KFDI  * KGAY	KIXZ  KKYX  KNOE  KTPK  KUSA	WGUS  WJAZ  WOW  WRKZ  WSLC  WTQR	WWNC  WKCQ  WKCI  KCUE	KIK-FM  * KIYX  * KLLL  * KOLO  * KSOP	KTTS  KUZZ  * KWKH  * WACO  * WCRJ	WHIM  * WWVA  * WVAM  * WVAM	WIXL  * WDSY  * WCVR  * WNYR	WDXE  KYKX  WSIX  KBMR	WTCM  KRET  KKAL  KVOC  KKCS	KCBQ	
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AND FOR ADDING IT FIRST WEEK... FROM THE ALBUM "HOWARD & DAVID" MCA 5000

- ★ 55 Debut in BILLBOARD! (the highest debut for the chart issue date 2/8/86)!
- ★ 63 Debut in CASHBOXI
- ★ 42 Breaker in RADIO & RECORDS



#### RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

#### **NEW & ACTIVE**

INCOMPEL MARTIN INMIPPREY "Timelight We Stide" (WS) 61/27

WUSE: WHICH MARTIN INMIPPREY "Timelight We Stide" (WS) 61/27

WUSE: WHICH, WOOT, KOOV, WHICH, KYDO, KSAN, KGA Debuts of number 46 on the Country Wase, KKDK, WKDK, WUSO, MARTIN STUMENT "TAMES" (Calumbia) 87/12

RIMITOR STIMENT, "Antese" (Calumbia) 87/12

RIMITOR, STIDEN, S. Martin, S. L. (Stiden, KNP), WKSL, WUSO, WGSE, KNPF, WW.JO, KYOC, KYGO, KCCY, KRAK, KGA, Heavy, WAMZ, WWIS, KUZ, KIGO, Movis 60-47-43 on the Country chart.

WATURD STIMENTS "Resistance Heavy, 2. Martin, S. L. (Stiden, KNP), WGS, WGSE, WKPF, WW.JO, KYCO, KR.T.F.M. WCHS, KRYX, WOW, WCC, WCOO, KIZZ, KURN, KYCE, KNPM, Calumbia, WGSO, KR.T.F.M. WCHS, KRYX, WGSO, WCCO, WGTO, KRZ, KURN, KYCE, KNPM, CALUMBIA, KYCH, KNPM, CALUMBIA, KYCH, WGSO, KRYX, WGSO, WGSO, WGSO, WGSO, KRYX, WGSO, WG

cluding WCAO, WOBE, WTCR, WYNK, WXBQ, KYXX, WUSQ,

WARR, CLOY, WICCO, KTPK, KORE, KOPE, KALF.

RESIDENT BOOK "Less WILL BOOK "Less Will be Blacey" (BETES) 95/19

RESIDENT BOOK "Less WILL BOOK "Less Thereigh Tisses With the Blacey" (BETES) 95/19

RESIDENT RESPY 2. Medium 23. Light 41, Total Adds 10, WODY, WOVER, REAM, WWMA, WIPK, WERR, WONE, KYMAT, KOPE, Heavy, WOKK, KPEL Heavy, WOKK, KOLE, Debtas at number 49 on the Country Chert.

TANKET BOOKER "Des Less At & Tisses" (Capital) 96-49

TANKET BOOKER "Des Less At A Tisses" (Capital) 96-49

WICK, WORK, WORK, KOE, KREK, KOCK, KRIM, WORK, WORK,

WARZ, W.W., WBCS, WCC., KTTR, WTCM.

RESIDENT POSERS "Beadings Marria" (Liberty) 83/3

Rossom: Fenny 2, Machan 29, Liph 22, Toal Adds 3, NLT,FM, WSM, KALF, Heavy, KRK. Medium: WYAM, CHOW, WEZL.

WORK, SSO, WHISE, WCCO, KTPR, KFPE, KCCY, KSCP.

PARI TILLIS "These Bloomeries St Yea" (WPB) 82/7

Rossom: Fenny 2, Medium 13, Liph 37, Toal Adds 7, WORE, WYR, WUBO, KWHT, KCJB, WTHI, KVEG. Heavy, WOKK,

KRKT, Medium: WCAO, MICA, DITY, WOYN, WCCO, KSOP.

JEMBY SMFFETT "Phase Biguess This Mean!" (BECA) 88/14

ROSSOM: HOND, O, Medium 11, Liph 38, Toal Adds 14, WPOR, WOXY, KEAN, WTVY, WPAP, WOYN, WBM, KBMR, WUBE,

WADX, WKCO, KTTB, KFDI, KIGO.

#### SIGNIFICANT ACTION

ROSANNE CASH "Notel Go" (Columbia) 46/87 Potentions: Heavy O, Medium G, Light 40, Total Adde 37 inc

NAME WILLIAMS JR. "Ain 1 Mashahavin" (WE/Curb) A6/37
REMIX WILLIAMS JR. "Ain 1 Mashahavin" (WE/Curb) A6/37
REMIX KYAK, KYAK, KYGO.
REMIX KYAK, KYGO.

NOT COMPLE "Marmony" (Calumbia) 39/23 attorn: Henry O. Medium 4, Light 26, Total Adda 23 including WVAM, WTSV, KASE, WOKK, KKYX, WAIDI, KOCY, WOW.

KOLL KSOP.

ARAMA BARER "In: Leve With Ner" (Aviste) 38-6

Rossions: Heavy O, Medium 4, Light 28, Tast Adds 9, WYAM, WWYA, WYR, KASE, WUSY, KTPK, KULIY, KYEG, KALF,
LEWIS STOREY: "Albi Tibe Tellin" (Epis) 38-7

Rossions: Heavy O, Medium 6, Light 24, Tast Adds 2, WPOR, WYE, WUSY, WTSO, WOW, KYEG, KALF, Medium; KRK,

WYER LEVEL STOREY OF THE LEVEL AND THE MEDIUM; KRK,

REAL MCENTINE "Wheever's in New England" (MCA) 28/25
Rotations: Newy 0, Medium 3, Light 23, Total Adde 25 including WYAM, W
KKAL, KYOC, KCKC. VAM, WBOS, WYII, KKIX, WDXE, KBMR, WTCM,

LORETTA LYMN "Just A Women" (BCA) 28/6 Rotations Heavy O, Medium 5, Light 21, Total Adds 6, WDY, KKYX, KSO, KTTS, KVEG, KALF, Medium, WOW, KRKT, KRWO, KSOP.

KERNY ROBERS "Teach Of The Unimows Lave" (RCA) 25/17
Robbins: Heavy O. Madium 4, Light 21, Total Adds 17 including WCAO, WBGW, WRKZ, WUSY, KSSN, WKKQ, KIOV, KFDI,

ALBIOST BROTHERS "Birds Of A Feether" (BITTE) 28/16
Rotations: Heavy O, Medium 4, Light 16, Total Adds 10, WYAM, WBOW, WALR, WILL, WTVY, KLINE, WXCL, WTCM, KSOP,

AMAII RAYE "1 Just Can't Tales The Leoving" (Weststate America) 1844 telorer Hewry O, Medium 3, Light 16, Iblas Adds 4, WCAO, WKOL KALF, KIGO, Medium: KRRV, WCKK, KRWQ, Light GO, KITS, WITCO.

KRGO, KITS, WICH.
TOTAL PROCE "Mississippi Breakdows" (Luv) 18/1
Rotations Heavy D, Medium 4, Uph 14, Total Adds 1, KEAN Medium: WIVY, KRGO, KRWO, KSOP, Light WCAO, WEZL.
SOVEY, WADD, WICH.

8.J. TROBAS "Americas Is" (Columbia) 18/13

8.J. TROBAS "Americas Is" (Uph 14, Total Adds 13 Kickeding WISV, WPOR, WLWI, WCMS, WONE, WICM, KLZ, KEIN,
TOTAL PROCESSOR, TROY, O. Medium 2, Uph 14, Total Adds 13 Kickeding WISV, WPOR, WLWI, WCMS, WONE, WICM, KLZ, KEIN,
TOTAL PROCESSOR, TROY, O. Medium 2, Uph 14, Total Adds 13 Kickeding WISV, WPOR, WLWI, WCMS, WONE, WICM, KLZ, KEIN,
TOTAL PROCESSOR, TOTAL PROCESS

JOE STAMPLEY "When You Wore Blue And J Was Green" (Epic) 15/1
Rossions: Heavy O, Medium 6, Light 10, Total Adds 1, KALF, Medium KIKK, WPAP, KKYK, KTS, KSOP, Light KARY, KSO,

WOW, KKAL.

EVERLY BROTHERS "Born Yealorday" (Moreany/Pulydram) 14/9

Rosstons: Heavy O, Medum 3, Upst 11, Tolal Adds 9, WGGW, WOVN, WCMS, WRK, WGEE, KIOV, KEIN, KCCY, KIQO.

BRUCE SPRINGSTEEN "By Memoreum" (Calembile) 14/1

Rosstons: Heavy 4, Medium 9, Upst 1, KALF, Heavy KCCY, Medium. WOKO, WDL, WCMS, KRWQ, Ligne: WOKK, KINE,

EMBTYLOU MARRIS "I Had Bly Heart Set On Yeu" (WB) 18/19 Rotations: Heavy O, Medium 1, Light 9, Total Adds 10, WVAM, WBGW, WCVR, KBMR, KFDI, KRKT, KVOC, KFRE, KRWO,

KOLL.
SAMMIN SMITTH "Lave Ste All Over" (Step One) 18.4
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 4, KRRY, KBMR, KIDIY, KSOP, Medium: KKYX, Light: WYK, KSO, KFGO,
KYOO, KFDL.

JUL HOLLIER "You Can't Take The Telephone To Bed" (WB) 8/2.

ALL HOLLIER "You Can't Take The Telephone To Bed" (WB) 8/2.

ROOL, ISON.

KYOOL, ISON.

KYOOL, ISON.

#### **ALBUM TRACKS**

#### ARTIST/Song Title (Label)

Album Title

CONWAY TWITTY/Lay Me Down Carolina (WB) JUDOS/Rockin' With The Rhythm... (RCA/Curb) FORESTER SISTERS/Mama's Never Seen Those Eyes (WB) GEORGE STRAIT/Dance Time In Texas (MCA) GEORGE STRAIT/In Too Deep (MCA) JUDY RODMAN/Until I Met You (MTM) STEVE WARRINER/She's Crazy For Leaving (MCA) SAWYER BROWN/Shakin' (Capitol/Curb) SHOPPE/Like A Rose In The Sand (MTM) BIG RIVER/Muddy Water (MCA) JUDDS/I Wish She Wouldn't Treat You...(RCA/Curb) SAMMI SMITH/Those Eyes (Step One) FORESTER SISTERS/A Few Good Men (WB) SAWYER BROWN/When Your Heart Goes (Capitol/Curb) JUICE NEWTON/Cheap Love (RCA)

JUDD8/Workin' In A Coalmine (RCA/Curb)

\*\*\*\*

Chasin' Rainbows Rockin' With The Rhythm The Forester Sisters Something Special Something Special Judy Life's Highway Shakin' Shoope Big River Soundtrack

Rockin' With The Rhythm Love Me All Over Dallas Shakin'

Old Flame Rockin' With The Rhythm



# **COUNTRY ADDS & HOTS**

MOST ADDED

EAST

ylan Janologu (MCA) du (MCA-Curb)

SOUTH MOST ADDSD

ds (RCA-Curb)

HOTTEST

MIDWEST MOTTHET

Judds (RCA-Curb) Wayten Jaunings (MCA)

MOST ADDSO

#### EAST

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#### **MIDWEST**

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A.J. HARTURE AMAR BACKE BUTLOG! BOLLY HARTON BOLLY HARTON JUNE SCHOOL DAN ALABAGE

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PRILARY SERVICE
BOLLARY SERVICE
BOLLARY SERVICE
EXILA
POLLY PAPPOR
EXILA
JOHN SCHOOL SER
BOR WILLIAMS

RAPATY PYPOLOTY GENERAL REGISSION DESIGNATION DESIGNAT \*\*\*\*\*\* Cop. ---Bottest:

Comman, was Justice Command Co STOR JUNEAU MONTHS
JUNEAU MONTHS
MARKE MONTHS
MARKET MONTHS
JOHN MCCOMPTON
JOHN AMERICAN
JOHN MERCHAN

FFCM Topopus Chy. 40

Fridge, Col

Neurote City, 10

Anne vi LLT Jane J

ANNE ALLEY IN JANE J

ALLEY THE WROS

MAYLOW JEWDINGS
JOHN MAYTHY
JOHN MAYTHY
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164 Reporters 167 Current Reports

he following stations reported no change in their rotations this week:

WGNA/Albeny WESC/Greenville WDAF/Kansas City KTOM/Salines

to report this week and therefore their rotations were frozen:

WVMI/Blloxi WQDR/Raleigh WOHK/Fort Wayn WCUZ/Grand Rap KOLO/Reno KIZN/Boles

#### RADIO & RECORDS NATIONAL AIRPLAY

# L-SERVICE A/C

#### **TOP 20**

New Yes Las

		-	•	
,	5	4	•	SADE/The Sweetest Taboo (Portrait/CBS)
2	2	1	2	BANGRA STRESSAND/Somewhere (Columbia)
5	3	2	3	BRINCE SPRINGSTEEN My Hometown (Columbia)
1	1	3	4	BIODINE & FREEHOS/That's What Friends Are For (Arista)
17	12	6	•	SREAM ACABEMY/Life in A Northern Town (Reprise/WB)
_	13	11	0	STARSHIP/Sera (Grunt/RCA)
11	10	6		BILLY OCEAN/When The Going Gets Tough (Jive/Arista)
12	11	9	•	WHITNEY HOUSTON/How Will I Know (Arista)
_	15	12	0	ELTON JOHNANIda (Gefen)
3	4	5	10	STEVIE WONDER/Go Home (Tamia/Motown)
6	7	7	11	DIRE STRAITS/Walk 'Of Life (WB)
4	6	10	12	LICONEL RICHNE/Say You, Say Me (Motown)
14	14	13	13	WMAMBL/I'm Your Man (Columbia)
-	19	15	•	ANNE MURRAY/Now And Forever (You And Me) (Capitol)
_	_	18	0	JAMES TAYLOR/Only One (Columbia)
18	16	16	0	MICHAEL FRANKS featuring BRENDA RUSSELL/When I Give My Love To You (WB)
-	_	20	•	NEART/These Dreams (Capitol)
-	20	19	•	GARY MORRES & CRYSTAL GAYLE/Making Up For Lost Time (WB)
•	9	14	19	El DeBARGE with DeBARGE/The Heart is Not So Smart (Gordy/Motown)
DE	BUT	▶	9	EVERLY BROTHERS/Born Yesterday (Mercury/PG)

#### FEBRUARY 7, 1986

Total Reports/Adds	Heavy	Medium	Light
39/3	34	5	0
39/0	31	7	1
37/0	28	9	0
34/0	24	9	1
35/1	21	13	1
37/3	23	13	1
31/1	22	8	1
31/1	22	7	2
36/2	15	18	3
29/0	18	11	0
29/1	8	19	2
26/0	13	12	1
26/0	12	13	1
30/2	9	17	4
31/0	7	20	4
26/2	11	12	3
32/8	5	21	6
26/0	6	18	2
24/0	11	8	5
29/7	2	17	10

#### **MOST ADDED**

ATLANTIC STARR (11) Secret Lovers (A&M) Bop (EMI Am HEART (8) These Dreams (Capitol)
EVERLY SROTHERS (7) Herday (Mercury/Po Hold On (Columbia)

#### HOTTEST

BARBRA STREISAND (23) Somewhere (Columbia) SABE (22) The Sweetest Taboo (Portrait/CBS) WHITNEY HOUSTON(28) How Will I Know (Arista)

ORUCE SPRINGSTEEN (18) My Hometown (Columbia) When The Going Gets Tough (Jive/Arista)

#### **CHART EXTRAS**

#### **RANDY GOODRUM** Silhouette (GRP)

53% of our reporters on it. Rotations: Heavy 4, Medium 16, Light 3, Total Adds 0. Heavy: WWKB, WCCO, WHBY, WPOE. Medium: WFBR, WISN, KJR, WCHS, WGY, WHBC, WIBC, WIBA, KBOI, KSL.

#### **NEW & ACTIVE**

DAN SEALS "Bep" (EIM Amortes) 20/9
Potations: Heavy 3.0, Macham 9.3, Light 86, Total Adds 9, WTMJ, KHOW, KFMB, WCHS, WBT, WHBC, WBBA WWPA, MCO, Melly WCCO, WGBR, KTWO, Modum including WWNB, KLR, WHBC, WUBC, KVEC.

ATLANTIC STARM "Beared Lever" (Analy) 18/11

ATLANTIC STARM "Beared Lever" (Analy) 18/11

WGY, WGOW, WHG, KDO, Heavy, WWPA, WCL, Medium including WTAE, W+BY, WGBR,
SMOREY REPORTED "Medium 30, Upt 103, Total Adds 3, WCCO, KBO, WWPA Medium W+BR, WTKO, KTWO,
AMCK WAGMER with VALERIE CARTER "Leve Can Table Us All Assey" (OwesAVID) 12/3

ROSI, WFOE, WAGMUM 30, Light 52, Total Adds 3, WCHS, WGBR, KYEC Heavy, KTWO, Medium including W+BR,
KSL, WFOE, WAGC, WCL. RSL MYCE, MURD, MCL.

RELEY, MSPER, RILEY "Cureven Of Lave" (CSS Assectated) 11/1

Rossons: Heavy 20, Medium 60, Light 3/1, Total Adds 1, KBOI, Heavy: WCHS, WGOW, Medium, KHOW, KFI, WRNG. WINCE, WILL AVIVO.

WIELE & TWE INSCRIPTION STREET Remailing!" (Atlantile) 11/8

rations riseny 10. Medium 80. Uph 1/0. Total Adds 0. Heavy: WWPA, Medium: WTVN, KHOW, KJR, WICC, WCHS.

WKO, WSPO, WWINC, WYCE.

KIRI TE KANAWA "Blue Stdee" (Landes/PolyGram) 11/8 Rotations: Heavy 0, Medium 60, Light 50, Total Adds 0, Medium: WFBR, WTIC, WHBY, WHBC, WPOE, WJBC.

PREDDIE JACKSON "No'll Never Leve You (Like I De)" (Capital) 11/6
Rotations: Heavy 10, Medium 70, Light 30, Total Adds 0, Heavy; WWPA, Medium; WWKB, KHOW, KJR, WWG, WWWR,
WGDR KVFC | Heavy; WWPA German Heavy 10, Medium 70, Mg 10, Mg

MR. MISTER "Kyrle" (RCA) 19/1 Totalions: Heavy 2/0, Medium 6/1, Light 2 1 6/1, Light 2/0, Total Adds 1, KHOW, Heavy: WWKB, WWNR, Medium including WTVN, WICC,

WHAS, KBOI, WWPA

CLARENCE CLEMONS & JACKEON BROWNE "Yes'TE A Friend Of Mine" (Calembie) 18/6

Rossions: Heavy 10, Medium 50, Light 40, Total Adds 0, Neavy: WWKB, Medium: WTVN, KHOW, KFMB, WCHS, WGOW.

ROSANINE CASH "Medi

WYDE, WING. SHEEMA EASTON "Jimmy Mack" (EMI America) 8/1 Rotalions: Heavy O. Medium 4/0, Light 4/1, Total Adds 1, WGBR, Medium, WPOE, WTKO, WWPA, WJBC.

#### SIGNIFICANT ACTION

ARETHA FRANKLIN "Another Hight" (Arists) 8/2
Rotations: Heavy 0, Medium 3/1, Light 3/1, Total Acids 2, WCC, WCHS, Medium including KHOW, WWPA
BILLY JUSE ROYAL "Berned Lifts A Rochett" (Attantic America) 5/1
Rotations: Heavy 0, Medium 40, Light 1/1, Total Acids 1, WHEY, Medium WFBR, WWKB, WPOE, WJBC
ROLations: Heavy 1, Medium 1/1, Light 3/1, Total Acids 4, WMMR, WWPA, WGBR, KTWO.

BANDLES "Measie Blandsy" (Columbia) 4/2
Rotations: Heavy 0, Medium 1/0, Light 3/2, Total Acids 2, WWMR, WCB, Medium: WTKO.

SABITYER BROWN! "Heart Sen'l Fell Reser" (Colimbia) 4/7
Rotations: Heavy 10, Medium 1/1, Light 2/0, Total Acids 1, KYEC Heavy KTWO. Meidum: WHBY, WJBC.
CARS "The Rotations Heavy 10, Medium 1/10, Light 2/0, Total Acids 0, Medium: WWPA.

Rotations: Heavy 0, Medium 1/10, Light 2/0, Total Acids 0, Medium: WWPA.

HOW WELL IS YOUR AM STATION COMPETING FOR YOUR MARKET'S BROADCAST ADVERTISING DOLLARS? GO MOTOROLA C-QUAM® AM STEREO TODAY, AND WE'LL SHOW YOU HOW TO STAY IN THE RACE!



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MOTOROLA

1216 REMINGTON ROAD, SCHAUMBURG, IL 60195



# ADULT/CONTEMPORARY

# BREAKERS.

#### **EVERLY BROTHERS**

Born Yesterday (Mercury/PolyGram)

55% of our reporters on it. Rotations: Heavy 2, Medium 29, Light 27, Total Adds 12, WLTS, WARMSS, KIFM, V100, WXTC, WDLT, KELT, WLAC-FM, 3WM, KCIX, WTNY, KRLB.

#### NEW & ACTIVE

BROKEY ROSANSON "Note On To Year Lave" (Belevis) 48/15
Rosations: Heavy D, Medium 20d, Light 28/12, Total Actos 15 including WOMC, Warryx, WAEB, WSFM, WKQW, WJDX,
U102, WHNN, KDUK, Medium 10d, Light 28/12, Total Actos 15 including WOMC, Warryx, WAEB, WSFM, WKQW, WJDX,
U102, WHNN, KDUK, Medium 20d, Light 28/10, Total Actos 12, WARRYX, KSSH, B100, KEY103, KIOA, WTRX, KDUK,
KWAY, WTRY, WGSY, WKYX, KMOD, Heavy, KALE, Medium including WHAR, WKYE, WSFL, WHIGH, KWFM,

JACK WASSER with VALERIE CARTER "Lave Can Table 56 All Avony" (BrassANTS) 48/12
Rosations: Heavy O, Medium 753, Light 28/10, Total Actos 12, WCLY, KOST, KOA, WTRX, WSKY, WAFR, WKYX, 184,
KPSB, WOLK, KNROD, Medium richaling KRH, WERM, WCH-W, WJOH.

ELD "Calling Asserted" (CSS Assessinated) 31/16
Rosations: Heavy O, Medium 752, Light 28/14, Total Actos 16 including WHTX, WAEB, V100, WKYE, KEY103, K108,
WSFL, KIOA, KGSS, WTRK, WHIGH, KIOUA, Medium including WSKI, WZLO, WFFX, KTYL, KALE.

WSFL, KICA, KICA, KICA, WERL, WAREN, KILIA, Medium nekuding WSKI, WZLO, WFFX, RYTL, NAUE.

PORCE 18978 "Tember Lawe" (1993) 387-6

Postations: Heavy 1/0, Medium 11/0, Light 18/11, Total Adde 14, KOST, B100, WAEB, KEY103, KELT, WAVE, WKIL, WEL, WGBV, MAEV, WFFX, WHST-RISK, KINEL Heavy, KIWAV. Medium including WSKI, KMGC, KALE.

TOM PETTY with STEVE BICKS "Resultes And Place" (MCA) 28-6

Rotations: Heavy 1/0, Medium 13/3, Light 18/6, Total Adde 8, WCLY, U1/02, KICA, WBKI, WKYX, 184, WJON, KKLV, KBB.

Heavy, KIGM, Medium including WKYE, WAKE, WMGN, WBKY, KALE.

#### ROTATION BREAKOUTS

Tatal Reports/Adds	Heavy	Adaptaum	Light

@ STARSHIP	103/0	89	13	1
G BELLY DOEAN	104/1	86	15	1
2 WHITNEY HOUSTON	102/0	91	9	2
CO DREAM ACADEMY	103/1	71	28	4
1 SADE	96/0	72	20	6
CO ELTON JOHN	101/1	65	28	8
7 BARBAR STREEAND	96/2	56	36	6
(A) HEART	100/26	26	50	22
9 BULCE SPRINGSTEEN	86/0	33	46	7
(D) ATLANTIC STARR	97/23	- 25	44	28
11 WHANK	83/0	46	32	5
D INLEY, JASPER, INLEY	83/2	37	39	7
D MINE A THE MECHANICS	86/8	30	45	11
© MR. MISTER	75/14	27	34	14
C) MICHAEL FRANKS LORENDA RUSSELL	71/0	32	35	4
16 STEVIE WONDER	75/0	23	44	8
17 DICHME & FRENDS	67/0	24	33	10
18 DIRE STRAITS	65/0	23	29	13
© THOMPSON TWINS	82/5	11	56	15
AMES TAYLOR	84/19	4	51	29
21 LIGHEL RICHE	54/0	7	32	15
@ FREDOK JACKSON	63/3	8	43	12
23 CLAMENCE CLEMONS & JACKSON BROWNE	46/0	19	21	6
DAM SEALS	64/9	10	33	21
ARETHA FRANKLIN	69/5	3	44	- 22
ANDRE MURRAY	63/9	4	42	17
27 KLYMAXX	45/1	8	20	17
28 DIAMA RORS	52/1	10	29	13
20 PEARO BRYSON	52/0	5	35	12
26 El DeBARGE WOORANGE	43/0	6	27	10
As It heart or manuscrip	1	_		

# MOST ADDED

Found Someone (Atlantic) hese Dreams (Capitol) Secret Lovers (A&M) Only One (Columbia) Jimmy Mack (EMI America)

ELO (16) Calling America (CBS Associa

#### HOTTEST

STARSHIP (75) Sara (Grunt/RCA) CHLY OCEAN (81) When The Going Gets Tough (Jive/Arista)
DREAM ACADEMY (48) Life In A Northern Town (Reprise/WB) SADE (43) est Taboo (Portrait/CBS)

LAURA BRANDAN "I Found Semesse" (Albertis) 27/27

WEALLONS: Heavy D, Medium 44, Upn 22/23, Total Adds 27 including WCLY, WKYE, WSFL, WHAM. KWFM, WWALI

WEAL, WSFL, WCHY, KTYL, WAUR, KWER, KKUY, KOSW,

SURVIVOR "Bursing Meart" (Seattl Bres. (283) 25/1

Rossions: Heavy Sd, Medium 100, Upn 101, Total Adds 1, U102 Heavy, WLLT. 8100, 3MM, WTNY, WCKQ, Medium
WLT, WALI, KTYL, V100, WSFM, WRICA, WAGN, KRIE, KTYL, WXUE.

#### SIGNIFICANT ACTION

SMEEMA EASTON "Jimmy Black" (EM Amorica) 23/16
Picasions Heavy O, Medium 53, Light 19/13, Total Adds 16 including WKYE, U102, WHAM, WEIM, WKNE, WSKY, WCHV., WAPR, WFKK, KYYL, KOSW, KALE, Medium including WHAM, WUN.
LOVERBOY, "This Could Be The Black" (Chalumble) 23/8
Rotations: Heavy WSFM, U102, KOSB, WFMK, KKPL, WORG, WZLQ, KTYL, WXUS, Heavy; KOSW, Medium including V100.

ROSSIDIR: HORBY WERM, UTGC, KURS, WERE, RAPL, WURS, WELLE, RTTL, WAGE, PREST, RASW, MINISTRAL WARD, PROST, RASW, MINISTRAL RASK, RTTL, WAGE, PROST, RASW, RASK, WATE, RASK, WASH, WA

Rotations: Heavy D, Medium 21, April 100 May Per Sine Hight" (Epic) 16-6
LISTNER VALENCES "If Sinly Per Sine Hight" (Epic) 16-6
Rotations: Heavy D, Medium 1D, Light 16-6, Total Adds 6, WAVE, WHAM, WITK, KRUB, WZLQ, KALE, Medium KTYL.
ROTATION CONTROL "Seedings" (Commiscal) 14/2
Rotations: Heavy SO, Medium 50, Light 4/2, Total Adds 2, WSNY, B100 Heavy KVIL-FM, WLHT, WENS, WFMK, WAMM
MINTER WHARM, KVILU, WTNY, KTYL

Minter WHARM, WINTER WHARM

MININE, THENY SIO, Medium 50, Light 4/2, Total Adds 2, WSNY, B100 Heeny KVIL-FM, K INCHININES & CRYSTAL BAYLE "Booking Up For Lest Time" (WB) 12/3 INDIONA, Newy 1/0, Medium 5/0, Light 7/3, Total Adds 3, WEIM, WZLQ, KWEB, Heeny W IT-FM, KFSB, WJON.

TININGS "It's All Right (Beby's Comin"...)" (RCA) 12/9

In Heavy O Medium 27, Light 104, Total Adds 9, WAEB. WEPL, WEIM, WGLL, WORG, WEOW, KKLV, KOSM,

KALE
BOS TRO "Thrill Of The Chase" (Assess) 12:0
Rotations: Heavy G. Medium G. Light 12:0. Total Adds 0.
EBBSE BRUSTPINY "New Caudi St Bo" (Calumble) 11/2
Rotations: Heavy G. Medium 3G. Light 92: Total Adds 2. KOSS. WZLG. Medium: WEM, WGLL, KALE.
PASS. BIOCHTRIES" "Spice Lills 95" (Capital) 11/1
Rotations: Heavy G. Medium 6G. Light 91: Total Adds 1. Lings: Medium: V100, K108, WFMA, WAVE, KRLB. KTYL,
ROSSING: Heavy G. Medium 6G. Light 10: Total Adds 1. Lings: Medium: V100, K108, WFMA, WAVE, KRLB. KTYL,
ROSSIN: Heavy G. Medium G. Light 10: Total Adds 10, WHAM, WEM, WSKY, WORG, KTYL, WAIT-Fiel,
KKLV. KGSW, KMGG.

ROBANNE CASH "Medi On" (Columbia) 19/18
Rossons Heavy D. Medium 22. Light Sd. Total Adds 10, WNAM, WTRK, WEIM, WKNE, WOLL, WAHR, WORG, WAT-PAR KMGO, KALE
JAMES BROWN "Living in America" (Seetal Bros./CBS) 18/1
Rossons Heevy 2/0, Medium 3/0, Light 5/1, Total Adds 1, WKYE Heavly U102, WMGN. Medium WHTX, V100, WSFM

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Astive records are receiving airplay at 50-7 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 Breater status to enter the A/C chart. Records. ords which have achieved Breater status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

# A/C ADDS & HOTS

#### EAST

PARALLEL WOWNER ONE test:

PARALLEL THREE

LAURA SRAMICAM Nottest: DIOMES & PRIEMOS WHITMEY MODEYON BILLY OCEAN GR. HISYES SADE

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SHORET ROBLESC SHOREN BAPTON SCHARES CAME POSAMRE CAME ONL PORCE MD'S LADISA SMAMIGAN SOLLEGE! BILLY OCEAN WILLISHET MODEFOR PARALLEL TWO

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MEITHER ROUSTON

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WECONTON Homes Mark Schools Mark Schools

**FULL-SERVICE A/C** 

NEARY EVERLY DAOTHERS SOUTH SAME SECTO JOHN SECT SPERMITTE JAMES TAYLON ANNE MORRAY PIRE STRAITS

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ELTON JOHN

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PARALLEL TWO

Six stations reported a frozen list this week:

KDKA/Pittsburgh KFI/Los Angeles KSL/Salt Lake City WFBR/Baltimore WPRO/Providence WRVA/Richmond

PARALLEL TANK

EVERLY SOUTHERS
BARBRA STREISAND
SADE
WHITHEY HOUSTON
DREAM ACADEMY
BILLY OCEAN PARALLEL WOTTER

TWO MICCEMENT
PARTIE PRANTILIN
ATTEMPT STARS
ROTTOST
DELAN ACADEMY
USI THEY MODIFOR ...

> 43 Reporters 35 Current Reports

Hottoot: DADCE SPRING JEMMIPER MOS SLYON JOHN BILLY OCHMAN AMER MURKAY

PARALLEL

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SOUTH

PARALLEL PARALLEL TWO

DAN SMALS ATLANTIC STARR BOTTOSTI DIOMES & PRISHOS BARRA STREISAND SADE SAUCE SPOINCEPER RORRIS & GATLE

Two stations failed to

report this week and herefore their rotation

were frozen: WISN/Milwaukee

WPOE/Greenfield

WEST

PARALLEL ....

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DAS MALE
MARY
SOURCE PRIMOR
MARGA SPREIMAND
WEST MORPOR
MERCE SPREIMAND
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BOTLOST;
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DOMAN ACADEMY
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ATLANTIC STARS

105 Reporters 96 Current Reports

Six stations reported a frozen list this week: KOIL/Omaha KRAV/Tulsa WPIX/New York WCKQ/Campbellsville

One station failed to report this week and therefore its rotations were frozen: 2WD/Norfolk

#### RADIO & RECORDS NATIONAL AIRPLAY

# **AOR ALBUMS**

	Т							
Trees	Neg Week	LOSS 15 Week	157 REPORTS	FEBRUARY 7, 1986	lotal Reports/Adds	Fower	Heavy	Medium
t	1		ZZ TOP/Afterburner (WB)	"Stages" (117) "Delirious" (84) "Rough" (59)	145+/2	42	400	
	-		FIRM/Mean Business (Atlantic)	"King's" (147) "Fortune" (36) "Peace" (35)	148+/3		123-	
4	3	3 C	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"Minutes" (83) "R.O.C.K." (79) "Justice" (37)	137 = /3		107+	
			MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	"All I Need" (118) "Silent" (71) "Hanging" (19)	147+/7		103+	
	- 6	5 6	SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	"Sanctify" (135) "Once Upon" (12) "Ghost" (12)	142+/3		103+	
. 2	2	2 6	PETE TOWNSHEND/White City (Atco)	"Give Blood" (86) "Hiding" (63) "Crashing" (28)	140-/2		120-	
			HEART/Heart (Capitol)	"These Dreams" (128) "Looks" (16)	133-/0	17-		
16	14	12 8	INXS/Listen Like Thieves (Atlantic)	"What You Need" (128)	137-/4		119+	
14	12	11 😉	ALAN PARSONS PROJECT/Stereotomy (Arista)	"Stereotomy" (137) "Beaujolais" (11)			101+	
9	9	8 10	DIRE STRAITS/Brothers in Arms (WB)	"Ride" (96) "The Man's" (29) "Brothers" (17)	144+/1	19+		
3	5	<b>9 11</b>	STEVIE NICKS/Rock A Little (Modern/Atco)	"I Can't Wait" (76) "Imperial" (39) "Talk" (19)	121-/2	16+	• •	
6	7	10 12	TOM PETTY &/Pack Up The Plantation - Live (MCA)	"Needles" (95) "Star" (38) "Don't Bring Me" (18)	117-/4	11-	61 –	
_	19	15 B	PETER FRAMPTON/Premonition (Atlantic)	"Lying" (135)	113-/1	9-	49 –	
21	17	17	ROCKY IV/Soundtrack (Scotti Bros/CBS)	"No Easy Way" (109) "Living" (25)	138+/5	8+	56+	
10	10	14 16	HOOTERS/Nervous Night (Columbia)	"Day By Day" (95)	114=/5		42+	
31	25	20 🕼	LOVERBOY/Lovin' Every Minute Of It (Columbia)	"This Could Be The Night" (114)	96-/2			
			OUTFIELD Play Deep (Columbia)	"Your Love" (119)	115+/8	13+	<i>55</i> +	
7		13 18	MR. MISTER/Welcome To The Real World (RCA)	"Kyrie" (81) "Is It Love" (10)	120+/20		46+	
18	20	10 19	PAT BENATAR/Seven The Hard Way (Chrysalis)	"Le Bel Age" (106)	91-/3	17-	61 -	25+
_	_	23 🚳	QUICKSILVER/Soundtrack (Atlantic)	"Quicksilver" (111)	111-/6	8+	31 -	
			STARSHIP/Knee Deep in The Hoopia (Grunt/RCA)	"Sara" (75) "Tomorrow Doesn't" (11)	111+/16	0=	23+	
			RUSH/Power Windows (Mercury/PG)	"Mystic" (57) "Mosbetten" (24) "Testing in III 444)	80 -/1	14-	49-	29+
11	15	19 23	DREAM ACADEMY/Dream Academy (Reprise/WB)	"Mystic" (57) "Manhattan" (34) "Territories" (14) "Life" (45) "The Edge" (40)	81 - /5	3-	20 -	53+
_	_	71 (2)	MARILYN MARTIN/Marilyn Martin (Atlantic)	"Night Moves" (100)	84-/6	9-	30-	47+
20	20	M 25	THOMPSON TWINS/Here's To Future Days (Arista)	"King Fee A Devil (CO)	102+/12	2=	18+	73+
_	_	n 🙉	OZZY OSBOURNE/The Ultimate Sin (CBS Associated)	"King For A Day" (69)	73-/3	11+	34+	32-
	35	. 4	ROBERT PALMER/Riptide (Island)	"Shot in The Dark" (99)	99+/24	1+	9+	69+
		* 78	ALARM/Strength (IRS/MCA)	"Addicted To Love" (81)	84+/21	1 =	19+	54+
			CARS/Greatest Hits (Elektra)	"Spirit Of '76" (67) "Strength" (15)	77-/10	4-	17-	51 -
			DOKKEN/Under Lock And Key (Elektra)	"I'm Not The One" (74)	77+/13	2=	16+	54+
20	27	~ 11	AEROCHATH/Done With Mirrors (Geffen)	"In My Dreams" (50) "The Hunter" (24)	68-/9	4+	14+	
20	24	- 99	ROGER DALTREY/Under A Raging Moon (Atlantic)	"Shela" (62)	66-/1	0-	12-	
ev		4	FABULOUS THUNDERBIRDS/Tuff Enuft (CBS Associated)	"Let Me Down Easy" (41)	42-/0	10+	24-	
_	_	- 34	CHARLIE SEXTON/Pictures For Pleasure (MCA)	"Tuff Enuff" (73)	73 /47	0		53
ne:	DIT		IRON EAGLE/Soundtrack (Capitol)	"Beat's So Lonely" (43) "Impressed" (15)	54-/3	1+	10-	
Der	DUT		JIMMY BARNES/Jimmy Barnes (Geffen)	"One Vision" (37) "Never Say Die" (18)	52 /6	0		36
ŲŢ	W!		BANGLES/Different Light (Columbia)	"No Second Prize" (60)	65+/14	0=	6+	
-	-	31 <b>1</b>	DEL ELECOTORIORI LIGHT (COLUMBIA)	"Manic Monday" (50)	55+/7	_	16=	
_	59	- <b>-</b>	DEL FUEGOS/Boston, Mass. (Slash/WB)	"I Still Want You" (52)	57+/7		10+	
22	30	2 3	STING/The Dream Of The Blue Turtles (A&M)	"Russians" (41)	42-/3		13- 2	
40	37	39 44	JOE LYNN TURNER/Rescue You (Elektra)	"Losing You" (42)	43-/2	2=	9+ 2	

# BREAKERS.

**MARILYN MARTIN** Marilyn Martin (Atlantic) 66% of our reporters on it. OZZY OSSOURNE The Ultimate Sin (CBS Associated) 63% of our reporters on it.

#### **NEW & ACTIVE**

MIDDE URE "The GIR" (Chrysolie) 36/7 (29/16)

Adds KAZY, WCCC, WHCN, WRDU, WORE, WCKG, WTILE Powers 4 Heery 10 including WBCN, CHOM, CFOX, WHFS. MLR, CHEZ, Medium 18 including WBCW, C107, WORT, KBCO, KROO, WOBK.

FASTWAY "Walking Fer The Reser" (Catemble) 33/2 (23/8)

Adds WORM, KTYD, Heery 1: KIBS, Medium 25 including KLDL, KSRR, WHOR, WLLZ, WRIF, KSHE, KNCN, WOT, ODYNG "Bip And Berein" (Phylodinan) 31/8 (27/8)

Adds WORM, KTYD, Heery 1: KIBS, Medium 25 including KLDL, KSRR, WHOR, WLCZ, WRIF, KSHE, KNCN, WOT, ODYNG "WID, KSRR, WHOR, KSRP, WHOR, WOT, KSRP, WHOR, WHO, MLIR, WYSP, WEZK, WHITE, KTCZ, KILO, Medium 12 including KZEW, KLOL, WORK, WHES, WHOU, WROL,

BLES INSURVINGEN" (Trailing in Code" (AABIS 25/16 (8/8))

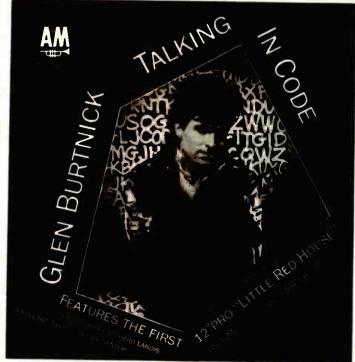
MEW, WORK, MYCO, MLIZ, WCCC, WLAY, KSRR, KILO,

FACE TO FACE "Constructables" (Spile) 25/6 (18/6)

Adds WSRE, WLZ, WORM, WCCC, WFDH, Heavy 2: WSCN, WIZN, Medium 17 including WXRK, WMMR, WHLY, KSRR, 91X, WPYX, WGSK, WHES. 91X, MPYX, WOBK, WHEB SADE "Premise" (Pertratit/CBS) 24/1 (25/1) Adds WORK Powers 4: Heavy 20 including KAZY, KINK, CHEZ, WONE, KTCZ, KVRE, Medium 9 including WXRT, KSCO, WHS, KIAIX, KS7, WBLM, WWWW.
PRAINING EMILLER "December in The Rets" (PolyGram) 26/1 (22/5) Adds KSCO. Powers 2: Heavy 2: KZAM, KVRE, Medium 13 including WOFM, KOME, WHES, WHEB, WEZX, WHITE, KIAIX, WONE, WILLE
CULT "Lave" (Sire/WB) 18/4 (18/1) Adds KLOL, KLAO, KZEE, KOWB Powers 1: Heavy 7: WBCN, O107, 91X, WHES, WLIR, KNCN, KCGL, Medium 9 including CHOM, WINT, CHEZ, KLO. Adds K.O.L. KLAÖ, KEZE, KOWB, Powers 1: Heavy 7: WBCN, Q107, 91X, WHFS, WLIR, CHOM, WSTT, CHEZ, KR.O.

LLOYD COLE & THE COMMOTIONS "Easy Please" (Geffee) 19/9 (28/2) Powers 1: Heavy 7: WHFS, WLIR, CRNY, KSPN, KTCL, KRQU, KCGL. Medium 10 inch. CHEZ, WEZX, KYRE,

fedium 10 including WXRT, KBCO, KROO, 91X, Continued on Page 70



R&R FRIDAY, FEBRUARY 7, 1986/69

CLANNAD "In A Lifetime" (RCA) 32/6 (27/17) Adde: WMMR, KAZY, KLBJ, KNCN, WCKG, Powers 1: He

# **AOR TRACKS**

#### MOST ADDED

BRIAN SETZER (71) The Knife Feels Like Justice (EMI America)
HONEYMOON SUITE (66) Feel It Again (WB)
FABULOUS THUNDERSIRDS (47) Tuff Enuff (CBS Associated) JOHN LEWION (36) Imagine (Capitol)

Come Together (Capitol)

#### HOTTEST

HEART-(50) These Dreams (Capito 800FLE 8000DS (41) Sanctify Yourself (Virgin/A&M) ZZ TOP (36) Stages (WB) FIRM (32) All The King's Horse rses (Atlantic)

What You Need (Atlantic)

#### CHART CLIMBERS

JOHN COURAR MELLENCAMP "States The Beardwests" (Riva/Polygram) 98/31 (62/62) Adds including WINY, KYNS, KSHE, KAZY, KMET, KUPD, KGON, KZAP, KROR, KISW, Heavy 51 including WHEW, WORK, WOVE, KTOC, KERN, WLLP, KTOC, WRYL, WLAV, KEZO, WIOT, Medium 32 including WILLS, WISE, WHOR House 35-15.

ELO "Calling America" (CSS Associated) 83/11 (72/44)

AND INCLUDING AMERICAN (MOR KICT, KZOK, KLPX, Heavy 12 including WBCN, WLLP, WZZO, WADK, WOUR, KKOL Medium 65 including DC101, WILLS, KSRR, WSHE, WKRT, WLVQ, WRF, KZAP, KFOG, KROR, Moves 44-33.

ACCU INCLUDING WORD, MIRET, MANUA, WHUEF, MALE, MCCUR, MLFA, HIBBAY 12 INDUSING WICH, WILLEY, WICZC, WALKE, WOLLE, KICOL IMMOLIN 65 including DC1011, WULS, KSRR, WIDE: WAST, WILCO, WHISF, KZAP, KFOG, KROR, MOVER 44-35.

ZZ TOP "TBullingue" (WID) MUREY, WORTH, MUREY, KOB, WHEFS, WXLP, Hobery 32 including WINEW, WXFK, WDVE, KZEW, KLOL, KSRR, WNOR, KISW, WASH, WLAV, WWOT, KILO, MIGGLIM 41 including DC101, WILLS, WFDH, KZEL, Movee

46-32

JOHN COUGAR MELLENCAMP "Minutes To Momeries" (RIVA/PsiyGram) 83/3 (84/18)

Adds WXKE, RZEL WWW, Heavy 55 instaling WKEW, WAIMER WDVE WYLY, KSRR, WLLP, KLOB, KMET, KFOG, KROR.

Medium 28 instaling WMAB, WKLS, WHOR, WWYF, KKORS, KGB, KSD, Moves 20-11.

ROBERT PALMER "Addition to Lawe" (Interest of State Council of State Co

Adds incharing wife. WDVE\_KTXQ, WLLP, WLVQ, KTYS\_LIBRURE is a work with the second of the second of

WIEW, KROW, MILVE, MULE, MULE,

NOOL Medium of oncluding Work, WILD, KWEE, KWEE, KWEE, KWEE, KUAD, KORIP, Heavy 5: WOFM, CFOX, KRIX, KISS, KROLL Medium of oncluding Work, WULTY, KIZS, KUCK, KISR, WILZ, KYYS, KISE, KOB Moves 80 (88.4)

22 TOP "Rangin Bay" (WS) 884 (88.4)

ROSS, RYOU, KICH, KORIN, WPYK, WISA, KEZO, KILO, KIZL Heavy 27 including WOVE, WYNF, WLVO, WOFM, KORI, KYOK, KICH, KORIN, KISS, KYOL, KORI, KISS, KYOL, KICH, KISS, KYOL, KICH, KISS, KYOL, KICH, KISS, KIS

WFLR feedum 28 including WARA, WIEV, IZZW, Novas 56-22
STEWE BICKER "Imperial Relation" (Biodernuthine) 381/4 (27/9)
Adds including WARA, INCO, IZZW, Novas 56-22
STEWE BICKER "Imperial Relation" (Biodernuthine) 381/4 (27/9)
Adds including WARA, D107, WERRA, IXET, WOT, IXCOX, IXCOX, Henry 13 including KZEW, WOSK, WZZO, WCCC, WYSP, WARA, WCOX, IXLO, Medium 20 including DC101, WORT, KGB, WHCN, Dobute at #98.
FIRST "Februare Binster" (Minimatelly 381/6 (28/25)
Adds Including WOFE, WORR, WERF, WERD, Neary 10 Including KOME, WPYX, WHCN, WPYY, WLAV, Medium 28 Including DC101, WARA, KYYR, KZAP, Dobbs at #98.
FIRST "Libo is Please" (Althouths) 381/6 (28/19)
Adds Including WARS, KYYB, KZAP, MORR, WERF, KISE, KMET, Meany 10 Including KLOL, KFOQ, KROR, KOME, Medium 23 Including WARS, KYYB, KZAP, KGB, Dobbs at #98.

#### NEW & ACTIVE

BREAM ACADEMY "The Bage St Personer" (Reprine/WS) 46/16 (26/15)
Adds reducing MLIP, MLVO, KPOR, KROR, KLAQ, WATL, MLAY, MOOT, KLPK, WAWN, KTYD. Person 1: Heavy 6:
O107, KAZY, KROO, WORK, WCCC, WONE, WTLE, KTCL, Medium 26 including WHCN, WEZK, WOUR, KNON, KOGO,
KLO, WZN, KOZZ:

PRIM! "There Bears The Wells" (Allendin) 32/13 (26/19)
25 including MNOR, WORM, KORN, WOLF, KOMP, KLPK, Heavy 5: KZEW, WYNF, WCCC, WKOO, KOLA, Medium
25 including MNOR, WORM, KORN, WOLF, KOMP, KLPK, Heavy 5: KZEW, WYNF, WCCC, WKOO, KOLA, Medium
26 including MNOR, WORM, KIOR, KYZH, KLOB, KODE, KLOB, WOLF, KLPK, HEAVY, SEZW, WYNF, KCC, KKOT,
FASTIMAY "The Wends Wellso Feer Yeer" (Columbia) 33/2 (31/8)
Adds WORM, KYZO, KYZH, KODE, KZPA, KLOB, KORN, KNOR, KLPK, KRIF, KSHE, WPYX, WHTF, KNON,
KLAO, KATT, WOT, KLPK.

\*\*CHANGE AND STATE AND

RANJ, RATT, WILT, RUTX.

CALL "1 SIM Believe (Great Bealgs)" (Elutire) 32/25 (3/2)
Adds including WSHE, KBCO, KBCN, KNCN, KLAQ, KLFX, Powers 1: KTXQ, KLOL, WLVQ, KRQR, WEZX, WOUR, WFYY, KATT, KEZO, KMOO.

MOGE URE "W I Was" (Chrysalle) 36/6 (25/18) Adds: KAZY, WCCC, WRDU, WONE, WTUE, KTCL. Powers 4: Heavy 10 including WBCN, CHOM, CHEZ, WIZN, Medium 14 including WNEW, WXRT, KBCO, KROQ, WQBK, KVRE. DIRE STRAITS "The Mon's Toe Streng" (WB) 29/4 (28/6) WINNERD "Creahing By Decign" (Ates) 28/3 (28/2)
R. KSJO, WACY, Powers 1: Heavy 14 including WAMR, WACK, KATT, KILO, KWHL, KTYD. Med.
SS, KGON, KZAP, WOMF, WAPL, WTUE. PETE TOW CAZY RLOS, KGON, KZAP, WOMF, WAPL, WILE OPIDS - Then is List ("Resignating plants") 27.4 (25.6) Addis KHON, WWWY, KZAM, KYRE Powers 3 Heavy & KROO, 91X, WLIR, WYSP, WEZX, WHIF, KILO, WOPZ, M ELTON JOHN "Milde" (Geffice) 28/2 (29/5)
Adds: WXLP, KROU. Powers 3. Heavy 10 including KAZY, WROU, WONE, WTUE. Medium 14 including WBAB, KSRR, KRK MISHEMD "Secondhand Love" (Also) 24/6 (18/5), WXRT, KMET, WKLC, WKDF, KPOI, Powers 1: Heavy 13 in FACE TO FACE "Tell Bis Why" (Epits 246 (18/4) Addi: WSH€, WLLZ, WDHA, WCCC, WPDH, WCPZ, Heavy 2; WBCH, WIZN, Medium 17 including WXRK, WMMR, CLES BURTHICK: "Little Red House" (A&R) 22/16 (7/7)

Adds including KTXQ, WSHE, WRIF, WPYX, WZZQ, WHEB, WAPL, WLAV, KILQ, Heavy Q: WHEW, WARK, MLVQ, WLIZ.

MINE & THE MECHANING: "Henging By A Thread" (Atlantis) 18/7 (13/4)

Adds including KTMO, KTMS, KEZO, KOZZ, Henry 5: KROR, WPTX, WHCN, KKDJ, KPOI, Medium 13 including DC101.

KLOL, KZPA, KPOG, WHPSO, KATT, KICT, KZEL.

KROB KOBIA "Bover Say Dir" (Capital) 18/4 (18/8)

Adds KLO, KDJK, WRKI, KFMO, Henry 1: KRQU, Medium 13 including KLOL, KSPR, WLLZ, KSHE, WHEB, WEZX, KNCN, RRMI "Spirit Of Lave" (Atlantic) 16/3 (14/14) Adds including KZAM, KVRE Heavy 3: KSHE, KROR, WCCC. Medium 12 including WLUP, KLAQ, WRDU, WWCK, KATT. KEZO, WOT.
LUTYD COLE & THE COMMOTIONS "Lest Weekend" (Gellies) 19.0 (19.2)
Powers 1: Heavy 7 including CPRY, KTCL, KROU. Medium 9 including WXRT, KROO, WEZX, WIZN.
DIES ETMATE "Brediters in Armen" (W9) 17/2 (19.6)
Addis KROR, KEZO. Heavy 7 including Q107, WPXX, WHON. Medium 9 including KZAP, WLAV, WFBO, KKOU, WBLM. FEARGAL SMARKEY "A Good Hoart" (Virgin/A&H) 16/16 (6/1)

Adds including WBOL WSH: WXRT, KLPX, Heavy 3: WLP, CFOX, KOGL, Medium 4 including 91X, CHEZ.
PMIL COLLING: "Table Mile Home" (Atlantile) 18/3 (18/6)

Adds: WHST, WPOL KEZE: Powers 2: Heavy 9: including WMMRT, WEBN, KGON, KISW, WOUR, WINZ, WOMF, Medium 7. Adds: WHF, KPO, KEZE, Power 2: Heavy 9 including WritinR, WEBN, KGON, KISW, WOUR, WINZ, WOMF. Medulinching 1070, WPDH, WOKE.

DIVINITY, 8 "In Bly Lib" (Chrysatin) 16/2 (16/3)
Adds including BMOO, Powers 1: Heavy 5: WIR, KRD, WZN, KTOL, KOQL, Medium 9 including WOFM, CHEZ, KOJ.

BLACE SABBATH featuring TORY VIDISMIN "18: Stranger To Lave" (WIB) 18/6 (16/16)
Adds: CIOTO, TOOTO, KNDC, KOMP, KOUK Heavy 9: Including KUPO, KEZO, KKO.

CHARLES SEXTON "Impressed" (INCA) 18/3 (18/3)
Adds: KOWE, WOHA, KEZE, Heavy 4: CHEZ, WOUR, KLD, KROUL Medium 10 including KTXO, KLAO, KISS, KTYO.

GOLDBI PALIONINGO "Buy (Ge)" (Calbullotts) 18/2 (12/1)
Adds: KOYE, MOHA, KEZE, Heavy 4: CHEZ, WOUR, KLD, KROUL MOHAM, T. CHEZ,

BUCK AXE" "Commin "Abbr Yee" (PashanCES) 18/1 (14/3)
Adds: KOZL, Heavy 1: KROL Medium 7: KSHE, WHTF, KNOC, KLAO, WADF, KISS, KFMO,

PRANICE BILLER "THI LID TO You For Your Lave" (Puly PashanCES)
POWERS 2: Heavy 2: KZAM, KYRE, Medium 10 including WOFM, WHEB, WEZK, WHTF.

# AOR ALBUMS

#### **MOST ADDED**

FABULOUS THUMDERSHADS (47) Tuff Enuff (CBS Associated) OZZY OSBOURNE (24) The Ultimate Sin (CBS Associated) ROBERT PALMER (21) Riptide (Island OUTFIELD (28) Play Deep (Columbia GLEN SURTINCK (18) Talking In Code (A&M)

#### HOTTEST HEART (51)

teevy 4: WLUP, WLIR, KGRQ, KCGL. Medium 24 including KTXQ

Heart (Capitol) OPLE MINOS (42) Once Upon A Time (Virgin/A&M) FIRM (32) Mean Busine ss (Atlantic) HOCS (30) Listen Like Thieves (Atlantic)

#### NEW & ACTIVE

Continued from Page 69

de 0107, DC101, KNCN, KOMP, KD. BLACK EARSATN Industriag TOSIY 1808081 "Severath Ster" (WIS) 18.6 (13.6)
Adde: 0107, DC101, KNDN, KDMP, KDMR, Newy C, Medican T1 including KUPD, WFLR, WHITE, KISS, KEZO, WOT, KLO.
BDCK AXE: "Websteene Te The Clabr" (Previous SES) 18.7 (18.6)
Adde: KDZL, Heavy 2: WGPM, KDKK Medican 8 including KRME, WDLR, KNDN, KLAD, KLAD, KLD.
BDL.BELL PRIJORNISOS "WINDERS OF Excessir" (Califolding 13.7 (18.7))
Adds: WHCN, Heavy 3: WGCN, WCPZ, KTCJ, Medican 8 including WOTT, KROD, WGDK, WWFS, CHEZ, WZN, KVRE.

FEARMAL MAINTEY "Recognal Shartering" (Winghan Albah) 17.7 (8.6)

FEARMAL MAINTEY "Recognal Shartering" (Winghan Albah) 17.7 (8.6)

EARS MAINTEY "Recognal Shartering" (Winghan Albah) 17.7 (8.6)

EARS MAINTEY "Recognal Shartering" (Winghan Albah) 17.7 (8.6)

PRETTY IN PRICE "Soundtrack" (A&M) 19/16 (8/0)

Adds including KROQ, WQBK, WHFS, Heavy 4: WXRT, 91X, WLIR, KCQL, Medium 6 including KBCO, CHEZ, CFNY,

MINIT DEVILLE "Sportin" Life" (Atlantia) 18/6 (16/1)
Powers 2 Heery? Inchafing WBCN, WXRT, KTCL, Madium 6 including WHEW, KBCO, KDJK.
JEFF PANIS "Race To Paradles" (Blerosty/PolyGram) 14/4 (16/2)
Addis KMET, KOME, KLAQ, KXZL. Heery 0. Medium 6 including KNCN, WCNE, WTUE, KZEL

Addit Kiret, Kome, Klad, Razl. Heevy o hedam o mouaring rivicin, Mohre, Wille, Razel.

LOUIS ATVERSE "Vibrio Dr. The Unities" (Internal) 14/1 (18/1)

Addit KZAM. Heevy 2: WHFS, KTCL. Medium 12 including KZEW, WXRT, KBCO, KROQ, 91X, WLIR, KSTM, KFMX, KTYD,

#### RADIO & RECORDS NATIONAL AIRPLAY

# **AOR TRACKS**

_	_		_		-			
Trupo VARANTE	San Meet	LANE S MARKE		157 REPORTS	Total Reports/Adds	Power	Heavy	Medium
	_ 1	1 4	0	FIRM/All The King's Horses (Atlantic)	147+/2	32+	107+	33 -
	5	3 2	0	SIMPLE MINDS/Sanctify Yourself (Virgin/A&M)	135 -/1	41+	117+	17-
	12	6 3	Ŏ	HEART/These Dreams (Capitol)	128-/2	50+	113+	14-
	1	1 1	4	ZZ TOP/Stages (WB)	117-/0	38 -	108 -	8-
	,	8 5	0	ALAN PARSONS PROJECT/Stereotomy (Arista)	137 = /1	17+	76+	58 -
	14 1	2 6	_	INXS/What You Need (Atlantic)	131+/6	29+	95+	35 –
	33 1	4 9		PETER FRAMPTON/Lying (Atlantic)	135+/4	8+	56+	72-
1	47 2	9 19	<b>(3)</b>	MIKE & THE MECHANICS/All   Need Is A Miracle (Atlantic)	118+/18	7+		58+
	4	4 6	•		95 - /1	26 -	70 –	22 –
	39 2	7 15		LOVERBOY/This Could Be The Night (Columbia)	114+/9	13+		55 –
	32 2			OUTFIELD/Your Love (Columbia)	119+/20	11-		67+
		10 21		ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)	109+/6	7+.		68=
		2 7	13	MR. MISTER/Kyrie (RCA)  JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG)	81 - /0	17-	60 -	19+.
		20		DIRE STRAITS/Ride Across The River (WB)	83-/3	13+ 7+	55 + 45 -	28 - 45 -
		5 13	-	ROGER DALTREY/Quicksilver Lightning (Atlantic)	96-/3 111+/16	0=	23+	79+
		M 22		PETE TOWNSHEND/Give Blood (Atco)	86-/2	9+	47-	34 -
	6		6	JOHN C. MELLENCAMP/Under The Boardwalk (Riva/PG)	90+/31	10+	51+	32+
	45 6	- 35 14 29	9		79+/16	14+		24+
			_	TOM PETTY &/Needles And Pins (MCA)	95-/5	5=	38-	55+
		5 10		ACCOUNT OF THE COMMON CONTRACT OF THE COMMON	71-/2	18-	60-	9-
		_ 28		JOHN LENNOW/Imagine (Capitol)	114+/35	6+		63+
	27 1	9 18	_	200 100	106-/6	7+	29 -	68+
			2		103+/33	5+	28+	59+
	54 4		1		100+/10	2=	18+	73+
				STARSHIP/Sara (Grunt/RCA)	75-/1	13-	48-	27+
	7	9 14	27	STEVIE NICKS/I Can't Wait (Modern/Atco)	76-/2	9-	40-	33-
		- 43	20	BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)	102+/32	1+	15+	70+
	60 4	16 32	29	TALK TALK/Life's What You Make It (EMI America)	100+/21	2-	13+	73+
		_ 41			99+/24	1+	9+	<b>69</b> +
	37 3	26 26	31	THOMPSON TWINS/King For A Day (Arista)	69-/3	11+	33+	30 -
	-	<b>— 46</b>		ZZ TOP/Delirious (WB)	84+/28	2+	32+	
	_	_ 4		ELO/Calling America (CBS Associated)	85+/11	5+	12+	
		49 40		ROBERT PALMER/Addicted To Love (Island)	81 +/22	1 -	18+	
	30			ZZ TOP/Rough Boy (WB)	59+/9	3+	27+	30+
			- 3	CARS/I'M Not The One (Elektra)	74+/14	2=		51+
		13 42	_		63+/7	4-	25+	34+
	55 ~			ALARM/Spirit Of '76 (IRS/MCA)	67+/15	3-	14-	44+
_		25 30	-		41-/1 73+/47	10+	24 - 6+	16 - 53 +
L	DEBL		9	MICKEY THOMAS/Stand in The Fire (RCA)		0=	5+	49+
_		90 SQ			68+/6 69 /66	0	3	50
_		20 23			62 - /2	0-	10-	44-
		13 24		TOTAL AND DESCRIPTION OF THE PROPERTY AND ASSESSMENT	45-/0	7-	22 -	21-
Г				BRIAN SETZER/The Knife Feets Like Justice (EMI America)	73 /71	,	3	52
	_		_	mandage of the state of the sta	57+/21	0-	11+	40+
		16 25		TO A D. II O. A D. II O. A D. II O (1404)	38-/0	4-	21-	17-
		- 40	4	JIMMNY BARMES/No Second Prize (Geffen)	60+/13	0-	5+	40+
	30 1	31 30	49	CHARLIE SEXTON/Best's So Lonely (MCA)	43-/2	1+	7-	33 -
		N 39			37-/2	1 -	17-	19-
	35 3	35 40	<b>\$1</b>	STING/Russians (A&M)	41-/3	4+	13-	26-
	- 5	57 56	3	BANGLES/Manic Monday (Columbia)	50+/7	7=		26+
	DEBL		9	DOKKEN/In My Dreams (Elektra)	50 + /25	3+		27+
				DEL FUEROS/I Still Want You (Slash/WB)	52+/6	2=		30+
				RUSH/Manhattan Project (Mercury/PG)	34 -/1	2=		18-
L				FIRM/Live In Peace (Atlantic)	35+/15	0-		23+
				QUEEN/One Vision (Capitol)	37-/1	0-		27-
۲-				JOE LYNN TURNER/Losing You (Elektra) STEVIE NICKS/Imperial Hotel (Modern/Atco)	42-/2	2=		21-
L	שנטן		9	FIRM/Fortune Hunter (Atlantic)	39+/14	o- o-	13+	26+
1	UTB	11	•	A 1 11000011 OLIGING LANGUAGE	36+/10	<b>J</b> -		207



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JOHN LEMION
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68% of our reporters on it.

MARTLYN MARTIN

Might Moves (Atlantic)

64% of our reporters on R.

TALK TALK

Life's What Yes Make R (EM America)

64% of our reporters on R.

QZZY OSSOURNE

Shet in The Dark (CS Assected)

63% of our reporters on R.



# When It Feels This Good, Once Is Not Enough.

"Feel It Again" By Honeymoon Suite From Their Forthcoming Album The Big Prize

TRACK CHART DEBUT 49
69/66
#2 MOST ADDED

Including:

WBAB WQFM
CHOM KQRS
WHJY KSHE
Q107 KLOS
DC101 KGON
WKLS KZAP
KLOL KGB
WSHE KOME
WLVQ KISW
WLLZ CFOX

Produced by Bruce Fairbairn
Management: Stephen Prendergast/Head Office Management
© 1986 Warner Brox Records Inc.

# **REGIONAL AOR ACTIVITY**

PLAYLISTS — An artist's name is tested once per playlist in the high-est rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medi-

reported in both feety and medi-um, the artist will appear in heavy. Plecords 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.

'a' — Record is newly reported or additional tracks have been

(M): (L) — Other tracks from that album are in those rotations (medium or light).

An arter's name with no ab-breviations means all airplay is in-the listed rotation.

A "troson" list indicates that a

current report was not received, and lest week's rotations were included in the data base.

PARALLELS — Stations arranged by market size, according to Ar-bitron's MSA population figures.

Parallel One: 1,000,000+ Perallel Two: 200,000-1,000,000 Parallel Three: under 200,000. Stations at a significant relings de-adventage to their in-format compelllor(s) are assigned a lower para-

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# REGIONAL AOR ACTIVITY

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New Orleans 93 FM PD: Kevin McCarthy

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VP/Ops: Dave Parks
PD: Mile Preston San Diego

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MD: Wendy Christopher

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PD: Rick Gillette
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PD: Bob Case MD: Wendy Christopher San Francisco

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DOT STREET CONTROL (Sp.)

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JAMES BRANCE (Sp.)

JAMES BRANCE (Sp.)

JAMES STREET (Sp.)

James Beller 11-0

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301 Reportore 305 Current Reports

### MIDWEST

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Mr. Mister

# CHR ADDS & HOTS

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Mr. Mister Mr. Mister Mily Decan

# MIDWEST

### PARALLEL TWO

CAME
PROPER JACKSON
PACO
PAT MEMOTIA
JUNIFER NORM (4p)
CHARACLE (4p) CHARDAGLE (dp)
Bottest:
BILLY OCHAN 4-1
JAMES BECOM 8-4
DRHAM ACADEMY 9-5
RIANT 25-17
ERRAY 25-17

ARETHA FRANKLIN
DAN SEALS
FALCO (dp)
OPUS (dp)
SOTUS (dp)
BOTTO (dp)
DOTTO (d

WROCKINGERAL COI Bases Houses
ATLANTIC STARS
STING
JOHN COUGAR
HEAPT CUT
SILVE OCCAS 9-5
SILVE OCCAS 9-5
MILTERY MOSPON 16-8
MR. MISTER 16-9
JAMES SHOWN 18-11
JAMES SHOWN 18-11
JAMES SHOWN 18-15

WINCHColumbus, OH

ATLANTIC STARR ELO ROBERT TELPOER INEED (\$\frac{4}{9}\)
ROBERT TELPOER |
ROTE (\$\frac{4}{9}\)
ROSE (\$\frac{4}{9}\)
RIGHT RANGER 10-6
DRAM ACADERY 12-7
THORSPOOL THIMS 19-12
RIEE & THE RECHAM 20-13

KINCOurseport, IA

JAM OTHERS
ASSESSED PALMER
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BOTTON
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WGT2/Doylan, QH John Robertson

BANGLES ROBERT PALMER ATLANTIC STARR BOTTEST RIAHI SOURD MACHI 3-2 WHITWEST BOUSTON 4-3 DREAM ACADENT 10-5 BILLY CERM 11-6 MM, MISTED 14-7

CHRONTHUMP

LS TOP

ALAN MYRESONS (dp)

FIRM 
KEROPOLANO, MINI

ARCADIA
BANGLES
TON PETTY
INEA
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JAMES SHOWN 9-5
DEMAN ACADEMY 13-6
DEMAN ACADEMY 13-6
SYARBEEP 16-12

Chris Touter Chris Taylor
DREAM ACADERY
ATLANTIC STARR
HIANI SCHEN HECKER
BOLTONI
REART 9-8
HA HISTER 15-11
STARRHIP 17-12
HAMA! [8-13
PAUL HCCARTHEY 19-15

AMMER's, Wayne, MI Law Mahada

PINM SADE PALCO PALCO Mottost: SILLY CUBAN 5-2 MBITMEY MOUSTON 6-3 MB. MISTER 6-4 DREAM ACADEMY 11-6 STARMIF 13-7

INES
SLY POR
PIRM
BOCtest:
PADL HCCARTHEY 3-1
HR, HISTER 9-4
STARSHIP 11-6
MOOTERS 10-6
HIES 6 THE HECKAN 12-10

EMELIA E. ELTON JOHN CHARLEN BERTON ES TOP CHRISTON MATTON
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ABC (dp) SLY POR (dp) BANGLES PAT MEMBRAR (dp) BOTTE STANDING 1-1 SURVIVOR 1-1 SURV

WVICE-makes MI

2100Mindoon, VIII Umbelladoon

CUSE SPRINGES PREDIE JACKSON HORTSHIJCS FREIDDIE JACKSON BLO Bottest: SUBSTYON 2-1 STARBEIF 5-2 NG. NISTER 6-4 OPOS 14-9 PALCO 5-25

KJ188 Chipman Chy. OK

CompartCoday

PALCO (dp)

PALCO (dp)

ROBERT PALMER (dp)

ROBERT P

None Noticet: DROWE & PRIMOS 1-1 PAGE SCARFEST 2-2 NIANI BOUND SECTION 3-5 BILLY GUBAN 3-7 DREAM ACADEMY 8-9

CAAS BOOTENS BOOTENS BOOTENS BOOTENS SLT FOE SLT FOE SIMPLE WIEDS BOOTENS SILLY COMM 4-2 WEITHEY EDGROM ME, BIEST 6-5 STARMIF 12-6

FYING ELFON JOHN BLOTTES MARITH MARTIN MOLENT WORFOW 2-1 MILEY WORFOW 2-1 FYARMIP 9-5 DEAN ACADEMY 11-6 MIEE 6 THE MECHAN 15-9

WTOG/Baghana-Bay Chy, MI

TA MANA & SEED BIGGIT HANGER THOMSEON THIS LOWERDY BOLLOWING SURVIVOR 2-1 HR, HISTER 9-3 DIME STRAITE 6-4 PAUL HECARTHEY 1-4 MIES & THE HECKAM 14-9

Jee Thomas

REAST SOUND WACHE FARE SHAREAR

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ATTANTIC PTARE SANCLES 
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PALCO PRANTPON OFOS STATES PRANTPON OFOS SILLY OCEAN 3-2 MRITHSY MOUSTON 6-3 MR. NISYES 6-4 JAMES MONTH 5-5 STARMEIP 18-6

WHOT/Youngstown, OH Disk Thompson

Data Thempson
LAUDA: SEAS (JAN
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PAT SEMATAR:
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JOHN COUGAR 31-20

PARALLEL THREE

KYYYdiama Bob Book

PORCE ND'S PALCO (dp) ALAN MARROUND (dp) BOTTORIC SUMMAN (3-1 MB, HISPER 6-4 DIMENA FADDREY (12-7 STARSHIP 16-9

WENC/Structure II.

OUTFIED (dp)
OPOS (dp)
OPOS (dp)
CHARLE SERTON (dp)
ROTEST: MITTHEY HOUSTON 6-1
BILLY CERM 5-2
RM. RISTER 7-2
STANSHIP 10-4
JAMES BROWN 13-5

WBWB/Bloomington, IN Jim Clause

Jun Cheste
SUSTIMICS
COMMINE SEXTON (dp)
INTER
ALAN PARROOM
POOL
SOCIAL SEXTON (dp)
INTER
BOOKS SI
INTER
SEXILA E. 6-2
INT. NISTER 6-3
STARRENT P.1-10
STARRENT P.1-10
STARRENT P.1-10

WCIL-MiliCorbondolo, IL. Yeny Waltshan

Yesy Wolshiam
America Prinsillis (dp)
HOFLEY CHEE (dp)
ALAS PRINCES
THE TRANSILLIS
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KKRO/Coder Repids, IA Ted Josephson

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STARFILE 5-2
STARFILE 5-2
STARFILE 5-3
MANGAR STREETMS 19-5
MANGAR STREETMS 19-5

LOWERSOT ASC SMALS

SAME SUBALS
SOCIOENT 9-1
SILLY GERMS 9-1
SULTUREY HOUSEOUR 7-2
MIL MELETRE 11-7
MIAMI SOUND MACHE 19-13
STARMER P 21-16

YDOFunga, ND

Anderson Trans
SUBSTRAILES
S

NA, NIFTEN 12-7

HEAL-PRODUCED Ports, NO

ROSEST TEPPER
ACC

FALCO

FALCO

MINISTER 10-10

MINISTER 10-10

ATLANTIC STARS 30-24

PALCO CHUS HOTLEY CHUS HOTLEY PALMES HOMENY PALMEN HOTELST COMM 4-1 HILLY COMM 4-1 HILLY COMM 4-1 HILLY COMM 4-2 HILLY STOR HECKMI 4-6 DOMAN ACADEMY 11-5

Johnsondhoyar
CAMS
TON PETT!
IMIS (dp)
DNS MEMLS (dp)
ARCADIA
Robitos:
MULTURE MOMENTON 6-1
BILLY OCHME 5-2
PHEMN ACADER' 5-5
PRANKELP 14-7
NR. KIRPER 15-8

KKLORepid Chy. 80 Sharafalkali

DORAMS
DURSTMANCS
POTE SOMMERMO
DOMETHING SUPET SOMMERMO
DOMETHING
DALAM GRANT (AMP
BOLLOCK)
BOLLOCK
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EMARY
61.700 JOHN
61.700 JOHN
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61.E2.6.710 HECKNE 1-0
61.E2.6.710 HECKNE 13-0
61.E3.6.710 HECKNE 13-16
674.00119 21-17

SOME/Gulles, ICS Danny Collier

Denny Colley
PALCO (dp)
ALON SANCONE
ALON SA

KKROSlove Pulls, SD Dan Klaley

PALCO
DOKEME (dp)
BOURST TEPPER
BASCLES
BOTTON TEPPER
BASCLES
BOTTON 3-2
DREAM ACABUST 8-3
WEITHEY MODETON 9-6
FARRENT 9 13-6
RISE 6 THE MECHAN 1s-15

USDSouth Bond, IN J.K. Domine

PORTAL ACADEMY
PAOL RECEATURY
ATLANTIC STAIR
ROCTOST
RADE 21-5
RIANI 20000 PACRI 10-8
REANI ROUND PACRI 10-8
REARIES 10-9
STARMIN 29-18

KWTO-PMSQuringState, MO T.E. O'Bredy

CARE
SHEELA W. (dp)
ANCIDIA
DOLLOCARRENT 2-1
PAGE HICCARRENT 2-1
NR. HISTER 11-7
TROMHOUS TRIBE 17-12
DALTINGRA 24-14

DAM SEALE
FALCO
SE ESSAN AMOTOR
EVENTMENCS
FUNDALS SEAMERY
COVER IELD (40)
BOCKERS 
BLO OPES ALT YOR JEMNITHE HOME FALCO (dp) HOLLOW ACADEMY 4-1 JAMES SECURE 4-2 JAMES SECURE 4-2 HILANI SOURD HOCKE 16-12 RIAMI SOURD HOCKE 16-12

KOVVITapaka, KB Kasin Robot

AAC MOSERT TROUGH BOTTON 2-1 SADE 3-2 NR. HISTER 9-4 SILLY OCHM 13-5 HIER 6 THE RECENS 12-6

Acono
Bottest:
WEITHEY BOUSPON 4-4
FIRMENT 13-13
NIEST'S THE HECONO 18-18
MESIA E. 22-22
BALTIMORA 25-25

Music Key: (DP) indicates the song is getting play dur-ing certain parts of the day and/or night. (RA) indicates the song was dropped from the playlet then readded.

# WEST

## PARALLEL TWO

KENDIG.

BANGLES

ROMETP FALMS

ROMETP FALMS

ROMETP FALMS

ROMETP FALMS

ROMETP FALMS

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ROMET FALMS

ROMETP F

Tick Vin Kamp
TON PRITT
BLO
BANGLES
HOMENT PALFHER (dp)
OWUS
BOTTS OF THE
BILLY OCHAN 7-1
HELYHET HOUSTON 9-4
STARMER 12-6
HERILA E. 19-13
HEADY MANAGEMENT CA

KMEX/Freens, CA Berry/Carter

BenyiCorne FINE STAR ARCAD Ld dy AAGAD AAG

KOMORIunalija, M Kimo Alana

COMPANIES AND TON PRITTY ALT FOR CHARLES SERVON JUMBING SHORT SOUTH OF 2-2 WHARE 5-3 JELFTERM 6-5 MAG 18-6 BILLY OCENT 11-7

BILLY OCHAN 11-7
KLANCIAGO VARRAN NV
Describigher
DAM SUBALA
ANC
RAMGIES
ELTHRAKY
BOLLO CHANG 1-1
SULTHRAK NOCHON 6-2
INN, RISTER 7-4
ADDE 13-9
ATLANTIC STARE 23-14
COMMUNICATION CONTROL

KCPIUBalt Lake City, UT

Stonethwith
JAMES SHOUNS
LEXES
SLY POZ
CAMS
HOttest;
WHI THEY SOUSTON 2-1
HR, HISTER 0-2
BILLY OCEAN 7-4
BALTINORA 12-6
SADE 22-9

SLY POR PALCO TON PETTY BOTTOST BOTTOST JAMES BROWN 6-1 BILLY CCRAW 7-2 FR. REFERS 8-5 MILTERSY MOUSTON 18-7 STARMELP 13-9

KICCOBstandaia CA

MIEZ & THE MECHAN JOHN CONCAR ATLANTIC STANK BOLLEST MELTHEY MOUSTON 2-1 DIOMER & PRIMORD 1-2 PAGE MCCARTHEY 3-3 BILLY GCEAN 3-5 BILLY GCEAN 3-5

KOXING --- CA ELT FOE ARCADIA PAT BERRARA ARRITAS FRANKLEN PALCO (dp) Bottest BILLY OCEAN 2-) SHELLA E. 6-4 JAMES SERVIN 9-6 DEMON ACADEMY 1-9 BARLLY MANTE 20-19

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HRITHEY HOUSTON 6-2
ORMAN ACADENT 8-6
STARSHIP 15-5

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SHEMBARAN
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COTTIBLD (dp)
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BAN BRANTS
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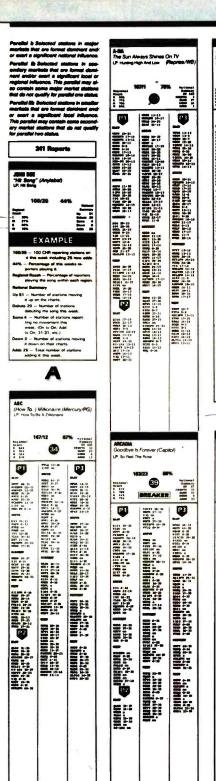
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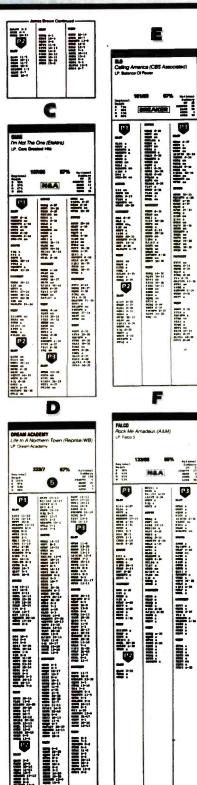
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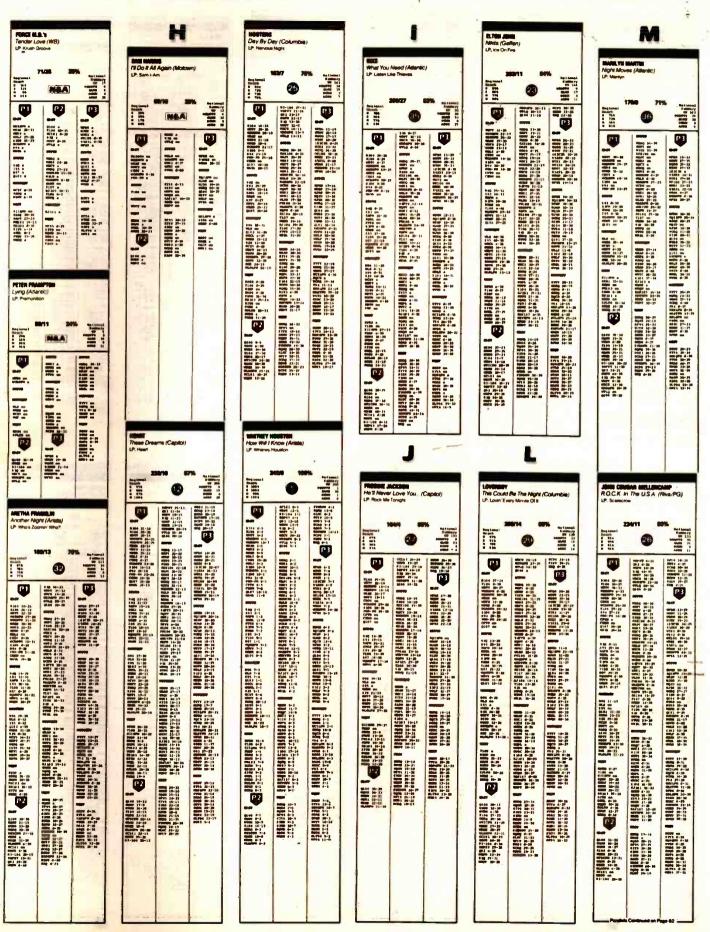
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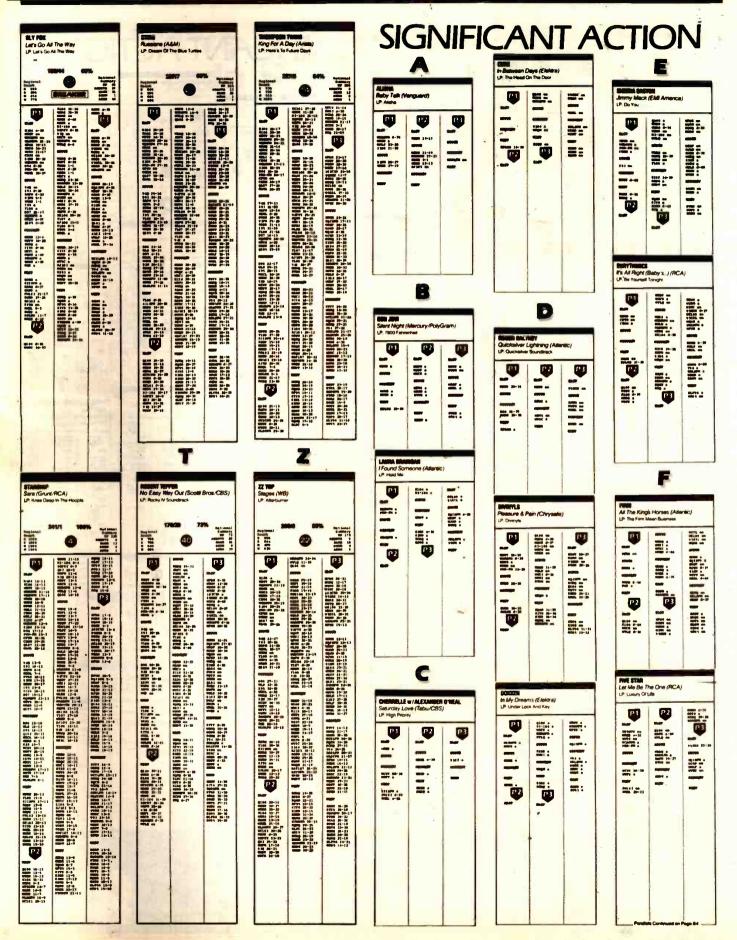


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# **NEW & ACTIVE**

98/18

### Including:

WCAU-FM deb 37 **CHUM add** 940 33-24 Z93 23-18 KTKS 29-25 93FM 3-3 **KRBE 11-10** Q105 19-15 WERZ deb 40 WLAN-FM 33-29 **WBBQ 28-23** KHFI deb 30 WBCY deb 23 WDCG add 94TYX add 31 **WQUT** add WFMI add **KBFM** add Y107 29-25

BJ105 26-21 Y106 32-25 **WKZL 24-20** WKAU add KIIK add KF95 add KIMN deb 29 KSND add KQMQ add KLUC add 33 KFIV add KO93 add **KDON-FM** add Q104 26-22 KQCR deb 22 KCMQ add KFRX add WDBR add WSPT 20-15

### **Produced by Kyle Lehning**



# **PARALLELS**

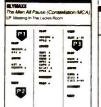
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Feel it Again (WB) LP The Big Prize			
	-	Home Swe LP Theate	et Home (Ex

JAMET JACOBEN What Have You Done For Me Lately (ASAM)			
	What Have	You Done For	Mo Lately (A&M)
	-		

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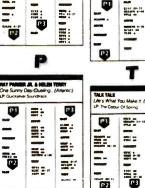


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# We've Got The Best Ears In the Business!

NORTHEAST							
RICK ALEXANDER	WINZ	ROGER GATTHER	MVOR	GARY W. REYNOLD'S	KRAV	AL SELLERS	WR16
DALE ANDREWS	LIF BIR	J. J. HEMINGHAY	KWY Z	WAYLON RICHARDS	KHE (	JERRY STEFFEN	WSPT
GARE ANTHONY	MECO	GARY JACKSON	MCVM	RANGY RODE I DUE Z	VE + B	SCHM SIEAEMS	WGRT
CHRIS BAILEY	UNV2	YAL HOTHATE	MBH III	JOHN SHOMBY	KAFM	GREOG SWEDRENG	MLOL
GUY BROUILLARD	CK01	JOE JOHNSON	ML VE	CAT SIMON	KEZH	JAY TAYLOR	KONO
DANNY CARLISLE	WI.AN	DON JOSEPH	MEZE	STEVE SMALL	KSME .	JOE THOMAS	MRON
ROBER CHRISTIAN	MREN	BOR KAGHAN	MZNE	MICHAEL ST. JOHN	MYHY	ANDY TUTTIN	NCMO
CHRISTINA	MICA	TON NELLEY	MZYF	JOHN STEEL	KTUX	STEVE WEED	MCZY
PETER COSENZA	CONS	BILL KELLY	MJAB	STEVE TAYLOR	WALIT	TERRY WEINACHT	WHER
STEVE GAVIS	WZG0	BOB LIMA	MOID	MAYNE MATKINS	WEND	MINE WEIS	MCFZ
GARY TIUNE'S	UNTO	RON MARSH	WZLP	TERRI WEBER	KTUX	RIM WELSH	2299
ANDRE GARDNER	WZGO	BILL MARTIN	MRCA			GREG WILLIAMS	KKRD
BRYAN GERONINO	waaa	MEFF NCCARTNEY	MOKI	MIDWEST			
INCK GILLEN	PKHI	SCOTT MITCHELL	MZ YF	MIKE ANTHONY	MEUN	a land a	
WILL NAUFFHAN	HUCH	JIM MORRISON	WOXI	MITCH BAKER	NCM0	WEST	
STEVE KELSEY	WF BG	GAN MURRAY	MAGO	MIKE BENSON	WIBM	GREG AUSHAM	NCPX
ANN KOLDDZIEJ	wzoz	J.D. NORTH	PMV XF XF	JAY BOULEY	WSPT	GLORIA AVILA-PEREZ	KIMN
DOR LEWIS	MRVQ	LOU FATRICK	MILE	KIN BRABLEIGH	WEAU	DICK RASCOM	NOF A
JIM MARTIN	MOAY	BILL PHIPPS	MISEN	BUSTER BRADLEY	KOKO	BRIAN BURNS	NSND
TODO MARTIN	MFLY	JERRY ROGERS	MZAT	KURT PRECHETSEN	AJLS	BRIAN CASEY	1093
RILL MATTHEWS	WINZ	MARK SIX	HGTH	STEVE BRILL	WZOK	KIRK CLIATT	KUON
RILL MCWREATH	MUAG	TOMMY SMITH	MUNS	HOBBY CHRISTIAN	ATCZ	GARY CUMMENGS	AZEN
MAURICE MINER	WERT	RANDI SOMMERS	4241	JIM CLOUSE	WPWR	DAVID DART	NRPX
TON MITCHELL	WF:XY	RICK STACY	Mell T	J.K. DEARING	WHELL	JEFF DAVIS	NYNO
BOH MORE	WE HR	JIMMY STEAL	HHLY	MICHAEL DEE	KEMM	DOUG DEROO	NOXB
JIM PAYNE	MRVO	HANCE STEVENS	MERG	CATHY EVAN	WIFE	LARRY DOSS	NEGL
TUNY PERKINS	WZON	RICH STEVENS	WTHZ	SHANE FINCH	KRNO	DOUG ERIKSON	KIMN
JEREMY PRESCOTT	MMGX	JEFF STONE	WHSL	BRAD FUHR	NOCR	TOM EVANS	NIVS
PAUL ROBERTS	AFTHR	PRIAN THOMAS	MEAM	STEVE GRAZIAND	KEND	HRIAN GREGORY	KF95
BILL HERIDAN	MARZ	FRANK WALSH	MOUZ	TON GREER	wtZm	SCOTTY JOHNSON	KROO
HEN SHITH	MILO	SHANNIH WEST	MALU	WALT HERMAN	NZIO-	DAVE NAMPER	KAXX
BOR SPENCE	MOXA	RILL WESTON	MIXA	MATT HUDSON	MZEE	JEFF KING	KPLZ
MARK ST. JOHN	MAVA	RUSS WILLIAMS	WEOR	RANDY HUGG	WCPZ	DAVID A. KRAHAM	NHOF.
DON TANDLER	MILO	JIM WILSON	WCKN	RICK JAMES	WHIZ	DEAN LOMASTER	ADIA.
TOM TAYLOR	WEST	DAVE WEIGHT	MEGM	TRACY JOHNSON	KFRX	PETE MAY	NAME
RUTH TOUSON	MBT I			RANDY KEISSMAN	<b>VOHU</b>	JAY McCALL	NUZE
HENKY Van I'EH HOOK				BRIAN KELLY	wZUU	MAX MILLER	KKMG
BOD WEIL	MSFK	SOUTH		BRIAN NETZ	WHIZ	LEN E. MITCHELL	ASAD
CAROLYN WESSEL	MEHD	GARY ADAINS	MONI	DOUG KOEHN	MEH	IRMA MOLINA	ARTH
RALPH WINNER	HM//R	DICK BASCOM	KMBO	GENE KUNTZ	MI TZ	J.J. MORGAN	RUFM
BRUCE WUNCESTER	MGUE	CHUCK BECK	KNIN	GREB LAWLEY	MORR	NEITH NAFTALY	KMEL
		SKIP BISHOF	ANYS	BILL LEE	KLWN	STEVE NAGANUMA	KHJK
		JOHN CLAY	KWES	BRAD LEGGETT	KFRX	RUSS NOVAK	KF 1V
		STEVE CLEM	MXUL	JONATHAN LITTLE	MZEE	KEN PAIGE	KOEU
SOUTHEAST		TRAVIS CONNELLY		MARK HALONEY	MAIC	MINE PRESION	KSDO
FRED ALLEN	MVBS	CHARLIE CODPER	NUKX	DENNIS MARTIN	HWP Z	RANGY ROSPINS	KCAQ
BAVE ALLEN	WSSX		KHFI	PAT HEERUMMEN	RAXI.	MARK ROMAN	NVE'N
DON BENSON	MOX I	SELBY EDWARDS	MMMX	ROD MEYER	PERK	RUSS ROUNTREE	KHINO
RALPH CARROLL	MCGO	BARRY FOX		ROW MICHAILS	WATT	GENE SANTIBLOOM	KIIS
BOI CHRYSLER	MISK	LISA GILES	NSAQ	JIM MOORE	MORR	DAVE SHAKES	KWNZ
CYNTHIA CLARK	WZNE	MARCIE GUCKIAN	KTKS	CHIF MOSLEY	KSYZ	MICHAEL T. SHISHIDO	KINI
LEO DAVIS	Man	RON HANEY	- WLZC	DON HORDINE	NAME	ERICA SMITH	AUPA
HEFF DAVIS	MPFH	JOHN HUTCHINSON	NZZB	GANNA O.HUKA	KIIK	BOR STEVENS	KU-9
PETER DELLORO	WZZIJ	J.J. JACKSON		SCOTT_DACHS	KINSK	STEVE STUCKER	KNNO
BRIAN DOUGLAS	WTHZ	STEVIE JANSEN	UF MI	JACK OLIVER	KKRII	MINE TAPPIA	KCKT
FILL DUNCAN	942	ROCKY KNIGHT	WLRS WLRS	RICH PADGEN	MXLC	NAY TAYLOR	AGUT
ALAN DUFRIEST	MICHY		MUUE	HAN PEARMAN	KEYN	JAY TAYLOR	P.L. LHC
SKIP ELIGT	MALW	KEVIN MCCARTHY	KRAU	BARK PICHARUS	ME, MO	PAUL THOMPSON	RVI
CHUCK FINNEY	MKZL	DAVE MICHAELS	MADO	BILL RICHARDS	MNC I	FAM TOVAR	KRTH
HOR FONDA	MADR	JOHN MICHAELS CHUCK MORGAN		RON ROSS	Mr. AU	KRIS VAN KAMF	ABOX
LESLIE FRAM	MUKB	TOM PEACE	NTAS	HIKE SCHOTLIT	AXUS	KON WEST	FOUL
PAUL FULLER	MARK	IOM PEALE	MAHA	DAN SEEMAN	WL OL	GREB WILLIAMS	F.CAG

If you haven't yet registered to compete with radio's best ears in competition #5, there is still time. If you're in a music decision-making position in CHR radio or CHR record promotion, call AIR today at (301) 964-5544. Registration ends February 21, 1986.

**WEEK #26** 

**AIR** Priorities

WEEK # 26

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-6544. Deciding for CHR response is 6pm, Wednesday, February 12, 1986.

т	П	т	ш	
		•		

SATURDAY LOVE
IF I WAS
I ENGINEER
ROCK ME AMADEUS
JIMMY MACK

### ARTIST

CHERRELLE WITH ALEXANDER O'NEAL TABUFEPIC MIDGE URE CHRYSALIR ANIMOTION CASABLAN FALCO A&M EMI AMERI

### LABEL

TABUJEPIC CHRYSALIS CASABLANCA/POLYGRAM A&M EMI AMERICA

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

985 Active Industry Research, Inc



« Active Industry Research ◆ P.O. BOX 1136 ◆ COLUMBIA. MARYLAND 21044 ◆ 301-964-5544

# **CONTEMPORARY HIT RADIO**

# BREAKERS

### **ARCADIA**

Goodbye Is Forever (Capitol)

88% of our reporters playing it. Moves: Up 67, Debuts 33, Same 40, Down 0, Adde 23 including WXKS-FM, Z106, KNBQ, WVSR, K104, WAPI, KWTO-FM. See Parallels, debuts at number 39 on the CHR chart.

### ELO

Calling America (CBS Associated)
67% of our reporters playing It. Moves: Up 22, Debuts 39, Same 50,
Down 0, Adde 50 including K106, WNYS, 884, Y100, WLS, WLOL-FM, KITS. Complete airplay in Paralle

### **SLY FOX**

Let's Go All The Way (Capitol)
63% of our reporters playing R. Movee: Up 44, Debuts 28, Same 36,
Down 1, Adde 44 including B104, WQUE-FM, KBEQ, WKTI, KDWB-FM, KIIS-FM, KS103. See Parallels, debuts at number 37 on the CHR chart.

### **NEW & ACTIVE**

CARS "I'm Not The One" (Electric) 137/05
Moves Up 31, Debute 30, Series 41, Down 0, Adds 35 including WBEN-FM, S4Q, 283, KAFM, KTKS, WQUE-F
WHOT, KWOO, KTR, KABEL, WST, KAYFO, WGO, WARRS 30-21, WLQL-FM 29-34, WERZ 28-16
Moves Up 0 Random (ALM) 132/08
Moves Up 0 Random (ALM) 132/08

TRUST "Rock tills Assesses" (AARR) 13276
Mores Up 60 Dobas 17, Serie (Doss) A data 58 makeing WHTT, WKSE, WPHO, 280, WQUE-FM, Q106, 886, 82K, 2289, WQUU, KRS-FM, KPULS, WGEN-FM 37-15, 884 28-5, 80FM 20-9
1708 PETTY WIS STEVE WICKS "Needles And Pine" (ISCA) 139-19
Mores Up 28, Dubus 34, Serie 54, Dosn 6, Adds 19 makeing WGEN-FM, WKSE, 52K, W104, WLFB, KZIO, WHOT, KDBAD,

Noves Up 28, Debut 31, Same 36, Coom 0, Adds 19 inchang West-P4W, White, 85C, Nr 101, Words, Nado, White Nado, White Os-22, WHING 39-32

\*\*PARTICLES\*\*\* "Meanle Bloodey" (Columbia) 125-09

Moriss Up 34, Debuts 21, Same 34, Down 0, Adds 50 inchang WHITT, 280; SSFM, KRISE, WRSR, Q106, SSX, Z230, WKCT, WZUJU, KRIFF, KWK, KMAR, WRSS-M 31-32, KUBE 26-18, WTLC 39-33

WICH WIZLU, KHTR, KWKK, KMAK, WOOD-RI 31-25, KWB ZO-TH, WILLU 39-35

CHANALE SETTEM "Bear's So Leasely" (RECA) 195/17

Moves Up 47. Disbus 13, Same 25, Down 3, Aciss 17 including 255, Fisto 2, WFST, WRDQ, WANS-FM, Y108, WZPL, KPSS,
KRICK, KDAIC, KOHN, MENNS, KAPM 34-28, KITS 24-16, C100 23-19

ROBERT PALMER "Additional To Lave" (Inland) 98-42

ROBERT PALMER "Additional To Lave" (Inland) 98-42

KKIKZ, KHBQ, WRDM, WYKK, KUBE 34-29, WGDO 32-29, SEDOX 35-28

KIGNZ, KIBO, WIRON, WYKS, KURE 37-12, MED 38 BAN SEALS "Sup" (ESII America) 92/18 Moves Up 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, Moves Up 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 31, Down C, Adds 18 including CHUM, WOCG, WOUT, WKAU, KIIK, KP86, KSND, KQMQ, MOVES UP 23, Datus 20, Sens 24, Se

BMS BERNAL Way
Moves Up 23, Dobule 20, Serie 31, Down 0, Adde 11s movement of the Chicago Carlo 
WCZY 117, WHYT 178, KIS-FM 19-R, REZE 137, WOME 1919

PAT BENATAR "Le Bel Age" (Chrysolis) 72/49

Mores Up 2, Obbus 12, Same 18, Down 0, Adds 40 mickeling 894, PRO-FM, WRISH, 888, WKTI, KISRZ, KWOD, GRZ, Y108, WKDD, KRD, Q104, SLYSS, WMMS 53-29, KISCL-5-38, KRSM 6-37.

Less Moves Up 2, Debas 12, Series 18, Desmit A, School Andread Series 1, Territor, Well Co. (100, O 101, S. 1174, S. 1180). Co. (100, S. 1174, S. 1180). Co. (100, S. 1174, S. 1180). The Co. (100, S

HOLLE-RI, KORZ 94-28, KTYS 37-33, KZZU 38-34, WGAN 38-35, WCGQ 40-38
PETER FRANCIPON "Lyden" (Albhantis 28-17)
Mones Up 6, Dishair 3, Samo 38, Oson 0, Adis 11, WCALI-Fia, WCKI, WRWO, KIWQ, KOFRA, KIGFD, KBKD, WFBQ, KWAZ,
KZOZ, S. NYB, MCKY 36-33, WGAV 39-36, SEGOZ 21-14, KFRINT 38-32
ALAM PARSONS FRO-EET "Starrostensy" (Artsta) 31/23
Moves Up 1, Dishair 5, Samo 22, Oson Q, Adis 23 Installed (NFD), WRSR, WZUJ, Y108, WGFM, WCKI, KFRNQ, KEYN-FM,
KSMO, SSOON, WCGO, WCL-FM, BL, YIB, KIYG, ASB, KFRN 32-28, KGZ-FM 4-28.

### SIGNIFICANT ACTION

HMCS "11's All Right (Beby's Comin' Book)" (RCA) 47/23 p.2. Debuts 4, Serve 18. Down 0. Adds 23 including CHUM, WYSR. WE FML Z1

oves Up 2, Debuts 4, Serve 16, Charn Ö. Adda 23 includir I, 2104, ICSHO, ICDON-PAL ICZZU, ICRO, ICPLUS 37-28, II RMI "ABI The ICing's Herses" (Albestic) 45/17 oves Up 0, Debuts 7, Serve 19, Down 0, Adda 17 includir MINIST 43/17 Adds 17 moluling Wildli, WROQ, WOKI, WPMI, WKOD, KINO, WMEE, WORD, 638, K104 640, WTLC 6-38

CSIDD, KOQT, K2DZ, WHYD On, WAIMSE 4-38, K104 6-40, WTLQ 6-30, WTL

KRO, KROB, WYKE, WORS, KUSE 6-51, KAMZ 28-98, KIK 34-29
TAMIK TAMIK "Life in What Fee Blads in" (BIRS Americal) 48/2
Mover Up 7, Dabus 1, Some 20, Desen 0, Adds 2, WYKE, WCL-PM, WORSE-PM on, WCAH-PM 38-30, KEGL on, NPULS
Mover Up 7, Dabus 1, Some 20, Desen 0, Adds 2, WYKE, WCL-PM, WORSE-PM on, WCAH-PM 38-30, KEGL on, NPULS
40-31, KYKE 37-30, WYME 0, KEGL OF TAMIN (Shapes 18-31), CHISS 40-37,
WORSE-PM 1, WORSE-P

23-32. LEVEL 42 "Bennetting Phont You" (Pulyder/PulyGram) 37/82.
LEVEL 42 "Bennetting Phont You" (Pulyder/PulyGram) 37/82.
LEVEL 19 (, Debit 1: Serie 14, Demi 0, Alex 22 instaining White; WP4D, 2108, 840, 865, Wilsel, KDLIK, KDLIKS, WOKL, WHITE, RAPINTE ON, WORKERS 44-40.
MELL TAX INSTAINING "Bo Side Belly" (Capital) 38/9.
LEVEL TAX INSTAINING TO SERIE 12. DEMI 13. DEMI 13. DEMI 14. DEMI

### MOST ADDED

### FALCO (98)

Rock Me Amadeus ( BANGLES (56) Manic Monday (Columbia) ELD (50)
Calling America (CBS Associated)

**SLY FOX (44)** Let's Go Alt The Way (Capitol)
ROBERT PALMER (42)

# Addicted To Love (Island)

HOTTEST WHITNEY HOUSTON (172)

How Will I Know (A MR. MISTER (106)

BILLY OCEAN (124) When The Going Gets . . . (-STARSHIP (113) (Jive/Ansta)

JAMES BROWN (77)

Living In America (Scotti Bros./CBS)

# OUTFIELD "Your Lave" (Columbia) 30/25 GUTTHELD "Year Large" (Chlembis) 38/25 Money Lip 3, Dibbas 1, Samer 1, Down O, Adda 25 including WPHD, WCALLFLM, KAFM, WMMS, Q100, WPCK, WKRZ-FM, WTLQ, KYRS, KROK, KZZU, WALK, KPLUS 6-37, 98000 29-25, KFMN 19-7, Y89 33-27 SCRITT POUTT "Wand flow (Pray Libs Artibs Prandhall)" (WB) 30-6 Money Lip 3, Distas S, Same 17, Down O, Adda S, KAFM, WKRE, WFMS KREM, KRK, WHTT or, WKSE on, 165 40-37, KPLUS 39-34, WKSK, Fd 404, WKOK, FM 6-36, KEYN-FM 6-36, KCM 34-32, WCOOG 6-37, KOSE 6-32 ASSEC BUSINARY "Blow And Ferower (Yes And Blo)" (Chafted) 27/11 Money Lip 0, Disbas S, Same 13, Down 0, Adda 11, COCK, KHO, KIKK, KRAM, KOSE, KROW, KYCO, OK 100, SKKE, WMAD, Money Lip 0, Disbas S, Same 13, Down 0, Adda 11, COCK, KHO, KIKK, KRAM, KOSE, KROW, WZON, OK 100, SKKE, WMAD,

SSECO, CFTN 4-40, WERE 437, KNO on, OTHIN 4-30, TOTAL RIGH, KNR. KNR. KORS, KSKD, WZON, OK 100, 85KE, WAAD, FFVE STAR "List like to The Gene" (RCA), 25/12 Moves, Up 5, Debtas 0, Same 9, Down 0, Adds 12, WISSE, WASSE, WASSE, WAYT, WSPK, WSRO, WHOK-FM, KMGX, KVP, KQC, PAN, WGE, WCY, SSA, KNRE, 28-35, KCA) 39-35 BOKKES "In the Streams" (Shafer) 25/25 MOVES, WCAL-FM, PRO-FM, WHYT, WSPK, WSRO, WHOK-FM, KMGX, KVP, KQC, PAN, MGE, WCY, KQC, PAN, KGE, WSRO, WASSE, WCAL-FM, WRYT, KSRE WASSE, WSRO, 
BUKKEN "In thy Broams" (Ethino) 25/25

Moves Up 0, Debus 0, Semi 0, Down 0, Adds 29 including WindS-FM, WWYS, KRBE, KKRZ, Q100, R104, WRCK, WKRZ-FM, WTLQ, KZZS, WHOU, WWGN, KKOK, KCAC, KDZ-FM, KRUS-FM,
RAY PARKER JR. 8 HELEN TENYT "The Sunny Boy/Secting Bloss" (Altentic) 25/6

Moves: Up 1, Dabu 2, Semi 4, Down 0, Adds 8, WYST, WFST, KSDM, WGAH, WKSF, WKUK, WCL-FM, FM102
on, WKDD on, KEYN-FM 6-40, KYRS on, KLUC 39-37, KZZU on, WBMQ 6-37.

tre Staed" (Atas) 24/5 to 13, Down O, Adds 9, C100, K104, WERZ, WKRZ-FM, WTLO, KSKD, 95KIL, KKLS-FM, KB

INDIVISE US Z. LIECUSE O. SIETRO T.S. COMO P. ACOS N. C. TOD. K. TOD. WERZ, WAYEZ, PAIL WTLQ. KSKO, SEXIL, KKUS-FAIL KRIBAL WHY-D. O. MANDES O. W.C.D. O. M. PRIM O. Y. 100 O. W. OKO 35-35. KKK 37-35 KLYTIANIX. "The lites All Posso" (Constitution MCA) 28/20 Moves Up O. Datas O. Serve O. Como D. Acos 20 Orcharing WKKS-FAIL 894, 897, WOLE-FAIL WKRZ-FAIL WTLQ: KI-PRI KCZIS, KARZ, WHYAIL KIPSIL, BLTGS, KTLK, WHYDA, KLLIC.

RELYMBAUX "The man forms (). Does (). Adds as summan forms (). Does (). Adds as summan forms (). Does (). Series (). Does (). Adds (). The forms (). The forms (). The forms (). The forms (). Does (). Series (). Does (). Adds (). The forms (). 18/18

Moves (D) (). Does (). Series (). Does (). Adds (). The forms (). Does (). Adds (). The forms (). Adds (). The forms 
980 JSW1 "Steet Hight" (Marcery/FolyGram) 17/15
Moves Up 1, Debuis G, Sene 1, Down G, Adds 15 including WP4D, WAMAS, KHTR, WGFM, WPST, WRCK, WFM, WRND,

### WINDLESSY TIES FEED LESSON (MORE) TOTAL STATES (MORE) TOTAL MORES AND 10-28, WINDS 28-23, WINTS 33-27, Y100 34-24, V100 25-14, WINTS 25-27, WINTS 25-27, Y100 25-14, WINTS 25-27, WINTS 25-27, V100 25-14, WINTS 25-27, WINTS 25-27, V100 34-24, V100 25-14, WINTS 25-27, V100 25-24, WINTS 25-27, ER HOLLINAY "No Path Lave" (C

CARRE "In Belances Baye" (EMBRES) 196/7
Moves Ltp. 1, Debus 0, Semin 14, Down O, Adds 1, 2104, KPLUS 33-29, Q100 andp. WERZ on, WKRZ-FM andp. WRQN on, KRCC on, WKRZ, FM andp. KRTS ondp. KRSM on FMYTLINE MELSON" I Libb Yes" (Carrena GED) 18-6
Moves Ltp. 2, Debus 2, Semin 8, Down O, Adds 8, WHTT, WCAU-FM, SSFA, KRSE, KC101, K106 on, WXXS-FM o

PRYLLIS Waterway
Moves U. P. 2. Debus 2. Serne S. Down G. Adds 3. WHILL WATER
G-37. WHYS G-33. CKCO no. 85 22-19. WBMY 28-22. KJ103 on
G-37. WHYS G-33. CKCO no. 85 22-19. WBMY 28-22. KJ103 on
MCL. no. KLMADS "Blands in The Phin" (Rec.) 16/2
Moves U. P. 2. Debus 1. Serne 10. Devn G. Adds 2. WBCX. NJAD, WHYD on, WMMS on-dp. KHTR 30-29, WZLD on, WFM
ON, WCZ. on, KTYS on-dp. KFM of 38-3. WBM on KTYS 38-37.

CLIVAN RECYTOS-1000" "Trenglate 16/" (REC.) 16/2
CLIVAN RECYTOS-1000" "Trenglate 16/2
CLIVAN RECYTOS-

COMP. (CHAN ON, MPPM ON, WHILL ON, WILLIAM ON, MANDERS ON, MPL.) 23-22, 93FM 29-27, KRBE 27-19, WSPK, MSPL 7, Disboan 1, Samo 3, Damo 11, Adda 1, MPHO, WDGS-FM 6-35, WPL.) 23-22, 93FM 29-27, KRBE 27-19, WSPK, MSPL 73-35, MSPL 23-15, WDGS-FM 6-35, WPL.) 23-22, 93FM 29-27, KRBE 27-19, WSPK DISBOAN STATE \*\* THE STATE \*

KKUS-FM, KOZE. OKSIS.

CHENNELLE WIS ALEXANDER GYBEAL. "Behaviory Laves" (Taba-CBS) 11/8

CHENNELLE WIS ALEXANDER GYBEAL. "Behaviory Laves" (Taba-CBS) 11/8

HOUSE U.D. I. Dahais 1, Sares 0, Down 0, Adds 9, WASE, WHYT, KIS-FM, KMEL, KAMZ, WKDD, KMGK, KCAO, Z102.

WCZY 40-50, PHITS 0-52

HOUSE I.D. Dahais 1, Sares 2, Down 0, Adds 9, WASE, WHYT, KHS-FM, KMEL, KAMZ, WKDD, KMGK, KCAO, Z102.

HOUSE U.D. Dahais 1, Sares 2, Down 0, Adds 7, K108, WHYE, CKOI, WCZY, WWOK-FM, KBFM, WAND, WKKS-FM on, MASSE on, WCYT C.S.

Motion Up 0, Distain 1, series 2, Distain 1, males 7, males 1, mal

New & Author Inductor songs reported by at least 80 of our CHST reporters. Significant Action includes songs reported by fencer than 90, but at least 10 of our CHST reporters. The two municipes behaving the unbetted planely designation in-dicate the leads number. New many added 8 for the fact the 95th vests, bleaves inclined the type of earthy this vests. For reported other movement. Beam for solderings or continued undertaked analysis, Deam for downward down action, and Adds for the number to a complete of individual station actions, Complete activity our to fourth in the Proceeding, and Adds for the number to a complete of individual station actions, Complete activity our to fourth in the Proceding, and Adds for the number to accept the CHST reporters to become Streakes many accountable arranged chara-points from high dead positions on those stations reporting from, to debut on the CHST Relations Addition adds centure. Once I fourth planels in a 54-hear period, both of them before relating it.

Parallels Begin on Page 80 Adds & Hots Begin on Page 78 P-1 Playlists Begin on Page 75





# **CONTEMPORARY HIT RADIO**

Trees Not List 9 6 2 WHITNEY HOUSTON/How Will I Know (Arista) BILLY OCEAN/When The Going Gets Tough... (Jive/Arista) 6 MR. MISTER/Kyrie (RCA) 4 STARSHIP/Sara (Grunt/RCA) 16 13 8 6 DREAM ACADEMY/Life In A Northern Town (Reprise/WB) JAMES BROWN/Living In America (Scotti Bros./CBS) SURVIVOR/Burning Heart (Scotti Bros./CBS) SADE/The Sweetest Taboo (Portrait/CBS)

MIKE & THE MECHANICS/Silent Running (Atlantic) DIONNE & FRIENDS/That's What Friends Are For (Arista) WHAM!/I'm Your Man (Columbia) HEART/These Dreams (Capitol) 32 22 17 B SHEILA E./A Love Bizarre (WB) THOMPSON TWINS/King For A Day (Arista) 27 20 MIAMI SOUND MACHINE/Conga (Epic) 14 13 15 33 24 ATLANTIC STARR/Secret Lovers (A&M) 26 20 18 A-HA/The Sun Always Shines On T.V. (Reprise/WB) 33 % 23 BALTIMORA/Tarzan Boy (Manhattan) 9 11 19 PAUL McCARTNEY/Spies Like Us (Capitol) STING/Russians (A&M) 7 7 10 21 BRUCE SPRINGSTEEN/My Hometown (Columbia) ZZ TOP/Stages (WB) 38 28 ELTON JOHN/Nikita (Geffen) 3 5 15 24 STEVIE NICKS/Talk To Me (Modern/Atco) HOOTERS/Day By Day (Columbia) JOHN COUGAR MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG) FREDDIE JACKSON/He'll Never Love You (Like 1 Do) (Capitol) STEVIE WONDER/Go Home (Tamla/Motown) \_ 35 @ LOVERBOY/This Could Be The Night (Columbia) SIMPLE MINDS/Sanctify Yourself (Virgin/A&M) 4 11 19 31 LIONEL RICHIE/Say You, Say Me (Motown)
30 ARETHA FRANKLIN/Another Night (Arista) DIRE STRAITS/Walk Of Life (WB) 6 17 22 33 ABC/(How To Be A) Millionaire (Mercury/PG) DEBUT 35 INXS/What You Need (Atlantic)

BREAKER SLY FOX/Let's Go All The Way (Capitol)

20 25 31 38 KLYMAXX/1 Miss You (Constellation/MCA)

STARSHIP/Sara (Grunt/RCA)

10 12 14 21 LIONEL RICHIE/Say You, Say Me (Motown)

26 24 24 28 DIANA ROSS/Chain Reaction (RCA)

DAN SEALS/Bop (EMI America)
RETHA FRANKLIN/Another Night (Arista)

DEBUT > 3 ANNE MURRAY/Now And Forever (You And Me) (Capitol) 19 16 25 27 KLYMAXX/1 Miss You (Constellation/MCA)

25 22 22 22

BREAKER @ ARCADIA/Goodbye Is Forever (Capitol)

DEBUT PO ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)

# ADULT CONTEMPORARY

2 BILLY OCEAN/When The Golng Gets Tough... (Jive/Arista) WHITNEY HOUSTON/How Will I Know (Arista) O DREAM ACADEMY/Life In A Northern Town (Reprise/WB) SADE/The Sweetest Taboo (Portrait/CBS) ELTON JOHN/Nikita (Geffen) 6 BARBRA STREISAND/Somewhere (Columbia) HEART/These Dreams (Capitol) BRUCE SPRINGSTEEN/My Hometown (Columbia) ATLANTIC STARR/Secret Lovers (A&M) WHAM!/I'm Your Man (Columbia) ISLEY, JASPER, ISLEY/Caravan Of Love (CBS Associated) 14 13 😰 MIKE & THE MECHANICS/Silent Running (Atlantic) 16 E 30 23 🔼 MR. MISTER/Kyrie (RCA) MICHAEL FRANKS featuring B. RUSSELL/When I Give My Love... (WB) STEVIE WONDER/Go Home (Tamla/Molown) DIONNE & FRIENDS/That's What Friends Are For (Arista) 17 DIRE STRAITS/Walk Of Life (WB) THOMPSON TWINS/King For A Day (Arista) N&A Begins on Page 67 JAMES TAYLDR/Only One (Columbia)

FREDDIE JACKSON/He'll Never Love You (Like I Do) (Capitol)

22 27 27 29 PEABO BRYSON/Love Always Finds A Way (Elektra)
15 15 17 38 EI DEBARGE with DEBARGE/The Heart Is Not So Smart (Gordy/Motown)

22 19 19 23 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)

**AOR TRACKS** 

11 4 FIRM/All The King's Horses (Atlantic) 2 SIMPLE MINDS/Sanctify Yourself (Virgin/A&M) HEART/These Dreams (Capitol) A ZZ TOP/Stages (WB) 3 ALAN PARSONS PROJECT/Stereotomy (Arista) 6 INXS/What You Need (Atlantic) PETER FRAMPTON/Lying (Atlantic) MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic) HOOTERS/Day By Day (Columbia) OUTFIELD/Your Love (Columbia)
ROBERT TERROR LOVERBOY/This Could Be The Night (Columbia) ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS) 13 MR. MISTER/Kyrie (RCA) JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG) 13 15 DIRE STRAITS/Ride Across The River (WB) 22 1 ROGER DALTREY/Quicksilver Lightning (Atlantic) . 17 PETE TOWNSHEND/Give Blood (Atco) 35 D JOHN C. MELLENCAMP/Under The Boardwalk (Riva/PG) 45 44 29 19 JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG) 24 17 17 20 TOM PETTY &.../Needles And Pins (MCA) 3 5 10 21 MIKE & THE MECHANICS/Silent Running (Atlantic) BREAKER 2 JOHN LENNON/Imagine (Capitol) 27 19 18 23 PAT BENATAR/Le Bel Age (Chrysalis) BREAKER 3 JOHN LENNON/Come Together (Capitol) BREAKER MARILYN MARTIN/Night Moves (Atlantic) 10 10 12 26 STARSHIP/Sara (Grunt/RCA) 7 9 14 27 STEVIE NICKS/I Can't Wait (Modern/Atco) BREAKER BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)
BREAKER TALK/Life's What You Make It (EMI America)

# **BLACK/URBAN**

BREAKER 10 OZZY OSBOURNE/Shot In The Dark (CBS Associated)

MELI'SA MORGAN/Do Me Baby (Capitol) BILLY OCEAN/When The Going Gets Tough...(Jive/Arista) WHITNEY HOUSTON/How Will I Know (Arista) RENE & ANGELA/Your Smile (Mercury/PG) FORCE MD'S/Tender Love (Tommy Boy/WB)
CHERRELLE/ALEXANDER O'NEAL/Saturday Love (Tabu/CBS) ZAPP/Computer Love (WB) YARBROUGH & PEOPLES/Guilty (Total Experience/RCA) FREDDIE JACKSON/He'll Never Love You (Like I Do) (Capitol) MORRIS DAY/Color Of Success (WB) JANET JACKSON/What Have You Done For Me Lately (A&M) FIVE STAR/Let Me Be The One (RCA) JAMES BROWN/Living In America (Scotti Bros./CBS) SADE/Sweetest Taboo (Portrait/CBS) 14 15 TA MARA & SEEN/Affecttion (A&M) 22 ISLEY JASPER ISLEY/Insatiable Woman (CBS Associated) SMOKEY ROBINSON/Hold On To Your Love (Tamla/Motown) ARETHA FRANKLIN/Another Night (Arista) NEW EDITION/A Little Bit Of Love (Is All It Takes) (MCA) ROY AYERS/Hot (Columbia) GAP BAND/Going In Circles (Total Experience/RCA)
DIONNE & FRIENDS/That's What Friends Are For (Arista) EUGENE WILDE/Diana (Philly World/Atlantic) 9 16 24 ATLANTIC STARR/Secret Lovers (A&M) 21 19 19 25 FAMILY/High Fashion (WB) \_ 35 29 JUICY/Sugar Free (Private I/CBS) - 30 22 OF KASHIF/Dancing In The Dark (Heart To Heart) (Arista)
31 29 28 29 JENNIFER HOLLIDAY/NO Frills Love (Geffen)
BREAKER (3) BERNARD WRIGHT/After You (Manhattan) 2 4 18 30 STEVIE WONDER/Go Home (Tamia/Motown) 2 4 18 30 SIEVIE WUNDERLOG HOME (IZMIZ/MOTOWN)
40 34 SKING DREAM CHORUS/HOLIDAY CREW/King Holiday (Mercury/PG)

BREAKER TEDDY PENDERGRASS.A.ove 4/2 (Asylum)

37 DOCELYN BROWN/Love'S Gonna Get You (WB)

BREAKER TRAMAINE/IN The Morning Time (A&M)

NAA Begins on Page 51 N&A Begins on Page 58 DEBUT D DANA DANE/Nightmares (Profile)

14 13 20 36 STEPHANIE MILLS/Stand Back (MCA)

BREAKER D LUSHUS DAIM & PRETTY VAIN/The One You Love (Conceited/Motown)

- 39 38 WHAMI/I'm Your Man (Columbia)

BREAKER JERMAINE JACKSON/I Think it's Love (Arista)

DEBUT . SILLYBEAM/Sidewalk Talk (EMI America)