Maglia Appointed

Former Elektra/Asylum Ex-

Maglia succeeds Charly Pre-

### **DATELINE: WASHINGTON**

The FCC clears the way for United Broadcasting to resume buying and selling stations; Mass Media Bureau Chief Jim McKinney predicts the US will license 200-300 new AM stations

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### A NEW LOOK AT **BROADCAST SCHOOLS**

Managing Editor Jeff Green examines the pros and cons from the perspective of administrators, students, and programmers who've hired graduates.

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### IN THE NEWS THIS WEEK

- Tom Shepard VP of MCA Classical/Theatrical Division
- Raiph Sanabria WPAT PD
- Tim Davidson manages KLSY Kevin Smith KDWB Station Manager
- WQAL ups Mark Biviano to Station Manager, Kirk Bogos to GSM
- WCXI-FM reborn as AC WNTM
- Terry Pickard PD at KNUS Lohman & Barkley exit KFI
- Fred Missman KBIG Creative
- Services Director Jack Isquith PolyGram Rock Radio
- Manager
- Lou Cook Chairman, Stuart Watson VP. David Ambrose Director as MCA int'i relocates
- AP promotes Brad Kalbfeld, Jan Thomas
- Les Tracy OM at "Heart & Soul" KSMJ
- Chris Gable VP/Programming at Harris
- Thomas Kennedy GM at KXXY Jim Nelson R&R AOR Assoc. Editor;
- Greg Agnew joins staff
- **Doubledee Broadcasting acquires**

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### PROGRESS REPORT

Continuing the R&R tradition of allowing Arbitron and Birch an annual chance to update broadcasters, Tom Birch reflects on his ratings service's progress

Page 28



### **GET IN LINE, RADIO**

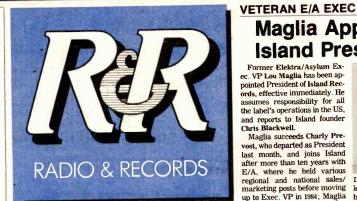
What promises to be the charity event of the year is fast approaching. Hop on the Hands Across America bandwagon with Garry Trudeau and the United Stations Radio Networks.

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

Networks & Specials Editor Reed Bunzel questions Dick Cavett about radio vs. television comedy

Newsstand Price \$5.00



**GOLDSTEIN NEW WCCO VP/GM** 

# Kaufman Elevated To Midwest Sr. VP/Radio

WCCO/Minneapolis VP/GM Clayt Kaufman has been promoted to Sr. VP/Radio for parent Midwest Communications, effective June 16. Among other corporate duties, he will now handle management consultation for Midwest's radio properties; network and industry relations; and new marketing, programming and technological developments in radio.

Succeeding Kaufman will be Steven Goldstein, Sr. VP at the Carmichael-Lynch, Inc. advertising agency, where one of his main responsibilities for the past nine years has been handling WCCO Radio-TV's market-

ing and advertising.

Midwest Pres./CEO James Rupp commented, "With 34 years of dedicated service to WCCO Radio, Clayt brings a tremendous amount of knowledge and experience to the Midwest corporate staff." Of Goldstein, Rupp said, "We are pleased to be able to attract an individual of Steve's talents and

Longtime KIMN/Denver Op-

erations Director Doug Erick-

son has resigned from the Jef-

ferson-Pilot CHR to join newly

acquired Legacy AC-CHR com-

petitors KHOW & KPKE in the

same capacity. Erickson has al-

so been named Legacy's Group

Program Consultant, which in-

volves four other properties in

Los Angeles, Detroit, and Min-

neapolis. KPKE PD Mark Bol-

ke will report to Erickson, and a

fulltime programmer for KHOW will be named shortly.

Over at KIMN, Asst. PD Bob

Karson has been named interim

KHOW & KPKE VP/GM Steve

Keeney, who worked with Erickson for a decade at KIMN

until departing recently for Leg-acy, said, "I'm personally

**CONSULTS LEGACY GROUP** 

**Erickson Runs KHOW** 

Doug Erickson

thrilled to have Doug on board.

He's a high-caliber talent, pos-

sessing one of the strongest pro-

gramming minds and a keen

sense of promotion, which

makes him a strong competitor.

After being together for so

many years, I look forward to

ERICKSON/See Page 6

& KPKE Operations



Clay Kaufman

abilities to WCCO Radio." Kaufman, who joined WCCO in 1951 as a newswriter, had worked his way through the sta-



Steven Goldstein

tion ranks, becoming GM in 1983. "I look forward to the broader responsibilities my KALIFMAN/See Page 6

# **LEAVES RECORDS FOR RADIO**

# **Madison Joins** WXKS-FM As VP/GM

John Madison, most recently day (5-19). New England Branch Manager for CBS Records, has joined WXKS-FM/Boston as VP/GM. He begins his new duties Mon-

Asked about selecting a radio GM from the record ranks, Pyramid Broadcasting CEO Richard Balshaugh commented, "Everybody thinks all you can do is hire another general manager from within radio. It's very hard for a guy with an ego as big as mine to give up the reins to something he's built. I had to find someone who I was sure would be able to take it to the next level.

"I found a man with the great MADISON/See Page 10

# **Tiernan** Tapped As KOSI VP/GM

WEJL & WEZX/Wilkes. Barre/Scranton GM Robert Tiernan Jr. has accepted the VP/GM post at Group W's market-leading Easy Listening outlet KOSI/Denver. He fills the vacancy created when John Irwin joined WYNY/New York as VP/GM in late March.

Tiernan reports to Group W VP/FM Stations Bert Wahlen, who commented, "We are delighted to have someone of TIERNAN/See Page 6



Lou Maglia left the company last Novem-

Blackwell remarked, "I'm thrilled to have been able to appoint a record executive of Lou's experience and expertise in marketing, sales, and administration, together with his knowledge of the WEA distribution system. I know he'll continue the upward path Island has established, coming off our MAGI IA/See Page 6

# **Watkins** Named WHUR GM



Jim Watkins

Jim Watkins III has been promoted from acting GM to GM at Howard University's formatdominant Urban outlet WHUR/ Washington. Watkins will supervise the station's staff and internship program, and re-ports directly to VP/Administration Dr. Owen Nichols.

Watkins told R&R, gives me a chance to realize a lot of the dreams we had for this station when we were constructing it. We wanted to be a significant communications and sales force in the market, and we're already well on the road to that. I intend to run WHUR just as any corporation-owned business would be. We'll continue to go along with the good business practices that've made this station a success. We plan on going the whole nine yards in broad-

Watkins entered broadcasting at 14 as parttime announcer at WENZ/Highland Springs. VA. He later continued as a radio/TV engineer at ABC's Washington News Bureau, and at 19 was named Chief Engineer at WHUR. The following year (1972) he designed the station's WATKINS/See Page 10



Scott Knight
President
Knight Quality Group Stations



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## PAGE THREE

MAY 16, 1986

## GOLDEN OBSERVATIONS

Steve Feinstein charts the inroads AOR-based Gold formats made in the winter sweep, while Lon Helton wraps up his three-part series on Country oldies, currents, and new music.

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# Smith Station Manager At KDWB-AM & FM

Kevin Smith has been named Station Manager at Legacy Broad-casting's newly-purchased KDWB-AM & FM/Minneapolis, succeeding Mike Boen, who left last week to become GM at crosstown Parker Communications combo KTCZ & KTCJ. It was also announced that KDWB (AM), which has been facing low ratings, has ended its hybrid CHR-AC format in favor of Transtar's "Oldies Channel," adopting the handle "K63."

Regarding Smith's appointment, KDWB VP/GM and Legacy VP/Group Operations Doug Brown commented, "Over the years I've found Kevin to be a super salesperson — in fact, the best in the market. He possesses the qualities to be a great station manager. Kevin's an up, positive person who's a student of the whole industry — a real leader."

Formerly GSM at competitor WLTE, Smith is a ten-year Eastman Radio veteran and a onetime GSM at nearby KGBB. "After 13 years in sales, it will be nice to have an overview of such a fine facility," he said. "With our new direction on AM, which will be handled by (PD) Dave Anthony, I believe K63 will become a greater asset."

SMITH/See Page 10

SHEPARD NAMED VP

# MCA Sets Classical, Theatrical Division

MCA Records has appointed former RCA VP/Red Seal Tom Shepard as VP/Classical & Theatrical, heading up a new division to specialize in these repertoire areas. He'll be based out of the label's New York offices.

The move marks MCA's first major commitment to classical recording since the '70s, although further details have not been disclosed. Shepard has been with RCA's classical Red Seal division for the past 12 years, and previous-yworked for CBS's classical Masterworks unit for 14 years.

Said MCA Records & Music Group President Irv Azoff, "It's particularly gratifying to be able to attract someone like Tom away from a successful career elsewhere to join our ever-expanding team of professionals."

Shepard's move also reunites



Tom Shepard

him with former RCA VP Myron Roth, now Exec. VP at MCA. Roth added, "We're thrilled to have someone of Tom's enormous abilities to launch our new commitment to the worlds of classical and theatrical music."

15,000-IN-A-ROW KICKOFF

# WCXI-FM Becomes 'Uptempo' AC WNTM

Fritz Broadcasting, owner of WXYT/Detroit, officially acquired WCXI-FM at midnight. May 14. Sporting new calls WNTM—"Ninety Two Music"— the long-time Country legend has also adopted an AC format. Station Manager Joe Bacarella told R&R the new direction, developed in conjunction with Drake-Chenault, targets 25-49 demos but will "strive for a better male-female balance than currently achieved by either DC's Evergreen or Transtar's Format 41."

To that end. Bacarella said the music will be 'more uptempo,' featuring 'only the strongest titles by 'soft' AC artists. We'll be playing more 'male-oriented' music, like Bob Seger, for instance.' Bacarella emphasized the format will be put together on a song-bysong basis rather than by artist. Some 'harder' songs by artists who normally get airplay will be excluded.

While not ready to provide the current/oldie ratio, Bacarella did say it will be finetuned over the next few months. He also said the currents will be three to six months

# Pickard PD At KNUS

After six years with WXYT/Detroit, Asst. OM Terry Pickard has been named to the long-vacant PD post at Sandusky News/Talk outlet WNIS/Denver effective May 27.

KNUS/Denver, effective May 27. Prior to WXYT, Pickard worked five years at WRNG/Atlanta (now WCNN), rising to the position of Sr. Producer. "I feel privileged and lucky to have the opportunity to work for Sandusky," he commented. "KNUS has a lot of strong personalities on the air already. Finetuning some of the day-to-day operations will be a big help, along with taking steps to increase KNUS's visibility in the market against (Talk leader) KOA."

old. "We'll be very pure for the first few months — no news, weather, sports, or traffic — and no commercials for the first 45 days." To tout the message that it's starting with "over 15,000 in a row," WNTM is utilizing a heavy TV schedule of :30s and :10s.

"We're going to give people a taste of the music and then solicit calls to see what other elements they want," said Bacarella. "It's going to be a unique mixture of music on a unique station." Shepard remarked, "I'm especially pleased to be working with Irv Azoff and Myron Roth, who have long been in the forefront of recorded music, and are particularly supportive of music most close to my heart."

# Davidson To Manage KLSY-AM & FM

Former KING/Seattle VP/GM Tim Davidson has joined crosstown Sandusky AC combo KLSY-AM & FM/Seattle as GM. He succeeds Dana Horner, who became President of FairWest four weeks

Sandusky Radio President Toney Brooks said, "Tim brings a great background in sales, programing, and administration. Dana Horner built one of the leading AC stations in the Northwest in KLSY, and Tim will carry that tradition of excellence forward in his new role."

Said Davidson, "The best thing I could say is that I feel very fortunate going from one great company to another. KLSY is a great station with a great staff, and I don't look for-that to change."

Davidson worked nine years with King Broadcasting, and became GM for its News-formatted KING in 1984 after managing Classical sister station KING-FM for several years.

## **BOGOS PROMOTED TO GSM**

# Biviano Named WQAL Station Manager



Mark Riviano

WQAL/Cleveland GSM Mark Biviano has been promoted to Station Manager of the Easy Listening outlet. Succeeding him is Local Sales Manager Kirk Bogos.

Commenting on the promotions, President/GM Walt Tiburski said. "Mark has demonstrated extraordinary leadership and has deservedly earned his new position. Kirk's dedication and leadership qualities reinforce the entire station effort and add a new dimension to our sales direction."

Biviano, a 14-year radio veteran, was named GSM in April '85; be-



Kirk Bogos

fore that he held a similar post at crosstown WKSW and worked as an AE at WRIF/Detroit. He told R&R, "In less than a year and half, under Walt's guidance, we've brought Easy Listening out of the closet and made it real radio in one of the country's toughest markets. We've got a great team on board, committed to keeping WQAL the most innovative Easy Listening station in the nation."

Bogos, who has been with WQAL for five years, said, "I'm thrilled to be here and with WIN Communications. Along with hard work. I was fortunate to be in the right place at the right time."

# Sanabria Upped To WPAT PD

WPAT-AM & FM/New York MD Ralph Sanabria has been promoted to Program Director. Ken Lamb remains as Operations Manager.

Commenting on the appointment, GM Gene Hobicorn said, "I'm delighted. Ralph's a terrific man who's a workaholic. This promotion is a measure of our esteem and recognizes his contributions to the station, which go further than just the music."

Sanabria spent eight years as WPAT's MD before joining Schulke in 1980 as VP of its Schulke II music service. He returned to WPAT as MD in 1982. "I've put in a lot of years doing what I do best," Sanabria told R&R. "I'm excited and pleased with this recognition from corporate."

# Lohman & Barkley Leave KFI

After 23 years as a Los Angeles drivetime team, KFI's morning duo of Al Lohman and Roger Barkley has called it quits. Barkley was actually the first to resign, but because the pair were under contract as a team the resignation automatically affects both.

KFI VP/GM Don Dalton commented, "Roger said that after 23 years with Al he could just no longer do the program, that it was affecting his health. I have no idea what his health problems are — I guess he just felt burned out."

Program Director Steve LeBeau told R&R, "After 18 years as part of the morning team, Roger decided he wanted to do something new, and resigned last Thursday. There were three years left on his contract and we hate to see him go, but he wants to pursue other ventures in the industry. Sometimes you just have to respect a man's wishes."

Barkley's departure sealed Lohman's fate as well, since the pair's contract called for their talents together. LeBeau said he has no plans to consider Lohman for a solo slot, and is personally filling the vacancy while searching for a replacement.

Prior to joining KFI, Lohman and Barkley worked at former Top 40 station KFWB, where they moved from KLAC. They also recorded several comedy albums and hosted a syndicated television series. Last December they were honored with a star in the Hollywood Walk of Fame.

## R&R Takes Memorial Day Holiday

In observance of Memorial Day, R&R's offices in Los Angeles. Washington, Nashville, and New York will be closed on Monday, May 26, resuming regular hours on Tuesday, May 27.

# Missman Takes KBIG Creative Post



Fred Missman

Fred Missman has joined KBIG/ Los Angeles as Creative Services Director. He was most recently PD of crosstown KJOI, a post he'd held for 18 months.

Commenting on Missman's appointment, KBIG VP/Programming Rob Edwards said, "We welcome Fred to our programming team. The Los Angeles market is the nation's most competitive arena. For some time we've planned this expansion of the station's production department with an emphasis on creative sales campaigns."

# Gable New Harris VP/Programming



Chris Gable

Harris Communications, known primarily for consulting AOR stations, is gearing up to work in other formats with the addition of 15-year broadcaster Chris Gable as VP/Programming. A former AOR PD at WKLC/Charleston, WV, Gable most recently was Station Manager at WEAN & WWLL/Providence. Before that he programmed AC outlet WAIA/Miami, and earlier was a personality at ACs WMGK/Philadelphia and WYNY/New York. Gable's background also includes a stop in Country as OM at WRKZ/Hershey, PA.

President George Harris told R&R, "Chris has been brought aboard in response to many requests from radio stations for consultation services in formats other than Adult Rock. His multiformat expertise will enable Harris Communications to offer our innovative services and systems to AC, Country, CHR, Soft Rock, and Nostalgia stations."

Added Gable, "I'm thrilled to be joining. The firm already consults the #1 and #2 Adult Rock stations in America — WNEW-FM/New York and WMMR/Philadelphia. Now we'll be able to provide the same kind of winning strategies to aggressive broadcasters in other formats."

Prior to his KJOI stint, Missman was Production Manager ASst. Operations Manager at Group W's KJQY/Sar Diego. He commented, "KBIG is truly the Easy Listening broadcaster's 'Hall of Fame.' I'm thrilled to become a part of this legendary team."

Serving as KJOI's Acting PD following Missman's departure is Bob Darling.

# Kalbfeld, Thomas Rise At AP



Brad Kalbfeld



Jan Thomas

Associated Press has named Brad Kalbfeld Managing Editor at the AP Broadcast News Center in Washington, while Jan Thomas has been promoted to Assistant Managing Editor/Operations. Both will be responsible for news and programming operations at AP's radio network and broadcast news wires, and report to Deputy Director/News James Hood.

Hood told R&R. "Brad and Jan

Hood told R&R, "Brad and Jan are a great team with experience that can't be matched — local stations, overseas, and network. They're both outstanding newspeople and programmers, and they have good people skills. It's amazing that two people who are so young could have such a wealth of experience. They have a great future in this business."

Kalbfeld joined AP's Broadcast News in 1977, and was named Deputy Broadcast Editor three years later. In 1982 he became European Editor for the radio network and was transferred to the London Bureau, where he covered numerous international events. Last year he was named Assistant Managing Editor/News. Thomas joined AP in 1984 as an anchor/reporter at the Broadcast News Center. She previously was morning anchor at KTAR/Phoenix, and also served as OM at WSNI/Tampa.

# Tracy Becomes KSMJ OM



Les Tracy

Les Tracy has been appointed Operations Manager at Duffy Broadcasting's KSMJ (Magic 1389)/Sacramento, which has converted from CHR to SMN's "Heart & Soul" format. A former PD at nearby AOR KZAP and KOME/San Jose, Tracy will also continue his current post as Systems Operator for CompuServe's RockNet Information Service.

KSMJ & KSFM VP/GM Jerry McKenna told R&R, "Les and I worked together at KZAP when I was GSM. He and I developed a strong personal and business relationship. With his expertise in computer programming, we're going to make this format really come to life. Because of Les's background, he's very close to the needs and wants of this market. I'm glad he's here "

Said Tracy, "The potential for Heart & Soul is unbelievable. No one else is playing these songs in the market, and my job is to make us sound as live as possible by plugging us into the community wherever possible. I've got a lot of work to do with our new automation system, which will help develop that live sound. I like to think of this music, which is heavily into Motown, as the original rock 'n' roll stuff."

# COOK, WATSON, AMBROSE NAMED

# MCA Int'l Moves To London HQ



Lou Cook

MCA Records International has moved its headquarters from Los Angeles to London, with division President Lou Cook now permanently based there. He's been working out of the British capital since January, following the departure of Don Ellis, Managing Director of MCA Records & Music Group LIK

In addition, Cook becomes Chairman of the British company, while Stuart Watson is named VP/MCA Records International out of London, and David Ambrose joins as Managing Director MCA Records UK. Watson was Sr. Director/International for MCA, and Ambrose was Director/A&R at EMI Records UK.

Commented MCA Records & Music Group President Irv Azoff, "The move to London for International will provide us with immediately stronger British and European visibility." Azoff noted "increased revenues" for the operation since Cook's arrival there at the beginning of the year.

MCA's distributor in most world territories is WEA International,

# stuff." to the stuff." AGNEW JOINS STAFF

# Nelson R&R AOR Assoc. Editor

In a series of changes within R&R's editorial department, Editorial Assistant Jim Nelson has been promoted to AOR Associate Editor, succeeding Nancey Rabiner, who's joined talent agency Henderson Hogan as an Assistant Administrator. Country Associate Editor Jaye Case is leaving to attend law school, while Greg Agnew comes aboard as Editorial Assist-

Regarding the changes, Sr. VP/ Editor Ken Barnes said, "Jaye and Nancey have done great jobs, and we wish them all the best. Jim has wanted to work more closely with AOR, and his performance warrants that opportunity. Greg fits in well with his varied background, and we're happy he's here."

Before coming to R&R last year, Rabiner held airshifts in San Diego at KGB, KSON-FM, and B100. Her background also includes a term with Global Communications Corp. Case, who originally worked at R&R in 1881, returned in 1984 and moved up to her most recent post shortly thereafter. Nelson joined R&R last fall after holding positions at KLOS/Los Angeles and KSAK/Walmut. He also served as Technical Director for "Rockline." Most recently of Jim Brown Productions, Agnew is an eight-year air personality, with stops at KMGG/Los Angeles, KWNK/Simi Valley, CA and New Zealand stations 12M, Radio Windy, 12H, and Radio Walkato.

### For The Record

In last week's News In Brief section, the captions identifying photos of KRLD/Dallas VP/GM Ed Wodks and TM Communications VP/Corporate Productions Denny Moore were inadvertently transposed.

Additionally, Gold-formatted WKRL/ Tampa's 4.5-share debut in the Tampa market was inadvertently excluded from that metro's winter '86 Arbitron 12+ advance rankings.



David Ambrose

which also recently moved its financial, administration, and EDP operations to England last month. In addition, CBS Records International has announced its intention to base its European operations out of London.

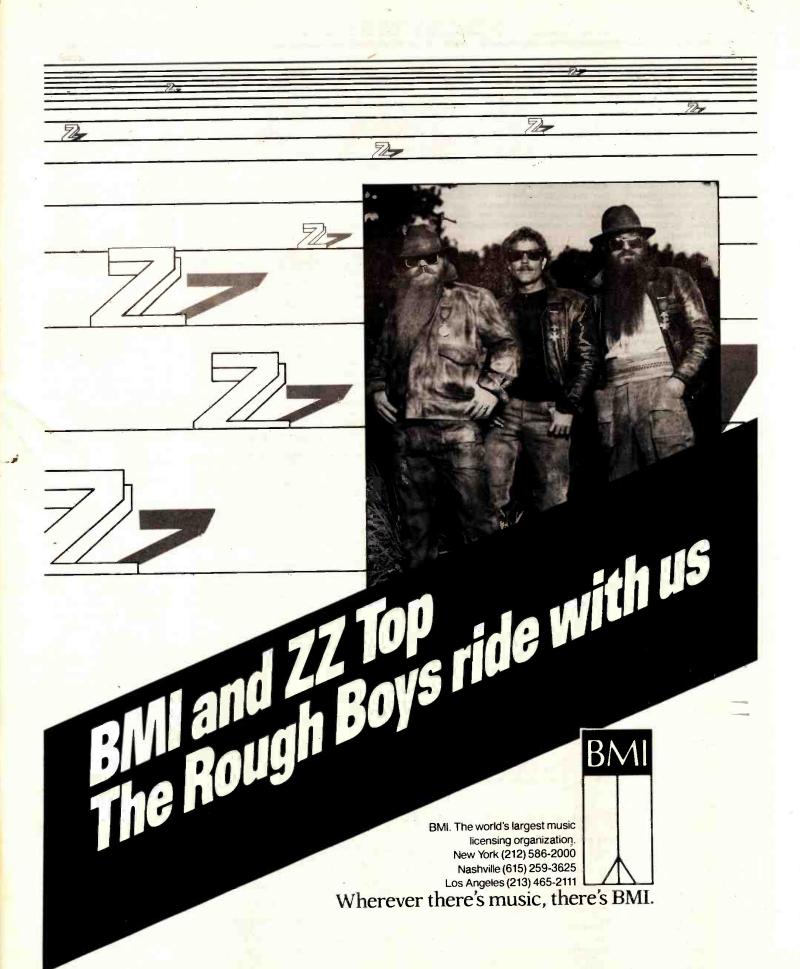
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4/R&R FRIDAY, MAY 16, 1986



# NEWS IN BRIEF















Dave Loncao



. Elizabeth Hayter

• RALPH RHOADES is promoted to VP/Research at Austin-based Balon &

Associates. Rhoades, formerly Director/Research at WASH/Washington, earlier programmed WEZC/Charlotte and WYST-FM/Baltimore. ERNIE BROWN, morning personali-

ty at CBS's KLTR/Houston for the past two years, joins CHR outlet KAFX/Lufkin-Nacogdoches, TX as PD/morning man

• KEN COOPER has been elevated to Exec. VP for WEA International, based at its London headquarters. He was Sr. VP/Treasurer, and has been with the company for seven years.

Continued from Page 1

recent Robert Palmer #1 hit." Maglia, who's expected to name a new head of promotion to succeed Phil Quartarare (now Arista's VP/Singles Promotion), told R&R, "I haven't made those types of decisions yet. My first priority is to stick with the records that are already developed, and not to miss a stroke. I've always had great respect for Chris Blackwell, so this is very exciting. I also think Island can prove to the industry what's possible without being one of the top three companies."

Among the department heads now reporting to Maglia is VP/ A&R & Artist Development Joel Webber, who joined Island last month (R&R 4/25).

• ELIZABETH HAYTER is promoted

from Director/Administration to VP/ Media Practices of the CBS Radio Division. A 16-year CBS veteran, Hayter continues as Assistant to the President.

• JIM KETTLES moves up from Director/Marketing & Promotion Administration to VP/Marketing Administration & Planning for PolyGram Records. A six-year company staffer, Kettles will head the budget/financial planning areas in addition to his previous duties

• WMAD/MADISON has switched back to AOR, which was the station's format until changing to AC in January, 1984.

### Tiernan

Continued from Page 1 Bob's experience and outstanding ability joining KOSI. We look forward to his significant contributions and further building Easy Listening KOSI as the top-rated station in Denver."

Before WEJL & WEZX, Tiernan served in several capacities at Selcom (now Select Radio Representatives). He began as an AE in the Chicago branch in 1979, moved up to VP/Manager of the rep firm's St. Louis office, and in 1983 was appointed VP/ GM in Dallas. Prior to Selcom, he was an AE at WERE/Cleveland, WPOP & WIOF/Hartford, and WNUS/Springfield, MA. Tiernan was en route to Denver at presstime and unavailable for comment.

● LOU DEAN, PD at WRVA/Richmond and a 29-year station veteran, has been promoted to the newly created post of Manager/Community Services. Taking over as PD is afternoon drive personality GARY KING, who has programmed KXOK/St. Louis and Detroit stations WCZY and WCLS.

• BILL STEPHNEY becomes Director/National Promotion & Marketing for Def Jam Recordings. A former writer for CMJ. Stephney worked four years at WLIR-FM/Long Island in programming, promotion, and sales.

### Erickson

Continued from Page 1 our continuing what I consider to be a well-balanced relation-

Erickson remarked, "The opportunity to join Legacy was very exciting, and to work with Steve and some of the finest broadcasters in the country was a chance to have great profes-sional growth. Moreover, I get to stay in the city I want to make my home.

"It's been a privilege to have programmed and worked at KIMN for the past ten years with such pros as (Exec. VP) Jim Babb and (former VP/Radio, now WBT-TV/Charlotte VP/GM) Cullie Tarleton. I'm proud to leave KIMN on an up book, reestablishing itself as the premier AM CHR in America. Now I just want to do the best job I can for Legacy.

● HOLLY HOLMES, a ten-year radio/ TV veteran, has been named to head the new Jefferson-Pilot Data Systems broadcast management consulting service, which will provide assistance to stations seeking to improve operations

Bill Smith

 ALAN SLEDGE, former Assistant PD/MD at KOAQ (Q103)/Denver, accepts the PD position at KKPL-AM & FM/Spokane. He replaces Steve Thomas at the AC combo.

• RAY SIRI is the new Director/Re search at United Broadcasting Company. He comes to United from Balon & Associates, where he handled research duties for stations and radio groups

 MIKE GIROCCO moves up to GSM at WSPD & WLOR/Toledo after only five months as National Sales Manager. He was previously an Account Ex ecutive for nearby WTOL-TV.

# Kennedy GM At KXXY-AM & FM

Summit Communications President Dick Stakes has appointed Tom Kennedy GM of KXXY-AM & FM/Oklahoma City. Kennedy joined the stations in June 1985 as GSM and had served as Acting GM since the December departure of Jim Tillery, who went to WHLY/Orlando as GM

Kennedy told R&R, "I'm thrilled and delighted. We have the greatest radio station in Oklahoma. I work with a tremendous group of professionals - both at our cor-porate offices in Winston-Salem and here at KXXY. I can't stress enough that this is truly a team effort. PD Clay Daniels, GSM Steve Hill, and the rest of the department heads make my job easier."

Before joining Summit, Kennedy spent two years as GSM at WRNL & WRXL/Richmond. Prior to that he began his radio career at WZUU/Milwaukee, advancing from AE to Local Sales Manager

● At PolyGram Records, BILL SMITH has joined as National Singles Specialist/Southeast & Southwest Regional Promotion Manager, based in Atlanta. Smith, who operated his own Southeastern independent marketing/promotion firm for the past three years, earlier worked as Director/West Coast Promotion for RCA and Director/National Singles for E/A.

DAVE LONCAO has been named Midwest Regional Promotion Manager, joining from the indie promotion firm New Avenues Music, Previously, Longao held local and regional slots for MCA, RCA, A&M, and Arista. Additionally, PAT RASCONA was elevated to New York Local Promotion Manager, from similar duties in Dallas. Before that he was National Club Promotion Manager. NEDA TOBIN takes over Rascona's duties in Dallas, moving from a similar slot in PolyGram's Charlotte region.

 JERRY GERSON, Sales Manager at KAYI/Tulsa, is promoted to General Sales Manager for the Hicks Communications CHR outlet.

### Kaufman

Continued from Page 1

"but I also expect to be keenly involved with the future of WCCO Radio. As the nation's top-rated major market station,

that future is indeed bright."
Goldstein, who has never worked at a radio station before, told R&R, "It may be my first radio job, but I'm not new to the Midwest people, and I have a strong relationship to the advertising community, ultimately the purchasers of WCCO's product. Because I'm a marketing person, my mission is to better package and com-municate WCCO's enormous strengths. At the same time, I'll work to identify the opportunities that exist to broaden the audience. That means specifically going after the younger demographics."







FRIDAY, MAY 16, 1986

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USA TODAY BROADCAST provides timely lifestyle news that is both humorous and informative. These are stories that are fun to talk about on the air and on the street.

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TODAY BROADCAST is the only service that gives you the
kind of feature and human interest material you can use on
the air. The material makes good
food for thought," says Mike
Shanin, Program Director and
Morning Co-host at KCMO-AM,
Program City Mo



Kansas City, Mo.

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LICENSE NIGHTMARE ENDS

# United Broadcasting: Free At Last

One of the radio industry's longest-running license soap operas closed last week when the FCC approved the last in a series of settlement agreements between United Broadcasting of Bethesda, MD and a horde of challengers. As a result, for the first time in 20 years United is what its attorney calls "a free and clear broadcast group" that can resume buying and selling stations.

"My reaction is obviously very joyful," said United President/ CEO Jerry Hroblak. "It's been a very long and tedious task, and it's difficult to put into words the toll that it takes." United has spent "millions and millions" on legal fees defending its licenses, he added.

Hroblak said the "big push for the next 12 to 18 months" will be acquiring new stations in major markets, possibly building up to the 12 AM, 12 FM limit.

In the deal approved last week, United will pay \$1.75 million to buy out two competing applicants for WDJY/Washington (formerly WOOK-FM). In all, United has paid just over \$3 million in buyouts to end its troubles:

- WDJY/Washington \$1.75 million
- KSOL/San Francisco \$390,000
- WYST-FM/Baltimore -\$400,000
- KALI/Los Angeles \$175,000
   WKDM/New York \$240,000
- · WJMO & WRQC/Cleveland

United reached a settlement on WINX/Rockville, MD in 1982, and a competing applicant for WYST

### (AM)/Baltimore dropped out. WFAB, WOOK Licenses Lost

United's problems began in the mid-'60s when the FCC uncovered serious rule violations at several stations. Eventually, it took away the licenses of WFAB (AM)/Miami for double billing and WOOK (AM)/Washington for technical and lottery violations.

Apparently believing United was vulnerable, competitors filed against every one of the group's renewals in the 1970s. Some initial decisions went against United, but the group fought back and won a solid string of victories at the FCC and in the courts, providing the impetus for the settlements that began last year.

United attorney Tom Schattenfield of the firm Arent Fox speculates the group may have been targeted because its late founder, Black radio pioneer Richard Eaton, was "not a part of the broadcasting club. He had 'colored' radio stations. He was a maverick." Schattenfield—adds, "He was not a scofflaw as they tried to paint him."

# Comparative Renewal "Nonsense"

Schattenfield is convinced that comparative renewals "do nothing but make work for lawyers and the government. We had to prove we had served the public going back 15 or 20 years. All the challengers had to do was sit back and point. The things that become important in hearings are lawyers second-gues-

sing an operation that has to go on day-to-day. You get into nonsense."

Schattenfield favors a two-step process, in which the FCC would first hold a license hearing on serious violations. Only if the license was taken away in step one would the channel be opened up to competing applications.

# NEW/S BRIEFS

### Mexico Puts AM Pact On Hold

Optimistic predictions that a new AM agreement with Mexico was about to be signed have given way to a wait-and-see attitude at the FCC. During last month's NAB Convention in Dallas, Mass Media Bureau Chief Jim McKinney announced by satellite that the agreement, which permits daytimers to broadcast until two hours past sunset, would definitely be signed April 22 in Mexico City.

Three weeks later, there's still no deal and no word on when a signing may take place. Upon his return from Geneva, McKinney said the Mexicans assured him repeatedly that no last-minute hitches or issues had arisen. Says McKinney, "I've given up predicting when it will be signed."

### Bingo Ads Cost KRTZ \$6000

Enforcing its strict prohibition against advertising non-state lotteries, the FCC has slapped KRTZ/Cortez, CO with a \$6000 fine for airing advertisements for bingo games.

The Commission said the station carried from three to 33 ads daily for **Ute Indian Tribe** bingo games on 84 days between September 1984 and August 1985.

An illegal lottery is considered any game that has three elements: a prize of value; the element of chance in the determination of winners; and consideration — meaning entrants must pay something to enter the contest.

### Other Key Developments:

 NAB will convene a "Congress of Broadcast Organizations" this week (5/15) in Washington. Representatives of 26 groups will discuss their missions and possible areas of cooperation.

Responding to concerns that RF light bulbs could harm AM radio and other services, the FCC has proposed stricter emission limits on the devices, which are growing in popularity.

 The FCC has upheld a lower ruling which dismissed Johnson Communications' application for RKO's WFYR Chicago for refusing to furnish evidence. For similar reasons, the Review Board has thrown out the application of florizon Communications for KFRC/ San Francisco.



LISTENING TEST — NAB staff engineer Ed Williams (left) and President Eddie Fritts (right) demonstrate the difference between AM mono and stereo reception for Alfred Sikes (center), the Missour racin broadcaster recently confirmed by the U.S. Senate as Assistant Secretary of Commerce for Telecommunications & Information.

**U.S. PREVAILS IN GENEVA** 

# McKinney Foresees 200-300 New AM Stations

FCC Mass Media Bureau Chief Jim McKinney predicted this week that the United States will probably license between 200 and 300 new AM stations when the spectrum between 1605 and 1705 kHz is added to the commercial AM in about four years.

McKinney issued the forecast after returning from a three-week international conference in Geneva, where he headed a U.S. team that won every major point it was seeking to achieve. A second meeting in 1988 will firm up plans for the extended band, and new AMs could hearin stimute on in 1900.

begin signing on in 1990.

Under the U.S. proposal adopted by the western hemisphere nations, new stations will have a maximum power limit of 10 kw. At the borders between nations the cap will be 1 kw.

The conference also agreed with the U.S. that stations should be located via "allotment planning," which gives nations maximum flexibility in deciding where new outlets should go.

### Set Makers Sent Signal

McKinney added, "We wanted to send a strong signal to the manufacturing industry that this was for real and was going to happen, and that was done." In a further U.S. victory, the American team managed to block Cuban attempts to raise political issues, such as complaints about Radio Marti.

McKinney believes with daytimers going fulltime, minorities and public broadcasters are most likely to take up residence in the new band. But he acknowledges some will be reluctant to locate on channels many radio sets can't pick up: "The Commission's going to have to face that square on. But I've got a solution to that — waive the duopoly or one-to-a-market rule."

"I've got a solution — waive the duopoly or one-to-a-market rule."

-Jim McKinney

## Waiving One-To-A-Market

While not proposing the solution outright, McKinney said the FCC could allow an existing broadcaster, such as a daytimer, "to put a second station in the community, program it identically to the first station for a period of whatever—two or three years—at the end of which he will have to divest himself of one or the other property."

McKinney's guess is that enough new extended band AM sets, especially in cars, will be in the marketplace by 1993 to make the new stations financially viable as standalone operations.

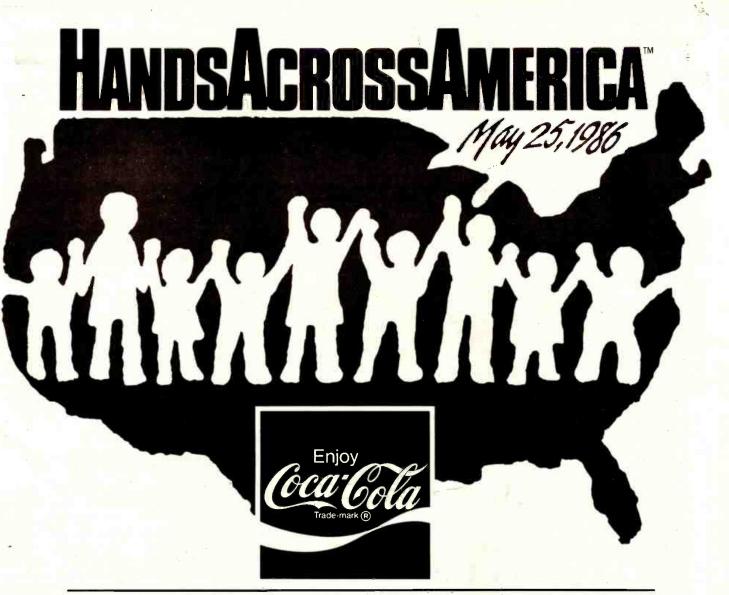
### "Smart Money" Buys New Spectrum

In support of his view that the new band will eventually succeed, McKinney paraphrased former FCC Chairman Bob Lee: "Iff the FCC ever opens anything up, smart money buys it because if it isn't profitable now it will be someday."

Throwing in his own proof of the axiom's truth, McKinney observ-ed, "People who bought FMs and UHF-TVs when they weren't popular eventually made a lot of money."



PROGRAM FREEDOM — Addressing a monthly meeting of Washington representatives at NAB headquarters last week, FCC Commissioner Milmi Dawson said broadcasters should be freed of all programming restrictions except those specifically written into law.



IN ASSOCIATION WITH THE COCA-COLA COMPANY

# Put Your Station on the Line May 25th.

Maybe the song "Hands Across America" doesn't fit your format . . .

. . but hunger doesn't fit anybody's format. That's why all radio stations throughout America are urged to support the coast-to-coast Hands Across America event, Sunday May 25. So talk it up on-air . . . or join hands with all your staff on the line.

To sign up today call:

1-800-USA-9000

Or visit any local Ticketmaster outlet.

# Doubledee Broadcasting Buys KFXD-AM & FM

KFXD-AM & FM/
NAMPA-BOISE
PRICE: \$1,200,000
BUYER: Doubledee Broadcasting
Group, whose sole stockholders are
A.J. Krusik and David Obenauf.
SELLER: Boise Broadcasting, Ltd.,
owned by Richard Volght and Philip
Kelly, Both are principals in Communication.

corporation with interests in four AMs and 2 FMs.
DIAL POSITION: 580 kHz; 94.9 MHz
POWER: 5 kw; 46 kw at 2529 feet
FORMAT: AC; CHR

ications Properties, inc., an lowa

FORMAT: AC; CHR BROKER: Blackburn & Co.

### WAUC/WAUCHULA, FL PRICE: \$325,000

FORMAT: Country

BUYER: WAUC GM Ted Hite.
SELLER: Heartland Broadcasting,
Inc., owned by Jesse and Anna Newman, and Terry and Laura Reed. The
Newmans own WBUC/Buckhannon,
WY; the Reeds have applied for an
FM in the same community.
DIAL POSITION: 1310 kHz
POWER: 5 kw davlimer

WYKH & WZZF/ HOPKINSVILLE, KY PRICE: \$855,000

BUYER: John Hall, III, who spent 18 years in engineering capacities with Taft Broadcasting until 1985.

SELLER: Pennyrile Broadcasting, owned by Henry Clayton, Dr. Gabe Payne, Dr. John Newsome, and Russell Croft.

DIAL POSITION: 1480 kHz; 100.3 MHz POWER: 1 kw daytimer; 100 kw at

602 feet FORMAT: Oldies; CHR

# WNTR/SILVER SPRING, MD (WASHINGTON)

PRICE: \$775,000 (sold at auction) BUYER: Alfa Capital Corp., Rogers Kirver, President. Alfa is a venture capital subsidiary of Great Commission, a religious charity organization. SELLER: Interstate Communications, Inc., Gary Portmess, President.

DIAL POSITION: 1050 kHz POWER: 1 kw daytimer FORMAT: News/Talk

### WTAB & WKSM/ TABOR CITY, NC PRICE: \$575,000

BUYER: Great American Media, Inc., owned by Donald Curlis, Thomas Campbell, and J.D. Longfellow. They also operate WMBL & WMBJ/Morehead City, NC; WDUR & WFX.C/Durham, NC; WTHP/Thomasville, NC; and WIAM & WSEC/Williamston, NC.

DIAL POSITION: 1370 kHz; 104.9

POWER: 5 kw; 3 kw at 425 feet FORMAT: Country

### WAMA/DUNEDIN, FL

PRICE: \$450,000
BUYER: Gulf Atlantic Broadcasting
Corp., headed by Carl Marocci, who
also owns WGUL/New Port Richey,
FI

SELLER: Effrain Archilla Roig, who owns WALO/Humacao, PR and is buying WYOU/Tampa (see item at right).

DIAL POSITION: 860 kHz POWER: 500 watts FORMAT: Spanish

### KWBG & KZBA/BOONE, IA PRICE: \$606,344

BUYER: KZBA, Inc., Ben Doud, President. It also owns KGWY/Gillette, WY.

SELLER: Ken Kilmer Broadcasting, headed by Dennis Borwick. DIAL POSITION: 1590 kHz; 98.3

POWER: 1 kw days/500 watts nights; 3 kw at 210 feet FORMAT: Information; Beautiful Mu-

### WYOU/TAMPA

PRICE: \$750,000
BUYER: Effrain Archilla Roig, who also owns WALO/Humacao, PR, and is in the process of selling WAMA/Dun-

SELLER: WYOU Radlo, Inc., owned by Terry Kimbell and Mary Jane Harper. They also have interests in KALB & KTIZ/Jexandria, LA. DIAL POSITION: 1550 kHz

DIAL POSITION: 1550 kHz POWER: 10 kw daytimer FORMAT: Spanish

### CALL SIGN CHANGES

Anchorage; KBLK to KXDZ (requested) Augusta, GA: WIGL to WFAM

(effective 5/1)
Beaumont, TX; KGIC to KYND (6/12)

Globe, AZ; KIKO-FM to KEYX (requested)
Memphis; WZXR to WEGR (5/2)

Murray, UT; KMGR to KMGR-FM (4/30) New York; WAPP to WMET

New York; WAPP to WMET (requested)

Orem, UT; KOLC to KMGR (4/30) Philadelphia; WZGO to WTRK (5/19) Provo, UT; KLZX to KFMY (5/12) Provo, UT; KFMY to KFMY-FM (5/12)

Royal Palm Beach, FL; W000 (new station, 5/2) San Margarita, CA; KWSP (new

station, 4/28)
Watertown, NY; WTNY-FM (new station 4/30)

## Reporting Transactions To R&R

To have a radio station transaction listed in R&R, broadcasters and brokers should contact the R&R Washington Bureau (202-662-7484) as soon as details are available.

# S & F COMMUNICATIONS, INC.

Steve Seymour & Stu Frankel

has sold

# WCFI FM

Orlando, Florida

# DUFFY BROADCASTING

Bob Duffy & Marty Greenberg

for

\$7,700,000

We are pleased to have served as broker in this transaction.

# Robert A. Chaisson, Inc.

39 Locust Ave. New Canaan, Conn. 06840 203-966-6333

# Isquith PolyGram Rock Radio Manager

PolyGram National Manager/ College Radio Promotion Jack Isquith has been elevated to National Manager/Rock Radio Department. He'll act as liaison for new and developing acts between progressive and secondary radio outlets, maintain promotional contact with the trades, and coordinate

### Watkins

first facilities, and in 1979 became Asst. to the VP/Administration For Mass Media. In that capacity he designed and constructed university-owned WHMM-TV, where he later became Director/Operations and Engineering. In 1984 he was named Technical Director/Satellite Communications, a position he held until his most recent post.

### Smith

Continued from Page 3

Additionally, Jim Gross has become Sales Manager for the combon. Regarding Gross, Smith continued, "We both worked at KGBB and WLITE, and over the past three years Jim has become the most aggressive salesperson in the Twin Cities. He's ready for management, and will handle all of our local sales efforts. I'm also pleased to announce that Bob Harris remains with us as National Sales Manager."

Analyzing KDWB's overall condition, Brown added, "KDWB is in great shape on the FM side. We're going to stabilize its CHR efforts and give it the promotion dollars it's needed to be a big winner. I think the format switch on the AM will help give an excellent combobus."

marketing campaigns where necessary. Isquith will retain his current responsibilities with college and alternative radio.

Sr. National Director/Rock Radio Promotion Fred Deane said, "Jack has displayed exceptional promotion skills as the primary force behind our College/Alternative Department." Isquith joined PolyGram in the college promotion post in Jame 1984 from Joel Webber's Uproar Management. Prior to that, he was MD at WCDB/Albanv.

### Madison

qualities I wanted, and he'll learn the business very quickly. John's a great leader, wellrespected, smart, very aggressive, a good salesman/marketing guy, and understands the record industry from A to Z. We've made a move against the grain which will prove to be a brilliant one because John's a superstar."

Continued from Page 1

An 11-year CBS veteran, Madison served as New England Branch Manager for four years. Before that he worked as Branch Manager in Chicago and Houston, Sales Manager in Dallas, and a sales rep in Cleveland. "It's a very dynamic transition from records to radio," Madison told R&R. "My background and the experience of dealing with radio in other markets has brought me to the point where I feel I'm ready for the radio challenge. And I'm thrilled to be joining the Kiss family and working with true professionals like Rich Balsbaugh and the Pyramid Broadcasting group."

# **AMERICOM**

has quietly brought

Radio Station Owners

\$40,000,000.00

in the last 4 months







Tom Gammon

Dan Gammo

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Washington, D.C.

(202) 737-9000

# Satisfied with your Broker?

If you're satisfied with the service your radio station broker has given you in selling your stations, you should probably stick with him. But if you're not, consider trying the fastest growing radio station broker in America—Americom Radio Brokers.

Within the last year, Americom has grown nearly 400% as a result of large market station owners switching to our unmatched service in selling their stations—and that growth has not stopped. The many owners who have chosen Americom continually express their satisfaction with words like these:

"The bottom line is that from the beginning to the end you did a splendid job, each step of the way, from research, marketing, to contract negotiations. I can honestly say that you are the most professional broker I have ever dealt with. Your hard work and attention to detail make you stand out. Thanks again."

# ASK A FRIEND ABOUT AMERICOM RADIO BROKERS

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Tom Stoner
Jim Phillips
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Alan Beck
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Call for a confidential appraisal of your station's value in today's market

# "Beach In A Bottle" **Makes Cool Promotion Item**

"American Exce\$\$"

AMERICAN EXCESS

With American credit card purchases topping \$288 billion last year and

Billed as the "pinnacle of plastic prestige," the platinum "American Ex-

membership fees reaching as high as \$250 a year, it's getting so folks

can't afford credit nowadays. Coming to the rescue is the "American Ex-

ce\$\$" card costs users a mere \$15 annual fee, for which they're entitled

to choose their own six-digit number. Heap big spenders can sign up for

the \$20 lifetime membership, which gets you a one-year subscription to

the quarterly member newsletter and "Exce\$\$ories" gift catalog. (As if

maintaining the appearance of wealth in the face of poverty-line budgets.

Among the "exce\$\$ive" gifts are phony mobile telephones for your car and

a pair of pink flamingos to disguise your residence as your vacation home.

Blvd., Suite 460, Beverly Hills (where else?), CA 90211. Or contact

Patrick Barry at (213) 653-2082 or Betsy Bromberg at (212) 535-5173.

The newsletter, however, does offer valuable tips and merchandise for

For more information, contact American Exce\$\$ at 8306 Wilshire

such suckers need tips on how to spend their disposable income.)

**Card Available** 

MEMBER NO.

ce\$\$" card, introduced April 1.

1.800.541.0900 JONATHON DOUGH III

The hottest summertime promotion item to cross our desk since the vernal equinox has to be "Beach In A Bottle," It's comprised of an 8 oz. recycled version of the Windex bottles sun worshippers have used for years, and a 16 oz. screw-on bottom that does triple duty as a storage container (money, keys, jewelry, etc.), ice holder, and drinking cup.

Beach In A Bottle is available via SmallKaps Ventures for \$6.98 and, best of all, can be customized with your station logo. For more information, contact Marla Kaplan or Guy Smalley at Smallkaps Associates in New York City

EXPIRES



# Fan For All Seasons



What makes this particular item fan-tastic is its ability to circulate air in all directions at once, from wall to wall, floor to ceiling.

As the UL-listed fan operates, a unique rotating grill directs the airflow through a 360-degree sweep, rather than the air blasting out in a single current.

Measuring 1.6" by 181/2" by 7" (the fan itself is 12" in diameter), this fan for all seasons not only keeps cool air off the floor in the summer and warm air off the ceiling in winter but also weighs in at a mere eight pounds, offering maximum portability.

Priced at \$49 and sporting a oneyear limited warranty, this all-around fan is available through the Englewood, NJ-based Tools For Living firm at (800) 334-7777. Customer inquiries: (201) 569-9717

# Strongest Service **Industries**

is evolving from a smokestack economy to a service economy and how the workforce of the future is going to consist mostly of keypunch operators. But which service industries are going to be the real heavyweights?

According to a recent US Department of Commerce report, the real powers in service industries, at least in '86, will be: mutual funds (up an anticipated 37%), sales of legal services (+12%), management consulting services (+11%), life insurance premiums (+10%) and health and medical services (+10%).

Less spectacular, but still expected to experience strong growth, are saving institutions deposits (up an anticipated 9%), motor vehicle dealers (+9%), hotels and motels (+9%), commercial banking deposits (+8%) and franchiser's sales (+8%), all of which should make for increased opportunities in radio advertising sales in the very near future.

# Sun Yourself-Safely



Too often summertime means sunburn time, but not when you're covered by this latest advance in hitech heat-fighting, the "Ultraviolet Sensor" from Teledyne. This modern marvel of applied science tailors tanning time precisely to your own personal skin condition - dark, fair, dry, oily, or any combination there-

All you have to do is dial in your skin type (chart included) and the type of sunscreen you're currently using. The "Ultraviolet Sensor" signals when it's time for you to either roll over or cover up.

Priced at \$29.95, this handy little gizmo is available via the Innovations catalog at (800) 638-6170. For customer service, call (301) 363-4304

# TOP 20

CONCERT PULSE

### LW TW ARTIST

- 1 ZZ TOP
- 2 RUSH
- 3 JOHN C. MELLENCAMP
- **KENNY ROGERS**
- 5 ALABAMA
- 6 FIRM
- 8 7 HEART
- 8 PAT RENATAR
- AEROSMITH/T, NUGENT 10 10 VAN HALEN
- 12 11 LOVERBOY
- 11 12 OZZY OSBOURNE
- 13 13 WILLIE NELSON
- 15 14 AMY GRANT
- 14 15 HANK WILLIAMS JR.
- 16 16 KISS
- 17 17 BLACK SABBATH
- 18 ECHO & BUNNYMEN
- 18 19 SIMPLE MINDS
- 20 20 ANNE MURRAY

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

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# Consistent cart quality, play after play. Without this kind of sacrifice.



Think of the hours spent testing, adjusting and aligning carts. Now consider this: phase error or flutter can degrade any one of them the very next time it goes in a playback machine.

The Harris Audio Time Base Corrector is an ingeniously simple, digital encoding/decoding system that eliminates the drudgery of individual cart surveillance. In addition, it guarantees flutter-free, phase corrected reproduction as true to the master as possible. Nothing else works as effectively or as efficiently.

Get cart confidence with the Harris Phase Fixer. Contact Harris Corporation, Broadcast Group, P. O. Box 4290, Quincy, IL 62305. 217-222-8200.



A HARRIS

FOR YOUR INFORMATION, OUR NAME IS HARRIS



Sound is terrific—unit is easy to install and set up.

Randy Orbaker, WNYR, Rochester, NY

Loud and solid but very smooth—doing a great job!

Gary Smith, KWEB, Rochester, MN

As a suburban station, OPTIMOD-AM has given us the punch to reach into the metro area. We are *impressed* with what OPTIMOD has done.

Tom Snyder, WKSH, Pewaukee, WI

Sounds great; superior support services.

Lee McCormick, KGW, Portland, OR

Orban is the most sensible choice for a demanding classical format. I've used the 9100A OPTIMOD-AM since WQXR-AM went AM Stereo—listeners and engineers alike prove this to be one of the best choices a station can make. Some listeners even say they would rather listen to the AM Stereo than to the FM.

Zaven "Doc" Masoomian, WQXR, New York, NY

Much smoother performance—more loudness and better dynamics than your earlier 9000A.

Marvin Fiedler, KCOR, San Antonio, TX

Love it! Solid construction, great documentation.

Jim Phillips, KLOK, San Jose, CA

Even the News Director noticed the improvement!

Ron Simpson, WTTM, Trenton, NJ

The best AM processing I've ever heard.

Ed Anglin, WGCR, Brevard, NC



# OPTIMOD-AM: REVIEWS FROM SOME TOUGH CRITICS.

Any machine's toughest critics are the people who use it every day. The 9100A OPTIMOD-AM's sound, performance, reliability, and documentation have garnered rave reviews—and converted a lot of skeptics!

In the past few months, we've made the 9100A more affordable, and made it easy for your Orban Dealer to provide a demo. So before you buy any processor, try OPTIMOD-AM. Its smooth, dynamic, easy-to-listen-to sound, and its source-to-source consistency, are just right for today's adult AM audience.

Stereo or mono, OPTIMOD-AM's loud, ratings-building sound satisfies its toughest critics: you and your listeners.

To arrange a demo, contact your authorized Orban Dealer. Or call us direct.

Orban Associates Inc.

645 Bryant Street, San Francisco, CA 94107 (800) 227-4498 or (415) 957-1067 Telex 17-1480



# **PRO:MOTIONS**

### John Waddell Co. Bows

John Waddell, formerly with the Tanner Company and Media General, has started his own broadcast trade consulting firm. His background with Tanner includes serving as NSM for its Concept Division. After Media General took over the Tanner Company, he was responsible for making all travel trades. The John Waddell Co. may be reached at 3251 Poplar Avenue, Suite 200, Memphis, TN 38111; 1901 454-0012.

### PROS ON THE LOOSE

Sue Belanger — News Anchor WCXI-AM & FM/Detrolt (313) 886-7027

B.B. Blackwell — Overnights KOFM/Oklahoma City (405) 752-5211

Bill Campbell — Afternoons KIKK/Houston (713) 568-2435 Sean Casey — MD/Afternoons KOFM/Oklahoma City (405) 787-

Mark Gillespie — News WWWWI Detroit (317) 286-7394

Bob Majors — PD/Mornings KLYF/Des Moines (515) 278-5869

Max Montana — Afternoons KDVV/Topeka (913) 357-4658 Dave Pinter — News Anchor WCXI-AM & FM/Detroit (313) 291-3451 Dennis Reese — Nights WINZ-

Dennis Neese — Nights WINZ-FM(195)/Miami (305) 981-6043 Beau Richards — PD WNFI/ Daytona Beach (904) 677-6071 Andy Savage — Nights KOFM/ Oklahoma City (405) 752-1574 David St. John — SE Regional

PolyGram (404) 971-6212 Bill Stairs — National PD Constant Communications (505) 298-

5482
Jim Valentine — Middays WCXI/

Detroit (313) 421-2254
William L. Watson — General
Counsel Mairite Communications (216) 653-8411

Tracey Young — Middays KOFM/Oklahoma City (405) 752-1436

### A&M Ups Oken



Alan Oken

Alan Oken has been promoted to Executive Director/Artist Development for A&M Records. He will assume responsibilities for Special Projects as well as continue to oversee Artist Development. Oken joined the label's Artist Development branch in 1979, following a career as an entertainment attorney.

### RPMC, Inc. Bows

Robert Olshever and Murrey Schwartz, most recently executive producers and co-founders of Rock Experience, have formed Radio Promotion Media Consultants, Inc. RPMC will specialize in creating and executing custom-designed promotions for radio and other consumer media. RPMC is located at 11950 San Vicente Blvd., Ste. 216, Brentwood, CA 90049; 12131 826-5592.

### **Devaney Joins FMR**

Jess DeVaney has joined FMR Associates as Director/Music Research Systems and Data Processing. He was previously Flesearch/Music Director of KCBO-AM & FMI San Diego and, before that, worked in a similar capacity (including Assistant PD) at KJJJ-AM & FMI Phoenix (now KFYI & KKFR) for almost three years.

# Crockett New KBON & KDIG Sales Manager

Dick Crockett has been named Sales Manager at KBON & KDIG/San Bernardino. He joined the outlets two years ago after serving as Marketing Services and Publicht pitrector of radio syndication firm The Creative Factor. Crockett's sales experience includes a two-year stint as an AE with Alan Torbet Associates in Detroit and New York, the Sales Manager post at West Palm Beach facilities WGMW and WNJY, and AE for WPEC-TVI West Palm Beach.

### Steadman Manager SRR/Chicago

Robert Steadman has become Manager of Select Radio Representatives' Chicago office. For the last three years he was VP/Regional Manager for Hillier, Newmark, Wechsler & Howard in St Louis. Before that he spent six years with Interep in Chicago, beginning as an AE for McGevren Guild there and advancing to Manager of the Bernard Howard office. Steadman's radio sales career dates back to 1970 when he worked at Buckley Radio's Chicago office.

## **CHRONICLE**

### Born To:

WEA/Chicago Singles Specialist Tim Hurst and his wife Judy, daughter Gianni, April 23.

CKOl/Montreal MD Guy Broulllard and his wife Jaqueline, daughter Zania, April 30.

Gavin Report advertising AE Lou Galliani and his wife Tina, daughter Carey Jeanne, May 6.

### Married:

WLOU/Louisville's Terri Peckham to Dennis Helm, May 5.

### E/P/A Appoints Mobley



Curtis Mobley

After a four-year absence, Curtis Mobiley rejoins CBS Records as Local Promotion Manager/Black Music and Jazz Promotion, Southeastern Branch, Epic/Portrati/CBS Associated Labels. Between 1973-82 Mobiley held local and regional promotion posts in Dallas and Charlotte, N.C.

### Memphis Mecca Launched

Producer/Earth, Wind & Fire member Maurice White has joined forces with songwriter and former Stax executive David Porter to form Memphis Mecca. According to Porter, the new production company's areas of emphasis will include recapturing "the base left by Stax," producing albums, developing new talent, training songwriters, and publishing. Potential investors are being lined up, with operation slated to start by the end of May.

### Mansbridge Moves Up At WEA

Ann Mansbrldge has been elevated to Director/Business and Legal Affairs at WEA International. Prior to this she was Business Affairs Manager. Her background includes serving as legal consultant to several U.K.-based companies and a post with Orbis Publishers.

## CHANGES

Susan Langley, former Manager, Non-Exempt Compensation at CBS/Records Group, has been appointed Director, Employee Relations & Communications.

Michael Price, former Retail AE for WKQX/Chicago, joins WBBM/ Chicago as AE.

**Tricia Havice,** former AE at WKBR/Manchester, joins WXKS/Boston as AE.

Patty Taylor, formerly in sales at WCAV/WBET, joins WXKS/Boston as AE.

Pamela Maritzer, former Editorial Assistant at Radio & Records, joins WPLR/New Haven as AE.

Kathy Sarcone, formerly in sales at WNIC/Detroit, joins WRIF/Detroit as AE.

**Debbie Ford,** former AE at WHYT/Detroit, joins WRIF/Detroit as AE.

Cathy Moran, formerly on the sales team for Masla Radio, joins McGavren Guild Radio/Detroit as AE.

Pamela Young, former AE for XTRA/San Diego, joins WFYR/Chicago as AE.

Deborah Maiocco, in Retail Sales at WPEN-WMGK/Philadelphia, has been promoted to AE. Michael Gazrity, former AE at

Michael Garrity, former AE at WIIN &WFPG/Philadelphia, joins WPEN & WMGK/Philadelphia as AE.

Dorothea Reilly, former AE at WBUX/Doylestown, joins WPEN & WMGK/Philadelphia as AE.

Sharon Roth, former AE at WHWH & WPST/Princeton, joins WPEN & WMGK/Philadelphia as AE.

Juanita Barnes Burgess of WPEN & WMGK/Philadelphia has been promoted from Director, Human Resouces & Community Affairs to AE.

**Jeff Lingg,** former AE at Blair Radio, joins Christal Radio's Chicago sales staff as AE.





# An important message for **RADIO STATIONS**

from Broadcast Promotion & Marketing Executives

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## WEDNESDAY, JUNE 11

- Radio Luncheon with Bill Stakelin, RAB
- "The Mind Connection," Dave Parnigoni, NAB
- Idea-Sharing: Contests
- Idea-Sharing: Event Promotions
- Idea-Sharing: Sales Promotions
- Basics: Motivational Techniques
- Management: Assertiveness

# THURSDAY, JUNE 12

- Kevnote by Gene Jankowski, CBS
- Nuts & Bolts of Creative Sales Promotion
- Brainstorming Techniques for Radio
- Basics: Working with a Production Company
- Management: Personal Motivation
- Computer Graphics: Dangerous in the Wrong Hands
- Siskel & Ebert & the Promos
- Exploding the Myths
- Case Study of a Radio Campaign

## FRIDAY, JUNE 13

- The Radio Station TV Commercial
- Radio Community Service Events: Revisited
- Management: Communication, Decision Making
- Basics: Wooing the Trades
- Up to 8 format workshops
- Basics: Handling a PR Crisis
- Music in Promotions

# SATURDAY, JUNE 14

- A Radio Marketing Challenge
- Reels from World's Top Production Houses
- Outdoor Advertising: The Media's Medium
- Coping with Continuous Measurement
- Radio Station Merchandising
- -Where Do Promotion Directors Go from Here?
- Time Management
- How to Write Good On-Air Copy
- BPME Awards: Best in Broadcast Promotion

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Cranston-Csuri Productions **Dallas Post Production Center** Darino Films

Digital Images Doppler Enterprises

Filmhouse

Frank Gari Productions Robert Gilmore Associates Jerome Gilmer Productions

Image West

MassComm Image Concepts

The National Group Non-Stop Productions Olive Jar Animation Outdoor Posters

Vidifont Pinnacle Productions

The Post Group Quantel

Renaissance Productions

SjoCom Soundtrack Music

Spotwise Productions StarTrak Studios

Tannebring Rose Assoc.

2B Systems

TM Communications Unidyne Direct Mail Co. Up with People

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**NBC CBS** 

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On-site registration: \$395, for BPME or BDA members; \$595, for non-members (includes membership.) For more info, please call (717) 397-5727. Hotel rooms available at Wyndham (214) 631-2222; and the Marriott (214) 748-8551.



WCZY 21-15 WHYT 32-29 WXKS-FM 34-29 WBEN-FM 27-24 WKSE 30-28 WNYS 30-25 B94 deb 28 PRO-FM on KIIS-FM on KKRZ 33-30 KMJK on KS 103 add KITS on KMEL 27-21 KUBE 29-28 KNBQ add WNNK 22-17 KC101 deb 30 WSPK 26-23 WBBQ 24-19 WSSX deb 39 KAMZ 25-19 KMGX 40-35 KYNO-FM add 38 KCAQ 32-27 95XIL deb 34 WPFM deb 40 WBWB 40-36 WAZY-FM deb 38 OK95 deb 33



The RIAA confirmed this week that it's been served with papers in JOE ISGRO's indie promotion lawsuit (R&R 5/9). The organization's attorneys are "reviewing" the documents, says a spokesman, so there's no further comment — and that's the line other label defendants apparently are taking at this point.

Is CHRYSALIS VP/Marketing RICK DOBBIS headed for a key post at RCA, where he would be reunited with former ARISTA colleagues? That's what folks are saying, but despite repeated efforts, Rick couldn't be reached for comment at presstime.

Now that TOM SHEPARD is installed as MCA's new classical/theatrical music chief, some details of the company's plans in this field should be forthcoming. Might that include the acquisition of a respected classical indie label with strong compact disc credentials? Shepard's own credentials, meanwhile, include ten Grammy wins as producer of lauded classical and original cast albums.

EMI-AMERICA has created an AC department and longtime indie TONY RICHLAND will assume the national directorship. Tony's appointment is one of several the label has forthcoming, so stay tuned.

It turns out that West Coast-bound CHARLY PREVOST will instead work in New-York with CHRYSALIS. Look for his new position to be titled VP/Marketing & Creative Services; the full story's just around the corner.

JOHN BLAIR & COMPANY has sued in federal court to, among other things, enjoin the recent \$25/share McFADDEN HOLDINGS INC. offer to Blair's stockholders. The Blair board of directors has rejected McFadden's bid, which MHI stated it's prepared to increase if Blair is successful in selling its direct-mail Advo-System subsidiary.

NAB's Radio Audience Measurement Task Force met Tuesday and decided to encourage further development of eight of 22 new ratings methods if had received. Those getting NAB backing included BIRCH RADIO and several others scattered from San Francisco to New York to Australia. No word from NAB on just what methodologies the eight are proposing.

Among the changes at MIDWEST
COMMUNICATIONS (see Page 1) is that
former WHDH/Boston PD BOB CHRISTY has
landed the WLTE/MINNEAPOLIS PD gig.

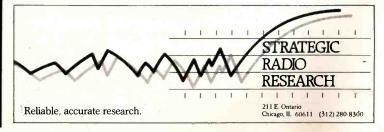
What's going on at COX's WZGO (Z106)/PHILADELPHIA? The CHR station's applied for new calls WTRK ("Top Rock," maybe?), but both VP/GM DON KIDWELL and consultant MIKE JOSEPH say, "No comment." A PD has yet to be selected, but Mike hinted the situation would be "quite explosive and unique. This will be another first. I'm even more excited about this than my original Hot Hits concept," he said. No indication of when the fireworks begin, but since the new ID takes effect in a few days the fuse must already be lit.

ATLANTIC beefs up its field staff with the addition of New York local rep JOHN WESTON (hired from the NY local PolyGram slot) and Boston local DON MAGGI (out of Monarch Entertainment). Additional new names include some former radio folks — in Houston MICHAEL STEVENS (KSRR) and Cleveland local KEVIN YOUNG (WCPZ/Sandusky, OH). This brings Atlantic's total field force to 24, with the S.F. local post TBA shortly.

TAFT RADIO has publicized a lawsuit against ARBITRON, in which the group owner claims it's entitled to free winter ratings reports in certain markets. The ratings firm says a former staffer gave Taft "concessions to which they were not entitled" in 1982 and, as a result, Taft's picked up ratings books gratis in Pittsburgh, K.C., and Portland. Taft apparently now wants freebies in other metros, including those with recently acquired stations. Arbitron's response? "It's unseemly for a valued client like Taft to do business this way (in the trade press). We thought we'd wiped the slate clean in terms of bending over backwards to give them free reports." Incidentally, Taft's Arbitron contract is up for renewal soon.

Meanwhile, some **BIRCH** subscribers were surprised to learn that Birch apparently used a different weighting system to produce the winter quarterly report than was used for its monthlies. Thus, stations in San Antonio, Buffalo, and Orlando (amorig other cities) saw little correlation between the monthlies and the final quarterly shares. No books will be reissued, but Birch staffers will soon be explaining its "household weighting" method to subscribers with questions about the change.

Continued on Page 18





# THE NEW SINGLE FROM THE NO. 1 **ALBUM 5150** #1 "MOST ADDED" CHR **CHR NEW & ACTIVE** 111/110

# STREET TALK

Continued from Page 16

Ever hear of the motion picture firms "Films West" and "Career Casting"? Well, neither had KNMQ/ALBUQUERQUE-SANTA FE PD STEVE STUCKER, whose station was offered participation in an upcoming flick in return for promoting a casting call for a movie called "Teenager's Dream." Steve got suspicious, and when the companies' references didn't check, he called their bluff, and discovered that the "auditions" would cost folks \$10 each. Word is that these same folks earlier struck out with KRQ/ TUCSON and ran into the law while attempting the same stunt at KCRT/ TRINIDAD, CO after being reported by a listener vacationing in Albuquerque who heard about the alleged film-flam scam.

Not only is MR. LEONARD going to work at Z100/NEW YORK as reported last week, but ST has learned he'll also be working with the other MALRITE CHRs as well.

KEVIN MATTHEWS & RICK RUBLE, who were handling mornings on WLAV/Grand Rapids, have become the wake-up tandem at KWK/ST. LOUIS. KWK had been without a permanent morning show since SCOTT THROWER left several months ago.

WIOT/TOLEDO's MICHAEL HUGHES is leaving his PD job for the Big Apple — NBC specifically — in a programming capacity. Details to follow.

Also stepping out as PD is **BOB MAJORS** of **KLYF/DES MOINES**. Bob's seeking a new gig (see Pros On The Loose, Page 14).

Longtime personality RUSS SPOONER has been named OM at RESORT BROADCASTERS' new Virginia Beach Class B FM due on the air shortly. The station will boast a signal strong enough to cover the entire Norfolk-Tidewater metro.

BMI bought time on the recently reactivated Times Square electronic billboard in New York Wednesday (5/14) to tout its Song Of The Year and Songwriter Of The Year awards. Passers-by (those who looked up, at least) would have seen DARYL HALL's "Everytime You Go Away" and DAVID FOSTER celebrated in neon. Their achievements and those of 85 other BMI writers and 63 publishers were honored during a dinner Tuesday night at Manhattan's Plaza Hotel.

A nice gift for BURT BACHARACH, whose song "On My Own," cowritten with his wife, CAROLE BAYER SAGER, and sung by PATTI LaBELLE and MICHAEL McDONALD, happened to reach number one on both R&R AC charts on his birthday!

What's the worst possible thing that can happen to your station's airstaff? Did you say "laryngitis"? Well, several jocks at KKHR/LOS ANGELES can't because that's what they

Advance congrats to PHIL STRAIGHT, who's become the new Director/International for WARNER BROS., based at the Burbank headquarters.

Our condolences to the family and friends of longtime noncommercial KPFK/L.A. personality MICHAEL HODEL, who died of cancer May 6. Michael began working at KPFK in 1961, and for the last 15 years had hosted a science fiction show called "Hour 25." The show's been renamed "Mike Hodel's Hour 25" and is now hosted by renowned author HARLAN ELLISON.

ROGER LAYNG, midday man at Jazz outlet KKGO/LOS ANGELES and former PD at the former "soft rock" neighbor KNX-FM, has launched the "Fusion Format" as an evolutionary form of KNX-FM's "Mellow Sound." Working with him is 20-year syndication vet JOHN PRICE. If interested, call (213) 463-9989 or (818)795-4900. To hear the concept, dial KEYQ/VAIL-ASPEN at (303) 328-5465. They'll patch you in.

Cheers to GLOBAL SATELLITE
NETWORK's "Rockline" on its fifth
anniversary. The original 17-station lineup has
grown to 144.

Look for a new Saturday night national program called "Party America" to debut the July 4 weekend. The new, celebrity-laden CHB show, created by RON CUTLER, will be anchored by WPLJ/NEW YORK evening man FAST JIMMY ROBERTS. A distributor's expected to be named shortly.

WYSP, which purchased 2500 positions in the first Philadelphia mile of Hands Across America, held an 11-hour radiothon from a local concert hall and sold over 800 of those places, with proceeds benefitting the May 25 event. Guest appearances included DENNIS DeYOUNG, JOE LYNN TURNER, ROBERT TEPPER, members of the FIXX, HOOTERS, QUIET RIOT, and GUIFFRIA, and comics RICH HALL, LARRY "BUD" MELMAN, and YAKOV SMIRNOFF.

KISW/SEATTLE will celebrate 15 years of AOR on May 29 with a spectacular star-studded party honoring both its listeners and the musicians who've contributed great music over the years. The FABULOUS THUNDERBIRDS will perform at the by-invitation-only party, and awards will be presented to such confirmed guests as JIMMY PAGE, PAUL RODGERS, BRYAN ADAMS, and members of JOURNEY, HEART, and LOVERBOY.

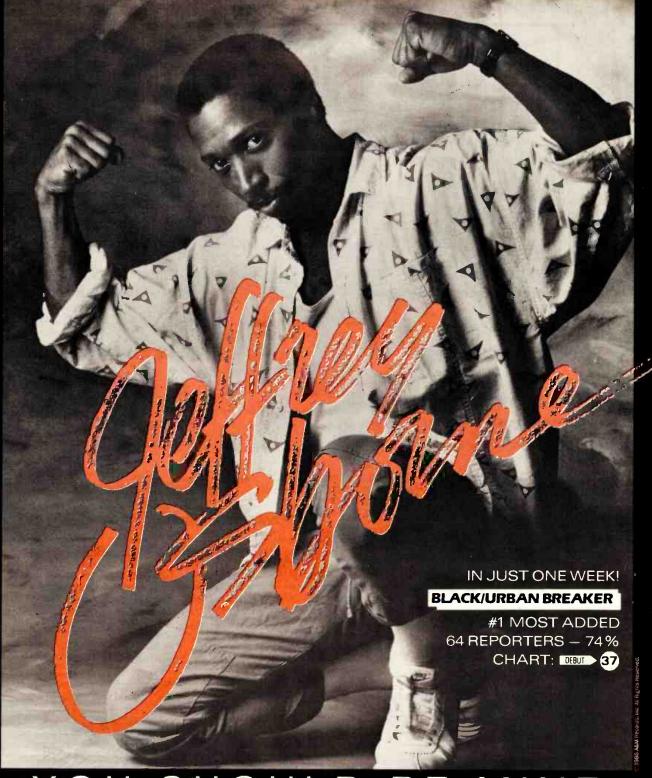
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# "Tuff Enuff"

From the album "Tuff Enuff"

# **CHR BREAKERS**

145 Reporters — 62%! CHR Chart: Debut 37



CBS ASSOC. RECORDS

# **S.O.S.**

# "The Finest

From the album "Sands Of Time"

WHTT add WXKS-FM deb 34 KMEL 32-25 WKSE 31-21 WPLJ 23-21 Q105 add 30 WCZY deb 36 WHYT on

KITS add WNNK add WTIC-FM add 29 KC101 add WSPK add RI-104 add KHFI add

WCKN deb 39 KRBE deb 28 WRVQ add KMGX 33-22 WJAD on Q101 on Z102 32







JEFF GREEN

# **Broadcast Schools: Affirming The Service Commitment**

et's say you're a small-market station owner, and you need some entry-level onair or news talent. Who would you be more inclined to hire — a graduate from a four-year liberal arts college or a graduate from a nine-month broadcast school? Your answer probably hinges on your perception of radio trade schools and the skills they offer.

If you're like many in the radio business, your "perception" of the reputation of broadcast schools is that such institutions are run by former aluminum siding salesmen who are keeping busy until their license to market solar energy kits arrives in the mail. However, the fact is that quality, accredited broadcast schools do exist, but have had to overcome the infiltration of fly-by-night operators who

"We tell them up front that 'Small Market USA' is where they'll get their professional start working at a tiny station for low wages. They either accept that premise or they don't come to our school."

-Dick Kernen

literally took the money and ran. With radio's need for new talent ever-growing, it's time to take a fresh look at this longtime tributary to the personnel mainstream. R&R talked with administrators from four of the "Ivy League" schools in the business, who reported on their industry's checkered past, as well as present-day operations and objectives.

# Establishing Realistic Expectations

When asked to identify the biggest problem facing the approximately 24 accredited broadcast schools today, Dick Kernen, VP of the Southfield, MI-based Specs Howard School of Broadcast Arts, immediately responds, "It's the trade schools of the past with bad reputations. In the early days, it was easy to hang out a shingle, inviting students to 'Be a DJ! Earn big money and be famous!' "

Columbia School of Broadcasting President Marcia Brock agrees.



GETTING STARTED — To graduate from an accredited broadcast school for on-air work means 36-60 weeks, or 400-700 hours, of study and hands-on experience. Part of these schools' efforts to reestablish their reputation within the industry involves continuously updating equipment, reviewing instructors, and conducting industry research on graduate performance. Catalogs sent to prospective students today reflect in on-nonsense, detailed descriptions of course curriculum, faculty credentials, and educational philosophy.

"The image that many broadcast schools have gotten over the years has been, "We will take your money and whether you are qualified or not, we'll give a shot at training you."

Kernen continues, "The problem came when an Acme School of Radio grad would head straight for the nearest big-market station, expecting to get hired. After he got laughed out of the building, he felt he'd been cheated, while the station viewed the school as a joke. And so it is that good broadcast schools have been forced to overcome the impressions of both students and professionals that these institutions are ripoffs."

First, the prospective student's negative perception. How have they changed that? Replies Kernen. "By shaping the expectations our students have about their future prospects. That's why we tell them up front that 'Small Market USA' is where they'll get their professional start, working at a tiny station for low wages. They either accept that premise," he says flatly, "or they don't come to our school."

Elaborates Mike Mullen, Direc-

tor/Broadcasting Department at the National Education Center (formerly known as the Brown Institute) in Minneapolis, "We don't want anyone under any illusions here either; \$700/month in South Dakota is a realistic start. We'll say, 'You may never get back to the big city, but work hard and make it your goal.'"

According to Marge Bush, Director at Cleveland's Ohio School of Broadcast Technique, reminding the students where the pro "draft" will send them is a necessary responsibility. "It's not easy turning around the attitudes of students who feel that once they've received their training here that they're ready for the big city," she says. 'From the very beginning we let them know that instead they're headed to East Nowhere, PA or Armpit, Nevada, and will have to leave their friends and relatives. They learn that this is not a 9-5 business; you go home when your work is finished.'

Adds Brock, "We tell our students that if they're lucky, they'll

"From the very beginning we let them know that they're headed to East Nowhere, PA or Armpit, Nevada, and will have to leave their friends and relatives. They learn that this is not a 9-5 business; you go home when your work is finished."

-Marge Bush

get a midnight-6am shift and also be asked to cut promos during the day for local clients. You may end up sweeping the floors of a station that is no larger than your bedroom at home, but within six months you should be qualified enough to send out tapes to larger markets. We say we're training you to be able to get to the majors, but not to start there."

Encouraging a realistic outlook also benefits the school, as Kernen points out, "Beyond the natural caring instinct we have for our students, it's to our advantage from a business standpoint that our graduates succeed and feel good about what they get out of our training. Their positive comments help attract many future students; over 80% of our new entrants come from referral."

Continued on Page 22

R&R FRIDAY, MAY 16, 1986/21

# RADIO EDUCATION

# **Broadcast Schools**

Continued from Page 21

### Winning Industry Acceptance

Even if a student is convinced that a broadcast school is a legitimate road to the industry, receiving support from the professional community is essential. For Specs Howard, that requires taking an integral, active role among working broadcasters. "We have our own Great Lakes Radio Conference," says Kernen, "and are a member of several state broadcasters' associations; we serve on every board we can. I spend a lot of time talking to radio stations, because with over 20 years' experience, I know the problems broadcasters face. My goal is to generate confidence in our graduates from a potential employer, to show them I know what they're looking for and that we're the best source to fill their need.'

For Mullen, it's a matter of feed-"We've been surveying broadcasters to find out what they want from our graduates. Some say they'd like to see them get more sales training, or simply know how to type better."



Marcia Brock



### **Admissions Policies**

Unlike some former unaccredited institutions, where your pet chihuahua might have qualified to attend if it had the \$2500-\$3500 to get in, these four halls of learning have surprisingly exacting standards of

acceptance. Kernen reports, "Besides a high school diploma, they need to pass a test we spent five years developing that's absolutely predictive of a person's, ability to succeed here. This exam checks one's reading, writing, and speak-ing abilities. A third of our can-didates are rejected."

Explaining NEC's own high-rejection ratio, Mullen says, "High schools today are not doing as well a job on the basics as they did years ago, especially in the areas of reading, vocabulary, and articulation. So we reject more people from our aptitude tests than we ever have, and even the people who are able to pass them are probably not as high-quality as they were ten years ago. We've introduced more remedial speech work, and that is helping, although we're still rejecting about 20% of the people we interview and audition.

Brock, whose Columbia School is a home study-based program, notes, "Our philosophy is and must be that if we believe you have the aptitude to become a professional announcer - based upon two levels

# College Vs. **Broadcasting School: Important Differences**

When asked how a radio trade school background compares to a college degree in broadcasting, the administrators brought up some key considerations.

"As educators we haven't conditioned young people to consider what they want in an education, and people do have varying needs," reminds Dick Kernen. "We provide a very focused, hands-on, job-oriented training program. We do not offer a liberal education, and so to say either is better is really comparing apples to oranges.

'Unfortunately, young people have been given arbitrary imperatives. It's been said that in order to do this you must have a degree in that, but that simply does not hold up. You can have a degree in journalism and never get a job in radio

Marge Bush acknowledges, "Education is something everybody should have as much of as possible, but college is neither for everybody nor necessary for every skill. Now, for someone like Peter Jennings or Tom Brokaw, a degree in journalism or telecommunications is an asset. But when you're teaching students for an entry-level position. hands-on experience is the most important, and here we give a good, solid education.

'We have a Radio/TV Council

here in Cleveland and compete with four-year colleges for creative awards. Interestingly, for the last couple of years we have walked away with almost all of the honors."

Mike Mullen argues, "The purpose of college is more to educate than to give job skills, but a lot of people (headed for college) don't know that. Later they find out they need something else to get a job. But there is a place for the education. Some students who come to us have good vocal skills and are good readers, but they're not aware of enough of this world, and so we'll urge them to go to college.

Adds Kernen, "It's also important to note that there are a lot of universities that purport to teach broadcasting but totally ignore the nature of the business. About 25% of our students have college degrees, and many say their college professors start off by saying, 'Most of you aren't going to make it in this business most of you can't compete.' That's very destructive and discourages a lot of good talent. People need to understand where they can expect to start and what it takes to succeed.

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of voice testing, on-mike presence, and a written examination - then we'll accept you. We enroll approximately one out of ten people who inquire, and reject those who can't read or speak English, or come in with a lisp that isn't correctible."

### **Curriculum Description**

Although all of the trade schools emphasize on-air skills, most provide opportunities to learn other sides of the radio business as well. Says Bush, "We teach not only the announcing, but also the technical end because many students change their minds midstream about what they want to do. After completing some of the courses, some come to realize that they may like production better than being on-air.

'They learn interviewing skills, and how to rewrite/backtime the news. We touch on sales and management, and work heavily on news. The idea is to give them an all-around education, so that if there is an opening in the sales department they can take it. A student may want to be on the air more than doing sales, but we remind them to first get their foot in the door and then move to a different job. However, when it comes to being a PD or GM, of course, you need years of experience before achieving such positions."

Kernen also believes in a wellrounded education. "Once they're out in the field, people often move around - from radio to TV to video to ad agencies to record com"We're the professional broadcasters' cheapest placement service for trained personnel; it doesn't cost them a thing.'

-Marcia Brock

panies. So we teach them all aspects of the business."

Mullen calculates, "Around 80% of our placements will be in the area of staff announcer, so the emphasis is definitely on being an air talent. But we also cover sales, TV production, journalism, and radio operations/programming.

Brock finds that Columbia's students represent not only potential announcers, but also TV/radio copywriters, advertising copywriters, and engineers. Yet Columbia stresses on-air skills because, as he points out, "the lifeblood of any professional station is the money that comes in from commercials. So the interpretation, the reading, and even the structuring of those spots are emphasized heavily in the early parts of the course.'

Upward of 60-70% of this concentrated study program involves hands-on assignments, and with hundreds of students in each school, finding a dozen modern studios is not uncommon. As Bush says, "We believe in hands-on education, and working at refining skills until they get it right."

Continued on Page 24

# THE TOP THREE STATIONS . . . THE NUMBER ONE MARKET . . . THREE ARBITRONS IN A ROW!\*



Climbing to number one is tough. Staying there is tougher. Any defending Super Bowl team can tell you that. Suddenly, you're the team to beat. Other teams are studying your game films more than any one else's. They watch all your moves, they learn all your tricks. When the game comes, you better have new moves, because they know all your old ones. Very few Super Bowl winners have returned to win again the next year.

The same goes for being number one in the Arbitron. You are the guy to beat. You are the one with a bullseye drawn on your back. The competition monitors your playlist, mimics your promotions, and steals your best ideas. Suddenly it's no longer a game of one on one. It's five on one! It's everybody else out there versus you. Returning as number one the next Arbitron is harder then getting there in the first place.

It is with considerable pride then that TEXAR was the audio processor of choice for the #1, #2, and #3 rated station in the Super Bowl of radio, New York City . . . for three Arbitrons in a row.

What's the secret? DIGITAL CONTROL. Just as digital Compact Disc's are replacing vinyl LPs as the medium of choice, the future of program audio processing also belongs to the digital world. The digitally-controlled TEXAR AUDIO PRISM™ is the

beginning of the future. The AUDIO PRISM delivers the modulation power for monstrous cumes, but with a clarity that keeps listeners quarter-hour after quarter-hour. An audio processor that makes you jump out of the dial at the expense of cutting your quarter-hours in half is NO bargain.

Step into the future. Put the power and clarity of digital control to work for you. Call Barry Honel at (412) 85-MICRO to arrange for a ten-day demo in your station. Considering a demo of another make of audio processor? Let us know! We'll make sure our delivery date coincides with theirs so you can hear the difference yourself!

# TEXAR

TEXAR INCORPORATED 616 Beatty Road Monroeville, PA 15146-1502 (412) 856-4276 (412) 85-MICRO

# **RADIO EDUCATION**

# **Broadcast Schools**

The Columbia School works a bit differently, as students studying at home have access to one of 20 communications centers (most are in major markets) where they can practice their technique. "However." says Brock, "one can also take our entire course by home study, using an independently guided taped instructor who must be a working broadcaster in a one-onone format. There's one instructor for each student, as opposed to a classroom situation where the slowest student usually gets the most attention. During the course, students get input from a variety of instructors from different markets.

But how "one-on-one" can it be with 4000 students and only 20 instructors? "The instructor critiques each tape individually before returning his course program to the student. Last month we critiqued 2300 tapes. Our instructors



National



know what they're listening for at each phase and they take the time to review tapes carefully.'

KQXI sum Her 4 center co

EVIDENCE OF SUCCESS — For those potential students and employers who have their doubts, the broadcast institutions are armed with plenty of letters of praise from stations and graduates attesting to the schools' value.

### Instructors' Experience

And what about the qualifications of these teachers? Whether they are fulltime instructors (Specs Howard, NEC), or are active professionally at the same time (Columbia, OSBT), those interested in working for one of these four schools must also carry some hefty credentials. Mullen sums it "I won't look at someone unless he has at least five years in radio covering several different positions. I seek instructors who are still in broadcasting and are doing well, but who've reached the point where they'd like to share what they've learned. I'm not interested in someone burned out on the husiness.

### Scoring That First Job

No doubt about it, broadcast schools must spend just as much energy on placing students as they do on teaching. Says Mullen, "Students expect to be placed when they pay their tuition, and that's why our admissions aptitude test comes first. Although we don't guarantee placement, at least 50% of our service is finding them jobs at the end. If you just turn the grads loose and say, 'Good luck,' most of them would not have the skills on their own to aggressively job-hunt and find something. So we take them through the whole job process

'Each student records an aircheck late in the course, and one representative of his best work is given to someone in our placement department. There are five staffers whose job it is to match that person's abilities with one of hundreds of stations on file that are open to hiring recent grads. Once the grad is on his first job, he's usually able to handle things from then on. But we also help with relocation, as well as with grads who've been out of the business for a while.'

Kernen points out that alumni are valuable for reassuring prospective students that Specs Howard is a credible institution. "Candidates who call a major station in this area may find up to 15 of our older grads working there. Those highprofile alumni are people we've kept in touch with and helped for many years, and they're crucial to us for enrollment. So it's in our own interest to place people as many as three or four times during their ca-

Bush adds that this extra handholding brings its own rewards. "When a graduate does a good job somewhere, he speaks for the whole school," she says. "Let's say he's an announcer. The PD knows that he's our student, and if he's got an opening, he'll continue to call us on a regular basis. We get a lot of referrals that way.

Columbia has an internship program to help immerse those near graduation into the workforce. This program has proven to serve as a springboard for those who've impressed the stations they intern for.

"We also have our own free placement department and consider ourselves married to our students for five years after they JURY STILL OUT

# What Do Radio **Pros Think?**

What do professional broadcasters think of radio school grads? Here's some reaction from programmers in smaller markets who've hired them in the past. As you'll see, no two feel exactly the same way.

"I believe in broadcast schools and back them 100%. Taking the time to go through the training really tells me something about their commitment to radio. I can name 20 examples of successful experiences with broadcast school grads."

### -KEXO/Grand Junction, CO PD Jerry Albers

"Back in the old days we used to laugh at broadcast schools as ripoffs or the place people would go when they didn't have anything else to do. Today I wouldn't be as likely to chuckle . . . I'd be more recep-

### -WJHO/Opelika, AL PD Woody Ross

"I'm leery of them. Maybe the broadcast school will give them a place to get their hands on things, but they can do the same thing in a junior college or a station in Podunk, Idaho. Out of 100 tapes you get from these guys, maybe 30-40% can do something; the rest don't even have a chance. What bothers me most is that these

schools 'graduate' people who don't even have a chance to get in-to on-air work. Probably their biggest problem is not weeding out enough candidates. But a good tape can win me over.

-KUIC/Vacaville, CA PD Steve Bise

"PDs used to look at the school and think, 'Oh, God, one of these quickie take-the-money-and-run courses.' But we've been pleased with most grads, and some have gone on to bigger markets. So I take these schools seriously. Although colleges give a lot of basics and textwork, they tend not to offer the on-air and mechanical aspects. On the other hand, most broadcast school grads know their studio fundamentals. However, I occasionally would like to see the radio schools do a little better pretesting in some of the reading and comprehension areas

-WLEW-FM/Bad Axe, MI PD Jack Thomas

graduate," says Brock. "Once they're placed, they're welcome to send in an aircheck each month for evaluation and critiquing. It's part of our responsibility to find them work because that's what they came to us for in the first place; it

"I look for instructors who are still in broadcasting and are doing well, but who've reached the point where they'd like to share what they've learned. I'm not interested in someone who is burned out on the business.'

-Mike Mullen

is not just the training. We are not allowed to make any guarantees, but we have someone on the phone every day with stations all over the country scouting for openings. We're the professional broadcasters' cheapest placement service for trained personnel; it doesn't cost them a thing."

### **Measuring Training** Success

All four schools report very high placement success rates (between 80-94%). Are they satisfied with that performance? "Yes and no," admits Brock. "I'm very happy

about those who've hired our grads. But I've spoken to a number of employers who've said, 'I won't hire somebody from a broadcasting school because they're all ripoffs.' I'll ask if they've ever given a Columbia grad an interview. They usually say no. I'll say, 'Aren't you being a little unfair? How did you break into the business yourself? After explaining how we train our people, they often say they'll give us a shot. I think the negative perception exists because of past experience with other broad-casting schools that've since gone down the tubes. An accredited broadcasting institution can't afford to be a ripoff."

### The Value Of Accreditation

Indeed, the cornerstone of any broadcast school's credibility lies in the area of accreditation. What's so important about it? Kernen explains, "The people who accredit us sit on the Council of Post-Secondary Accreditation, which is recognized by the Department of Education. Not all accredited schools are good, but one that is accredited is less likely to be bad.

"You look better to a perspective student," agrees Mullen. "It's mandatory to abide by certain rules and styles as part of the National Association of Trade & Technical Schools. Our state credit transfer program hinges on accreditation."

Continued on Page 27

# Friday Evening June 13, 1986

## A Tribute To

# HERB ALPERT & JERRY MOSS

Of A&M Records

Century Plaza Hotel · Los Angeles



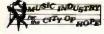
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# NATIONAL CAMPAIGN CHAIRMAN Tim Neece · Tim Neece Management

### VICE CHAIRMEN

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John Frankenheimer · Loeb & Loeb
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Proceeds to be used for capital projects at the City of Hope National Pilot Medical Center



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# THE ARISTA GOAL CARD. DON'T BROADCAST WITHOUT IT.



It's the mark of distinction among those in the know. The Arista Goal Card says that a hit record has arrived, Like these three new releases:

## GTR. "WHEN THE HEART RULES THE MIND"

Already playing:

B104 — K106 — WHTT — WAVA — 94Q — Z93 — KEGL — I95 — WRNO — Q105 — WMMS — 92X — KHTR — KWK — Y108 — KKRZ — KMJK — KITS — KPLUS — KNBQ

# CHR Breaker • Chart Debut 40

R&R AOR Album: 7 Billboard Singles 53
R&R Hot Tracks: 7 Billboard Albums 45

# JERMAINE STEWART. "WE DON'T HAVE TO TAKE OUR CLOTHES OFF"

The word is-emphatically-out!

This is one well-dressed record that continues to draw admirers.

WMMS — JOHN GORMAN "Local dance clubs and MTV gave this one away. The second it hit the turntable I knew it was destined to be big. How did the company let this one go so long?" DON IENNER

"Because we were laying a base — timing is everything."

WPHD — JOHN HAGER
"We added this one off of club
action. Good record."

BJ105 — Brian Thomas "Immediate positive response and phones and from our test airplay last week."

FM102 — CHRIS COLLINS
"First day play created Top 5
requests. The song should go Top
5-Smashola!"

KMEL — KEITH NAFTALY "A positive and timely message

for the sexually obsessed Bay Area. Phones have been on fire since we began testing the record last week!"

93FM — PATTY HAMILTON
"The record was added at 93FM
two weeks ago because of sales
and requests."

### KROKUS. "SCHOOL'S OUT"

The summer officially starts on May 19 when Arista unleashes this classic blow against higher education. Krokus takes this anthem to a new generation.

ARISTA.
THE SIGNATURE OF SUCCESS.



# RATINGS AND RESEARCH

JHAN HIBER

### A SUCCESSFUL YEAR LATER

# **Birch Looks At Birch**

This year, many broadcasters will be faced with the decision on whether to initiate or renew a radio ratings service contract. But this year the decision process will differ from those previous, because for the first time in more than a decade, broadcasters will have a clear choice of ratings services that are broadly accepted by agencies and advertisers. This week I'd like to bring you up to date on what's happening in the agency world and how some stations are responding.

### 1985:

### A Turning-Point Year

A year ago I had the pleasure of authoring this column, and at that time I noted the recent signing of Kenyon & Eckhardt to a long-term Birch-Primary contract.

Kenyon & Eckhardt proved to be just the beginning.

If you read this column regularly, you probably know that in January, BBD0/New York became a Birch-Primary shop. McCann-Erickson became Birch-Primary in 153 markets in December. McDonald's Corporate announced late last month that it is now Birch-Primary, as are Rosenfeld, Sirowitz & Humphrey and Botway-Libov. And the list goes on.

A Dallas broadcaster recently commented, "I don't know what you guys are doing, but we're starting to feel it . . like the recent HBO buy out of BBDO and a Birch-only avail request this week from Rosenfeld, Sirowitz & Humphrey."

# Agency Recognition Of Product Advantages

Why are agencies switching after all these years? Media research professionals have generally believed that telephone is a superior method for measuring radio. Telephone was the methodology chosen for RADAR, the network radio measurement service. Telephone was also chosen by agency and broadcast media researchers as the methodology for TRAC-7, the RAB/NAB-sponsored ratings service offered in the late 170s.

And most find the comprehensive Birch method of reporting listening (for example, inclusion of county and cume duplication data in the quarterly reports, with Qualitative included in the subscription) to be a major step forward in better understanding the medium.

When Kenyon & Eckhardt announced its intention to switch, then-Sr. VP/Media Director Alan Goldin noted, "I have—always believed that the telephone methodology represents a superior method for measuring radio. I consider the diary technique to be an archaic and inadequate instrument."

More recently, McDonald's Media Manager Karen Dixon-Ware stated, "We feel the strong points in Birch's favor include not only its telephone methodology, but its better response rates relative to a diary, especially in the younger demographics."

Birch has always used a telephone methodology, but in the past all calls were conducted by home interviewers. Over the years, we developed sophisticated quality controls that increasingly improved the quality and consistency of our data.

Nevertheless, we were never able to overcome the negative perception of home interviewers. Several national agencies began hinting that if we would make the investment in doing all calls from a centrally-monitored facility, they'd switch

they'd switch. So when BBDO/New York requested in June 1985 that we switch to central interviewing as a condition of their commitment to switch to Birch on a primary basis, we agreed.

Nearly one year and \$1 million later, Birch Radio is now measuring 216 markets from three separate central calling centers at Sarasota and Coral Springs, Florida. The Sarasota facility and management staff were acquired from A.C. Nielsen, the other two facilities were constructed by Birch field professionals.

In the words of BBDO/New York Media Research Director Steve Singer, "Birch Radio's continuing efforts and responsiveness have validated our determination that Birch Radio is now the highest-quality local market radio audience measurement service."

Add to this the large number of markets measured by Birch (216 in 1985, up some 70 markets from 1984), and it becomes clear that agencies now recognize that Birch can stand alone as a primary ratings source.

### Major Implications For Broadcasters

While the incumbent service still holds a majority share of the national agency marketplace, the tide is now turning. In market after market, local broadcasters are increasing their emphasis of Birch numbers in presentations, as more and more local and national agencies jump on the Birch bandwagon.

And an increasing number of influential stations have become Birch-exclusive subscribers, relying solely on Birch for all radio ratings information.

With these developments, many observers are discovering that Birch is altering the pricing structure of the radio ratings industry the same way that discounters such as People Express and Continental have already altered the airline industry.

Driving this scenario are broad-



"In the past, stations have been getting one ratings service for the price of two. We're out to reverse that equation . . . and guarantee your freedom of choice."

-Tom Birch

casters who eschew the incumbent ratings service altogether. As more stations take this posture, the reaction is predictable: prices fall and services improve.

### All's Well At Birch-Exclusive Stations

With that in mind, we have been asked with increasing frequency, "What happens to stations when they go it alone with Birch?" To find out, we called a few of our better-known Birch-exclusive broadcast clients.

KFMK/Houston VP/GM Dan Mason notes, "We haven't had Arbitron at this station for nearly five years ... we've been only Birch since 1981. I can't point to any money that has ever been lost because we didn't have the Arbitron book. But I can point to many situations where Birch Qualitative or Product Usage Data was really helpful in describing KFMK listeners to advertisers and agencies.

"Frankly, we wonder why everyone complains about the price of Arbitron. The answer is simple: if it's too expensive, drop it. Our experience is that there's nothing to lose but a major expense."

Mike Oatman, President of Wichita Great Empire Broadcasting, switched his chain of stations in Shreveport. Springfield, Wichita. Omaha, and Denver to Birch on an exclusive basis in 1983. "We lost a \$722 buy two years ago because we did not have an Arbitron book. That's the sum total of money lost by our stations due to not having Arbitron.

"On the plus side, Birch has proven to be an outstanding sales and programming tool, and our usage is well-accepted across the board in each of our markets. We can easily overcome occasional resistance by pointing out the differences between the services and emphasizing unique Birch

data, such as monthly trends or qualitative.

"Switching to Birch has not just saved us a ton of money, it's gained us a leg up on sales we might have otherwise missed." WOKY & WMIL/Milwaukee

WOKY & WMIL/Milwaukee President/GM Mike Jorgenson became a Birch-exclusive subscriber January 2, and made his decision a local media event. He mailed a two-page letter to some 300 agencies and advertisers detailing the reasons for the switch.

Mike reports, "Our experience has been fantastic. We've consciously maintained a ledger on both stations to track money that may have been lost by not having Arbitron. The ledger's empty.

"We've had great results emphasizing the qualitative aspects of our stations instead of relying purely on dayparts and demographics. I'm more convinced now than ever that it was the right decision to switch. My only regret is that we didn't do it a lot sconer."

Whether to adopt one service or two is, in the final analysis, your choice. Your decision should take into account the utility of the services offered and the methodology and quality of execution, as well as the more obvious elements regarding the price and position of your stations in the estimates.

Birch Radio's recent adoption of centralized interviewing. 28-day continuous measurement, and vast expansion of the amount and frequency of measurement are only a few of the things that are sparking the new wave of agency interest that will, in turn, help ensure a competitive radio ratings marketplace.

In the past, stations have been getting one ratings service for the price of two. We're out to reverse that equation . . . and guarantee your freedom of choice.

-Tom Birch

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# Winter Birch Results

Winter '86, 12+

## **New York**

WRKS Opens Up Massive Lead; WBLS Moves To Second For B/U 1-2 Punch; WPLJ Still Ahead Of WHTZ; AORs Inch Up

	Fall '85	Win '86
WRKS (B/U)	7.5	9.7
WBLS (B/U)	5.7	6.4
WPLJ (CHR)	6.3	6.2
WHTZ (CHR)	5.8	5.9
WNEW-FM (AOR)	4.7	5.1
WINS (News)	4.6	4.5
WOR (Talk)	4.0	3.4
WCBS-FM (News)	2.9	3.3
WLTW (AC)	2.9	3.3
WXRK (AOR)	2.8	3.2
WNEW (BBnd)	2.7	2.5
WCBS (News)	4.1	2.4
WRFM(B/EZ)	1.8	2.3
WAPP (CHR)	2.3	2.2
WPIX (AC)	1.5	2.2
WABC (Talk)	1.9	2.1
WPAT-FM (B/EZ)	2.6	2.1
WHN (Ctry)	2.2	1.9
WNBC (AC)	1.8	1.7
WQXR-FM (Clas)	1.6	1.6
WYNY (AC)	1.1	1.6
WLIR (AOR)	.8	1.4
WSKQ (Span)	1.6	1.5
WBLI (CHR)	1.3	1.0
WNCN (Clas)	1.2	1.0

# Los Angeles

KIIS-FM Drops Three But Holds Lead; KROQ New AOR Topper; KPWR Debuts In Fifth As KJLH Scores Strong Gains; KRTH-FM Rockets Upward

141111111111111111111111111111111111111	Keto of	, war a
	Fall '85	Win '86
KIIS-FM (CHR)	12.1	9.0
KROQ (AOR)	6.2	6.5
KLOS (AOR)	6.7	6.3
KABC (Talk)	5.7	6.1
KPWR (B/U)		5.2
KMET (AOR)	4.0	4.4
KRTH-FM (Gold)	2.7	4.3
KJLH (B/U)	2.5	3.9
KOST (AC)	4.9	3.5
KJOI (B/EZ)	4.3	3.4
KBIG (B/EZ)	3.4	3.1
KNX (News)	2.8	3.0
KIQQ (AC)	2.3	2.7
KKHR (CHR)	2.6	2.6
KMPC (BBnd)	2.0	2.6
KFWB (News)	3.1	2.5
KDAY (B/U)	1.4	1.8
KNAC (AOR)	.6	1.8
KRLA (Gold)	2.6	1.8
KZLA (Ctry)	1.2	2.3
KLAC (Ctry)	1.6	1.5
KUTE (B/U)	1.8	1.5
KFI (AC)	1.7	1.3
KNOB (AC)	.2	1.3
KACE (B/U)	1-2	1.1
KGFJ (B/U)	.6	1.0

# Chicago

Five-Share Leap Gives WGCI-FM Win Over WGN, WBMX; WBBM-FM Busts Open CHR Logjam; WXRT Wins AOR Crown; WUSN, WCKG Climb

	Fall '85	Win '86
WGCIFM (B/U)	6.5	. 11.8
WGN (Talk)	9.7	9.9
WBMX (B/U)	7.0	6.9
WBBM (News)	6.6	5.7
WBBM-FM (CHR)	3.7	4.6
WXRT (AOR)	3.3	4.6
WLUP (AOR)	5.7	4.3
WJJD (BBnd)	3.1	3.0
WLAK (AC)	3.3	3.0
WLS (CHR)	3.6	3.0
WYTZ (CHR)	3.1	3.0
WUSN (Ctry)	2.1	2.8
WLOO (B/EZ)	3.5	2.7
WKQX (CHR)	3.5	2.6
WCKG (AOR)	1.7	2.5
WMAQ (Ctry)	3.4	2.5
WCLR (AC)	2.8	2.4
WFYR (AC)	3.3	2.4
WJMK (Gold)	2.2	1.8
WFMT (Clas)	1.7	1.7
WMET (AC)	1.5	1.3
WVON (B/U)	1.2	1.2
WJOL (Talk)	3	1.0
WOJO (Span)	.5	1.0

# San Francisco

KGO Increases; KSOL Solidifies Second; KWSS Roars To CHR Crown; KYUI, KCBS Up; KRQR Top AOR; KSAN Gains Share; KDIA Debuts

	Fall '85	Win '86
KGO (N/T)	8.2	8.8
KSOL (B/U)	5.0	6.2
KWSS (CHR)	2.8	4.9
KYUU (AC)	4.4	4.9
KCBS (N/T)	4.2	4.6
KMEL (CHR)	5.0	3.9
KROR (AOR)	3.2	3.9
KBLX (B/U)	4.5	3.8
	4.0	. 3.7
KABL-FM (B/EZ)	3.5	2.9
KITS (CHR)	2.4	2.9
KIOI (AC)	2.8	2.7
KLOK-FM (AC)	2.7	2.7
KSAN (Ctry)	1.6	2.7
KOME (AOR)	2.5	2.3
KOIT-FM (AC)	1.7	2.2
KNEW (Ctry)	2.3	2.1
KNBR (Misc)	1.8	2.0
KDIA (B/U)	_	1.9
KABL (B/EZ)	1.9	1.8
KSJO (AOR)	.9	1.8
KQED (Misc)	1.3	1.7
KFRC (CHR)	1.7	1.4
KJAZ (Jazz)	.6	1.4
KBAY (B/EZ)	1.4	1.2
KSFO (AC)	3.7	1.2
KKHI (Clas)	1.9	1.0
KLOK (AC)	1.4	1.0

# Philadelphia

WMMR Strengthens Lead; WUSL Strong In Second; KYW Improves In Third As WCAU Registers Gains; WSNI Tightens AC Race

	Fall '85	Win '8
WMMR (AOR)	11.2	12.
WUSL (B/U)	8.2	9.
KYW (News)	7.3	8.3
WCAU-FM (CHR)	6.5	6.6
WEAZ (B/EZ)	6.6	6.0
WWDB (Talk)	4.9	5.3
WDAS-FM (B/U)	5.1	5.0
WYSP (AOR)	5.5	5.0
WPEN (BBnd)	5.3	5.0
WCAU (News)	3.2	4.8
WMGK (AC)	4.5	3.7
WSNI (AC)	3.1	3.5
WIP (AC)	3.1	2.9
WKSZ (AC)	2.7	2.9
WXTU (Ctry)	3.5	2.8
WIOQ (AOR)	2.7	2.4
WZGO (CHR)	1.7	1.9
WFLN (Clas)	1.8	1.5
WFIL (Gold)	1.9	1.3
WDAS (B/U)	.5	1.2
WHAT (B/U)	.8	1.0

# **Boston**

WXKS-FM Dethrones WBCN; WBZ Up In Third; WRKO Rolls Into Fourth; WZLX Doubles Share; WSSH Up A Share; WILD Improves

	Fall '85	Win '86
WXKS-FM (CHR)	8.7	9.9
WBCN (AOR)	12.2	9.2
WBZ (AC)	8.3	8.8
WRKO (N/T)	5.4	7.1
WHDH (AC)	6.4	5.5
WZLX (Gold)	2.3	4.7
WSSH (AC)	3.6	4.5
WJIB (B/EZ)	5.2	4.4
WEEI (News)	3.9	4.1
WHTT (CHR)	5.1	3.7
WROR (AC)	3.2	3.7
WZOU (CHR)	3.3	3.7
WILD (B/U)	1.8	2.6
WAAF (AOR)	3.7	2.5
WVBF (AC)	2.2	2.5
WGBH (Misc)	2.0	2.3
WBOS (Ctry)	2.9	2.1
WCRB (Clas)	.7	1.8
WMJX (AC)	1.9	1.7
WERS (Misc)	.5	1.4
WBUR (Misc)	1.5	1.0
WFNX (AOR)	1.0	1.0

# Dallas-Ft. Worth

KKDA-FM In Double Figures, First Place; WBAP Opens Country Lead; KTXQ AOR Leader

	Fall '85	Win '86
KKDA-FM (B/U)	9.7	10.8
KVIL (AC)	11.8	9.2
WBAP (Ctry)	5.8	8.0
KEGL (CHR)	7.9	7.4
KTXQ (AOR)	5.5	7.2
KPLX (Ctry)	7,2	6.8
KRLD (N/T)	7.4	6.6
KSCS (Ctry)	5.6	5.2
KTKS (CHR)	4.6	5.0
KZEW (AOR)	4.6	4.6
KMEZ (B/EZ)	4.0	3.6
KLTY (Rel)	2.4	2,7
KLUV (Gold)	2.8.	2.7
KMGC (AC)	2.3	2.7
KDLZ (B/U)	1.6	1,6
KQZY (B/EZ)	1.9	1.6
KESS (Span)	.6	1.4
KZPS (CHR)	2.6	. 1.2
WRR (Clas)	.8	1.1

# Houston-Galveston

KMJQ Stronger Leader; KKBQ-FM Roars Into Double Digits; KIKK-FM Widens Country Edge; KODA Takes Fourth Overall; KTRH Gains Share

	Fall '85	Win '86
KMJQ (B/U)	11.0	12.3
KKBQ-FM (CHR)	9.0	11.4
KIKK-FM (Ctry)	7.4	7.7
KODA (B/EZ)	5.4	6.8
KLOL (AOR)	7.3	6.1
KILT-FM (Ctry)	5.8	5.6
KSRR (AOR)	6.3	5.2
KRBE-FM (CHR)	5.3	5.1
KFMK (AC)	4.9	4.9
KTRH (News)	3.7	4.6
KLTR (AC)	5.4	4.1
KPRC (N/T)	3.1	3.3
KTSU (Misc)	2.7	2.5
KQUE (AC)	4.5	2.2
KSBJ (Rel)	1.3	1.6
KILT (Ctry)	.6	1.5
KGOL (Rel)	1.7	1.4
KYOK (B/U)	1.3	1.4
KJYY (AC)	1.5	1.3
KXYZ (Span)	.5	1.2
KRBE (Gold)	.6	1.1
KLAT (Span)	1.0	1.0

# **Detroit**

WJLB Vaults To Tie With WJR; WJOI Doubles To Take Third; WCZY-FM Storms Into CHR Lead

		Fall 85	Miu .88
	WJLB (B/U)	6.7	8.3
	WJR (Misc)	9.2	8.3
	WJOI (B/EZ)	3.7	7.4
in '86	WCZY-FM (CHR)	4.7	7.3
12.3	WHYT (CHR)	6.8	6.8
11.4	WLLZ (AOR)	16.7	5.4
7.7	WRIF (AOR)	6.5	5.4
6.8	WNIC (AC)	6.2	4.8
6.1	CKLW (BBnd)	3.7	3.9
5.6	WWJ (News)	5.3	3.8
5.2	WXYT (Talk)	4.1	3.8
5.1	WWWW (Ctry)	3.3	3.1
4.9	WDTX (AC)	2.4	2.8
4.6	WJZZ (Jazz)	3.4	2.8
4.1	WKSG (Gold)	2.6	2.8
3.3	WMJC (AC)	1.8	2.6
2.5	WOMC (AC)	3.1	2.2
2.2	WCXI-FM (Ctry)	2.4	1.7
1.6	WCHB (B/U)	1.1	1.6
1.5	WGRP (B/U)	1.0	1.6
1.4	WQRS (Clas)	1.1	1.5
1.4	WMUZ (Rel)	1.3	1.4
1.3	WCXI (Ctry)	1.6	1.3
1.2	WLTI (AC)	2.7	1.3
1.1	WQBH (B/U)	.3	1.1
10		.0	

# Washington, DC

WHUR, WKYS Rise To First-Place Tie; WMZQ Corrals Big Country Share; WCXR Golden Improvement; WDJY Gains Share.

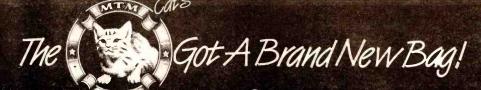
	Fall '85	Win '86
WHUR (B/U)	6.8	9.1
WKYS (B/U)	8.0	9.1
WWDC-FM (AOR)	8.3	6.6
WMZQ-FM (Ctry)	3.9	6.2
WMAL (AC)	7.0	5.8
WGAY (B/EZ)	5.1	5.2
WCXR (Gold)	4.0	5.1
WDJY (B/U)	4.0	5.1
WRQX (CHR)	5.4	5.0
WAVA (CHR)	4.8	4.2
WTOP (News)	4.0	4.0
VLTT (AC)	3.1	3.2
VGMS-FM (Clas)	2.5	3.0
VASH (AC)	2.4	2.7
VBMW (CHR)	3.5	2.7
VETA (Clas)	2.5	2.3
VXTR (Gold)	1.9	1.8
VCLY (AC)	3.1	1.6
VHFS (AOR)	.8	1.5
VAMU (Misc)	2.2	1.4
VYCB (Rel)	1.5	1.4
VWRC (B/EZ)	2.1	1.2
VOL (B/U)	1.2	1.0

THEME FROM THE UNIVERSAL MOTION PICTURE "LEGAL EAGLES" PRODUCED BY MICHAEL CHAPMAN

THE NEW SINGLE

FROM THE FORTHCOMING ROD STEWART ALBUM, PRODUCED BY BOB EZRIN. AVAILABLE JUNE 16 ON WARNER BROS, RECORDS, CASSETTES AND COMPACT DISCS.

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WOMP-FM WHSL **WBWB** KKLS-FM 99KG **WDBR** WSPT KHTZ **KBIM** 

WPHD KDWB-FM WERZ **WSPK** 93Q WRCK WKRZ-FM WVIC WRQN WGUY



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# **NETWORKS/PROGRAM SUPPLIERS**

REED BUNZEL

A WRINKLE IN TIME

# Classical Rocks Around The Clock

If W.A. Mozart were alive today, he'd probably shudder at Falco's "Rock Me Amadeus." Richard Strauss's "Also Sprach Zarathustra" has endured several cover versions, and Beethoven has already rolled over four times during the rock era.

Virtually all forms of contemporary music can trace their basics back to classical music, but the resemblance of today's "product" to its renaisance roots is barely discernible. The competitive nature of the radio and record companies has fashioned an industry wherein horns and strings take balcony seats while synthesizers and emulators are on stage.

In the fall Arbitron, Classical garnered just 0.7% of all radio listening (R&R Ratings Report, April 1986), and the number of commercial Classical outlets has decreased substantially over the last few months. Bleak finances and rising station values have made Classical a dubious format at best.

Ludwig Von In Space
Enter the Beethoven Satellite
Network. Announced at the NAB

# Mutual Football Plans Announced

Mutual Broadcasting has unveiled its 1986 line-up of college and NFL football programming, including 11 Notre Dame games, 11 other college games, and 16 NFL Sunday doubleheaders. Capping the list is a slate of five major college bowl games at the end of the upcoming season.

The Notre Dame games will be announced by Tony Roberts with Tom Pagna. Roberts will also work with Jack Ham on the 1:00 pm NFL games, while the later game will be announced by Joel Meyers and Jack Snow. Both series of broadcasts will also include 15-minute pre-game warmups, with Mutual's Larry Michaels hosting the Notre Game program and Bill Rosinski anchoring the NFL segments.

The college post-season bowl games broadcast by Mutual include the Holiday Bowl. Aloha Bowl. Bluebonnet Bowl. All American Bowl. and the Sugar Bowl.

Convention last month (and in R&R, 5/2), the 24-hour Classicalformatted program service is being developed by commercial Classical powerhouse WFMT/Chicago as an attempt to save Vivaldi and Bach from broadcast extinction. As WFMT-BSN President Ray Nordstrand explains it. "Finances are tight for both public and commercial Classical stations, and we were becoming quite concerned with the future of the format. Public stations are experiencing great cuts in funding, and in the commercial realm we have seen a wild escalation of station values that causes facilities to be worth too much to play Classical music. A station in Houston worth \$30 million can't remain Classical unless it becomes more cost-effective.

Cost-effectiveness is just what BSN is all about. While Classical is actually the ultimate "Oldies" format, stocking and maintaining an adequate library is an incredible feat. The catalog of works is finite, but the number of "cover" releases keeps the format difficult to track. The primary function of the Beethoven Satellite Network, then, is to provide stations with a programming service which alleviates any lack of financial resources.

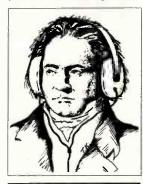
"We have 40,000 records in our library and 35 years of programming experience," continues Nordstrand. "Because of this we feel we can provide quality programming that most stations couldn't possibly do themselves. Stations cannot duplicate a library like ours. We're going to provide a quality service which provides the ultimate in flexibility. Stations can take any amount of programming they choose, from one hour a day or week up to a 24-hour, turnkey operation."

BSN's round-the-clock programming will be structured into one-hour modules, each containing four two-minute breaks. This way stations can take however many hours they choose. Public stations can run public service announcements in these breaks, while commercial stations can insert their spots. A pulse tone will activate a station's automation equipment, eliminating the need for 24-hour personnel.

### Separate But Equal

Contrary to cost-effective logic, BSN will not simply be carrying parent company WFMT's local programming. "This is going to be a separately-programmed service, targeted to a widespread national audience," says WFMT General manager Richard Marschner. "It will have its own lineup of announcers, and we'll do whatever we can to make the programming sound as localized as possible."

Accepting low profitability or small audiences is part of a self-fulfilled prophecy for Classical stations. Marschner believes Classical is a tough sell, but also insists that — if done right — it can be a solid, year-round revenue producer.



"If an owner wants a strong, steady source of income, he can do it with Classical. Once an advertiser comes on he is likely to stay."

-Ray Nordstrand

"This is one of the hardest formats to do well, because of the personnel and programming resources you need in order to get started," he says. "No station is going to hit a gusher with it, but you're not going to hit a gusher if you're the number four or five CHR station in town, either. If you know the market, if you know your audience, and if you know your research, you can create a stable base of advertisers."

"Classical is not going to be a gold mine," Nordstrand agrees. "But the deviation of profitability among stations in any market is enormous. If an owner wants a strong, steady source of income, he can do it with Classical. Once an advertiser comes on he is likely to stay. Most of our income on WFMT

# The Classical Top Ten

Every radio format has its list of listener favorites, and Classical is no exception. Following are the most often requested (in no particular order except for #1) Classical hits:

- The Pachelbel Canon
- · Carl Orff "Carmen Obrana"
- · Beethoven's Ninth Symphony
- Mahler's First Symphony
- Any Mozart selection from "Amadeus"
- Tchaikovsky's Fifth Symphony
- Stravinsky's "Rite Of Spring"
- Bach "Brandenburg Concertos"
- Rachmaninoff Piano Concertos #2 and #3
- · Ravel's "Daphnis & Chloe" and "Bolero"
- · Vivaldi's "Four Seasons"
- · Any vocal by Pavarotti

comes from 52-week clients, and they stay with us because they know we have the upscale audience they are looking for." Typical advertisers include financial institutions, travel companies, imported goods (cars and beer), books and records, and business-to-business services.

### The Classic Listener

Nordstrand outlines the Classical demographic as "the only format that doesn't program to a specific, narrow age cell." Other formats tend to attract very specific demos, he says, but Classical has a fairly steady audience regardless of age. "We're a bit weak 18-24," he explains, "but in every category 25-64 we have a rather consistent listener base. Because of this broad audience it's difficult to attract an advertiser who is selling to a narrow 25-34 male listener. Our philosophy, however, is that you should sell not to the 25-34 male but to the person who is going to buy your product.'

This difference in sales philosophy is responsible not only for the failure of Classical in many markets but also for the success of WFMT. The right sales materials can make or break a station. Because of this. BSN intends to make research and marketing materials available to its commercial subscribers. "We'll be working with Concert Music Broadcast Sales and the Concert Music Network for national advertising," Nordstrand continues. "On the local level we'll be drawing on three decades of consumer data and buying patterns. The Classical audience is very active, and if we can show that a listener is three times as likely to buy a BMW than a CHR listener, we should be able to charge three times as much per thousand listeners. It's data like this that most stations need but don't have, and it will be part of the network package.

Programming a Classical station consists of far more than simply dropping a needle on Beethoven's "Eroica" and walking away. Because of the vast quantity of material to draw from, programming can create quite a headache. "The average listener might think we play whatever we want, "says Marschner. "But because there are so many plausible concepts for a music mix in any daypart, and because so many stations have their own ideas rezardions have their own ideas rezardions

ing what is right in the morning or afternoon or evening, there is no central programming philosophy to follow. Classical listeners have the same drivetime needs as other listeners, so we have to be very careful with what we do." For instance, morning Classical selections should be short and "easy-to-listen-to," and should be interspersed with time checks and weather reports.

And how's the reaction to the Beethoven Satellite Network? "Response has been fantastic," concludes Nordstrand. "We have so many stations calling us we might have to redefine pricing structure. The more stations we can get, the less we need to charge them to make this cost-effective."

Who cares about supply and demand? WFMT isn't looking at BSN just as a financial venture; it sees the service as a way to help the 800-900 stations which currently program some Classical music to keep it up. By making the format available to as many stations as possible, at the lowest possible rate, BSN is well on its way to succeeding.

# United Stations Slates Two For Memorial Day

United Stations has scheduled two special features — a "Country Six-Pack" featuring Hank Williams, Jr. and "The Dionne Warwick Story" — for broadcast over the Memorial Day weekend.

"The Hank Williams, Jr. Story" is a 3-hour presentation of Hank's music, interspersed with his comments about the pros and cons of growing up in his father's shadow. The program traces his career from age 16, when he wrote his first song and received an award from BMI, to the present — including his recent video work.

"The Dionne Warwick Story" follows Warwick's career from her early collaborative days with Burt Bacharach to more recent work with Elton John and Stevie Wonder — and her recent #1 hit, "That's What Friends Are For."

R&R FRIDAY, MAY 16, 1986/33

# NETWORK FEATURE FILE

MUSIC FEATURES

The Weekend

## **NEWS & INFORMATION FEATURES**

## COMEDY

Comedy Hour

### GENERAL INFORMATION

(PRN)

(PRN)

(NBC)

(PRN)

(CW)

(CW)

## The Week Of

### May 26-30 **Country Calendar** (CW) Nitty Gritty Dirt Band (5/26) Bob McDill (5/27) Gary Morris (5/28) Keith Whitley (5/29) Dan Seals (5/30) **Country Closeup** (NP) **Country Report** (WRN) Kelth Whitley (5/26) T. Graham Brown (5/27) Liz Boardo (5/28) Palty Loveless (5/29) Keith Whitley (5/30) (MJI) **Country Today Earth News** (WO) Tom Cruise/Nu She Mark Victor Encore With William B. Williams (WO) Live From Gilley's (WO) Metalshop Off The Record (WO) Ozzy Osbourne/Mr. Mister/Howard Off The Record Special (WO) Rockline (GSN) Mr. Mister (5/26) Solid Gold Country (USP) Late stars (5/26) Don Williams (5/27) Feature year 1978 (5/28) Porter & Dolly (5/29) ehood (5/30) Solid Gold Scrapbook (US) Birthdays and anniversaries (5/26) This week in 1966 (5/27) Love songs (5/28) This week in 1977 (5/22) Bob Dylan (5/30) Special Edition (WO) Star Trak (WO)

Star Trak Profile

	of Ma	y 24-2
American Christian		Pow
Countdown	(SP)	ELP/I
Kathy Tricolli	(DIR)	Prof
American Eagle Southern Pacific/Dickie Betts/Da		Rush
The Countdown	(WO)	Ree
Atlantic Starr/Vanity	(110)	Supre
Countdown America W	ith	Rick
Dick Clark	(US)	Pet S
Culture Club		Roc
John Leader's		Stevie
Countdown USA	(CUSA)	
38 Special		Sco
Country Calendar	(CW)	Sco
Rosanne Cash/Michael Martin M	urphey	Ame
Country Report	(WRN)	Julian
John Conlee/Dwight Yoakam/	(as Lita)	Sina
Hank Williams, Jr.		At the
Dick Clark's Rock, Roll		Soli
& Remember	(USP)	Fats I
Supremes		Sup
Dr. Demento	(WO)	Music
Demented rock songs		That
Elvis Hour	(CRN)	Barry
arty hits		Top
Entertainment		USA
Coast To Coast Beach Boys/Charles Grodin/Bes	(CBSR)	Wee
Future Hits	(WO)	Cou
Lionel Richie/Julian Lennon	(44.0)	Don V
Gary Owens' Supertrac	ks (CRN)	_
Byrds	(01.11.)	
Great Sounds	(USP)	
Billy Eckstine		
Hot Rocks	(USP)	
Jackson Browne		
Jazz Show With		
David Sanborn	(NBCE)	
Spyro Grya		
King Biscuit Flower Hou	r (DIR)	
Rolling Stones	(14/6)	1 5
Musical! loe Papp/"The Band, Wagon"/	(WO)	1 10
James Bond movies		16
On The Radio	(NSBA)	2
Julian Lennon	(	1 188
Pioneers In Music	(DIR)	1 100
Fric Clapton/Ted Nugent/Mark K		100

AA = Audiophile Audition (416) 457-2741 ABC = ABC Direction Net (212) 887-7777	MS + Musical Starstreams (415) 383- 7827
AP = Associated Press (202) 955-7680 GRAM SU	PPLIERS NEC Y NBC Radio (212) 584-4444
ASR - Al Star Radio (213) 850-1169	NBCE = NBC Radio Entertainment (212) 884-4444
BRE - Bernett-Robbins (616) 788-236	NP .m. Managed Productions (212) 755-
CS = Continuum Broadcasting (212)(580	19 POOLE (212) 755-
9525	MS84 ASBA Network (213) 306 8009
CBS = CBS Radio (212) 975-400 1	TTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTT
CRSR = CBS RadioRadio (218) 6761432	11111111111111111111111111111111111111
CCA = Christian Countdown Americ (312) 820-1369	PRN = Progressive Radio Network (212) 585-9400
CRS - Creative Radio Shows (618)	PIA - Public Interest Affiliates (312) 943- 6888
CUSA = Countdown USA (415) 383-7302	RI = Radio International (212) 302-1670
CW = Clayton Webster (314) 361-3166	585 = Strand Broadcast (213) 318-1666
DCA = DC Audio (202) 638-4222	SC = Syndicom (415) 368-1781
DIR - DIR Broadcasting (212) 371-8850	SI = Syndicate It (818) 841-9350
ESG = Emtana Syndication Group (209) 578-6747	SLP = Steve Lehman Productions (213) 467-2346
OSN = Global Satellite Net (818) 906- 1888	SP = "The Sprit" Productions (518) 371-
IN = Innervew (213) 652-8710	SP1 = Spin Publications Inc. (212) 498-
KSE = Kris Stevens Enterprises (816) 961-	6100
8255	TRAN = Transter (213) 460-6383
LBP - Lee Balley Prod. (213) 255-2778	USP = The United Stations (703) 276-
LW = London Wavelength (914) 961-7600	2900
MBS = Mutual Broadcasting (703) 685- 2000	WRN = Weedeck Radio Network (213) 462-5922
MJI = MJI Broadcasting (212) 245-5010	WO = Westwood One (213) 204-5000

(WO)

# NETWORK PEOPLE

• NBC Radio Networks has appointed Larry Miller Director/Longform Sales. Miller will be responsible for sales and merchandising of all NBC Radio Entertainment, Talknet, and NBC Radio Sports programs, and will also supervise the activities of five regional sales offices. He formerly served as Director/Sales, NBC Radio Entertainment, and prior to that he was Regional Director/Affiliate Relations at

Also at NBC's Talknet, David Bartlett has been appointed Director/Programming. Bartlett comes from Voice of America in Washington, DC, where he served as Director/News and English Broadcasts. Before that he was Managing Editor of Independent Television News in DC

In addition, NBC Radio News has appointed Rusty Lutz Director/NBC Radio News, Washington. Lutz previously held the position of Manager/ NBC Radio News, Washington and prior to that was a senior producer for

merican Christian		Power Cuts	(GSN)
ountdown	(SP)	ELP/Peter Gabriel/John Cougar Me (5/25):	llencamp
thy Tricolli	(010)	Profile '86	(NBCE)
merican Eagle uthern Pacific/Dickie Betts	(DIR) David Allan Coe	Rush	(NBCE)
ne Countdown antic Starr/Vanity	(WO)	Reelin' In The Years Supremes/Strawberry Alarm Clock	(GSN)
ountdown America	With	Rick Dees' Weekly Top 40	(USP)
ck Clark	(US)	Pet Shop Boys	
Iture Club	()	Rock Chronicles	(WO)
hn Leader's ountdown USA	(CUSA)	Stevie Nicks/Katrina & The Waves/ "Absolute Beginners"	
Special	(,	Scott Muni's Ticket To Ride (DIR	
ountry Calendar	(CW)	George Harrison	
sanne Cash/Michael Martin	Murphey	Scott Shannon's Rockin'	
ountry Report		America Countdown	(WO)
untdown	(WRN)	Julian Lennon/ZZ Top/Howard Jone	es.
n Conlee/Dwight Yoakam/ Hank Williams, Jr.	` `	Sinatra Special At the movies	(CRN)
ck Clark's Rock, Ro	NI .	Solid Gold Saturday Night	(US)
Remember	(UŚP)	Fats Domino	(,
remes	(00.)	Super Gold	(TRAN)
. Demento	(WO)	Music for lovers (5/24)	`
mented rock songs	(,-)	That's Love	(WO)
vis Hour	(CRN)	Barry Manilow/Judith Krantz/ Philip Michael Thomas	
tertainment		Top 30 USA	(CBSR)
ast To Coast	(CBSR)	USA travelogue	,
ich Boys/Charles Grodin/B		Weekly Country Music	
ture Hits	(WO)	Countdown	(USP)
nel Richie/Julian Lennon	,,,,,	Don Williams	
ry Owens' Supertre	cks (CRN)		

-	1	Richard Pryor	
25	1	Comedy Show With	
ver Cuts	(GSN)	Dick Cavett (C)	W)
Peter Gabriel/John Cougar Mellencamp (5/25): file '86 (NBCE)		The English: Dudley Moore/Hudson & Land Monty Python/Bill Cosby/Benny Hill/ David Frost	lry/
1110 00	(NECL)	Daily Feed (DC	A)
elin' In The Years emes/Strawberry Alarm Cloc	(GSN)	Summit fallout/tax reform jokes/tracking the cloud/latest Scopes trial/off again	e
k Dees' Weekly Top 40 (USP) Shop Boys		Laugh Machine (PRI Flip Wilson/Proctor & Bergman/ Rodney Dangerfield/Gallagher/	N)
e Nicks/Katrina & The Wave 'Absolute Beginners"		Live From The Improv (DI	R)
ott Muni's Ticket To Ride (DIR)		Bobby Slayton/Ronnie Shakes/Franklin Ajaye/Diane Nichols/Jerry Seinfeld	
ott Shannon's Rockir	,	National Lampoon's	
erica Countdown	(WO)	True Facts (\$L This just in/three strikes you're out/it's now never/we never forget/fussy eater	
atra Special e movies	(CRN)	Party Drop-Ins (AS	R)
id Gold Saturday Nig	ht. (US)	RSVP/party books #1/wallflower	
Domino		Radio Hotline (AS	R)
c for lovers (5/24)	(TRAN)	Having a bad day/I called you up/instant potatoes/microwatch/hello, soldier	
it's Love	(WO)	Stevens & Grdnic's	
Manilow/Judith Krantz/ Philip Michael Thomas		Comedy Drop-Ins (ASI Believe it or else/no news/Brooke Sheilds ps	
30 USA	(CBSR)	hurt me/vitamin C cigarettes	
travelogue		United Spots Of America (ASI	R)
ekly Country Music	(HCD)	Mr. Wine/B Team trailer/Buster Crabbe heat	lth

The Blimp frat pack/TV tunes Computer Program computer muslc/computer art **NBC** Extra Sound Advice ecting speakers/effic dispersion/protection Sporting News Report Roger Sta George Bamberg Sports Flashback

> **Next Week:** Network Interview with **Dick Cavett**

**International Tapetronics Corporation/3M** 

disposal

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NICorporation/3M cartridge nachines are installed in radio stations around the world each year than all other manufacturers' cartridge machines combined and for good reason. For almost two decades, ITC equipment has maintained the standard of excellence in reliability. audio quality, and long-term cost effectiveness; backed by ITC's legendary status as the industry's service leader.

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34/R&R FRIDAY, MAY 16, 1986

# **DOONESBURY**



# BY GARRY TRUDEAU











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With only a week to go before six million Americans join together in an unbroken line from coast-to-coast, there is still time for your station to get involved with the United Stations Radio Network for the "Hands Across America" special broadcast May 25.

As previewed in R&R last week, stations involved with HAA that wish to report from the line should call USRN VP/News Harvey Nagler at (212) 575-6100. During the event special newsroom numbers will be in

operation to accommodate reports. These numbers are: (212) 575-6166 and (212) 736-6671.

United Stations Exec. VP/Programming Ed Salamon reports that the three-hour program provides 12 minutes of local commercial avails and the opportunity to ID your station five times in each nine-segment hour.

The show will be anchored at the start of the route by WPLJ/New York morning personality Jim Kerr, while reports from the end of the line at the

Queen Mary in Long Beach will be handled by the KABC/Los Angeles morning team of Ken and Bob.

Whether your station is involved with Hands Across America directly on the route or indirectly with local promotions surrounding the event, and documenting for your listeners the most ambitious effort ever set forth to combat the problem of hunger and homelessness in America.



### MAKE THE INTANGIBLE TANGIBLE

# The 'Radio Tearsheet'

For example, Baxter's Shoe

Store wants to run a pre-Easter

sale. Mr. Baxter breaks down and

agrees to add your station to his

media mix of four quarter-page

newspaper ads and a heavy two

weeks on another radio station in

town. He's finally giving you a chance because you've put together a couple of "real cute spots," so

you get 20 a week for two weeks.

By Michael Hesser

Sound familiar?: "I didn't hear my ads last week, and no one who came in mentioned that they heard them either." Or, "My wife wants to know why I'm running ads on your station. All her friends listen to KKKK." Or, "Well, yeah, I had a pretty good weekend sale but ... I don't know whether it was the paper, the shopper's guide, your station, or the other station I ran my sale ads on."

Of course, anybody who's spent any time on the street has heard similar comments and questions. Then what do we do as radio salespeople? We dance, wiggle, and talk to save the account. However, there may just be a way to alleviate some of these frustrations, unnecessary hassles, and defenses. I submit to you, for your own mental well-being — (trumpet fanfare, please) — the "Radio Tearsheet."

For those of you unfamiliar with the newspaper tearsheet, it's proof of insertion — an advertiser's ad or the entire page it's on is cut from the paper. The tearsheet is usually delivered to the advertiser before the paper comes out or immediately after, and it's included with your bill. If requested, our radio bills go out with affidavits of performance and a copy of the script.

### Making Radio Tangible

Now let's hear it again: Radio is a tough sell because it isn't tangible. I agree. So let's make it tangible — especially to the newer advertisers.

First, you need inexpensive, short duration cassette blanks. (Do not use bulk-erased demo cassettes sent to you by radio syndicators. The reason is simple. We also do syndication, and I've sent you some of these cassettes. But you told me, "It was lost, please send me another one.") Second, print up cassette labels with your call letters, logo, phone number, etc. These tapes will become your radio transfers.

Now's the time to leave nothing to chance. Use all your guns and strategy; don't allow the advertiser to make the comments we discussed earlier. When Mr. Baxter's commercials are scheduled to run, you should be ready with your cassette blank to record — off the air — one minute before his scheduled cluster and record until after the stop set and into the next minute or so.

### Take Extra Steps

Your recording should include the end of one of your station's "killer" songs, your announcer giving the time, the calls, etc., and then — a Pepsi commercial, Baxter's shoe store, and the local Ford dealer. After the commercials: your announcer again and the

Michael Hesser

Michael Hesser, a co-founder of Sunbeit Communications, now consults radio stations as well as other businesses on sales and management. One of his seminars — "Did you want to be a salesperson when you grew up?" — stresses the basics of sales, the art of listening, and an understanding of co-op. His firm, SB Management, is located at 550 Price Avenue, 48, Redwood City, CA 94063; (415) 366-1781.

beginning of the next great song. Mr. Baxter's intangible is now tangible. But we're not done yet.

Drop in to see Mr. Baxter, bringing along the cassette, a player, and a copy of the days and times his commercials are scheduled to run. Play his tape (remember it's only approximately three minutes long). Ask Mr. Baxter if he has a cassette player at home. If he doesn't, let him use yours for the evening so he can play his commercial for the wife and kids. They'll love it.

What has the radio tearsheet accomplished? It has made the intangible tangible. It showed Mr. Baxter he's in good company. It allowed him to hear one of his 40 commercials as it played to your listening audience. It gave Mr. Baxter pride of ownership and showed that you care enough about him and his business to take that extens them.

If your clients aren't happy after all of the above — blame it, as always, on your traffic director.



THE PRESIDENT'S CLUB — Group W Radio recently inducted new members into the President's Club — honoring the single injulest billing AEs at its stations. AM station winners, flanked by VP/AM Stations Waren Maurer (I) and Group W Radio President Dick Harris, were (left photo, Ir) WINS/New York's Tim O'Sullivan, WBZ/Boston's Gil Sullivan, KFWB/Los Angeles's Andrea Cohen, KYW/Philadelphia's Bob Kelly, KFWB/Los



Angeles's Jerry Santantonio, and KDKA/Pittsburgh's T.J. Feola, (right photo) Harris (far leit) and VP/FM Stations Best Wahlen (second from right) congratulate the FM honoreas (Fr) KJQY/San Diego's Ginger Hoy, KOSI/Denver's Ellen Bartholomew, KODA/Houston's Frank Costa, KQXT/San Antonio's Jill Baumgartner, and KQZY/Dallas-Ft. Worth's Laura Lovins.

# DIAL "P" FOR PLACE-MENT

It's no mystery when you need new staff quickly. Columbia School of Broadcasting has seasoned graduates and trained beginners just waiting for the position you have open right now.

Our placement service is absolutely free to your station. Let us put your job lead on our 24-hour hotline, plus spread the word to our 20 Communication Centers around the country.

We have trained announcers, copywriters, salespersons and engineers for 22 years. Our National Placement Director screens every graduate to ensure that when a job opens up, we

have a qualified graduate to fill it.

So dial "P" for placement. Call Penelope Conklin collect at (213) 469-8321. Let her take the suspense out of your staffing mystery.



5858 Hollywood Blvd, Fourth Floor Hollywood, CA 90028 (213) 469-8321

Not affiliated with CBS, Inc.



# More people listen to BMI than to their mothers.

And more moms listen to BMI, too.

Over the past ten years, most of the music played on radio has been licensed by BMI. If anyone tries to tell you differently, don't listen.

So remember, keep your feet off the furniture, don't play with your food, and keep playing plenty of BMI music.

Wherever there's music, there's BMI.





HARVEY MEDNICK

**BEEFED UP FOR RADIO** 

# It's BPME Time Again!

In response to requests from the radio station membership, and to recruit more radio interest and participation in the Broadcast Promotion & Marketing Executives association and its annual seminar, 1986 agenda planners have more than doubled the number of specific radio-related sessions and activities than were held at last year's gathering. In addition to radio-specific sessions, there are many presentations of great interest and benefit to radio



In a blatant effort on my part to encourage you to attend the BPME seminar in Dallas June 11-15 at the Anatole, I'd like to highlight the agenda from a radio promotion/ marketing aspect. I'll also point out a few other sessions on the program you might not only find interesting but be able to use to persuade your manager to approve your attendance.

### Wednesday, June 11

12:20-2pm: Radio Luncheon This is BPME's first-ever opening luncheon designed just for radio. The guest speaker is RAB President Bill Stakelin, who's expected to stress the importance of sales promotion and the station promotion director to station oper2:15-3pm: Special Radio Pre-

NAB Sr. VP/Radio David Parnigoni will present NAB's newly developed campaign, "The Mind Connection." He'll explain why and how it was developed, and show how you can use it at the station level to complement your own inhouse promotions.

3:15-5pm: Three Idea-Sharing

Here's an opportunity to share success stories in specific areas of activity. If you'd like to do "show and tell," contact the producers.
"On-Air Contests" - Produce

 Producer Stuart Saginor, WELI/New Haven; (203) 281-9600.

"Sales Promotions With Client Producer Kathy Bee, Tie-Ins" Malrite Communications; (216)

"Event Promotions" - Producer not yet named

3:40-4:45pm: Management "Assertiveness for Professionals" - Presenter Barbara Abrams of Tustin, CA. Promotion Basics

"Motivational Techniques" -Presenter Phil Nelson, Interdatum, San Francisco.

Thursday June 12

7:30-9:30am: Opening Breakfast CBS President Gene Jankowski will show "The History of Broadcast Promotion." This presentation, headed for the Museum of Broadcasting, traces our profession's "roots" with a conscientious effort to focus on the beginnings in radio

9:45-11am: Workshops

"Nuts and Bolts of Creative Radio Sales Promotion" - Presenters Danny Flamberg of RAB and Susan Storms of WHN & WAPP/ New York

"Brainstorming Techniques For Radio" - Presenter Mark Tindell, KZEW/Dallas.

"Promotion Basics: Working With A Production Company" Presenter Don Silverman, Silverman Productions.

11:15am-12:15pm: "Dangerous In The Wrong Hands" - Harry Marks focuses on the creative use

of computer graphics. 2:30-3:30pm: "Siskel & Ebert and the Promos" famous film critics "rate" ten station promos and spots.

3:45-5pm: Workshops "Exploding The Myths" - Rob Balon offers his research views.

"Creative Advertising: Case Study of a Multimedia Campaign"

Presenter Gordon Hope, CBC. there will be a host of exhibitors "Promotion Basics: Direct Mail representing a variety of related Presenter Harvey Mednick, industries, such as 2B Systems, R&R

Friday, June 13

9-10:15am: Workshops "The Radio Television Commercial" - Presenter Filmhouse.

"Radio Community Service Events Revisited" --Arnold Katinsky, WGST.

"Promotion Basics: Wooing The

U.S. Tape & Label, Colorgraphics, Spotwise, and many, many others. And when the sun goes down, hospitality suites will be opened for your perusal and enjoyment. I'm also very proud of the fact that, with a month left to go, radio registrations exceed the total number of radio people in attendance last year. We challenged BPME to develop a program that would inspire 250 radio promotion people to attend the 1986 Dallas Seminar, and I think they have. Call 717-397-5727 and register today. I look forward to seeing you in "Big D" next month.

Filmhouse, TM Communications,



Trade Press" - Presenter Bob

Bernstein, March 5. 12:30 - 2:15pm: BPME Honors

2:30 - 4:30pm: Format Work-

shops - Idea sharing in format ac-

2:30 - 3:45: Promotion Basic:

"Handling A PR Crisis." A special

who handled the Tylenol crisis.

presentation by the agency people

Saturday, June 14

Study. When you arrive you'll receive a promotional challenge.

At this session you'l see how your

marketing plan compares with a

"Outdoor Advertising: The Me-

dia's Medium" - Presented by the Institute of Outdoor Advertising

Jim Marchyshyn, KSHE/St. Louis.

"Coping With Four Arbitrons"

"Promotion Basics - Copywrit-

ing" - Presenters Geoff Williams

and Dennis Regan of Main Street

3:15-4:30pm: "Where Do Promo-

Presenter Marty Wall of B106/

6:30-8:30pm: BPME Awards.

And More

If those sessions aren't enough,

tion Directors Go From Here?"

Productions, San Diego.

-Evaluation of new continuous

10:30-11:45am: Workshops "Merchandising" - Presenter

remarkable success story.

measurement.

Wash, D.C.

8:30-9:30am: Marketing Case

Luncheon

cented groups.

# DATELINES

1986

May 21-25

American Women in Radio and Televi-

35th Annual Convention Westin Hotel Galleria, Dallas

June 9-10

Burns Media 18th Annual Radio Studies Seminar

Sheraton Crystal City Hotel, Washington D.C.

June 10-12

5th Annual International Radio Festival of New York

Sheraton Centre Hotel, New York

June 11-15

Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Seminar

Loew's Anatole, Dallas June 26-27

Atlanta Radio Forum '86 Burkhart/Abrams/Douglas/Elliot & Associates Programming Conference Atlanta

June 26-29

11th Annual Upper Midwest Communications Conclave Radisson Plymouth, Minneapolis

July 13-16 7th Annual New Music Seminar

Marriott Marquis, New York

August 26-29 Radio-Television News Directors Association's International Conference Salt Palace Convention Center, Salt

Lake City Sept 4-7 5th Annual Jazz Times Convention

Roosevelt Hotel, New York Sept 10-13

Radio '86 Management, Programming, Sales, and Engineering Convention, sponsored by NAB and

New Orleans Convention Center, New Orleans

# ONE YEAR AGO TODAY

- Rodney Brady Bonneville's President /CEO
- Lynn McFadden VP/GM KMBZ & KBMR/Kansas City Jack Ellery OM for WWDB/Philadelphia
- Ted Utz PD WMMR/Philadelphia
- Jim Lowe OM, Mike Davis PD at WNEW/New York
- •#1 CHR: "Don't You (Forget About Me) Simple Minds (A&M) (2 wks)
- •#1 AC: "Suddenly" Billy Ocean (Jive/Arista) (2 wks)
- #1 B/U: "Sanctified Lady" Marvin Gaye (Columbia)
  #1 Cuntry: "She Keeps The Home Fires..." Ronnie Milsap (RCA)
- •#1 AOR Track: "Little By Little" Robert Plant (Es Paranza/Atlantic)
- •#1 LP: "No Jacket Required" Phil Collins (Atlantic)

# FIVE YEARS AGO TODAY

- Ted Cramer PD WMAQ/Chicago
- Jim Smith PD WBBM-FM/Chicago
- Thomas Connally GM WDAF/Kansas City
- Fred Jacobs WRIF/Detroit PD
- ●#1 CHR: "Bette Davis Eyes" Kim Carnes (EMI America)
  ●#1 AC: "Her Town Too" J. Taylor & J.D. Souther (Columbia) (6 wks) #1 B/U: "What Cha' Gonna Do For Me" — Chaka Khan (WB) (3 wks)
- #1 Country: "Elvira" Oak Ridge Boys (MCA)
- •#1 LP: "Face Dances" Who (WB) (6 wks)

# TEN YEARS AGO TODAY

- Bruce Lundvall President CBS Records
- •#1 CHR: "Silly Love Songs" Wings (Capitol)
- •#1 AC: "Welcome Back" John Sebastian (Reprise/WB) (3 wks) • #1 B/U: "Kiss And Say Goodbye" — Manhattans (Columbia)
- #1 Country: "After All The Good Is Gone" Conway Twitty (MCA)
- #1 LP: "Black And Blue" Rolling Stones (Rolling Stones/Atlantic)
- 38/R&R FRIDAY, MAY 16, 1986





KEN BARNES

THE REAL NITTY GRITTY

# Dirt Band Celebrates 20 Years In Song

It's an unusual accomplishment for a group to reach 20 years together, still recording and still thriving, but it's been done (see article this page). It's more unusual to celebrate that achievement specifically in a song, released as a single to coincide with the 20th anniversary.

But that's what the Nitty Gritty Dirt Band has pulled off with "Partners, Brothers, And Friends," which hit the Country Top 5 in May. May 13 marks the group's actual anniversary date; they played their first public gig in Orange, CA on that day in 1966. Warner Bros. just released a greatest hits package to tie in with the May 13 occasion, and the celebration peaks June 9 at the "Twenty Years Of Dirt Reunion Concert" at Red Rocks Amphitheatre near Denver, featuring a number of musical friends.

#### Fitting In

The critics all like our record just fine But they seem a bit confused is it folk or rock or country? Seems like everybody cares but us..." "Partners. Brothers. And Friends"

The Dirt Band has always defied pigeonholing. They're currently successful on the Country chart, but their music isn't a whole lot different than it was 15 years ago. Some have suggested that while the Dirt Band kept on doing what it was doing, mixing a myriad of musical styles into a unique customized blend, Country radio evolved to the point where Dirt Band music finally fit in.

But confusion over just what sort of group the Nitty Gritty Dirt Band really was has existed since they first started. The 1966 edition, which featured Jackson Browne for a while until he packed off to New York to write songs for former Velvet Underground singer Nico, represented itself as a kind of a jug band/vaudeville troupe, performing a lot of antique numbers like "I Wish I Could Shimmy Like My Sister Kate" and modern songs in the same kazoo-and-megaphone vein (one of which, on the first alburn, appears to be written by PolyGram's Russ Regan).

On the same 1967 debut LP, however, there was a bluegrass-style instrumental and a few orchestrated pop songs, including their first semi-hit. "Buy For Me The Rain."

This somewhat schizoid state of affairs continued for two more studio albums, which ranged stylistically from "Teddy Bear's Picnic" and "Sadie Green The Vamp Of New Orleans" to Jackson Browne's reflective "These Days" and Tim Hardin's "Reason To Believe." An early live album,



The mid-70s "natural" look

"Alive," confused matters further by adding cajun ("Alligator Man") blues, (B.B. King's "Rock Me Baby"), and R&B/doowop ballads ("Goodnight My Love") to the repertoire.

#### Tapdancing To A Hit

A breakthrough occurred in 1970 when the group's cover of Jerry Jeff Walker's "Mr. Bojangles" became a Top 10 pop hit, propelling into the limelight an accompanying album, "Uncle Charlie & His Dog Teddy," which featured songs by Buddy Holly, Kenny Loggins (an early cover, "House At Pooh Corner"), and Mike Nesmith, "Swanee River," and considerably more bluegrass than previously (a natural direction, with a talented banjoist, John McEuen, and no shortage of multi-instrumental abilities distributed among the band, which now included present member Jimmy Ibbotson along with founders McEuen. Jeff Hanna, and Jimmie Fadden).

The country/bluegrass/cajun orientation continued with "All The Good Times" in 1972 and came to fruition with the ambitious three-record set "Will The Circle Be Unbroken," a mini-history of country, folk, bluegrass, and even gospel featuring guest performances by Roy Acuff, Merle Travis, Mother Maybelle Carter, Earl Scruggs, and a whole raft of superpickers.

A double live album, "Stars & Stripes Forever," summed up their career to that point, with reprises of "Bojangles" and even "Buy For Me The Rain" as well as the usual ultra-eclectic range of material (the Jive Five's "My True Story" materialized).

Around 1973-74 the group relocated to Aspen, a move which did not dampen their experimental spirit, as the next album, "Dream." included not only the title cut (the old Everlys hit) and guest appearances by Linda Ronstadt and Leon Russell, but a couple of classical banjo pieces and a wind harp excerpt.

For their tenth anniversary, a triple-album retrospective entitled "Dirt, Silver & Gold" was issued, with an accompanying list of "contributing writers" that included, besides those already mentioned, Randy Newman, ex-Eagle Bernie Leadon, Michael Murphey (before he acquired his Martin), Hank Williams, and Cab Calloway. Even "eclectic-oriented rock" doesn't cover that span.

#### Transition

After this summation, a transitional period ensued, with Ibbotson leaving temporarily and Bob Carpenter, who would join formally by 1980 and stay with the group, contributing a song and a few instruments to the 1978 "The Dirt Band" LP, which was more pop-oriented and not wildly successful. The follow-up LP, however, spawned a second Top 10 pop hit in "An Amer-

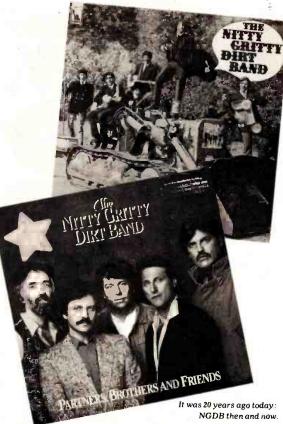


Live in the '70s

ican Dream," written by ace country songsmith Rodney Crowell. This number joined the country chestnut "Wolverton Mountain" and a collaboration by the Dirt Band and Le Roux on Gary U.S. Bonds's "New Orleans" in a typically all-encompassing LP package.

"Make A Little Magic" gave the group another hit with the title track, an original, as was most of this album, barring a rocker by Cindy Bullens. 1981's "Harmony" continued that trend, with just a Van Stephenson song added to nine originals, but no hits were forthcoming.

On their last Liberty/UA LP, "Let's Go" (credited to the Nitty Gritty Dirt Band after the last four had been Dirt Band projects), the group scored a country hit, "Dance Little Jean," which really was no drastic departure from what they'd been doing. And mixed with songs by Dave Loggins, Bob McDill, and Rodney Crowell were pop-rockers from Andrew Gold and Marshall Crenshaw.



But Country radio welcomed the Dirt Band, and they found themselves able to combine country hits like Crowell's "Long Hard Road" and the original "High Horse" with Crenshaw, Springsteen, and Jim Steinman numbers for their first Warners album, "Plain Dirt Fashion." The "Partners, Brothers And Friends" album is perhaps a more unified country-pop mix, with the autobiographical title song, as mentioned above, setting up 1986's 20-year anniversary celebrations. And with the loyalty engendered by their longevity and current string of country hits, plus their own wide-open musical instincts, there's no reason they can't go on indefinitely making music that define categories

#### **GROUPS LASTING 20 YEARS**

# The Double Decade Club

This month the **Nitty Gritty Dirt Band** begins celebrating its 20th anniversary as a performing group (their 20-year recording anniversary arrives next April). They join a select roster of acts with 20 years behind them, still recording and performing.

That definition leaves out a number of acts still making good money on the oldies circuit, from the Diamonds and Shirelles to Paul Revere & The Raiders and Herman's Hermits. But there's still an impressive collection

Thirty-year groups the **Dells** and **Four Tops** have to lead the list, although the former group isn't currently recording, to my knowledge (they have in the past two years, however). The **Staple Singers** are in the quarter-century range, as are the **Spinners**, the **O'Jays**, **Gladys Knight & The Pips**, and the Temptations.

The end of 1986 marks the Beach Boys' 25th anniversary, while their East Coast former rivals the Four Seasons are in the same ballpark. The Jefferson Airplane/ Starship combo has passed 20, although with no original members; same for the Guess Who, who,

have continued in one form or another to record in Canada.

Something about the British scene seems to promote longevity. The Hollies and the Searchers, both closer to 25 years than 20, are not exactly forefront bands, but the Hollies continue to record sporadically and the Searchers play contemporary material and recorded as late as 1983. Closer to the contemporary action are the Kinks, Moody Blues, and of course the Rolling Stones. The Animals seem to have split up again after their recent reunion, but Slade, counting a couple of early incarnations under different names, has now passed the two-decade mark.

Other groups are approaching this milestone. The Bar-Kays started recording in 1967, while the J. Geils Band, Jethro Tull, and Yes all commenced in 1968. And there may be more tive neglected to mention; I'd appreciate any reminders.

### ΓRANS-X "Living On Video" minage

WKSE deb 38 Y106 27-20 ZZ99 add WLOL-FM add KLUC deb 38 KZZB 1-2 FM102 deb 24 95XIL deb 38 KPLUS 22-17 Q100 add K104 38-32

BJ105 20-14

KBFQ

WKFF

KDWB-FM

KAY107 40-35

OK100 39-33

KWES deb 33 WPFM 37-29 KDVV deb 37

OK95 deb 40

Q101

WCIL-FM

### LIMITED WARRANTY

B106

KSND

WKSI

"Victory

KDWB-FM 22-16 WLOL-FM 23-13 KYYY add Y94 on WSPT add



#### DATEBOOK

SEAN ROSS

### Lead A Double Life #1

Some rock stars are born again; more than a few seem to be born twice. In recent months, we've reworked our database to catch some of them. Periodically, we'll list them so that you can update your records, and in hopes that somebody with the right information might come forth. We'll start on artists with two dates and possibly work our way down to year conflicts in the future. Any new information is appreciated. (Special thanks to Tara Beyer and Pam Maritzer for their assistance on this project.)

Johnny Ace 6/29 or 6/9/29, Herb Alpert 3/1 or 3/31/35, Adam Ant 10/31 or 11/3/54, Burt Bacharach 5/12 or 5/21/29, Fontella Bass 7/3/49 or 50 or 8/24/42, Eric Burdon 4/5 or 5/11/41, John Cale 12/4 or 12/5/40, Desmond Dekker 7/16 or 7/17/42, Rick Derringer 8/4/49 or 8/5/47, Mickey Dolenz 3/8 or 3/9/45, Lonnie Donegan 3/29 or 4/29/31, Kinky Friedman 10/30 or 10/31/44, Andy Gibb 3/5 or 5/5/58, Gary Glitter 5/7 or 5/8/40, Andrew Gold 8/1 or 8/2/51, Jeff Hanna (Dirt Band) 7/11 or 8/11/47, Tim Hardin 9/13 or 12/23/40, Isaac Hayes 8/6/38 or 8/20/41, Nona Hendryx 8/18/45 or 10/4/44, Chrissie Hynde 9/7/52 or 9/28/51, Janis lan 4/7 or 5/7/51, Joe Jackson 8/9 or 8/11/54, Booker T. Jones 11/12 or 12/11/44, John Paul Jones 1/3/47 or 6/3/46, Paul Kantner 3/12 or 3/17/42 or 3/17/41, Simon Kirke 7/28/48 or 8/27/49, Cheryl Ladd 7/2, 7/12 or 7/20/51, Denny Laine 9/29 or 10/29/44, Cyndi Lauper 1/20 or 6/20/53, Peggy Lee 5/6 or 5/20 or 5/26/20, Little Richard 12/5 or 12/25/35, Freddie Mercury 9/5 or 9/8/46, Eddie Money 3/2/49 or 3/21/48.

#### MONDAY, MAY 19

1976/Gonzales County, TX refuses Willie Nelson a permit for his annual picnic. The concert, which would've featured Waylon Jennings, Jessi Colter, Kris Kristofferson, Rita Coolidge, and Emmylou Harris, is cancelled

1981/Religious station KBRT/Los Angeles is invaded by four men who force it to air their "conspiracy tape," in which the National Council of Churches is accused of the Atlanta Child Murders and the Jim Jones Guyana

1984/The O'Jays and Romantics are together on "Soul Train." Birthdays: Pete Townshend 1945, Grace Jones 1953.

#### TUESDAY, MAY 20

1974/David Bowie's "Diamond Dogs" LP is delivered to Los Angeles stations by famed used car dealer Cal Worthington and a Bengal tiger.

1978/"The Buddy Holly Story" premieres in Lubbock.

1981/Gary Owens gets a star on Hollywood's Walk Of Fame, allowing him to start work on one for the 3

Stooges.
1985/Harlem's famed Apollo Theatre reopens.

Birthdays: Joe Cocker 1944, Cher 1946.

#### WEDNESDAY, MAY 21

1962/Stevie Wonder's "Fingertips, Pt. II" recorded live.

1974/Clive Davis joins Bell as a consultant.

1979/Elton John plays the first of eight Russian shows in Leningrad.

1980/Maybe people just like to do this in the spring: the Clash's Joe Strummer is arrested in Hamburg for attacking a fan with his guitar.



Paul Welles, Bob Dylan, Patti LaBelle. Rosanne Cash

#### THURSDAY, MAY 22

1954/Bob Dylan bar-mitzvahed.

1955/Bridgeport police ban Fats Domino after an alleged rock & roll riot in New Haven

1966/Bruce Springsteen and his garage band, the Castiles, make their first record, which is never released. 1979/Cheap Trick's "Live At Budokan" LP goes gold, thus delaying the release of "Dream Police," which was supposed to have been their breakthrough LF

Birthdays: Bernie Taupin 1950, Steven Morrissey (Smiths) 1959.

#### FRIDAY, MAY 23

1970/The Grateful Dead plays its first British concert; opening for them is Mungo Jerry.

1975/Thousands of Beach Boys fans cause the upper deck of Anaheim Stadium to sway.

1979/In an effort to get out of his ABC/MCA contract, Tom Petty files for bankruptcy. Birthday: Shelly West 1958.

#### SATURDAY, MAY 24

1932/The Canadian Broadcasting Company is established.

1978/"Van Halen I" goes gold.

1978/WAKY/Louisville PD Gary Guthrie premieres the Barbra Streisand/Neil Dlamond duet of "You Don't Bring Me Flowers," which he spliced together as a present to his ex-wife.

1980/Phil Collins, Mike Rutherford, and Tony Banks work the ticket booths at L.A.'s Roxy for their show the

Birthdays: Tommy Chong 1938, Bob Dylan 1941, Patti Labelle 1944, Rosanne Cash 1955.

#### SUNDAY, MAY 25

1973/Using six times the amount of equipment employed by the Rolling Stones, Carole King's free concert in Central Park is heard by an estimated 100,000 fans.

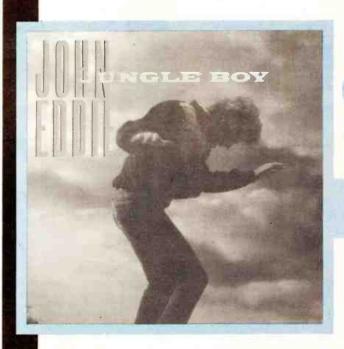
1977/From the "This is your life, Meco Monardo" file: "Star Wars" opens.

1981/First generation rocker Roy Brown dies

1984/WWDC-FM/Washington's Greaseman tells R&R, "I've been doing (my act) for 14 years and I've never gotten in trouble with the FCC."

Birthdays: Tom T. Hall 1936, Jessi Colter 1945, Paul Weller 1958, Miles Davis 1926

# Columbia Records Artist Development: Where Careers Are Built On Original Ideas!

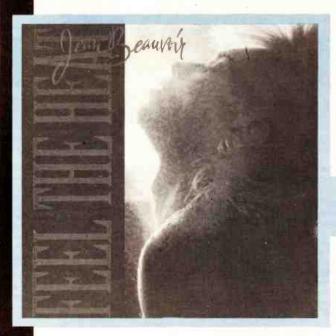


# OHN EDDIE

"Jungle Boy"

Taken from the Columbia LP: "John Eddie" 40181

Produced and Engineered by Bill Drescher Management & Direction: Tommy Mottola, Champion Entertainment



# EAN BEAUVOIR

"Feel The Heat"

Produced, Arranged, Composed, and Performed by Jean Beauvoir



### RECORDS



ADAM WHITE

#### **WEA'S WEISS AIMS TO INFORM**

### **Fighting Drug Abuse**

A couple of years ago, a prominent record producer confessed publicly that he had been a heavy drug user, and that his dependency on cocaine had nearly destroyed his career. He made the admission in one of the trades, in itself unusual because when there are reports of drug problems among music people, they usually appear in the consumer press. And they usually involve artists, recent examples being David Crosby and John Phillips.

The music industry's involvement in social causes during the past 18 months has gone a long way to counter its previously negative portrayal in the general media. At the same time, the business continues to grapple with image difficulties — to say the least — as a result of "explicit" lyrics and payola.

One person who, by profession, deals with the media ar 1, by choice, is dealing with the drug abuse issue is Skid Weiss. As the National Director/Communications of the WEA Corporation, distributing arm of the Warner/Elektra/Atlantic record labels, he's responsible for its advertising, public relations, and creative services functions.

#### Modest Newsletter

A 15-year WEA employee, Skid has been augmenting his duties since last fall with a quiet, company-sanctioned drive to educate its employees and others in the music/entertainment industry about chemical substance abuse. His primary vehicle has been a modest newsletter, produced every couple of months and distributed within WEA, as well as to selected retail/wholesale customers and to the principals of the Warner Communications labels.

The newsletter features reprints of articles about the perils of drugs, drawn from such sources as Fortune, Advertising Age, and the New York Times. Skid's first missive stated, "Please accept this as a personal petition to solicit your views, comments and recommendations as to what the prerecorded entertainment industry can do constructively in concert with other industries to deal with the spreading epidemic of drug and alcohol abuse."

The response to that first newsletter – sent to approximately 800 in WEA – and to subsequent editions has been "encouraging and gratifying," says Skid. "It took about a month, and then I started getting calls and letters." One response came from a sales manager recovering from addiction. He offered additional material on the subject "and anything else he could do to help." Another recovering addict, a label employee and mother, was grateful and anxious to know how to assist further.

#### Customer's Call

"Then I got a call from a chief executive of one of our key customers," notes Skid. "He had recently learned of his adopted daughter's cocaine habit and was absolutely destroyed. He didn't know what to do and asked for advice." Yet another respondent was a WEA employee who lived in a conservative part of the U.S. She approved the effort because it showed the music industry wasn't indifferent to a tough issue. She admitted that until hearing of Skid's effort, she couldn't even tell some family members that her employer was a music company.

Weiss explains that for some years he felt music professionals should develop more of a social conscience. "From a pragmatic point of view, having been involved in promotion, marketing and advertising, I was a little stunned at first that the record industry was not more involved in public service projects."

He says he tried in the '70s to get involved with anti-drug, anti-alcohol campaigns 'because what was happening was injurious; it was not enhancing the creativity of artists.' Such attempts were not widely effective, Skid notes, partly because "there's a great deal of denial in the business, and it's being perpetuated by people who don't want to antagonize stars and artists. Finally, after USA For

"From a pragmatic point of view, I was a little stunned at first that the record industry was not more involved in public service projects."

-Skid Weiss

Africa came along, I thought if the time isn't right now, it's never going to be."

#### Newman Center

Skid contacted a number of appropriate organizations last year (including several whose literature he felt was more impressive than their programs). He then connected with the Scott Newman Center for Drug Abuse Prevention and Health Communications Research. Newman, son of actor Paul Newman, died from an accidental overdose of drugs and alcohol in 1978.

Weiss met the Center's Susan Kendall Newman last September and introduced her to WEA Corp. President Henry Droz. "I told Henry what I wanted to do, and he said, 'Go for it.' I was just going to send out some mailings. I wasn't taking any particular position, and there was no corporate policy involved. We were just doing a program of what we consider to be important public service for our employees."

WEA picks up the tab for preparation of the newsletter and its distribution inside/outside the company. "This is part of my function and responsibility here," says Skid, "although there's no specific budget on the ledger sheet. I was told, however, that there is going to be provision in the budget for this."

The problems of chemical substance abuse and how to fight it are not endemic to the entertainment business, emphasizes the WEA director. "It's universal, and every industry, every corporation in America is facing this. More and more companies are getting involved in employee assistance programs."

#### Chapin Admirer

Weiss says he is informing people of drug risks and what can be done, not sitting in judgment. A longtime admirer of the late Harry Chapin and his pro-social activities, Skid concedes that the antidrug movement could use more musicians' support. "It's a tricky, sensitive area. I don't want to get into dictating to artists what they can and cannot do. I don't want to get involved in censorship or viola-

tions of the First Amendment. But they have tremendous influence as role models. And when they can get together and do something on a subject of this sensitivity and nature, as they did for USA For Africa, Farm Aid and the other events, then I'll feel we're on the right road."

wea

wea

melf-destrict is not only manife ting the Earth with touse waste.

OUR SOCIETY IS IMMUNE. No

"I don't want to get into dictating to artists what they can and cannot do. But they have tremendous influence as role models. And when they can do something on a subject of this sensitivity, then I'll feel we're on the right road."

-Skid Weiss

Skid's activities have produced support and commitment from such major merchandisers as David Lieberman of Lieberman Enterprises, Evan Lasky of Danjay Music & Video, and, in the last month, from a major figure in the talent and recording community — Quincy Jones. "It's wonderful that someone is taking a stand to reveal the truth of the matter, that drugs and alcohol aren't good but are bad for the health and mental well-being of anyone who is a user," states Quincy.

"Quincy's letter was unsolicited and unplanned," says 'Skid, "and more of those things are going to happen on a spontaneous level. I'm just going to continue the campaign, trying to help. There's nothing more powerful than an idea whose time has come. Fighting drug and alcohol abuse is just that."

# New Acts And Compact Discs

Here's the latest comment I've received about the subject of promoting compact discs to radio. It's from Candace Oehler, Marketing/Promotions Director for Albatross Productions:

Dear R&R.

We've followed with interest (and some anusement) the recent comments in R&R regarding the difficulty in obtaining compact discs and radio's dissatisfaction with major label CD service. Also noted is your mention of A&M's promo CD release of a 38 Special single ("possibly a first from a U.S. pop label").

We thought you might be interested to learn that Albatross released the first promotional compact disc in January 1985 to support the debut album, "Gone Tostr," by the Albatross-managed group Widow. We also issued promo CDs for the band's second album, "Rockit," and serviced several hundred CHRs (including the Gavin stations, which almost never receive anythind.)

Since that time, and because of our longstanding relationship with our Japanese manufacturer, we have contracted to supply promotional CDs for several other independent and associated labels. Last year, for example, Mega went through us and obtained 600 Belouis Some CDs. And we are currently awaiting arrival of an order we placed for Pasha to support the release of its Isle of Man album.

We are amazed that major labels, which certainly have much larger budgets than independents, have been so reluctant to provide better CD service. Needless to say, the response generated by promotional CDs has been extremely favorable and is a tremendous tool in breaking a new band.

# THE RELEASE OF "INVISIBLE TOUCH"



THE FIRST SINGLE/TITLE TRACK FROM THE SOON TO BE RELEASED **ALBUM FROM GENESIS** 

**GENESIS IS TONY BANKS** PHIL COLLINS MIKE RUTHERFORD

Produced by Genesis & Hugh Padgham







JOEL DENVER

#### THROUGH A LISTENER'S EAR

# Viewing Your Station From The Outside In

Ever listen to your station? No, I mean do you ever listen to your station? Of course you do. Eight hours (at least) a day, right? On your airshift, maybe? In the shower, eating breakfast, or sometime between music meetings, production work, and the various decision-making crises you encounter every day?

Everyone knows radio is a 27-hour, eight-day-a-week job. And it's hoped all that hard work results in an outstanding on-air presentation. Sometimes, however, that's not the case. And then you're left wondering why.

#### The Outside Track

Well, ask yourself this: Do you ever stand outside of the inside picture, and look at (or listen to) your station the way a listener does? KEZB/El Paso OM/PD Ron Haney, WCAU-FM/Philadelphia MD Glenn Kalina, Y108/Denver PD John Driscoll, and WGFM/Sche-

"Don't live and die by your research. You're bound to miss what's passing right in front of you, (becoming) everything from frustrated to negative to paranoid."

- Tom Parker

nectady MD Tom Parker suggested various ways a programmer/music director can occa-sionally ride the outside track.

Listening doesn't come about until you've got a product on the air and, being a CHR outlet, that product is generally aimed at the female 18-34 target. Listening is a matter of positioning both the music and the station. And when your product is ready, you look for audience reaction. Y108 goes for the dual sell in hopes that talk on the street will be positive from both

#### Meetin' The Peeps

"We try to tie in our promotions with national happenings to appeal to a couple, not just one person," said John Driscoll. "Things like the Super Bowl, Kentucky Derby, and the World Series. And on local promotions we try to develop a lifting pattern for one of the sells, either 44/R&R FRIDAY, MAY 16, 1986



Pictured: (I-r) Glenn Kalina, Ron Haney. Tom Parker. John Driscoll

the female attracting the male or vice versa.

When it comes to local events like ski trips and movie screenings, John looks for participant feedback. Unidentified station staffers often ride the ski buses to gather information from those who otherwise would be "passive listeners." And rather than giving those movie passes to the 15th caller, the "Krocket" travels all over town handing them out and meeting the public. Y108 also places exit polls in area record stores, where listeners can talk about what turns them on

#### Callout City

KEZB operates a little differently, making several callouts a week. "It's so accurate," stated Ron Haney, "that we know exactly what the pulse of the city is . . . you can make decisions based entirely on callouts and the listeners who

But Ron likes to be sure, so station staffers visit the malls and "I try to budget time for different things during the day. At least every other week I'll go through each complete daypart and make notes on what I like and don't like.'

— Ron Haney

clubs to see what's hot with people. "We also do quite a bit of pro-gramming to that effect. Along with playing a syndicated show highlighting new music, I follow up with 'Future Hits' battles at night, and special songs called 'Hot Button Records' are played for immediate reaction."

Ron also works with consultant input. "A lot of people resent consultants," he said, "and I admit I was a bit leery of what this guy (Lee Randall) was going to come in and do with my station. But the first thing he said when he came in was, 'If you're not going to pay attention to what your listeners say, you're not going to win.""

#### **Use Your Guts**

WGFM's Tom Parker echoed that sentiment, saying, "Don't live and die by your research. You're bound to miss what's passing right in front of you. Sitting in the programmer's chair, you have to be on top of everything. Sometimes you lose sight of the essence and become everything from frustrated to negative to paranoid.'

"I have a very hard time looking objectively at my station," concurred Glenn Kalina. "I try to keep a pulse on the city and look for records that can be exclusively ours. I feel that by us being a strict CHR people will have just one more reason to listen to us. They can't get it anywhere else."

By Yvonne Olson

WCAU-FM also has a formidable rival in AOR WMMR. "Men are tough to drag away from the AOR in town," said Glenn, "so I try to do and play things that will attract the women and bring the men along.

#### Where To Listen?

Those interviewed wholeheartedly agreed the station is probably the worst place to listen. Glenn Kalina usually listens "at home or in my car, somewhere where the phone isn't constantly ringing.'

"The music business is not the entire world," quipped John Driscoll, "but you'd never know it if you sat in my office all day. I'll go out on a weekend and drive around the city listening to my station. I keep

"I'll drive around the city listening to my station, trying to measure listenability. I'd like to think if I didn't work here, I'd be listening to this station anyway:

- John Driscoll

track of how many times I punch out, trying to measure listenability. I also go through malls and around stores to see if Y108 is on. I'd like to think if I didn't work here, I'd be listening to the station anyway.'

Ron schedules his listening time 'I set up a time at least every other week, where I'll go through each complete daypart and make notes on what I like and don't like. When I was a jock I used to get real nervous when I'd be called in for a critique. So I try to be relaxed with my jocks and discuss things casu-

#### **Checking Out Differences**

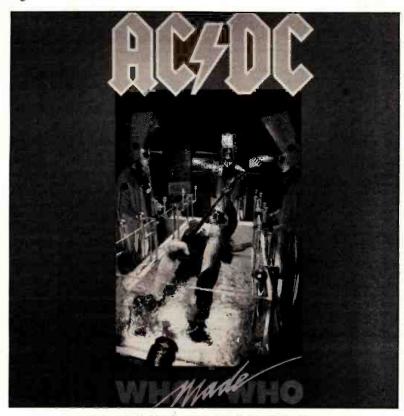
John usually waits a day before he discusses any criticisms. "I listen for execution, production, and promotional concepts, and how they all blend in with the music. I make notes, then I wait a while to make sure it's as important as I thought it was."

What about the other stations in town? Glenn said, "I check out what everyone else is playing that we're not. I try to find out what musical differences exist between us and everyone else. I listen to the oldies stations to get ideas for our own oldies category. And I listen to various morning shows to keep track of their style and pace."

Keep track but don't react is how

Continued on Page 46

# ANNOUNCING THE RELEASE OF "WHO WHO "THE CO"



## THE NEW SINGLE FROM

ac+dc

(Also available as a 12" PR 872)

FROM THEIR FORTHCOMING ALBUM,

WHO MADE WHO

THE OFFICIAL SOUNDTRACK FROM THE STEPHEN KING FILM



DE LAURENTIIS ENTERTAINMENT GROUP Presents
A Film by STEPHEN KING "MAXIMUM OVERDRIVE"
Storring EMILIO ESTEVEZ: PAT HINGLE
LAURA HARRINGTON: CHRISTOPHER MURNEY
Music by ACIDC: Co-Produced by MIDON SUBOTSKY
Executive Producen MEL PEARL and DON LEVIN
Produced by MARTHA SCHUMACHER
Written for the Screen and Directed by STEPHEN KING



ALBERT PRODUCTIONS

ON ATLANTIC RECORDS



#### **CONTEMPORARY HIT RADIO**

### **Viewing Your Station**

Continued from Page 44

Tom operates. "You can't always be revising the hot clock. Just because another station is playing a record or has jumped something in rotation drastically doesn't mean you have to second-guess yourself. However, sometimes things sound better in the context of a radio station. If it sounds good for someone else, it might sound good for you too.

#### Out From Under The Grind

The biggest problem, noted the programmers, is the amount of work that needs to be done in five days. Ron said, "I try to budget time for different things during the day, like a certain time of day to make and return phone calls and a certain time to work with my staff. I really try to push music into Mondays and Tuesdays, and fill the rest of my week with the other respon-

Former KPLUS/Seattle MD Devon Durrant fills in as MD/7pm-midnight at KUBE while Wendy Christopher takes

assumes PD duties at Y94/Fargo; he most recently was Asst. PD/mornings at KCPX/Salt Lake City . Cross is the new 8pm-midnighter at KJJO/Minneapolis, from KVIC/Victoria, KZOZ/San Luis Obispo welcomes overnighter Corey Roberts from KIQO/Atascadero.

WCIL (AM)/Carbondale morning man Dave Bridges adds Production Director duties for both the AM & FM 99KG/Salina announces a new lineup:

PD Steve Wall in the morning, Jeff

Travis middays, Production Director

Bob Singer PM drive, Mark Davis

6pm-midnight, and Jay Scott over-

night. The News Director is Rick

Weber, and anchoring is Bill Zucker.

Stan Main

MOTION

maternity leave

"I try to keep a pulse on the city and look for records that can be exclusively ours. I feel that by us being a strict CHR people will have just one more reason to listen to us."

- Glenn Kalina

Everyone also talked about prioritizing their duties. Tom said, "My first concern is what's going on the air, and I try to delegate a lot of responsibility. Of course, if radio's your career, you gotta love it. You want to be on top of everything, but you have to get away sometime.

"I'm always wondering if I'm as I do. I'm trying to teach them to take care of the station, understand our communal goal, and run it perfectly when I'm not around. I want them to know the soul of this radio

#### **Editor's Comments**

Objectively looking at one's own radio station as a casual observer is a task many programmers may unconsciously neglect in the day-to-day station shuffle. But, as evidenced by the preceding sug-gestions (and those listed in "How To Rehumanize" at right), stepping back is something that can and should - be done

stressing the right priorities. And sometimes I get bogged down with other people's responsibilities," noted John. "I want my people to feel the same way about the station

ANOTHER #1 - WPLJ/New York gave Arista rep Jeff Backer (c) a gold record for "That's What Friends Are For," after the song hit number one status on the WPLJ Powerhit survey. This album award is the second in what WPLJ hopes will become a tradition for number one record holders in New York. Flanking Backer are MD Lisa Tonacci and morning man Jim

### How To Rehumanize

As a PD, perhaps the hardest thing to do is get out of the station - and put your mind in neutral. Most of us are mired so knee-deep in station hoopla that often family and non-media friends can suffer. You owe it to yourself, the staff, and the station to occasionally get away and return with a fresh outlook.

Here are a few ideas worth trying. First, don't listen to the radio at all for a weekend. That might seem difficult to do, but remember you've got a capable staff. And second, let that capable staff be in charge once in a while. You'll be surprised at how fresh your station sounds to you on Monday morning

Other ideas include:

- · Taking regular vacations
- · Not talking about the business with family/friends
- · Going out as often as possible for lunch
- · Making more of your lunches non-business.

Changing the environment where you listen can also help. For exam-

. Stay at home and monitor the market on a Friday

- · Take a Friday off and listen in your car as you run around on er-
- Drive out of the city and see how the station sounds from a suburban point of view



CASH TO KISS - KTKS/Dallas recently awarded \$32,000 to a lucky liswho won the "Kiss Cash Lottery" jackpot. The jackpot started at \$1000 and doubled with each month's giveaway, making this prize one of the station's largest giveaways. Winner Shirley Bruner (center) received her check from morning team members (I-r) Rose Wright, Steve Johnson, and John Walton

LOVIN' EVERY MINUTE - KKBQ/Houston made several hundred fans very happy when it sponsored an in-store appearance by Loverboy at Sound Warehouse. Loverboy members (I-r) Paul Dean, Mike Reno, and Matthew Frenette are seated at the table; controlling the mike on the left is KKBQ morning personality Jackie Robbins.



USA PARADE — Members of WB's Dream Academy recently visited with KIIS/Los Angeles staffers to promote their latest single "Love Parade Pictured (front, I-r) are Kate St. John, Nick Laird-Clowes and Gilbert Gabriel of the band, (back, I-r) KIIS-FM's Paul Freeman, WB's Chris Crist, and KIIS (AM)'s Steve Lehman.

#### BITS

- Тар Тар Тар Тар Тар Тар . . . WKSS/Hartford, the Hartford Sheraton. IBM. and American Airlines celebrated National Secretary's Week with the 1st Annual KISS-FM Type-Off. All accomplished typers gathered in the Sheraton ballroom and tapped their hearts out. After the contest all secretaries were treated to a Type-Off Party, and one lucky typer was awarded the grand prize of a weeklong vacation to Florida.
- Zee Power Eez Wit You KZPS (Power Station)/Dallas is putting up nine Datsun 300ZX's for grabs this summer. The 92nd caller will be picked several times a day to win a white Z-jacket and qualify for the grand prize drawings
- Derby Daze WLRS/Louisville whooped it up for Kentucky Derby Week, 800 listeners took a cruise on the Belle Of Louisville, while tickets were given away to such events as a ZZ Top concert and a Billy Crystal laugh-in. On Derby Day, the station partied from 1pm-1am at the Phoenix Hill Tavern. All airshifts were broadcast from the bar, including remote reports from the race's infield.

# ANNE MURRAY

has a new single

# WHOSLEAVINGWHO

and its perfect for

CHR RADIO.



Produced and ReMixed by Jack White Associate Producer Mark Spiro

Capitol.

HAUF OUES The led bocker Hogh Post day Radding!

rthday HOSTED BY BOB COBURN



## Listen Like Thieves

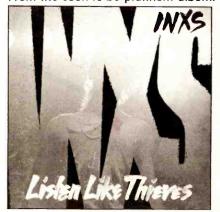
PRO-FM add WPHD on KTKS add 93FM add 24 WRNO 38-34 WRSR deb 39 Q105 deb 27 WMMS 36-32 KWK add KKRZ 36-32 KWSS add **KPLUS 31-27** Q100 add WZOU 27-19 K104 add WTLQ deb 38 KZZB add WNOK-FM add 94TYX 34-30 WOKI deb 40 WFMI 39-37 Y106 add WXLK deb 38

WKDD 30-28 WVIC 20-18 KJ103 37-35 KAY107 add 39 KIYS 36-31 KSND deb 38 KXYQ 35-32 WFBG add WGUY add WZON deb 38 WIGY deb 40 95XXX deb 39 WIKZ add WGAN deb 36 Q104 add Q101 deb 36 WHSL deb 38 KCMQ deb 38 WAZY-FM add WDBR 39-33 KFMW deb 40 **KOZE 34-27** 

OK95 deb 34

### THEIR NEW SINGLE

From the soon-to-be platinum album.



Produced by Chris Thomas Management: MMA Management, Chris Murphy/Gary Grant



### CALENDAR



BRAD MESSER

### Cheap Books = Invaluable Facts

The Soviet core meltdown three weeks ago provided more proof that when a major story first begins breaking, even the smallest news operation can get a respectable jump on the wire services and networks.

When the first sketchy Chernobyl reports came in, here is an abbreviated sample of the information I was able to get, literally within minutes, without making one phone call or spending a cent:

The Soviet Union is the world's third-largest producer of atomicenergy-generated electricity, ranking behind the United States and France. America has 85 reactors. The Soviets have 46 reactors, in-cluding the world's largest (Ignalino-1) which uses the same graphite-moderated configuration as the reactor complex at Chernobyl.

That information was immediately available from the "Reader's Digest 1986 Almanac," which contains much more related information than any reporter would immediately need. For example, the Russians use only 146 kilowatt hours of electricity per capita compared to 10,455 used by Americans; the International Atomic Energy Agency can be reached by calling Vienna, Austria; the Soviets obtain 9% of their electricity from atomic power compared to 13.5% in the USA.

Upon hearing that the Chernobyl complex is north of the city of Kiev, a reporter could immediately consult, say, the "World Almanac," to learn that Kiev is the capital city of the Ukraine, which is Russia's most heavily-populated state and

"the chief wheat-producing section of the Soviet Union.

A glance at the map section of the "1986 Information Please Almanac" reveals some interesting distances: Kiev is closer to Rome, Geneva, Paris, Brussels, and Berlin than Dallas is to New York, or Los Angeles to Kansas City.

There is also information about radiation sickness, worldwide wind patterns which might disperse fallout, and on and on.

Book learning can be stacked up rapidly in just about every fastmoving crisis, to be instantly utilized either as background and filler or as a jumping-off point for phone calls and live interviews.

In the first few minutes of a big story, rapid research via a handful of inexpensive paperbacks can make even the smallest news operation highly competitive.

MONDAY, MAY 19 - 75th anniversary of a landmark criminal case: the first New York State prosecution in which fingerprints were allowed as evidence (1911). A smalltime burglar was sentenced to six months because his prints were found on a store window

America announced in 1964 that dozens of secret microphones had been found hidden inside the U.S. Embassy in

450th anniversary of the death of England's Queen Ann Boleyn. Her husband King Henry the 8th had ordered her beheaded on a false charge of adultery, then married the Queen's young lady in-waiting one day later (1536). Victoria Day in Canada

Birthdays: Grace Jones 34. David Hartman 51.

TUESDAY, MAY 20 - 25-year-old Charles Lindbergh took off from Long Island, New York - in "The Spirit of St. Louis" - on his solo transatlantic flight 59 years ago (1927). Reporters called him the Flying Fool, then hastily changed the nickname to Lucky Lindy when he landed in Paris 33 hours later.

Exactly five years later, Amelia Earhart departed on the first solo transatiantic flight by a woman (1932)

John Walker and his son Michael were arrested one year ago as Navy spy suspects (1985).

Christopher Columbus died in Spain, broke and dejected, in 1506.

Birthdays: Cher (Cherilyn LaPiere) 40. Joe Cocker (John Robert Cocker) 42. Hockey star Stan Mikita 46. George

WEDNESDAY, MAY 21 - 25th anniversary of the declaration of martial law in Montgomery, Alabama, because of the previous day's attacks by white segregationists on Freedom Riders (1961).

in 1945 Humphrey Bogart and Lauren Bacall were married: she was solemn while he cried through the 3-minute

Lindbergh completed the first solo transatlantic flight in 1927.

The American Red Cross was founded 105 years ago by Clarissa "Clara" Barton (1881). Seventh Day Adventists held their first General Conference in 1863.

Birthdays: Mister T. (Lawrence Tero) 34. Leo Sayer 38. Raymond Burr 69. Harold Robbins (H. Rubin) 70.

THURSDAY, MAY 22 - The prototype of the world's first operational jet fighter plane, the twin-engine Messerschmidt ME-262, first flew 43 years ago (1943). About a year later, Chuck Yeager, piloting a propeller-driven P-51 Mustang which was 150 miles an hour slower, shot down an ME-262 and was recommended for the Distinguished Flying Cross.

Conventional toothpaste tube patented 94 years ago (1892).

National Maritime Day: commemmorates inauguration of the first scheduled transatlantic steamship service in 1819. Birthdays: Barbara Parkins 41. Tommy John 43. Michael Sarrazin 46. Richard Benjamin 48. Susan Strasberg 48. Peter Nero 52. Sir Laurence Olivier 79.

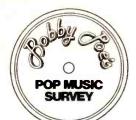
FRIDAY, MAY 23 - Bonnie Parker and Clyde Barrow were ambushed and killed 52 years ago near Gibland Louisiana (1934). They were shot about 25 times each. Bonnie and Clyde's four-year criminal career had included at least 13 murders and dozens of smalltime robberies, the biggest for \$3,500

The first coast-to-coast car trip began 83 years ago in San Francisco, ending in New York City 63 days later (1903). South Carolina became the 8th state in 1788. Full Flower Moon.

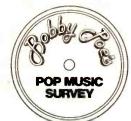
Birthdays: Golfer David Graham 40. Synthesizer developer Robert Moog 52. Joan Collins 53. Rosemary Clooney

58. Scatman Crothers 76. Saturday (5-24) AIDS declared #1 US health priority 1983. Priscilla Presley 41. Bob Dylan 45.

Sunday (5-25) Star Wars released 1982. Chicago DC-10 crash killed 275 in 1979. 25th anniversary JFK space race declaration 1961. Karen Valentine 39. Leslie Uggams 43. Beverly Silis 57. Connie Selleca 31.



### 15th Annual Radio/Records Seminar & Awards Banquet At The Marriott Airport Hotel—Atlanta, Georgia June 27-28, 1986



The only convention that honors the real stars of the recording industry: the radio & record executives! If you have a serious career in our industry, you cannot afford to miss this event.

### 

#### **RADIO NOMINATIONS 1985**

#### **RADIO EXCUTIVE OF THE YEAR '85:**

Michael Osterhout (Edens) Dean Thacker (Mairte) Wally Clark (Gannett) Tom Barsanti (10-80) Alan Goodman (Emmis) Tex Meyer (EZ) Jim Fox (Scripps Howard)
Dave Parks (Gannett) Phil Goldman (Edens) Paul Todd (S&F) Harv Moore (Howard) Jack Alix (RHR) Rish Wood (Big Thicket)

#### NATIONAL PROGRAMMER OF THE YEAR '85:

Dave Van Stone (Nationwide) Dan Vallle (EZ) Rick Cum ngs (Emmis) David Martin (Midconti nny Joe White (Pyramid) Mark Driscoll (Statewide) Steve Roddy (Scripps Howard) Bill Shannon (Burbach) Gerry Cagle (Summit) Jim Wood (Mairile) Jeff Sattler (Sandusky) Joe Montione (Future Mark)

#### **RADIO CONSULTANT OF THE YEAR '85:**

Dwight Douglas...Alan Burns...John Gorman...Rick Sklar...Jerry Cliffon...Mary Catherine Sneed...George Burns...Dan O'Toole...Kent Burkhart... Bob Laurence...E. Alvin Davis...Gary Burns

#### MAJOR MARKET RADIO STATION OF THE YEAR '85:

KS103 (San Diego) WPLJ (New York City) B104 (Baltimore) KKBQ-FM (Houston) Z-93 (Atlanta) B-94 (Pittsburgh) KEGL (Dallas) WHYT (Detroit) KISS-108 (Boston) WLS (Chicago) 94-Q (Atlanta) WCZY (Detroit)

#### MAJOR MARKET PROGRAM DIRECTOR OF THE YEAR '85:

Steve Kingston (B104) Randy Lane (Q107) John Young (Z-93) Mike Preston (KS103) Nick Bazoo (B-94) John Lander (KKBQ-FM) Gary Berkowitz (WHYT) Steve Rivers (KMEL) Larry Berger (WPLJ) Raiph Wimmer (K106) Jim Morrison (94-0) Dave Anthony (KDWB-FM) Garry Mitchell (KWK)

#### MAJOR MARKET MUSIC DIRECTOR OF THE YEAR '85:

Chris Thomas (2-93) Glenn Kalina (WCAU-FM) Gene Sandbloom (KilS-FM) Keith Naffaly (KMEL) Gene Baxter (WAVA) Gregg Swedberg (WLOL Marty Dempsey (B106) Frankie Blue (Z100) Patty Hamilton (KKBQ-FM) Amy Kronthal (B104) Lori Campbell (B-94) Don Michaels (KDWB-FM)

#### **MAJOR MARKET AIR PERSONALITY OF THE YEAR '85:**

Ron O'Brien (KIIS-FM) John Lander/John Rio (KKBC-FM) Joe Bohannon (WBBM-FM) Brian Wilson/Don O'Brien (B104) Jim Kerr (WPLJ) Dave Otto (KS103)

Don GeronimolMike O'Meara (WAVA) Gary Spears/Rufus Hurt (WAPP) Shadow Stavens (Z100) Jim Elliot/Scott Woodside (Q107) Pat St. John Jimmy Rogers (WPLJ) Jlm Zippo (KTKS)

#### LARGE MARKET RADIO STATION OF THE YEAR '85:

WMMS (Cieveland) KBEQ (Kansas City) KZZP (Phoenix) KWSS (San Jose) WNVZ (Norfolk) FM102 (Sacramento) WKTI (Milwaukee) WKRQ (Cincinnati) KTFM (San Anionio), Y100 (Miami) KKRZ (Portland) WBLI (Long Island)

#### LARGE MARKET PROGRAM DIRECTOR OF THE YEAR '85:

Rick Gillette (FM102) John Gorman (WMMS) Dave Van Stone (KWSS) Steve Perun (KBEO) Guy Zapoleon (KZZP) Kevin McCarthy (W Bob Kaghan (Z-98) Robert Walker (Y100) Kris O'Kelly (B-97) Bill Richards (WNCI) Bob Case (KUBE) Mark Bolke (KPKE-FM) n (KZZP) Kevin McCarthy (WQUE-FM)

#### LARGE MARKET MUSIC DIRECTOR OF THE YEAR '85:

Chris Collins (FM102) Bobby Rich (Q105) Kid Leo (WMMS) Jim Curits (WWZ) Karen Barber (KBEQ) Wayne Wetkins (WRNO) Doc Michaels (WRSR)
Robin Kipps (KWSS) Stave Goddard (KZZP) Michael J. Foxx (WNCI) Dale Taylor (WQUE-AM) Frank Amadeo (Y100)

#### LARGE MARKET AIR PERSONALITY OF THE YEAR '85:

Kid Leo (WMMS) Brian Kelly (WZUU FM) Bill Thomas/Lou Clery (KBEQ) Joe Nasty (KTFM) Boomer Rollins (B-97) Cleveland Wheeler/Terrence McKeever (Q105)
Chuck Buell (KRXY-FM) John Walton/Steve Johnson (WQUE-FM) Tony Macrini (WRSR) Mark McKay (KBKC) Gary Bryan (KKRZ) Corey Dietz (WNVZ)

#### MEDIUM MARKET RADIO STATION OF THE YEAR '85:

WROQ-FM (Charlotte) PRO-FM (Providence) WAPI-FM (Birmingham) Y107 (Nashville) KC101 (New Haven) KHFI (Austin WPXY-FM (Rochester) WPHD (Buffalo) WQQQ (Allentown) WLRS (Louisville) n) KHFI (Austin) Y106 (Orlando) WKRZ-FM (Wilkes-Barre)

#### MEDIUM MARKET PROGRAM DIRECTOR OF THE YEAR '85:

Rick Stacy (Y106) Reggie Blackwell (WROQ-FM) Tom Mitchell (WPXY-FM) Mike St. John (Y107) Bryan Geronimo (WOQQ) Al Brock (WKRZ-FM)
Brian Thomas (BJ105) Bob Lewis (WRVQ) Bobby Cook (KX104) Bill Cahill (KJ103) Robert John (FM100) Tom Taylor (WPST)

#### MEDIUM MARKET MUSIC DIRECTOR OF THE YEAR '85:

Stef Rybak (KC101) Jim Payne (WRVO) Jim Steat (Y106) Jimbo Wood (WAPI-FM) Roger Christian (ROCK102) Mike West (WTIC-FM) Rich Bailey (KXX106) Chris William (WROQ-FM) Dave Wright (8J105) P.J. Foxx (WNYS) Tommy Smith (WANS-FM) Steve Conley (FM100)

#### MEDIUM MARKET AIR PERSONALITY OF THE YEAR '85:

mous Amos (KOFM) Jack Acuff (WROO-FM) Gary Craig (WTIC-FM) Scott McKay (WKSE) Nicole (WSTW) Rocky Knight (WLRS) Bill Tod (ROCK102) J.J. McKay|Steve Norris (WROO-FM) Joe Madison (WAPI-FM) A.C. McCullough (WHOT) Boom Boom Cannon (WKSE) Brother John (WAPI-FM)

SMALL MARKET RADIO STATION OF THE YEAR '85: (Erie) KBFM (McAllen) WZYQ (Frederick) WSSX (Charleston) Z102 (Savannah) WXLK (Roanoke) WNOK-FM (Columbia) WABB-FM (Mobile) KNIN-FM (Wichita Falls) Q101 (Meridian) WQEN (Gadsden) WVIC-FM (Lansing) K104 (Erie) KBF9

#### SMALL MARKET PROGRAM DIRECTOR OF THE YEAR '85:

Kipper McGee (WROK) John Chommie (KHTZ) Jerry Lousteau (KZZB) Gary Franklin (WKPE) Jack Gillen (WKHI) Russ Brown (WXLK) Chris Balley (WVSR) Gabe Baptiste (KKZX) Jeff Davis (WPFM) Paul DeMille (95XIL) Todd Martin (WFLY) Kirk Cliatt (KDON)

#### SMALL MARKET MUSIC DIRECTOR OF THE YEAR '85:

on O'Shea (WXLK) Will Kauffman (WOCM) Rich Stevens (2103) Bill St. John (WOEN) Jack O'Brien (WERZ) Mark Roberts (BAYOU104)
Dave Stratton (WFXX) Martin Green (WJMX) Melodi Garrett (98-0) Tom Waiters (WAZX-FM) Bob Raieigh (Y102) Paul Fuller (WABB) Don O'Shea (WXLK) Will Kauff

#### SMALL MARKET AIR PERSONALITY OF THE YEAR '85:

John/Patricia Chommle (KHTZ) Mike Murphy (KZZB) Skip Ellot (WJAD) Kemosabi Joe (WZYQ) Bob Spencer (WCIR) Cat Collins (Y102) Doug Nevel (OK100)
Bill Matthews (WIKZ) Shannon West (BLU92) Bob Forster (WOMP-FM) Jim Martin (WOAY) David Lee Michaels (WNKS)

**RADIO PRESENTORS:** KENT BURKHART **DWIGHT DOUGLAS ALAN BURNS** JOHN GORMAN DAVE VAN STONE SUNNY JOE WHITE **GARRY MITCHEL** RANDY LANE **NICK BAZOO** RICK GILETTE RANDY KARRICH STEVE RIVERS MARK ST. JOHN **BOB KAGHAN** MIKE PRESTON **GUY ZAPOLEON** STEVE PERUN RALPH WIMMER



#### **RECORD PRESENTORS:**

**WALTER LEE** VINCE FARACI STEVE MEYER JOHN BETANCOURT PHIL QUARTARARO AL COURY CHARLIE MINOR MARGO KNESZ **EDDIE MASCOLO DICK WILLIAMS** WALTER WINNICK RICH FITZGERALD JOHN FAGOT **DANIEL GLASS** MICHAELLESSNER RICK BISCEGLIA SAMKAISER **JACK SATTER** BOB CATANIA



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STEVE FEINSTEIN

# Gold Format Makes Inroads In Winter Sweep

Three up books do not necessarily a trend make, but winter gains for AOR-based Gold formats in such major markets as Boston, Washington, and Kansas City were certainly striking. They could also have serious implications for mainstream AOR radio.

AOR Gold could become the next "quick fix" format, springing up in many a market, if operators see it as an automatic entree for 25-44 men. That could fragment the very demo that traditional AOR has begun to pride itself on owning recently.

#### Fragments Other Formats Also

Interestingly, AOR Gold stations' gains are not exclusively at the expense of competing main-stream AORs. In Washington, where "Classic Rock" WCXR debuted with a 4.112+ and came in second in men 25-34, DC101's 12+ drop of 6.5-5.0 reflected losses in 18-24 men rather than in upper demos. In fact, DC101 itself gained in men 25-34, and led 'CXR by over a 2:1 margin in that demo. It looks as if 'CXR took 25+ listeners from traditional Gold WXTR and ACS WASH and WCLY, rather than DC101.

KCFX/Kansas City, with a signal that has gaps in pockets of the city, has moved 1.8-29-4.8 since switching to Classic Rock last fall. It was #1 in adults 25-34 this time, and doubled its share of men 25-49, topping mainstream AOR KYYS, which slipped from first to sixth in that demo. KCFX also doubled in 25-49 women, with both FM ACs in the market slipping. KYYS's best 12+ finish in over two years came

largely from increases in men 18-24.

Fred Jacobs, who consults WCXR and KCFX, isn't surprised by gains at the expense of stations outside AOR. "We never looked at AORs as our primary target." he says. "There aren't enough shares there to go around. You've got to draw from somewhere else too."

He proposes that his clients also attract ex-AOR listeners who, driven away by hard rock, landed on AC stations years ago and have been sitting through Barry Manilow and Barbra Streisand tunes.

KCFX PD Greg Stevens agrees.

"We're trying to grab listeners who had a rock radio background but stumbled onto AC as the lesser of two evils because they found rock radio's presentation or music juvenile. We've heard complaints (about other formats) not only about music, but also about heavy repetition. They're voicing dissatisfaction with programming designed for high cume instead of long time-spent-listening."

#### Boston

In Boston, WZLX nabbed second place bonors in men 18-34, more than doubling its share in the demo and narrowing an 18-point gap behind WBCN to less than five points. In men 25-34, "ZLX was second to "BCN" by only two-and-a-half shares.

Boston	Washington	Kansas City			
WBCN 7.4-6.6 1 1 1 1 53 WZLX 3.1-5.0 3 2 2 2 88	WWDCFM 0.5-5.0 2 1 1 1 59 WCXR 1.9-4.1 5 4 2 3 57	KYYS 59-72 1 1 3 6 36 KCFX 29-4 8 4 3 1 4 86			

'BCN PD Oedipus says "we haven't responded much," but he admits that "we're conscious that they're there. We're working harder and being more careful on oldies and currents."

Still studying his Arbitron programmer's package, Oedipus doesn't plan to overhaul his direction. "If someone wants to hear only oldies, what can you do? We have to continue to play new music or else we'd cease to become the rock 'n' roll station that we are. We're the ones that create the oldies." Cutting back currents in favor of more oldies would be an error because "you'd lose on the other end to CHR, and be caught in the middle."

"I think it's a novelty full-service, heritage AORs should be able to defeat them over the next eight months."

-Lee Abrams

The station added a "Back To The Future" oldies show on Sunday afternoons last fall. As for reports that 'BCN has begun to drop in more gold like Tommy James & The Shondells and Monkees during regular programming. Oedpius claims, "We've always played them."

#### WCXR

'CXR's switch was based on research that 1) showed Classic Rock's appeal was equal to that of a traditional AOR, even among DC101's audience, and 2) that a majority of people identified DC101 as a hard rock station rather than one that played primarily groups like the Stones and Who.

VP/GM Bill Sherard says a hole existed because "no one was programming album-based rock of the '60s and '70s 24 hours a day. This music may one day be viewed as among the most significant of this century, and disenfranchised people weren't finding it in the doses they wanted."

Sherard feels the peak is still ahead, noting that 'CXR didn't make the switch until the book was already three weeks along and didn't use any TV until last month. Moreover, he points out, 'CXR targets adult men, who are historically slower to switch stations than teens and women.

Reflecting on his previous headto-head, expensive Country war (as WPKX) with WMZQ, Sherard is now glad to be in a flanking position by offering a unique product. "Frankly, no market likes that kind of battle. It ends up in a Mexican standoff and becomes a matter of whose pockets are deeper. Sometimes, after years and years, even the winner is left with losses he must recoup," he says, refering to the costs of trying to outpromote and outmarket a competitor with a similar product.

#### Abrams: Skeptical

Consultant Lee Abrams has two clients, DC101 and KYYS, facing Classic Rockers. "I think it's a novelty." he shrugs. "They sound good, but full-service, heritage AORs with great morning shows and great currents should be able to defeat them over the next eight months."

He doesn't prescribe that mainstream AORs change their music mix to ward off oldies stations. "The worst thing to do is panic. If anything, take an even higher profile on new music. Sell it. talk about it. I can't see not playing the ZZ Tops. Dire Straits, and Springsteens who have revived AOR in the last year."

Abrams adds that there's no need to beef up oldies lists, either, because "our clients are playing all those great cuts already. Over the last year, they've added a lot of depth into the oldies categories." Libraries have grown from as few as 300-400 titles to as many as 1200, he says.

#### Longevity

The \$64,000 question is "How long will these stations last without the infusion of new music?" 'CXR's Sherard says, "You might've asked the same question of (PD) Joe McCoy at (perennial

Gold powerhouse) WCBS-FM/New York ten years ago. This is the first format where people are predicting burnout before it's even hit a plateau"

KCFX's Stevens says Classic Rock will sound fresh and have staying power "if we expand the amount of titles and go deep on albums."

"Music Of Your Life is hanging in there, and this is MOYL for 25-40 year-olds. I'm not sure people are ever going to tire of hearing this stuff"

-Fred Jacobs

Consultant Jacobs isn't making any guarantees the format will last forever, but notes, "'Music Of Your Life' seems to be hanging in there, and this is MOYL for 25-40 year-olds. I'm not sure people are ever going to get tired of hearing this stuff."

But Jacobs feels the longevity question misses the point, anyway. These stations didn't have any brilliant alternatives. Classic Rock bought them a whole new life and franchise. If you're in a market with an AOR that you see some weaknesses in, Classic Rock has as much of a chance at working as being the third AC or CHR, which requires spending a lot of time and money trying to carve out something for yourself with absolutely no guarantee of success. This is a niche, a way to become a button on a car radio real quick. Fortunately, it also gets desirable demos.

#### Oldies Are Still Goodies

The hole for the format opened up as mainstream AOR evolved, according to Jacobs, who feels AORs that moved through metal, new wave, and CHR crossover trends might be most vulnerable to an AOR Gold station.

"In AOR's quest to stay fresh



CHICKEN COUPES — That's WKLS/Atlanta "Wake-Up Crew" members Mark McCain (left) and Steve Mitchell (right) squeezed into mini-car replicas of race cars sponsored by Budwelser and Kentucky Fried Chicken. McCain won the event, the first of a Chicken Cup series at Atlanta International Beachage.

#### AOR

and find new answers, this body of music got stuck in dusty libraries," he says. "Playing only four or five Led Zeppelin tracks or just 'Aqualung' by Jethro Tull isn't enough for people who were rock 'n' rollers back in the late '60s and early '70s. This music is powerful in people's minds; it's more than just black vinyl. The key to the format working is how evocative of memories and attitudes the music is."

He also uses some softer artists like Al Stewart, Cat Stevens, Carole King, and Van Morrison who fell by the wayside when AOR began to go all-rock-all-the-time in the late '70s. ''It brings back some of the diversity and progressive feeling of the old days before AOR went 'guitar-rock.' People's minds were a lot more open back then. Somebody once said that if Santana came along today, they wouldn't get played on AOR."

#### **Modern Presentation**

The music on KCFX may be from another era, but the station's presentation is contemporary, says

WHICH WAY IS UP? - Passing motorists got a different angle on

WFBQ/Indianapolis morning team Bob and Tom when billboards featuring

the duo mysteriously appeared upside down on April Fool's Day. PD/afternoon driver The Bearman (left) and Torn Griswold did a broadcast from

high atop one of the biliboards that morning

PD Stevens. "It doesn't sound like a time warp. We present it as a modern station with promotions you could do on any station. It's a narrow enough format to begin with."

Stevens stresses the need for nonmusical elements to broaden the format's appeal. KCFX has transported busloads of listeners to a string of jazz clubs on pub crawls. sponsored charity 10k runs, and given away 10,000 masks of Royals shortstop Buddy Biancalana.

#### **Currents At Slow Rotation**

KCFX does play some currents, such as Bob Seger and Little Richard, but not in a current rotation. Instead, they go in the fastest oldie rotation — once every 36 hours. An occasional weekend feature will spotlight a new release by a classic artist. For example, the station might play one new and one old song by the Stones back-to-back once a shift.

#### Food For Thought

In large part, AOR Gold stations

are taking the same gameplan that mainstream AOR used in the last two years to "grow up" demographically — library depth and avoiding of 12-24-skewed music. But they go one step further, digging deeper into oldies for even greater variety, and playing none of the the contemporary hard rock and "corporate" rock that AOR still uses to maintain its 18-24 male

Some observers feel the biggest threat to mainstream AOR would come if Classic Rock stations, after establishing credibility with 25+ listeners, then evolved and started to play currents also, but only those that have 25+ appeal. Then they might offer 25+ listeners the best of everything, old and new.

Could mainstream AORs that previously had been getting balanced 18-34 demos see their upper end erode and be squeezed back into a 15-24 stance? Still concerned with catering to 18-24s, they'd have to continue playing some music that has liabilities with 25+ listeners.

Adding currents later may be a problem for Classic Rockers, though, as it could be perceived as reneging on the promise to be alloldies. It also might be ineffective in attracting new listeners — their image of playing no currents could be so strongly etched that the currents might not register.

Whatever the future of the AOR Gold format, at least it's providing markets with two album rockers that have distinct musical positions, rather than two that are essentially the same. This may be the way for markets that until now could only support one AOR to now support two.



A JEST CAUSE — Proving that laughter is the best medicine, WRKI/Danbury put on a "Fool's Fest For Comic Relief" on April Fool's Night to raise funds for the Comic Relief organization. An array of comics, mimes, belly dancers, and magicians performed, and a foolish tie contest was won by a tie with a built-in aquarium complete with living gold fish. Headliner Richard Betzer (center) joins with personalities (I-r) Ray Graham, Buzz Knight, Ethan Carey, and Jim Clarke in the effort to help end the "foolish" problem of homeless people.

#### **SEGUES**

. . . . . . . . . .

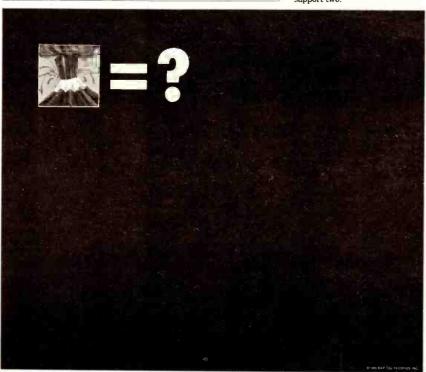
After over two years of AC, WMAD/ Madison switches back to AOR, with rock radio vet Tom Teuber (ex-WMET/Chicago, WLVO/Columbus, WCMF/Rochester) remaining as VP/-Operations. 'MAD will continue including Jazz and New Age in its regular mix and special programming.

WCPZ/Sandusky MD Kevin Young leaves for Atlantic local promotion duties in Cleveland . . . WIZN/Burlington ups News Director Michael J. Calhoun to Station Manager . . . KFMX/Lubbock names Gary Winter from crosstown KRLB program Director, as ex-PD Wes Nessman becomes Assistant PD . . . WCLZ/Portland, ME names Loretta Crawford MD.

WZZO/Allentown loses morning man Dave Richards to the Promotion Director post at WBAB/Long Island. He's replaced by WRKI/Danbury morning team Tim Scott & Mark Devine. And Nick Danger is new to WRKI nights ... Jeft Currey, ex-WTUE/Dayton, takes on WRKL/Richmond mornlngs ... KSTM/Phoenix chooses Scott Jordan from WMMS/ Cleveland for afternoons.

Brad Phillips leaves K97/Edmonton mornings ... WDVE/Pittsburgh brings on Laurle Githens, ex-WBAB/Long Island and WGRO/Buffalo, as News Director ... WKGR/Ft. Pierce realigns, adding MD Jullan Wright, midday gal Sharon Sutton, Randy Luce & Scott Free in afternoons, and John Ford on overnights.

Weekend Warriors: San Francisco mainstay Richard Gossett is on KVRE/Santa Rosa . . Former KFMQ/ Lincoln MD Matt Effken rejoins for parttime airwork . . . Jennifer Thompson and Bob Buchannon are new at KWHL/Anchorage . . Zeb Norris journs KSJO/San Jose . . Robert Benjamin is on WXRK/New York weekend mornings.





TOPNOTCH TREATMENT — KSPVStillwater, OK's "ZZ Top Bag Of Tricks" prize package gave two winners second row lickets to a ZZ Top concert in nearby Norman, OK. Also included were fixings like dinner, limo service, a plane ride to the show, and a new microwave oven. PD Jim Randolph (standing) congratulates the lucky couple.



LON HELTON

### **Oldies: Observations & Conclusions**

Just as the "traditional vs. contemporary" Country music argument has gone on forever, it seems the oldies vs. currents question is destined to linger on for at least that long. Still, the comments over the last couple weeks have inspired a few thoughts and comments about the situation in general

Over the years, and as expressed here recently, programmers have consistently defended playing a high percentage of oldies by saying that the Country target of 25-54 adults demands them. The theory goes that oldies trigger positive responses in a listener's psyche because the tunes remind them of the good times in their lives.

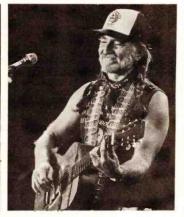
"There's a very real danger the audience will perceive you to be playing the same songs over and over."

To tell you the truth, I've always wondered about that premise as it pertains to country. Much of one's attachment to oldies is emotional. Memories of people, places, and things are often triggered by songs from our youth. What does this mean for a format which gained the majority of its audience in either the 1975-78 "growth cycle" or the Urban Cowboy phase? Do those who discovered Country in the mid-70s, when they were 25-34 or so, have the same visceral response to "Lucille" as they do to "Good Vibrations?" I think not. Emotional attachments to songs seem to be strongest if developed when young. Songs heard for the first time when you're 12-24 seem to have more of a lasting impact than songs heard initially when you're over 25.

This is not to say that people in the upper demos do not respond to great songs which just happen to be 15 years old, merely that their attachment is less emotional. Because much of the present country audience did not grow up with country, it's tough to imagine they have many memories connected with the oldies. The degree to which they're affected may well be determined by how mass appeal the oldie was.

#### Technicalities

But let's move on to a second, more technical, and a bit less emotional reason for playing oldies.









The Old & The New: Is peaceful co-existence possible?

The face of Country radio changed forever in 1975 when programmers like WMAQ/Chicago's Bob Pittman and WHN/New York's Ed Salamon drastically cut the size of their playlists. Prior to this time, it was not at all unusual to find successful Country outlets playing 70-80 currents. The very size of that list diminished the amount of oldies one could play.

Obviously, the "bottom 30 or 40" currents didn't receive a lot of airplay. These slow rotation currents were used to provide the "variety" Country stations were so famous for. This "variety" was supposed to counteract the "I hear the same song all the time" blues sung by so many Top 40 listeners through the years. The fact is, as KNIK/Phoenix's Larry Daniels pointed out last week, an awful lot of bad records got on the radio.

#### **Oldies As Buffers**

When you cut to 30-35 currents, you run into a major audience perception problem. Because the currents you're playing get so much exposure, there's a very real danger the audience will perceive you to be playing the same songs over and over.

One method of avoiding that perception is to place slow rotation records around the hot rotation currents. What better songs to act as "buffers" than oldies which research had proven to be hits? A slow rotation oldie next to a power current softens the perception of playing the same song all the time. Just the math of it all tells you that if you're playing ten records an hour, five of which are highly rotated currents, the other five — or 50% — will be gold. Of course, this

formula varies on what your audience research tells you they

want, but you get the general idea. This "technical" argument for playing a high percentage of oldies is one I seldom hear advanced, but I think it has as much or possibly more validity than the "adults demand oldies" case. I never remember listeners calling me on the request line complaining I didn't play enough oldies (though oldies certainly comprised a large part of their requests). But I sure remember complaints that "you play the same songs over and over" when the balance between currents and gold wasn't right.

#### Today's Game, Yesterday's Rules?

With all of this said, the question of whether or not things are different today still arises. It seems to me that many stations are being run on some of yesterday's precepts without accounting for the changes which have occurred.

For instance, let's take the technical reason for playing 50% oldies, as presented above. This theory works in practice when your powers are getting a 2½ to 3½-hour turnover. But what happens when rotations begin to lengthen to 4½ and even 5½ hours for the heavy rotation? Do they still need to be surrounded by slow rotation oldies to buffer the "same songs all the time" perception? Or does the act of slowing your rotations in itself achieve this goal? If it does, how has your audience's perception of what you'ree doing changed?

You must address these questions as they pertain to your market because, as we saw in the series on rotations last summer (R&R July 12-26), record separations have grown longer over the last couple years. If one element of your programming philosophy changes, you must critically examine all of the other elements to make sure they still make sense.

#### Why The Squeeze

If, as programmers said last week, the percentage of oldies played today is close to what was being played ten years ago, why the recent criticism from labels?

"A slow rotation oldie next to a power current softens the perception of playing the same song all the time."

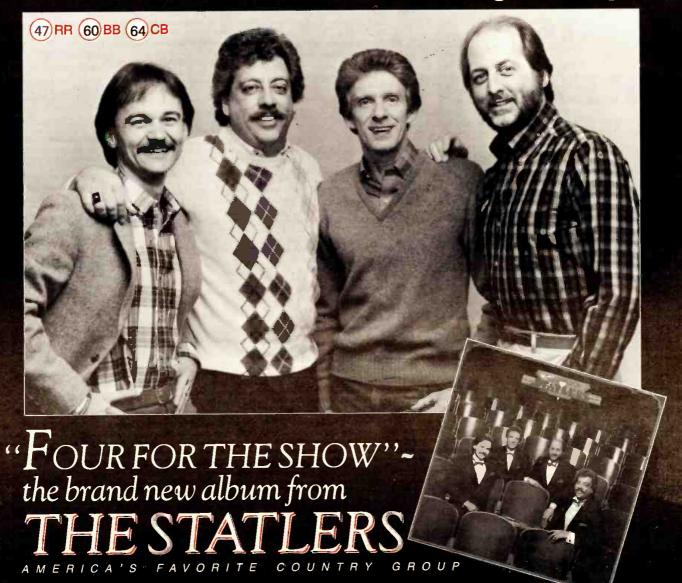
Part of the answer certainly lies in a comment made two weeks ago by RCA's Joe Galante, who said the percentage of catalog sales has dropped in recent years. Forced to redo on sales of current product and faced with the formidible task of breaking new artists in a format known for its resistance to the unfamiliar, labels have found limited playlist spots blocking or retarding their efforts. This is happening in the face of perhaps the best batch of new music/new artists Country

has seen in a long, long time. This "squeeze" is taking place largely because Country is so different from other musical forms. One of our strengths has been that Country doesn't turn over artists as fast as other formats. Major-artists who have been around 15, 20, or even 30 years still release three or four singles a year, some of which remain "semi-automatic" adds. Couple this with a large degree of gold plus the pressure of good new

Continued on Page 56

54/LR&R FRIDAY, MAY 16, 1986

# "COUNT ON ME" - the exciting new single



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Your program for great music:

Count on me · You oughta be here with me · We got the mem'ries · I don't dream anymore · Forever · Only you · For cryin' out loud · Will you be there? · I believe I'll live for Him · More like daddy than me ·

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PolyGram Records

# SHAKIN' IS BREAKIN'



### "SHAKIN"

THE TITLE CUT FROM THE ALBUM "SHAKIN"



R&R COUNTRY BREAKERS



56/R&R FRIDAY, MAY 16, 1986

#### COUNTRY

#### **Oldies: Observations & Conclusions**

Continued from Page 54

acts and it's easy to see why the squeeze is on. There just isn't enough room to play all the established stars and all of the new artists on the scene and the oldies the audience says they want to hear.

#### Transition

Adding to the pressure and confusion is Country's transition from an "artist-oriented" format to one which is song-oriented. As this happens, the good new records by new artists will have a better chance of surfacing. But if this happens, it may well be at the expense of not only older artists, but any artist who relies more on "name value" than the quality of the latest record for career advancement.

Another question which must be answered is that of oldie burnout. When asked how much longer we can play the oldies we've already been playing in a high rotation for years. Larry Daniels pointed to the remarkable test scores many of those records chalk up. As long as they continue to test well they're going to remain a large part of the musical mix for many stations.

It's essential to constantly monitor your oldies' burn factor. But how many people really are testing their oldies on a regular basis? Many pay it lip sevice, but I doubt many are actually doing it.

One thing for certain is that not even a great-testing oldie can remain in a strong rotation indefinitely. Oldies must be moved from category to category and even "rested" from time to time.

"If oldies attract an older audience, could a Country station bring its demos down, even a little bit, by mixing in more good new records?"

#### **Creating Excitement**

The listeners Country has claimed over the years are being offered more and more radio choices every day. New formats are springing up which narrowly focus on particular segments of Country's broad 25-54 adult range. Big Band took its chunk off the top. AC aimed 25-34. Format 41 is after 35-49. The new AOR "Classic Rock" format is the latest challenger for a piece of the adult pie. (Before the calls start, yes, I realize these are all oldiesbased formats. I reiterate, however, the oldies comprising the core of these formats are from people's youth - even Big Band. How many 35-year-olds do you know who listen to those great oldies on Big Band stations?)

In a conversation I had with the Research Group's Bill Moyes a while back, he told me, "Oldies — noncurrent hits — are still the basis of any adult format. In fact, I think you could program a Country station, if it were targeted old enough, with nothing but oldies."

While what he said is probably true, I can't help but wonder about the other side of this coin. If oldies attract an older audience, could a Country station bring its demos down, even a little bit, by mixing in more good new records?

This also brought to mind Ed Salamon's comment last week that "New records can create excitement to a degree no old record can." Perhaps a younger, more active audience can be attracted with a more exciting sound.

I'm not talking about going after the Clearasil accounts by turning your station into a 12-17 or even an 18-24 hotbed; we all know that's impossible. But perhaps those 25-40 year-olds would give Country a shot if it didn't sound like Muzak revisited.

All I'm saying is that it's crucial to scrutinize your oldies/current mix. Decide if your oldies are functioning the way you originally planned. If so, fine. If not, can currents help you achieve your goals? Should the strength of today's current music have an effect on the amount of oldies you play? Are

"Adding to the pressure and confusion is Country's transition from an 'artist-oriented' format to one which is song-oriented."

currents more valuable than an oldie by an artist who is now in the real estate business?

Finally, as we all know, for anything to survive it must grow. Both record companies and Country radio need an influx of new talent to keep the music and format vital and interesting to the core, while also attracting new listeners and fans.

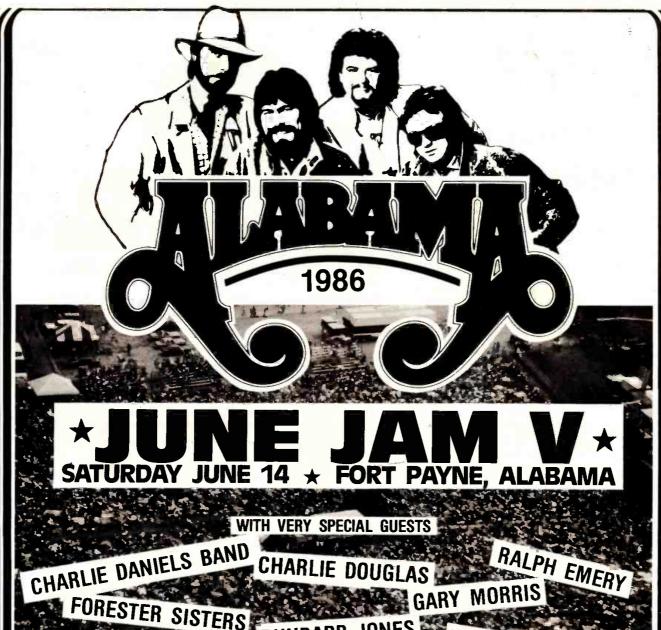
That's about it from this soapbox. I'd like to turn it over to you. Write me with your thoughts for a future column.



TODAY WE WHN — Michael Martin Murphey rode into NYC and dropped by WHN to say "howdy." Sayin' howdy back are (I-1) MD Pam Green, afternoon man Dan Taylor, and (far right) personality Lee Arnold.



ANNE & WKKO — WKKO is the new set of calls for the former WKLR/Toledo. Anne Murray was in town for a show and posed with station talent Garv Outlaw and Wendy Sheridan.



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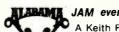
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A Keith Fowler Promotion

### **NASHVILLE THIS WEEK**



SHARON ALLEN

# CMA's Regional Workshop

Plans have just been finalized for regional workshops to be conducted by the Country Music Association. The sessions kick off June 18 at the Adam's Mark Hotel in Charlotte and move to the Airport Marriott in San Francisco on July 15, the Westin Hotel O'Hare in Chicago August 12, the Airport Marriott/Dallas-Fort Worth September 9, and finally, the Sheraton Music City in Nashville on November 13.

Focusing on the marketing opportunities in country music, the seminars will also cover regional business issues, and provide a forum to trade new ideas.

Bruce Miller of Chicago's Market Data Corporation will present results from the firm's consumer research study titled "The Country Music Audience: New Perspectives," at each roundtable.

Topics covered will include:
"Traditional vs Contemporary —
The Real Story"; "Guaranteeing
Support From A Record Company"; "The Most Profit-Producing
Concept In Country Music"; "The
Secret To A Foolproof Playlist";
"Filling A Big Hall Without Willie
Nelson"; and "Selling Discount
Store Volume In A Retail Outlet."

The following questions will be addressed: Where does research lead? Who's really responsible for selling the product? Do record companies really care about country music? Is there any way to make money in country concert promotion anymore? Where is Country radio going? What's going to happen to country music in the next five years?

Confirmed panelists to date include: Artists - Louise Mandrell, Gary Morris, Richard Sterban, and Eddie Rabbitt. Producers - Brent Maher, Richard Landis, and Kyle Lehning. Others confirmed to participate in the sessions are: Scotti Brothers' Stan Moress, Von Braun Civic Center's Bill Luther, Pace Productions' Louis Messina, Sound Seventy's Joe Sullivan, KSON/San Diego VP/GM Clarke Brown, WBCS/Milwaukee VP/GM Sandy Gamblin, KPLX/Dallas VP/GM Dan Halyburton, KASE & KVET/ Austin President/GM Ron Rogers, KJJY/Des Moines GM J.D. Spangler, WSOC/Charlotte VP/GM Lee Morris, WYAY/Atlanta VP/GM Bob Green, CBS/Nashville VP

Rick Blackburn, RCA/Nashville VP Joe Galante, Warner Bros. VP Jim Ed Norman, Record Bar's Barrie Bergman, Musicland's Jack Eugster, Handleman's Jim Powers, Lieberman's Jim Sinclair, Hastings Books & Records' John Marmaduke, Radio & Records' Lon Helton, Billboard's Marty Feeley, J. Walter Thompson/Chicago President Dick McCullough, and BDA-BBDO, Inc.'s Jack Walz.

These seminars are open to anyone in the music business, but registration is limited. Contact the CMA office at (615) 244-2840 for more information.

#### "Hee Haw" Rotates Co-Host

As "Hee Haw" moves into its 19th season, Roy Clark will again serve as host of the program. This year, however, Clark will be joined by a variety of cohosts. To date, Ricky Skaggs, Alabama, Reba McEntire, and Loretta Lynn have agreed to cohost several of the telecasts.

Commenting about the new concept, Gaylord Syndicom GM Jane Dowden Grams said, "It will give 'Hee Haw' more star power and marquee value to promote. We anticipate having one of the best-seling seasons in the history of the series."

Bits & Pieces: Any country music video released between July 1, 1985 and June 30, 1986, not more than ten minutes long, and containing not more than one song or medley, will qualify for the CMA Video of the Year Award. All submissions should be on 3/4" tape and must meet the June 30, 1986 deadline. Send all submissions to Peggy Whitaker; CMA, 7 Music Circle North, Nashville, TN 37203

... The Oak Ridge Boys, Reba McEntire, Mel Tillis, and Roy



REBA DOESN'T MIND — ASCAP presented Reba McEntire with a plague of her composition "Only In My Mind." At the presentation were (I-r) Reba's husband Charlie Battles, McEntire, ASCAP Southern Director Connie Bradley, and ASCAP Associate Director Merlin Littlefield.

Clark will cohost "The 20th Annual Music City News Country Awards." The awards presentation will be broadcast live Monday, June 9 from the Grand Ole Opry.

Kathy Mattea was recently named the official representative for the West Virginia Department of Interior. She'll record the official jingle, tape several commercials. and make a number of personal appearances for her home state . RCA just released "Sixty Years of Grand Ole Opry," a two-record set containing historic recordings by 42 of the Grand Ole Opry's performers. The package was produced by the Country Music Foundation, and includes two songs recorded during Nashville's first recording session in 1928, as well as cuts that have not previously appeared on LPs

George Strait just signed a licensing agreement with Resistol Hats to market a "George Strait Line." The company says it's made special hats for Strait for some time. Resistol's President Irving Joel adds, "It was only natural that we should become his licensee." The hats will be offered in two price groups - one for the first-time hatwearer and a higher price for the consumer who is seriously interested in western apparel Thomas Conley will hold his fifth annual Homecoming Concert '86 at the Scioto County Fairgrounds in Portsmouth, OH, featuring Lacy J. Dalton as his special guest. All proceeds will go toward a scholarship fund for high school seniors at West Portsmouth High School, where Conley was once a student. One other scholarship will be awarded this year to a senior from one of the other 13 high schools in the Portsmouth area. This second scholarship will rotate from school to school in future years.

Waylon Jennings has added two

musicians to his permanent road band — guitarist Jimmy English and keyboardist Barry Walsh. Jennings explained, "We had to expand to do justice to the new stuff I'm doing". . . The Forester Sisters are proud new owners of Dolly Parton's tour bus. The bus was used as Dolly's dressing room during the filming of "The Best Little Whorehouse In Texas." . . . Porter Wagoner has a new duet partner,

bassist Becky Hinson, who's been a member of his all-girl backup band the Right Combination. Their single has been released on Wagoner's Fire Records label... Con Hunley is hosting his third annual Golden Gloves Golf Tournament this weekend (May 17-18) at Knoxville's Whittle Springs Golf Course. Proceeds benefit the Knoxville Golden Gloves Boxing Club.

Just thought you'd like to know!

#### NASHVILLE IN MOTION

Producer Billy Sherrill has signed an exclusive, longterm production agreement with CBS/Nashville. He returns to CBS following a brief hiatus as an independent producer, after being closely associated with CBS for 25 years. Sherrill will continue to produce David Allan Coe, Ray Charles, and George Jones, among others Talbot was elected 1986/87 Chairman of the Country Music Foundation Board of Trustees at the organization's quarterly meeting. BMI CEO Frances Preston, Nashville Gas Co. President J. William Denny, Ralph Emery, and Irving Waugh were elected trustees. VP spots were filled by state Board of Education chairman Nelson Andrews, Almo-Irving Music Publishing's David Conrad, and CBS VP/Marketing Roy Wunsch. RCA VP Joe Galante was elected Exec. VP. with Frank Jones as First VP. Other officers elected were J. William Denny, Treasurer; Lynn Shults, Secretary; Jerry Bradley, VP; Jim Ed Nor-man, VP; Frank "Pee Wee" King, VP; and Bob Kirsch, VP ... John

Lomax III was recently named Editor of Country Sounds, a new country music magazine premiering this month. Business offices are located at Krause Publications in Iola, WS. Lomax can be reached at (615) 383-6355 ... The S.O.S. Agency in Nashville has changed its name to Foley & Company. Owners are Kathy Foley and Marty Mize. Their new address is 1719 West End Avenue, Suite 111, Nashville, TN 37203 Ronnie McDowell just signed with Top Billing International . . . Al Cooley has joined the MTM Music Group publishing division as a song plugger. He will be working with writers signed to all three MTM publishing companies - Lawyer's Daughter Music (BMI), Uncle Artie Music (ASCAP), and Blu-Pal Music (SESAC) . . . Songwriter Steve Davis signed an exclusive agreement with Screen Gems-EMI Music .. James Dean Hicks just signed a writer's agreement with BMI ... WB artist Randy Travis just signed an exclusive booking agreement with World Class Talent



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TOGETHER AGAIN — CBS/Nashville Sr. VP/GM Rick Blackburn (I) welcomes producer Billy Sherrill back into the CBS fold. Sherrill recently signed an exclusive, longterm production agreement with the company.



### ADULT CONTEMPORARY

DONNA BRAKE

SUMMING UP AN ADDED MARKET

# Multiplying Success Via Subdivision

When my Associate Editor, Hurricane, recently told me he was heading south of the border, I thought he meant Tijuana. Unfortunately he only got as far as San Diego County before his car broke down. So Hurricane wrote a column on San Diego County North for me, and I wired him car fare. You tell me if it was worth \$7.59.

#### Ceding To Success

KGMG/Oceanside is one of the local stations for the San Diego North County book. The area which makes up North County is listed as being equal to South County in regards to MSA. TSA. and ADI in the San Diego book. So who pushed for this extra market? KNCC & KGMG GM Larry Shushan.

Larry admits, "I'd like to take credit for inventing North County, but it was here." Larry has spent 26 years working in the San Diego market, and recalls that most of the San Diego broadcasters jokingly said. "There's no life north of Del Mar," due to the number of signals that rarely got beyond the northern city limits. Thus, most of the stations rarely went after the North County audience.

However, when he got KNNC & KGMG three years ago, Larry found a major problem. "When we tried to get some numbers, I was appalled to find that all Arbitron had was ADI runs, based on an insufficent number of diaries, by Arbitron's own admission."

So Larry, along with other North County broadcasters, had a meeting with Arbitron to ask if their



Larry Shushan

area could be set up as its own market. The area's topography did affect the listening habits of a population of almost 600,000, so Arbitron created a subdivision of San Diego County.

Said Larry. "The same situation existed in San Jose versus San Francisco, in Orange County vs. L.A., and Riverside County vs. L.A. Orange County has over a million people, but Orange County is covered by all the L.A. stations. We're not covered by all the San Diego stations."

#### Selling The Extra Results

Use of the North County book would obviously help with local sales, but has it been a meaningful tool for landing national and regional buys? Larry says, "Nationally, it has been a great help, giving us an even shot at some business. While there are some agencies that refuse to use it, saying, "Well, we'll buy you out of the San Diego book," there are a lot of agencies, including many in San Diego, that've accepted it.

"Most important, though, is that it shows a correlation of where the stations are. You can have a station that's really dynamite in the San Diego book but looks terrible in North County."

#### Rating The Old Days

The difficulty in getting agencies to use a better rating book isn't new to Larry. "I remember in the '60s, we (San Diego broadcasters) used to fight with the L.A. agencies to buy San Diego at all. The agencies would say, 'Hey, I bought KNX and KMPC. I don't need San Diego. We covered San Diego by buying L.A. stations.'

"At that time we didn't have the sophisticated rating service we do now; there was Hooper, and then Pulse came in. The whole deal was that you were either number one, two, three, or four. They didn't go by demographics; it was all counted as 12+. And L.A. was the same, so they assumed that any news listening to KNX. We fought that for years.

"Then when Arbitron came out,



Dino Matela

it clearly showed that KNX did a 1.2 in San Diego, and that if you wanted to reach this market for news you had to buy KSDO." So there's a feeling of deja vu when Larry hears an agency say that it's covered North County by buying a station that does well only in San Diego South.

#### Programming Prestidigitation

How do you program a radio station to a bedroom community that goes to work in one of three top 20 markets — where your signal disappears? Well PD Dino Matela reminds himself that when these people return home, those other signals disappear.

Dino also knows that his outlet can zero in on the local needs of the audience. "We're unique in that we're a North County station, and our promotions, public service, — and news are geared toward this area. We compete against the South County stations, to be sure, but they can't serve the North County the way we do."

To help shore up any weaknesses in the station's image to the North County, the station recently switched call letters from KEZL (which still had a Beautiful Music afterimage) to KGMG to further enhance its "Magic 102" handle. With the impressive growth projected for North County (see sidebar). KGMG is sowing the seeds for a rich harvest.

### **County Counterpoints**

To show how the North County is able to stand on its own as a separate market, here are some facts culled from the 1980 Census. Between 1970-80, the North County had a population growth of 107%, while South Diego grew by 18%. The North County population now makes up 28% of the entire San Diego market.

The rapid population growth for North County is expected to continue. People desiring to live or work in San Diego won't find any new housing to the West with the Pacific Ocean, to the South with Mexico, or to the East with the Cleveland National Forest and the desert.

According to Caltrans figures, nearly 268,000 people travel from the North County communities to the city of San Diego each day. Due to a lack of mass transit in the Southern California area, there's plenty of incar listening up for grabs.



FLORIDA BOUND IN MARION — WDIF/Marion's Jeff Kelly backs in a shower of entries for the station's Sunshine Florida Express contest. During two winter months, WDIF gave away 10 trips for two along with custom beach towels, sunglasses, taning lotion and other beach items. The highly successful promotion helped take the bite out of winter in Marion.

Since it's almost summer, remember to take a camera with you to photograph your station's various outside promotions during the summer months. We always enjoy getting photographs to use here at R&R.

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Precious Moments.
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Creates Memories,
On Arista.



BARBARA BARNES

REFLECTING VS. PROJECTING

### What Week Should **Jazz Airplay Represent?**

The other formats undoubtedly went through it, and now it's our turn: R&R's youngest format is now experiencing growing pains. Oh, it's nothing to fret about, just something we have to go through. Besides, this kind of pain is healthy - it's a sign of progress!

#### One Or The Other

As part of our commitment to providing the most accurate and up-to-date information as possible, we'd like to see all of our Jazz reporters provide playlist information reflecting the music that will be heard that week. Presently, some of our reporting stations are still supplying information about music that was played during the previous week.

Here's why: As you can see from the adjacent graph, most of the stations contacted (27) are using the projection method, but many are still looking back in time. This means that the final chart does not uniformly reflect airplay from a single week; instead, it's a representation of two. This can cause confusion, as it becomes difficult to guage precisely how a particular record is doing or will be doing in any given week.

Like myself, Manhattan/Blue Note National Jazz and Secondary Promotion Manager Susan Levin is a proponent of the projection meth-



Susan Levin

od. "My preference is definitely a projected playlist because it'll keep the chart current. The chart is already a week behind. (Stations report a week and a half in advance of actual issue date.) If it's a reflection, the information is two weeks old by the time it's printed."

Agrees GRP National Promotion Director Duke Dubois, "A reflec-tion is going back in time. It doesn't

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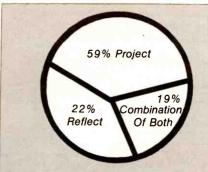
do me any good to find out what's been played last week or two weeks

#### **Gaining Control**

There are some programmers who argue that accuracy would be impossible if a playlist was anything but a true count of what has been played. Others, like WNOP/ Cincinnati PD Chris Wagner, beg to differ. "The advantage of a projective system is that you have control. That is, you know the exact rotation and frequency of a particular album throughout the upcoming week. This is especially useful when it comes to tracking

and reporting."

Another reason why some programmers are reluctant to project is that they feel a "system" may cramp their style. Levin is empathetic up to a point. "Among other things, jazz and Jazz radio represents freedom, and I have a hard time arguing with that. However, a lack of programming (guidelines) tends to give a station much less consistency in sound. A PD may recommend cuts or file all new releases separately from old ones, but that doesn't guarantee airplay. Left to the discretion or whim of the jock, records sometimes get added to heavy rotation because



The above graph Indicates the difficulty in distinguishing how well a record is doing in any one-week period.

they were hot on it during the first week. But in the following week, those records may get dropped because of burnout or because more new releases came in. In such cases, there wasn't a commitment or guideline to follow. This can inhibit the growth of a record and the development of an artist."

It's worth noting that PDs/MDs who "project" report that their systems do provide a lot of room for personal discretion. At WMOT/ Nashville, the sound of the station is already mapped out: 60% traditional, 15% new releases, ten percent contemporary, and five percent blues. Within its system, only the new releases are actually prescribed for the jocks. This means that within a two-and-ahalf-hour period, only six cuts are "have-tos." The rest, no matter what category of music they're in, are chosen by the personality. Likewise at 'NOP, less than 50% of its music is prescribed; in certain dayparts, that figure is even lower.

Explaining why he provides airplay parameters, WMOT PD Rick Forest says, "It's part of our mission to be of educational value to the students and faculty (of Middle Tennessee State University)." He feels that guidelines are more ben-



Chris Wagner

eficial to that end, rather than a free-for-all. Wagner feels that the PD himself benefits as well, even though the system takes some thought and time to get organized. However, he says, "After it's set up, it pretty much takes care of

#### Cliches

It's R&R's goal that every reporting station use a projecting system, and we're working diligently toward that objective. If you have any questions, comments, or ideas, please call. After all, like Duke Dubois says, "Honesty is the best policy."

### The Dr. Jazz Test For "Promotionitis"

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### ALL THAT JA77

KIFM/San Diego does it again, with leaps and gains in most dayparts and demos during the Arbitron winter book. Number one evening spots include men and women 25-49, but get this: the Saturday night "Lites-Out Show" not only came in first in the 25-54 demo in both men and women, but the station scored so high in men shares that it beat out the next closest station (KJQY) by over 300%! And JPD Bob O'Connor thought they were "maxed out" in upper demos. How high is high? More ratings info to come

KERA/Dallas-Ft. Worth MD Ed Budanauro segues to adjacent CHR KZPS and promises more jazz for the station. No replacement named . KTCJ/Minnaepolis PD Syl Jones exits to a public affairs/relations consulting firm in Philadelphia; accepting his music duties is Programming Assistant Michael Diamond ... KRVS/Lafayette MD Charles Mangeon was relieved from the station for "personal irresponsibilities," reports OM BIII

Sayes; his position still open . . . New overnighters at KLON/Long Beach and KJAZ/San Francisco are Del Cook and George Hughes, respectively . . . Meryl Kubrich is new evening host at WYRS/Stamford.

WLVE/Miami expands Jazz from four to six hours a night. K.IAZ announces new Promotion/Sales Coordinator Denise Culver, who replaces the exiting Robin Boyce . . . Former WLOQ/Orlando MD Paul Gerardi passed on a parttime gig at WHRO/ Norfolk for an MD role at WVOD/Manteo, NC. Jazz will be part of the station's menu; record service is requested (919) 473-1003 . needing service is AOR WHMD/Hammond, LA (504) 345-1070; B/U WALT/Meridian (601) 693-2661; and KWON (FM)/Escondido, CA (619) 745-8511, whose tagline is "Your Favorites (AC), and a Touch of Jazz" Bebe Gordon exits the P.A.R.A.S. Group (marketing and dis-

### **OPPORTUNITIES**

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AC Oldies seeks midday personality with good phones. T&R: Mike Dowling, WJBX, 1862 State St. Extension, Bridgeport, CT 06605. EOE (5-16)

Top-rated Country AM & new CHR FM in Joplin/Pittsburg market seeks personality jocks, salespeople, & ND. Jeff Free-man: (316) 231-7200 EOE (5-16)

WDOS has openings for summer interns. Great place to learn. Steve Zirlen, ND, 104 Chestnut St., Oneonta, NY 13820 or (607) 432-1500 EOE (5-16)

Q-100/Allentown seeks dependable parttime help. T&R: Bry-an Geronimo, Box 190, Easton, PA 18042. EOE (5-16)

WLAN CHR has rare opening for morning talent. If you're on the way up & ready to take over a 15 share, call. Dave Mari-no: (717) 394-7261 EOE (5-16)

Top 50 AOR seeks MD/midday jock ASAP. Experience help-ful. Females encouraged. T&R: Tim Smith, WKLC, 100 Kan-awha Terrace, St. Albans, WV 25177. EOE (5-16)

**TOP 5 MARKET** 

AC station seeks dynamic entertainer who

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tury Park West, #333, Los Angeles, CA

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FM-103, Box 10139, Portland, ME 04104

Female Impressionists

Needed for radio comedy. Vocal versatility a must (Alice Kramden, Tina Turner, Dr. Ruth, etc.). NYC area preferred. C&R to: Radio & Records, 1930 Century Park West, #338, Los Angeles, CA 90067. EOE

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field candidates should submit resume, salary history, references, and work samples, to Radio & Records, 1930 Century Park West, #326, Los Angeles, CA

EOE M/F

90067. EOE

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Can you do multiple voices and give "life" to fictitious characters? If so, one of the USA's leasing radio groups wants to hear from you! Send a demo of your skill and versatility to: Radio & Records, 1930 Century Park West, #340, Los Angeles, CA 90067. EDE



#### CLEARANCE REPRESENTATIVE

Entry level . Strong communication/ organizational skills required. Send re-sume to DEBBY FRADIN, UNITED STA-TIONS, 2000 15th Street, suite 200, Ar-lington, VA 22201. EOE M/F



#### SALES REPRESENTATIVE

Looking for one East Coast and one West Coast sales rep to demonstrate and sell our "ROTATOR" computer software system, and to rep the AC, CHR & Country consult-ing business. Resume and salary history to PROGRAMMING PLUS, JACK HAYES & ASSOC., PO Box 90486, Pacific Beach, CA 92109-0860.

#### **EAST**

Morning Anchor/Reporter. Strong presentation. effective communicator. T&R: Phil Gregory ND, WPTR/WFLY, Box 12279, Albeny NY 12212. EOE (5-9)

Hot Rockin' CHR seeks wild, exciting afternoon drive personality. Rush T&R: Jon Le Mieux, 92 Rock 7, One Broadcast Plaza, Middletown, NY 10940. EDE (5-9)

I-95 seeks 7pm-mid AOR personality. Strong production. T&R: Buzz Knight, Box 95. Danbury, CT 06810. EOE (5-16)

CHR morning man for top-rated station. Show prep & good production a must. T&R; Walt Speck, 95-XXX, Box 9530, S Burlington, VT 05401. EDE (5-16)

#### SOUTH

Hot AC in Top 100 seeks an overnighter. T&R: Debbie Parm ley KHOO, Box 21088, Waco TX 76702, EOE (5-9)

Future opening for reporter/anchor for Talk/News format. T&R: Ron Kreshesky ND, 2015 38th Ava., Vero Beach FL 32960, EOE (5-9)

Derby City's top CHR seeks a newsperson with personality. Experience required. T&R: Rocky Knight WLRS, BOO S. 4th St., Louisville KY 40203. EOE (5-9).

Announcer/salesperson needed for Modern Country. Nice area on the Gulf. T&R; WMFL, 1275 Jefferson St., Monticello, FL 32344. EOE (5-16)

WGOW/WSKZ seeks writer/producer with versatile voice & four-track experience. T&R: Mary Dabney, Box 11202, Chattanooga. TN 37401. EOE (5-16)

WFMI/Lexington seeks energetic jocks for hot CHR in one of the South's most beautiful cities. PM drive & evenings. T&R: Charlie Fox, 53 S. Main, Winchester, KY 40391. EOE (5-16)

Announcer/sales position at WLCC/WRAA AC. Great place to live & work with benefits. T&R: Box 387, Luray, VA 22835.

Now accepting applications for all Silice.
WGCM, Box 1570, Gulfport, MS 39502. EOE (5-16)

Air talent needed to complete staff at South Arkansas' hot-test AC FM, T&R: Larry O'Neal, KIXK, Box 1901, El Oorado, AR 71731, EQE (5-16)

New Power 96 KTDR accepting applications for all positions. Hottest new station in Texas. T&R: Roney Rene, 307 E. 8th St., Del Rio, TX 78840. EOE (5-16)

Q96-FM seeks adult communicators with strong music back ground for possible openings. Respondsible! T&R: Jeff Ed-wards, Box 061279, Ft. Myers, FL 33906. EOE (5-16)

#### PD FOR ADULT CHR

In large Southeast market. Major group. Need excellent management skills. Will consider assistant PDs wanting to move up. Marketing background helpful. Tape & resume to Radio & Records, 1930 Century Park West, #327, Los Angeles, CA 90067. EOE

#### Morning Personality

Entertainer/communicator needed for prestigious Class C FM in highly desirable Southeast Top 50 market. Only the best need apply. Excellent salary for the right person. Send cassette aircheck, resume, references, picture and salary requirements to: Radio & Records, 1930 Century Park West, #335, Los Angeles, CA 90067. EOE M/F

#### CREATIVE SERVICES DIRECTOR

Immediate opening at 100 kw Contemporary Country in Top 50 ADI Carolina market. Need talented writer with strong market. Need talented writer with strong production skills. No airshift involved. Growing company with state-of-the-art facilities. Rush resume, production samples & salary requirement to: Radio & Records, 1930 Century Park West, #339, Los Angeles, CA 90067. EOE

Tired of playing the major market numbers game? Ready to make a move to a medium market where there's still a challenge? KTEM-AM needs a top-notch professional to bring excitement to our moring drive "mostly talk" show If you have a strong delivery, can interact with our news and sports team, and are willing to become deeply involved in a growing market of 200,000+ ... Let's talk!!! Make your move now! Send us an air check and resume attention to GEORGE FRANZ, KTEM-AM, PO Box 1230, Temple, TX 76503. Professionals with least three years experience only to apply.



#### **MIDWEST**

Morning man. Authoritative, quick wit, phone finesse & sav-vy. Mid market in Michagan vacationland. T&R: WHLS, Box 807. Port Huron, MI 48060. EOE (5-9)

Central KS Country FM seeks responsible, hardson to fill fulltime announcing slot. T&R: KYEZ-FM, Dave Edwards, Box 80, Salina KS 67402. EOE (5-9)

Seek hot evening personality for CHR in university market. T&R: Scot Harrison KCCQ, Box 728, Ames, IA 50010. EOE

WKAU-FM seeks great PM drive personality yesterdayl P-2 CHR in WI 2nd largest market. Appleton/Green Bay. T&R: Ron Ross PD, 1765 Block Rd., Kaukauna WI 54130. EOE (5-9)

ND sought for immediate opening at AM Country/FM CHR combo. Previous ND experience preferred, T&R: Jerry Schnacke, KMNS/KSEZ, Sioux City, IA 51102. EOE (5-16)

Classic Rock 'n' Roll WMMQ is accepting applications for possible future openings. T&R: Tim Siegrist, 913 W. Holmes Rd., Lansing, MI-48910. EOE (5-16)

Afternoon drive, suburban Country, Greater Cleveland metro.

Experience preferred. One to one. Country knowledge. T&R:
ASAP! Ken Kraus, WBKC, 1 Radio Pl., Painesville, OH 44077.

Rare opportunity for exceptional morning person. Energetic, warm, relatable performer with a team attitude. MW university market. T&R: KASI, Box 72B, Ames, IA 50010. EOE (5-16)

Solid Gold WMRZ seeks night jock now. Upbeat presentation & production. T&R: John Keith, 1910 E. Kimberly, Davenport, IA 61265 or (319) 355-5331 EOE (5-16)

WTUE/Dayton is taking applications for possible openings Minimum of three years' experience/knowledge of AOR T&R: Tom Carroll, 11 S. Wilkinson St., Dayton, OH 45402 EOE (5-16)

# CHR-

From Peoria to a Top Five market? Our night jock is making that move. We can help your career too. We're a Midwest P-2 CHR with a sparkling reputation, brand-new studios and above-average pay scale. Put yourself in line for an excellent career move. All shifts. T&R to: Keith Edwards, KZ-93, 3131 N. University, Peoria, IL 61604. EOE M/F



#### **Promotion Person Wanted** Major league Midwest broadcast property

seeks minor leaguer ready to move up to the big leagues. Must be ambitious, aggressive and creative. Must be able to hit off-speed pitches and field line drives. 2 + years experience preferred. Demonstrate your desire with work samples, resume, batting average and salary requirements to Radio & Records, 1930 Century Park West, #329, Los Angeles, CA 90067.

#### General Manager Wanted

Experienced administrative and salesoriented, with a minimum of 10 years experience. This medium-size Midwest combo offers the right person the opportunity to grow with an aggressive and expanding broadcast group. Excellent compensation and benefits. Send resume and salary requirements to: Radio & Records, 1930 Century Park West, #334, Los Angeles, CA 90067, EOE M/F

# PROGRAM

WCCC AM-FM/Hartford, CT. - A Rocker, Seeking Aggressive Professional Program Director ...
IMMEDIATE OPENING. Contact Manager, 203-

an equal opportunity employer

DIRECTOR

64/R&R FRIDAY, MAY 16, 1986

### **OPPORTUNITIES**

#### **OPENINGS**

#### PROGRAM DIRECTOR

Midwest AM Country station is looking for a disciplined, organized PD with strong leadership skills. Airshift required. Good signal, competitive promotion budget and strong management support. Send tape, resume and salary requirements to: Radio Records, 1930 Century Park West, #337, Los Angeles, CA 90067. EOE



If you're bright and ready to eliminate the competition, join the HOTTEST radio station in Texas. Express mail tape and resume to STEVE OWENS PD. 93Z KAMZ. 4150 Pinnacle #120. El Paso, TX 79902, EOE

#### **UPBEAT CHR**

Lost another one to the majors! Number one Midwest FM needs upbeat CHR communication now. Send T&R to: Radio & Records, 1930 Century Park West, #336, Los Angeles, CA 90067. EOE M/F

#### \* **NEWS TALENT**

Chicago! Want to move your news skills and style to a contemporary formatted MUSIC station? We're looking for you! Tape & resume to Radio & Records, 1930 Century Park West, #341, Los Angeles, CA 90067. EOE .....

#### WEST

KWNZ-FM, Reno's top CHR, seeks qualified applicants for late-night & parttime openings. T&R: Dave Shakes, 557 late-night & parttime openings. T&R: Dav. Washington St., Reno NV 89503. EQE (5-9)

KJQ FM/AM seeks one more netural-sounding pro. Creative copywriting/production required. Let me hear your bast. T&R: Paul Wilson, 1506 Gibson Ave., Ogden UT 84404. EOE (5-9)

MT's top AC FM powerhouse has an opening for a creative & professionel air talent. T&R: K99-FM, 80x 3129, Great Falls MT 59404. EOE (5-9)

L.A.-Ventura County small market seeks weekend & relief on-air talent ASAP, T&R: J.L. Martinez, 3851 E. Thousand Oaks Blvd., Westlake Village CA 91361. EOE (5-9)

KUIC needs versetile fulltime production pro to work magic for our clients. No beginners. T&R: Steven Bise, 419 Mason St. Suita 203, Vacaville CA 95688. EQE (5-9)

50kw Sacramento area CHR wants to hear talent. Minimum three years' experience. T&R: Scott Mitchell K100, Box 631, Merysville, CA 95901. EOE (5-16)

Seattle Softrack/Jazz FM seeks creative communicator for morning drive/production director. T&R: Peyton Mays, KEZX, 8ox 31389, Seattle, WA 98103, EDE (5-16)

Seek air talent. Capable & knowledgeable in Country music. No beginners: Women encouraged. T&R: Ed Nickus, KMIX, 8ox 170, Turlock, CA 95381. EOE (5-16)

KEZY seeks morning drive news anchor & sidekick for our DJ T&R: Craig Powers, 1190 E. Ball Rd., Anaheim. CA 92805. EDE (5-16)

KUIC needs versatile fulltime production pro to work magic for our clients. No beginners. T&R: Steven Bise, 419 Mason St. Suite 203, Vacaville, CA 95688. EOE (5-16)

Hawaii's KBIG 98 seeking experienced Program Director. Position requires on-air talent, training skills, upper management goals and personal atti-tude of excellence. Send T&R to Joe Ruble, 913 Kanoelehua, Hilo, Hawaii

#### AC/MOR

Weekday personality for AC/MOR in Ketchikan, Alaska. Morning drive for right person. Must be community oriented. No 'Boss Jocks." Part-time sales also available. Send T&R to: PATRICIA MACKEY, PO Box 7700, Ketchikan, AK 99901. EOE

#### **OPENINGS**

#### #1 RATED NEWS/TALKER

Southern California's most beautiful major market coastal city, #1 rated News/ Talker, now accepting applications for unique and dynamic talk show host. Top pay for top talent. Send T&R to: Radio & Records, 1930 Century Park West, #342, Los Angeles, CA 90067, FOF

50,000-watt clear channel MOR/AM in beautiful Wyoming seeking adult morning entertainer. We want an individual who can handle the phones, be topical and is a team player. Great benefits and showcase studios and office. If you're an experienced pro, send tape, photo and resume now. If hired, you'll start with our well-respected company June 23rd. KTWO Radio, 150 N. Nichols, Casper, WY 82601.

KTWO RADIO 50,000 WAIT - CLEAR CHANNEL - 1030AM

#### POSITIONS SOUGHT

Four-yeer news veteran. Excellent writer, editor, stritude & team player. Personable delivery & come highly recommended. Relocate anywhere. RICK: (305) 648-9145 (5-9)

Top 25 markets. Air personality not afraid of chellenge. Adaptable to all formats. Currently five years' with station in top 45 market. CALL: (615) 352-7825 (5-9)

100% natural, no artificial ingredients. Miami OJ, originality CHR/AOR, J. BACH: (305) 681-0758 (5-16)

Experienced MD seeks MD/asst. PD in medium/large market. Pro attitude, hardworking, creative, winning philosophy, ex tensive music knowledge. GARY: [301] 759-3264 [5-16]

Get me out of here! I'm trapped in A.C. Willing to travel, T&R, picture available, ERIK STEVENS: (619) 343-3565 (5-16)

Seek jock & production on any type of station. Mold me into what you need. Two years Columbia/six months Intern (WESA)/frive years freelance DJ. JOHN: (412) 938-7323 (5-16)

Six years' experience. Female jock/MD seeks nighttime Country spot. Prefer W/MW. I just like small markets. Solid on-eiproduction. TARY: (605) 697-6751 (5-16)

Oh. it's not important. Me being a funny enterteiner, a listener pleaser. You know what? It is important. CALL: (702) 871-7595 (5-16)

Three year pro will be in Philadelphia June September. Wants temporary full/partime on-air/production/copywriting or voiceover work. TOM: (605) 697-6197 (5-16)

Aggressive young promotions, production, & sales self-starter seeks break in programming. Personable, creative, hardworking, CALL: (317) 477-6534 (5-16)

#### ARRRGGH!!!

I need a break . . . Looking for first weekend gig at Southern California AOR. 2-year major market programming, 7-year college on-air experience. Eager to do "for real. ЛМ (213) 851-7470.

Currently newsmen/parttime jock seeking fulltime DJ slot at FSA station. Eight years' experience. Production too. Previous drives, middays. WAYNE 8YERS: (701) 251-2336 (5-16)

Announcer/programmer, five years' experience. Good production & college degree. DAVID R. JONES: (606) 622-1883, 624-2275, 623-1340 (5-16)

relatable, adult, music oriented, JDHN: (312) AOR voice, relate 262-3773 (5-16)

I have over 14 years' broadcast experience including automation. I'm good & I'll prove it! DAVID: (502) 866-3173 (5-16)

Award-winning morning news enchor at C8S all-News format seeks move to Top 50 market. Aggressive, deep voice, all fround journalist. Available now. STEVE: (702) 735-8644 (5-16)

Put an end to my tape-sending blues. Experienced, versatile, & presentable. Aircheck, production, picture, & 7resume available. DAN: (904) 932-4191 (5-16)

Oldies/AC/Country jock seeks fulltime. Two years' experience. Anywhere in MI or Western OH. PAUL MARTIN: (906) 482-6374 (5-16)

#### POSITIONS SOUGHT

Three years' major/medium market production/jock. Will relocate & work hard. AOR preferred. Ready to go! JON MICHAELS: (201) 349-8047 (5-16)

You demand excellence in sports reporting & PBP. My boss says we should meet. BARRY: (802) 885-9428 or call my boss Frank: 885-4555 (5-16)

Nine-year pro seeks Country or CHR. DON BURGESS: (317) 284-5547 (5-16)

Five-year pro, CHR/AC. Smooth & friendly, Available, CALL: (406) 883-9417 (5-16)

Bright, positive morning drive announcer with six years' ex-perience, including MO, seeks fulltime airshift with AOR, CHR, AC medium market in Southeast. CHRIS: I404I 228-5228 (5-16)

### Talkshow Terrorist... who's lovable and

always Entertaining

Expose your station and be the talk of he town Major market morning talkshow host with 5 years in current market is looking for more money and bigger dragons. Aggressive pro with winning 25 plus record...always #1 or 2. More newspaper column inches than any other media personality in San Diego's history, all in just 5 years!

Call or write for A-R-Bs & Tape to: #1 TALKER - c/o Ander - 4510 Campus Ave.,#6 - San Diego, CA 92116 (619)297-0634

Let's talk numbers. Was your winter book a dog? PD/MD team player. Let me take your station to the top. All formats AL ST.JOHN: (301) 655-2641 (5-16)

Female DJ needs a start, prefer the IA/IL area. Copywiting, production. CARI DAY: (319) 355-4212 (5-16)

Over 20 years' experience. AC big-voice pro with major market background seeks production director or on-air spot. Available now. BO8: (702) 795-8706 (5-16)

Committed to news? Me too. Highly competitive ND with ten years' experience seeks challenging ND position. Proven motivator & leader. Sparkling writer. Northeast. BARRY: (603) 624-1573 (5-16)

. K-101 San Francisco (AC) - 9th to 1st 25-54

• KLLS San Antonio (AC) - 14th to 1st 25-54 . BI-105 Orlando (CHR) - 5th to 1st. #1 in 5 of

6 Adult Demos

#### BILL GARDNER

Program Executive

· Commercial Pilot, Aircraft Owner

· On-Air talent

Seeks next challenge!! (801) 943-4171

Aggressive, promotable announcer, medium/major marke experience seeks AC or CHR in Southeast or Midwest. TOM (216) 371-9706 (5-16)

dy to work. Four years' experience CHR/AOR/AC. Also e & carry a sharp razor. SANTO: (305) 752-8303 (5-16

Seven-year pro struck by Reaganomics, I've done it all, MD/PD/production/traffic. Great personality & love phones. Two or four-track production. RICK: (806) 353-1476 [5-16]

#### OVERWHELMINGLY ADEQUATE

#### THE SLIM ONE

WLS-FM, KFRC, Los Angeles (213) 666-9111

Book on this: Large metro jock with drive, MD, & phone experience seeks major or medium gfg, any slot. CALL: (609) 655-0740 (5-16)

Desperately seeking jobs! College grads with management experience from commercial station seek right jobs. Call WDMC for areas you're looking to fill. (606) 622-1883 (5-16)

#### POSITIONS SOUGHT

6.2 - 8.7 - 11.4 - 13.9 4.3 - 7.8 - 9.1 - 11.8

AQH or CUME, great numbers in Morning Drive! Fast, upbeat, topical humor targeted to the demos that count - Top markets only. PRESTON THOMPSON. (703) 373-0718.

('Il strive to top your goals & minel Broadcast school graduate with on-air experience. Mold me into what you need. KENT SUNDERMAN: (402) 687-2893 (5-16)

Large-market drivetime pro, Friendly/funny/informed, Lots of phones & appearences, Call if you are in search of excellence. BRIAN: (504) 469-4779 (5-16)

Heve had it with ego owners. Seek workable sports position in college/minor league baseball town. Confident, not cocky. DAN: 16061-623-0942 (10PM-9AM) (5-16)

Rock 'n' roll radio gangster with great phones, gets listeners involved. A bizarre, powerful, high-energy CHR air personality. KIDD NORDHOFF: (213) 530-7426 (5-16)

Asst. PD/afternoon drive from highly successful WEZC/Charlotte seeks job as PD, 16-year pro. STEVE SUTTON: (404) 479-4145 (5-16)

Great British volce presently in major market drivetime. Proven ratings. Seeking CHR/ADR. Prefer South or West. CALL: (216) 371-4948 (8am-1Dpm weekdays) (5-16)

Experienced OJ. Good production, copy, sales, & news. Will ling to work any format. Any shift. Go anywhere now. Call (319) 355-8456 or 794-9824 (nights) (5-16)

Package deall Eight years' experience MO, PD, OJ, production, automation, traffic. Good track record. Want L.A. or Seattle, Make me an offer, DAVE BARE: (213) 930-4380 (5-16)

#### **Country Program Director**

22 years on-air: Cincinnati, Sacramento, Miami, San Antonio. Industrious; good people/leadership skills. Knows country music. Small/medium market, South or West, (512) 684-4631, 692-2403.

Dates appearing at the end of each listing

signify first week listed.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

#### **R&R** Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings, Free listings of the same length are also available to Individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

#### Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

#### Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box; \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

#### Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

R&R FRIDAY, MAY 16, 1986/65

### Why wait for the mail?

### **Get your chart** BEFORE Radio & Records goes to press.



#### **ELECTRONIC CHARTS**

- · Available anywhere you have a personal computer and a modem.
- Features ALL formats. Each format has 4 charts: AIRPLAY (Back Page), ACTIVITY (Total Reports/Adds), MOST ADDED and HOTTEST.
- Updated SAME DAY reports close: AC, Country and Full-Service updated Monday evening; CHR, AOR and Black/Urban updated Tuesday evening.
- Distributed by IMC Systems, a worldwide communications and information network for the entertainment industry.
- Introductory price only \$3.00 each time you access a format.\*
- One-time IMC sign-on charge for R&R subscribers only \$125, a \$75 savings.

#### Call IMC at

Los Angeles (213) 937-0347

New York (212) 757-0320

(615) 242-8770

London (01) 221-2749

\*Plus connect-time charge, about 28 cents/minute

#### NATIONAL MUSIC FORMATS

#### Added This Week

#### Bonneville Broadcasting

#### Alpha

MADONNA "Live To Tell"
GEORGE MICHAEL "A Different Corner"
ATLANTIC STARR "If Your Heart Isn't In It"

#### **Broadcast Programming**

John Sherman/Bob English (800) 426-9082 Adult Contemporary

MARILYN MARTIN "Move Closer"

JAMES TAYLOR "That's Why I'm Here"

BANGLES "If She Knew What She Wants"

#### **Modern Country**

JUDY RODMAN "Until I Met You" STATLER BROTHERS "Count On Me"
JUDDS "Rockin' With The Rhythm Of The Rain" MARK GRAY "Back When Love Was Enough"

#### Century 21 Greg Stephens (214) 934-2121

#### The Z Format

PRINCE "Mountains" BOB SEGER "Like A Rock" ROLLING STONES "One Hit (To The Body)" STEVIE NICKS "Has Anyone Ever Written..."

#### The AC Format

HIROSHIMA "One Wish" STEVIE NICKS "Has Anyone Ever Written..."

#### Super-Country

WHITES "Love Won't Wait"
ANNE MURRAY "Who's Leaving Who" JIM GLASER "The Lights Of Albuquerque"
STATLER BROTHERS "Count On Me" MICHAEL MARTIN MURPHEY "Rollin' Nowhere" JUDDS "Rockin' With The Rhythm Of The Rain" WAYLON JENNINGS "How Will The Wolf Survive"

#### Concept Productions

#### CHR

PRINCE "Mountains" BOB SEGER "Like A Rock"
ROLLING STONES "One Hit (To The Body)"
BOYS DON'T CRY "I Wanna Be A Cowboy" STEVIE NICKS "Has Anyone Ever Written...

#### Country

WHITES "Love Won't Wait"
EDDY RAVEN "Sometimes A Lady" STATLER BROTHERS "Count On Me" MEL McDANIEL "Doctor's Orders"
RICKY SKAGGS "I've Got A New Heartache"

#### Media General **Broadcast Services**

#### **ACtion**

BLOW MONKEYS "Digging Your Scene"
RONNIE MILSAP "Happy, Happy Birthday Baby"

#### Your Country

TOM WOPAT "True Love"
GLEN CAMPBELL "Cow Poke" GEORGE STRAIT "Nobody In His Right Mind...
PAKE McENTIRE "Savin" My Love For You" SWEETHEARTS OF THE RODEO "Hey Doll Baby"

#### MEDIA GENERA'L CONTINUED

#### Hit Rock

PRINCE "Mountains" BOB SEGER "Like A Rock" GTR "When The Heart Rules The Mind"
ROLLING STONES "One Hit (To The Body)"

#### Peters Productions, Inc.

#### Country Lovin'

BANDANA "Touch Me" T.G. SHEPPARD "Strong Heart" ANNE MURRAY "Who's Leaving Who"

#### The Ultimate AC

SIMPLY RED "Holding Back The Years" CHRISTOPHER CROSS "Love Is Love"

#### Radio Arts

Country's Best

GARY MORRIS "Anything Goes T.G. SHEPPARD "Strong Heart"
STATLER BROTHERS "Count On Me"
WAYLON JENNINGS "Will The Wolf Survive"
GEORGE STRAIT "Nobody In His Right Mind..."

#### Soft Contemporary

ANNE MURRAY "Who's Leaving Who" NEIL DIAMOND "Headed For The Future" STEVIE NICKS "Has Anyone Ever Written..."

ANNE MURRAY "Who's Leaving Who" JAMES TAYLOR "That's Why I'm Here"
JONATHAN BUTLER "Baby Please Don't Take It" STEVIE NICKS "Has Anyone Ever Written.

#### Satellite Music Network

#### The Starstation

NEIL DIAMOND "Headed For The Future" GEORGE MICHAEL "A Different Corner

#### Country Coast-To-Coast

JUDY RODMAN "Until I Met You" SOUTHERN PACIFIC "Reno Bound"
T. GRAHAM BROWN "I Wish That I Could Hurt...

#### Rock 'N' Hits

GTR "When The Heart Rules The Mind" PETER GABRIEL "Sledgehammer"
ROLLING STONES "One Hit (To The Body)"
STEVIE NICKS "Has Anyone Ever Written..."

#### **TM Programming**

Stereo Rock

KENNY LOGGINS "Danger Zone"
GTR "When The Heart Rules The Mind" HOOTERS "Where Do All The Children Go"

HOWARD JONES "No One Is To Blame" MOODY BLUES "Your Wildest Dreams" GEORGE MICHAEL "A Different Corner"

#### TM Country

RONNIE McDOWELL "All Tied Up" JOHN SCHNEIDER "You're The Last Thing I Needed Today"

#### RADIO & RECORDS NATIONAL AIRPLAY

### JAZZ

#### **TOP 30**

#### MAY 16, 1986

- LARRY CARLTON/Alone/But Never Alone (MCA Master Series)
- FREDDIE HUBBARD/WOODY SHAW/Double Take (Blue Note)
- AHMAD JAMAL/Rossiter Road (Atlantic)
- BOBBY HUTCHERSON/Color Schemes (Landmark)
- JONATHAN BUTLER/Introducing Jonathan Butler (Jive/Arista)
- JOE HENDERSON/State Of The Tenor, Vol. 1 (Blue Note)
  - CHICK COREA/Elektric Band (GRP)
- DIZZY GILLESPIE/Closer To The Source (Atlantic) O
- SPECIAL EFX/Slice Of Life (GRP)
- ŏ LESLIE DRAYTON & FUN/What It Is Is What It Is (Esoteric)
- JOHN SCDFIELD/Still Warm (Gramavision) 11
- NANCY WILSON/Keep You Satisfied (Columbia) 12 12
- BUDDY RICH/Mr. Drums-Live On King Street (Cate) Ð
- 17
- SKYWALK/The Bohemians (Zebra/MCA) 14 10 MISTER SPATS/Love Speaks (Pausa) 15
- 15 TERENCE BLANCHARO/DONALD HARRISON/Discernment (George Wein/Concord) 16
- ARTHUR BLYTHE/Da-Da (Columbia) 30
- RUSS FREEMAN/Nocturnal Playground (Brainchild) 11
- LYLE MAYS/Lyle Mays (Geffen) 25
- JOHN JARVIS/So Fa So Good (MCA Master Series) 22
- LIONEL HAMPTON & HIS ORCHESTRA/Sentimental Journey (Atlantic)
- DEBUT > 2
  - MICHEL PETRUCCIANI TRIO/Pianism (Blue Note)
  - GEORGE HOWARD/Love Will Follow (TBA/Palo Alto) EDDIE HARRIS & ELLIS MARSALIS/Homecoming (Spindletop)
- DEBUT 2 DEBUT - 20
  - CHUCK MANGIONE/Save Tonight For Me (Columbia)
    JEANNIE & JIMMY CHEATHAM/Midnight Mama (Concord)
  - 23 PAT METHENY & ORNETTE COLEMAN/Song X (Geffen)
  - DOC SEVERINSEN & XEBRON/Doc Severinsen & Xebron (Passport) 28
  - EDDIE DANIELS & LONDON PHILHARMONIA ORCHESTRA/Breakthrough (GRP) 29
  - IRA STEIN & RUSSELL WALDER/Transit (Windham Hill) 30

Black/Urban stations contributing to Jazz. WKND/Hartford, Melonae McClean: KJCB/Lafayette, Horatio Handy: WYLD-FMMtew Orleans, Dell Spencer, WDMT/Clevellanc Dean-Dean Rufus

#### **NEW & ACTIVE**

STEVE BACH "Holiday" (Cafe) 17/6
Rotations: Heavy 1/0, Medium 6/1, Light 10/5: Extra Adds 0, Total Adds 6, WAER, WMOT, WKSU, KUOP, WVPE, KLSK.
Heavy, WLOQ, Medium WFAE, KERA, WFPL, KKGO, KPLU.
RDB MULLINS "Nite Street" (RMC) 14/8

THE UNITED LITTLE (1970) (1970) (1970) (1970) (1971

KLSK, Heavy, W.COO, Medium KERA, WNOP, KKGO ANTHONY BRAXTON "Seven Standards 1985, Vol. 2" (Magenia/Windham Hill) 14/5 ANTHONY BRAXTON "Seven Standards 1985, Vol. 2" (Magenia/Windham Hill) 14/5 WIGHT 14/6 (Magenia/Windham Hill) 14/6 (Magenia/Windham Hill) 14/5 WIGHT 14/6 (Magenia/Windham Hill) 14/6 (Magenia/Windham Hill) 14/5

SCOTT COSSU "Reunion" (Windham Hill) 14/3

ns. Heavy 1:0, Medium 91, Light 3:1, Extra Adds 1, Total Adds 3, WBGO, KWMU, KLCC. Heavy. WUWM. Medium WDET, WKSU, KUOP, KPLU, WHRO, WVPE, KIFM.

SANDY OWEN "Boogle Woogle Rhythm & Blues" (Ivory) 13/7
Rotations Heavy 20, Medium WKSU, KKGO

LARRY CORYFLL "Equipolse" (Muse) 13/5 Adds 1, Total Adds 5, WGBH, WFPL. WBEE, WUSF, KCNR. Heavy.

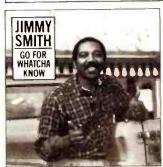
1. Medium 5.1 Light 4/2, Extra

WASO, WEIGH, MEDIUM KANDO KARA, AFED. SAFE,
CHET ATKINS "Sireet Dreams" (Columbia) 13/4
Rotations: Heavy 2/1, Medium 5/2, Light 6/1, Extra Adds 0, Total Adds 4, WFSS, KIFM, KLSK, KJCB Heavy; KKGO, Medium:
WAER, KJOP, WVPE.

H7FH "Between The Lines" (IOU) 11/4

Rotations Heavy 2:0, Medium 3:0, Light 5:3, Extra Adds 1, Total Adds 4, WFPL, WDET, WAVE, KWMU. Heavy, WNOP WYPE, Medium WAER, WJZZ, KBEM.

### GO FOR WHATCHA KNOW



JIMMY SMITH, jazz soulman and organist, returns to his roots with a contemporary album that includes Blue Mitchell's funky "Fungii Mama," and a beautiful reading of "She's Out Of My Life," with GRADY TATE on vocals. Featuring STANLEY TURRENTINE and KENNY BURRELL.

CONTACT: SUSAN B. LEVIN 212-541-6401



ON BLUE NOTE RECORDS AND HIGH QUALITY XDR CASSETTES

### MOST ADDED MICHAEL PETRUCCIANI TRIO (11)

EDDIE HARRIS & ELLIS MARSALIS (10)

Homecoming (Spindletop) ARTHUR BLYTHE (B)

RDB MULLINS (8)

SANDY OWEN (7)

Boogie Woogies Rhythm & Blues (Ivory)

#### HOTTEST

**BOBBY HUTCHERSON (19)** 

LARRY CARLTON (18)

. (MCA Master Series) Alone/But Never FREDDIE HUBBARD WDODY SHAW (18)

AHMAD JAMAL (15)

Rossiter Road (Atlantic)

KAZUMI WATANABE "Mobo Spiash." (Gramavision) 11/4
Outline: Hown 3rd, Medium 3/2, Licht 4/1, Extra Adds 1, Total Adds 4, WFAE, KBEM, KMHD, WVPE, Heavy, WNOP,

WDET, KPLU Medium WBBY

ROBERT GREENIDGE & MICHAEL UTLEY "Mad Music" (MCA Master Series) 10/3

ROBERT GREENIDGE & MICHAEL UTLEY "Mad Music" (MCA Master Series) 10/3

KENDEL LIBERT OF Medium 21: Lindt B/2. Eura Adds D, Total Adds 3, WMOT, WDET, KIFM Medium: KLSK

Rotations Heavy 0:0, Medium 2/1, Light 8/2, Extra Aods 0, Total Adds 3, WMO1, WDE1, KIRM, Medium 2/1, Light 8/2, Extra Aods 0, Total Adds 3, WMO1, WDE1, KIRM, Medium Adds 2, Total Adds 3, WNOP, KPLU, WUSF, Heavy WGBH, WBGO. KJAZ, WHRO Medium WDE1, KLCC

ALVIN RED TYLER "Heritage" (Rounder) 9/2
Rotations Heavy 21, Medium 4/1, Light 3/0, Extra Adds 0, Total Adds 2, WKSU, WHRO, Heavy; WNUR, Medium; WBGO,

WCLK, KADX
MARIA MULDAUR "Transblucency" (Uptown) 9/1

JOHN ABERCROMBIE "Current Events" (ECM) 8/3
Rotations Heavy 4/0, Medium 1/0, Light 2/2, Extra Adds 1, Total Adds 3, WUWM, KPLU, WUSF, Heavy: WDET, WKSU.
KJAZ, KLCZ, Medium WNOP

NABIL TOTAH "Double Bass" (Consolidated Artists) B/1

RUBY BRAFF/SCOTT HAMILTON "A Saliboat in The Moonlight" (Concord) 8/0
Rotators H svy 4/0, Medium 2/0. Light 2/0, Extra Adds 0, Total Adds 0, Heavy, WYRS, KUHF

Rotation: He way 4:0, Medium 2:0, Light 2:0, Extra Adds 0, Total Adds 0, Heavy, WYRS, KUHF, KADX, WUSF
BILLY MITCHELL "Night Theme" (Pausa) 7:0
Rotations He wy 2:0, Medium 2:0, Light 3:0, Extra Adds 0, Total Adds 0, Heavy; WYRS, KKGO, Medium: WEBR, WLOQ,
SUSANNAH McCORKLE "How Do You Keep The Music Playing?" (Pausa) 7:0
Rotation: Heavy 0:0, Medium 4:0, Light 3:0, Extra Adds 0, Total Adds 0, Medium: WBFO, WMOT, KANU, KPLU,
JAMES RIVERS QUARTET "The Dallas Sessions" (Spindletop) 6:4
Rotations Heavy 0:0, 1 am 2:1, Light 3:2, Extra Adds 1, Total Adds 4, WCLK, KPLU, WHRO, KCNR, Medium: WKSU.

BEST OF BLUE NOTE "Volume 2" (Blue Note) 6/3

BEST OF BLUE NOTE "Volume 2" (Blue Note) 6/3
Rotations, Heavy Moure 2:2 (Blue Note) 6/3
Rotations, Heavy Moure 2:2 (Blue 1/0, Extra Adds 1, Total Adds 3, WNOP, KCNR, WKND. Heavy: WEBR, KLON.
BILLY PIERCE QUARTET "William The Conqueror" (SunnysIde) 6/2
Rotations, Heavy 1:0, Medium 3:0, Light 1/1, Extra Adds 1, Total Adds 2, KADX, KLCC, Heavy: WHRO. Medium: WGBH.

IVAN LINS "Juntos" (Philips/PolyGram) 6/2 n 2/0, Light 2/2, Extra Adds 0, Total Adds 2, KJAZ, KPLU, Heavy: WYRS, KWMU, Medium:

CLARE FISCHER & HIS LATIN JAZZ SEXTET "Free Fall" (Discovery) 8/1
Rotations: Heavy 1/0, Medium 2:0, Light 2:0, Extra Adds 1, Total Adds 1, WJZZ Heavy: KJAZ Medium: KANU, KPLU.

#### REGIONALIZED ADDS & HOTS

# WFPL/Louisedia Weston/Vindenza HETHERSY & COLERG SARDY GWEN HICHEL PETRUCCE UEEB LASKY CORYELL CHICK HANG LONE

### WEST

#### **49 Reporting Stations 45 Current Reports**

WBBY/Columbus and WEBR/Buffalo called in frozen reports. WYRS/Stamford failed to call in a report; its playlist was frozen.

WRTI/Philadelphia failed to report for two consecutive weeks and was not used in this week's data.

Editor's Note: KRVS/Lafayette is no longer a reporting station.

### MIDWEST

ON YOUR TURNTABLES NOW!

#### RADIO & RECORDS NATIONAL AIRPLAY

### BLACK/URBAN

### BREAKERS

Sweet & Sexy Thing (Gordy/Motown)

77% of our reporters on it. Rotations: Heavy 4/1, Medium 19/4, Light 44/28, Total Adds 33 including WDJY, WHUR, WYEE, KMJQ, HOT105, WEDR, WGCI, WBLZ, WDMT, XHRM, KSOL. A Most Added Record. Debuts at number 36 on the Black/Urban chart. MTUME

Breathless (Epic)

77% of our reporters on it. Rotations: Heavy 1/0, Medium 32/5, Light 34/12, Total Adds 17 including WUSL, WAMO, WDIA, WEDR, K94, WTMP, WZAK, WJLB, XHRM, KACE. A Most Added Record. Debuts at number 31 on the Black/Urban chart.

JEFFREY OSBORNE

You Should Be Mine (The Woo Woo Song) (A&M) 74% of our reporters on it. Rotations: Heavy 3/3, Medium 12/12, Light 49/48, Total Adds 63 including WWIN, WXYV, WUSL, WAMO, WHUR, KMJQ, WHRK, WYLDFM, WBMX, WBLZ, WDMT, WJLB, WLUM, KMJM, KJLH. This Week's Most Added Record. Debuts at number 37 on the Black/Urban chart.

ARETHA FRANKLIN

Ain't Nobody Ever Loved You (Arista)

66% of our reporters on it. Rotations: Heavy 7/0, Medium 29/2, Light 21/8, Total Adds 10, WWIN, WXYV, WAMO, WDJY, WOWI, WGCI, WBLZ, WDMT, KSOL, WKXI. Moves 39-32 on the Black/Urban chart.

PRECIOUS WILSON

I'll Be Your Friend (Jive/Arista)

61% of our reporters on it. Rotations: Heavy 6/0, Medium 22/1, Light 25/7, Total Adds 8, WVEE, WDIA, WHRK, WEDR, KDAY, WATV, WFXC, WJMi. Moves 36-33 on the Black/Urban chart

#### **NEW & ACTIVE**

FAT BDYS "Sex Machine" (Sutra) 50/2
Rotations: Heavy 11/0, Medium 24/0, Light 15/2, Total Adds 2, WHYZ, WLOU, Heavy, WDAS, KMJQ, WDIA, WTMP, WDMT, WZAK, WROK), WWX, NIZ, KOKY, WZEN, Mediums include: WWIN, WILD, WUSL, WDJY, K104, WBMX, WGCI, WLUM, KMJM, KDY, XHRM, KSOL, Moves 31-28 on the Black/Urban chart.
WILLIE COLLINS: "Let's Get Started" (Capitol) 49/5

Rotations: Heavy 0/0, Medium 25/0, Light 24/5, Total Adds 5, KSOL, WXOK, WORL, WVOJ, KACE, Mediums include: WDAS, WEDR, WYLDFM, WTMP, WZAZ, WALT, KHYS, WCKX, WEDR, WYLDFM, WJMI, WZAZ, WALT, KHYS, WCKX,

WHODINI "Funky Beat" (Jive/Arista) 49/3
Potations: Heavy 50, Medium 261, Light 182, Total Adds 3, WXYV, WDJY, WOQK, Heavy: WWIN, WDAS, WZAK, KDAY, WDKY, Midiums Include; WRKS, WUSL, K104, KMJQ, WDIA, WDMT, WUJL, KMJM, KJLH, XHRM, KSOL, WNHC, WTKL, WOMG, KIIZ, WLOU, KDKO, Moves 40-35 on the BlackUrban chair.

WOMD, AILZ, WLOU, KUCK, Moves 40-59 on the BlackUrban chart.

JOESKI LOVE "Pee-Wee's Dance" (Vinterlaimment/Elektra) 48/9

Rotations: Heavy 11.0, Medium 19/4, Light 18/5, Total Adds 9, WHRK, WBMX, WKND, WHYZ, WQFX, KJCB, WLOU,

WWDM, KDKO, Heavy, WWIN, WOJY, KMJO, WDMT, WZAK, KMJM, KDAY, WOMS, KJW, WANT, WZEN, Mediums include,

WRKS, WDAS, K104, WBLZ, WJLB, KJLH, XHRM, Moves 38:34 on the BlackUrban chart.

SKYY "Givin' It (To You)" (Capitol) 45/12
Rotalons Heavy 0.0, Medium 19/1, Light 26/11, Total Adds 12, WILD, WKND, WATV, 293, KLCB, WLYL, WALT, WBLX, WORL, KAPE, Z103, WVOI. Medium: WWIN, K104, WYLDFM, WBLZ, WDMT, WZAK, XHRM, WAOK, WFXC, KDLZ, KIIZ, WANIM, WAAA, WCKX, WKWM, WXLA, WZEN, KBUZ.

TIMEX SOCIAL CLUB "Rumors" (Jay) 45/8

Flotations: Heavy 1911, Medium 11/2, Light 155, Total Adds 8, WAMO, WLUM, WATV. KDLZ, WHYZ, WANT, WWDM, WXLA Heavy, WWN, WDJY, WHUTK K104, KMUJ, WTMP, KMMM, KDAY, KLLH, XHRM, WJMI, WKXI, KIIZ, WBLX, WANM, 2103, WEEK, KBUZ, Moves 35-29 on the Black/Urban charge.

MALTAI. "Female Intuition" (Critique) 45/7
Rotations: Heavy 6:0, Medium 1811, Light 21:06, Total Adds 7, KMJD, KSOL, WKND, WHYZ, WJMI, WZAZ, KOKY, Heavyy
WDM, WOTX, WCKX, WBLX, WCKX, WTLC. Mediums include: WEDR, WOWI, WTMP, WDMT, WZAK, XHRM, WNHC, WXOK,
WENN, WHEG, KHTS, KBUZ, Debuts at number 40 on the Black/Urban chart
SMOKEY ROBINSON "Sileopless Mights" (Tamlai/Motown) 44/11

Potations Heavy 310, Medium 1811, Light 23:10, Total Adds 11, WDAS, WOWI, WDMT, WENN, KDLZ, WKXI, WPDQ, KJCB WPLZ, WTKC, WKWM, Heavy, WAOK, WBLX, WAAA. Medium: WHUR, WVEE, WDIA, WYLDFM, K94, WZAK, WOMG WOFX, WMI, WLDU, KHYS, KAPE, WCKX, WTLC, WXLA, WZEN, KACE.

GAVIN CHRISTOPHER "One Step Closer To You" (Manhattan) 44/5
Rotations Heavy 10, Medician 130, Light 305, Total Acids S. KSOL, WFXC, KOKY, WXLA, WVOI. Heavy, WTLC. Medium:
WXAS, WYEE, WTMP, XHRM, WENN, 233, KJCS, WOOK, KHYS, KAPE, WOXX, WZEN, KACE:

WDAS, WCE, WTNP, XHRIN, WENN, Z33, KICB, WOOK, KHYS, KAPE, WCKX, WZEN, KACE.

RIND B.M.C., "WMA Addias", "Portille (1472)

Rotations Heavy 51, Medium 101, Upr) 651:8, Total Adds 20, WVEE, WHRIK, HOT105, WTMP, WBMX, WGCI, XHRM, WNH-C, WFAZ, 239, WONG, WAZZ, KIIZ, KOKY, WO, KUD, KAPE, WANN, WGER, WZEN, WVOI, Heavy, WDMT, WZAK, "KDAY, WOOK Mediums include: WWIN, WRRS, WDAS, KMJO, WDIC, KMJM, WCOK, WVOI, Heavy, WDMT, WZAK, "KDAY, WOOK Mediums include: WWIN, WRRS, WDAS, KMJO, WDIC, KMJM, WOOK, WOO, WDMT, WZAK, "WDMT, WZAK, WDKX, WFXA, WGPR, WVOI, Heavy, WNHC, KOXL, WRNN, WZAK, KOKY, WANT, WAAA Medium: WINN, WXTV, WAMO, WBMX, WDMT, WZAK, WJLB, WATV, WFXC, KDLZ, WOMG, WOFX, KIIZ, WJTL, WI, OU, WBIX, KHYS, WCKX.

"POR VASCE!" "The accommend of a Love" (Forthwile) and 101.

ROY AYERS "Programmed for Love" (Columbia) 40:9

Rotations Heavy 3:0, Medium 1911, Light 18:8, Total Adds 9, WAMO, KNJO, K94, WOWI, B95, WTKL, WXOK, WYKO, WZEN, Heavy, WDJY, WQQK, WAAA, Medium: WWIN, WXYY, WDAS, WHUR, K104, WYLDFM, WDMT, WZAK, KMJM, KOX., WPKC, WOMG, WJMI, KOKY, WJYL, WBLX, KAPE, WTLC.

KOXL, WFXC. WOMG, WMI, KUKY, WITL, WBLX, KAPE, WITLC MAZARAT "100 MPH" (WB) 39,13

Rotations: Heavy 400. Medium 1302. Light 2271; Total Adds 13, WDAS, KMJQ, WDIA, KJLH, WKND, WDKX, WXOK, WENN, 233, WFXC, WBLX, KHYS, WYKO, Heavy, KMJM, WTKL, WOOK, WZEN, Medium: WHUR, K104, K94, WOWI, WTMP, KDAY, WNHC. WOMG, KIIZ, WTLC. (RCA) 35/6

Rotations: Heavy 900, Medium 131, Light 235, Total Adds 6, K94, Z93, KOKY, WOOK, WXLA, KBUZ. Medium: WHUR, K104, KNJQ, WDIA, WHRK, WFXC, WOMG, KIIZ, KJCB, WANT, KAPE, KDKO.

RAINY OAVIS "Sweethear" (Supertronic) 36/3.

Rainors Heavy 50, Medium 161, Light 192, Total Adds 3, WKND, WFXA, KDLZ, Heavy, WDAS, WAMO, WDWI, WDKX, WFZ, Medium WYV, WID, WRS, WHUR, WDM, KMAM, WFXC, WDM, WCX, KHYS, WANT, WTLC, WZEN, LIGHT WYV, WDAS, WHOR, WDM, KMAM, WFXC, WDM, WCX, KHYS, WANT, WTLC, WZEN, LIGHT WANT, WZEN, LIGHT WANT, WZEN, WZEN,

KBUZ

PAUL HARDCASTLE I/CAROL KENYON "Oon" Waste My Time" (Chrysalis) 35/7

PAUL HARDCASTLE I/CAROL KENYON "Oon" Waste My Time" (Chrysalis) 35/7

WALE WENN, WLOU, KHYS, WPLZ, WWDM, WXLA, Heavy.

Heavy 1.0, Medium 15.1, Lighi 19.6, Total Adds 7, WJLB, WENN, WLOU, KHYS, WPLZ, WWDM, WXLA. Hum: WWIN, WDAS, WVEE, K104, WDIA, WOWI, WZAK, WKND, WFXA, Z93, WJYL, WAAA, WGPR, KACE. CONNIE "Experience" (Sunnyview) 34/8

) 34/0 1/18, Total Adds B, WVEE, WTMP, WNHC, WDKX, KOKY, WQOK, WWDM, WTLC. JAS, WDIA, HOT105, WZAK, KDAY, WTKL, WZAZ, WBLX, WXLA, WZEN, REGINA "Baby Love" (Atlantic) 33/11

Rotations: Heavy 2/0, Medium 7/0, Light 24/11, Total adds 11, WHRK, K94, WBMX, KJLH, WNHC, WFXA, WATV, WMMC, WFXC, WQMG, WLOU, Heavy: WOWI, WANM, Medium: WEDR, WTMP, WTKL, WORL, KAPE, WTLC, WZEN,

#### MOST ADDED

JEFFREY OSBORNE (63) You Should Be Mine (The Woo ... RICK JAMES (33) Sweet & Sexy Thing (G (v/Motown) JEAN CARNE (23) Closer Than Close (Omnii RUN D.M.C. (20) My Adidas (Profile)-CON FUNK SHUN (17) TEENA MARIE (17) Lips To Find You (Epic) MTUME (17)

#### HOTTEST

PATTI LABELLE/MICHAEL McDONALD (64) SOS BAND (54) JANET JACKSON (51) Nasty (A&M)

WHITNEY HOUSTON (40) Greatest Love Of All (Arista)
ATLANTIC STARR (24) If Your Heart Isn't In It (A&M)

CHERRELLE "Artificial Heart" (Tabu/CBS) 32/13

Rotations, Heavy 1/0, Medium 15/2, Light 16/11, Total Adds 13, WAMO, KMJO, WNHC, WFXA, KOXL, WATV, 293, WZAZ, KJCB, WOOK, WPLZ, WZEN, KBIJZ, Heavy: KDAY, Medium: KJLH, XHRM, KSOL, WDKX, WTKL, WXOK, WENN, WHYZ, WJCJU, WAIT, WAAA

KIIZ, W.OU, WALT, WAAA, KOKO.

TEMPTATIONS "A Fine Mess" (Gordy/Motown) 32/5

Rotations: Heavy 0.0. Medium 13/1, Light 19/4. Total Adds 5, WBMX, WOMG, WZAZ, WANT, Z1Q3. Medium: WWIN, WDIA,

OC104, WRXC, W.OU, KAPE WAAA, WCKX, WGPR, WXLA, WZEN, KACE:

TOTAL CONTRAST "What You Gonna Oo About It" (London/PolyGram) 31/7

Potaltions: Heavy 0.0. Medium 7/1, Light 24/6. Total Adds 7, WYEE, WTMP, WYRA, WOMG, KJCB, WQQK, WPLZ. Medium: WHUR, WHAE, KIIZ, WJS, WAAA, WCKX.

BOOKER NEWBERRY "Take A Piece Of Me" (Omni/Atlantic) 30/5 Heavy 2/0, Medium 13/1, Light 15/4, Total Adds 5, WXTV, WENN, WPEG, KOKY, WBLX. Heavy: WFXC, WZAZ. WDAS, K104, WOWI, WNHC, KOXL, WTKL, WOMG, WQFX, WLOU, KHYS, WANM, WTLC.

JEAN CARNE "Closer Than Close" (Omni/Atlantic) 29/23
Rotations: Heavy 1/1, Medium 64, Light 22/18, Total Adds 23, WILD, WDAS, WDJY, WHUR, WHRIK, WOWI, WZAK, KMJM, WWHC, WRX, WTKL, WXOK, WDMG, WOFN, WZAZ, KJOB, KOKY, WPLZ, WANM, WCKX, WYOI, KOKO, KACE, Medium:

WAAL, WEEN.
JUILY "Mobody But You" (CBS Associated) 29/10
Rotations: Heavy 1:0, Medium 113, Light 17/7, Total Adds 10, WWIN, WDAS, WAMO, WHRK, KDAY, WOMG, WOFX,
WOLD, HATS, WOKX, Heavy, KOKY, Medium, WINP, WOMT, WENN, JET94, WBLX, WOOK, WAAA, KACE.

BEASTIE BOYS "Hold II, Now Hit II." (Def Jam/Columbia) 28/8 Rotations: Heavy 20. Medium 71, Light 19/7, Total adds 8, WDJY, WVEE, WEDR, WFXA, Z93, WLOU, WORL, WWDM. Heavy: WDAS, KOAY Medium: WOMT, WZAK, K9SUL, WOMG, WZAZ, WBLX.

**DRAMATICS "One Love Ago" (Fantasy) 25/8** 

UNAMATICS URE LOVE ADU (Fairtasy) 20/0 Rotations: Heavy 2/0, Medium: 7/1, Light 16/7, Total Adds 8, KMJQ, WDMT, Z93, WFXC, WALT, KHYS, WAAA, WGPĀ. Heavy: WTMP, WJLB. Medium: WEDR, WZAK, KSOL, WZAZ, WBLX, KAPE.

#### SIGNIFICANT ACTION

JANICE "Bye-Bye" (4th & Broadway/Island) 24/9

dium 9/0, Light 14/9, Total Adds 9, KMJQ, WEDR, WZAK, WFXA, WATV, KIIZ, WANT, WTLC, KBUZ. WWIN, WXYV, WDAS, WDJY, WHUR, K104, WJJS, WBLX, WKWM.

E.G. DAILY "Say It Say It" (A&M) 23/2

ns: Heavy 3/0, Medium 10/0, Light 10/2, Total Adds 2, K94, WCKX. Heavy: HOT105, KJLH, WPLZ. Medium: WHUR, WOWI, WNHC, OC104, WDKX, WJMI, WQQK, KAPE, KDKO. IVY "Tell Me" (Heat) 21/3

IVY "FEI Me" (Heat) 2.13 Foliations. Heavy 10, Medium 120, Ligh 8/3, Total Adds 3, WXDK, WJYL, KHYS. Heavy. WDJY. Medium: WWIN, K104, WOWI, WDMT, KSDL, KDLZ, WOMG, KOKY, WLOU, KAPE, WGPR, WTLC.

\*\*TEENA MARIE "Ligs To Find You" (Epic) 20/17

\*\*TEENA MARIE "Lig

ANDPORT VEIGEORY (KMA) 20/3 Rotations: Heavy 1/0, Medium 4/1, Light 15/2, Total adds 3, WVEE, WFXA, KOKY, Heavy, JET94, Medium: WATV, WZAZ.

KENNY & JOHNNY, THE WHITEHEAD BROS, "I Jumped Out Of My Skin" (PIR/Manhattan) 19/8
Rotations: Heavy 0/0, Medium 5/0, Light 14/8, Total Adds 8, WVEE, KMJO, WDKX, WOFX, WXI, WZAZ, WALT, WC fedium 5/0, Light 14/8

JUICE "You Can't Hide From Love" (Columbia) 19/4
Rotations: Heavy 0/0, Medium 2/1, Light 17/3, Total Adds 4, WOWI, KSOL, WFXA, WORL, Medium: WDMT.

Hotations Heavy Out, medium 21, Egin 1775, Ional Adds 3, 1701, 1702.

CON FUNK SHUN "Burnin" Love" (Mercury/PolyGram) 17/17

Rotations: Heavy 0:0, Medium 3/3, Light 14/14, Total Adds 17, WWIN, WH
293, WPEG, WFXC, WOMG, KIIZ, WAAA, WKWM, WTLC, KBUZ. WHRK, K94, WTMP, WDMT, WZAK, KJLH, WFXA.

PRINCE "Mountains" (WB) 17/16

Frince municalis (WB) 1770

Rotations Heavy 2/2, Medium 1/1, Light 14/13, Total Adds 16, WWIN, WAMO, HOT105, B95, WLUM, KDAY, OC104, WTKL, WATV, Z93, WMMC, WHYZ, KIIZ, WJS, WPLZ, WZEN.

CASHFLOW "Mine All Mine" (Mercury/PolyGram) 15/14
Potations: Heavy 1/1, Medium 5/5, Light 9/6, Total Adds 14, WWIN, WYLDFM, K94, WTMP, WZAK, KOXL, WJMI, WALT,
WPL7 KAPF WANN, WASA, WZFEN KPNG.

WPLZ, RAPE, WARM, WARM,

WILLIAM BELL & JANICE BULLOCK "I Don't Want To Wake Up (Feeling Guilty)" (Wilbe) 15/0

O'CHI BROWN "Whenever You Need Somebody" (Mercury/PolyGram) 14/3
Rotations: Heavy 1/0, Medium 7/1, Light 6/2, Total Adds 3, WXYV, WILD, WOFX. Heavy: WN
WYEE, HOT105, WXLA, WZEN. WNHC. Medium: WDAS, WDJY, RAP-O-MATIC, LTD. "Lies, Lies" (Profile) 14/1

, WZAZ. Heavy: WTMP. Medium: WDMT, WATV, WFXC.

Rotations Heavy 1/0, Medium 3/0, Light 10/1, Total Adds 3, MCFPR. THE WORLD "Ceramic Girl" (MCA) 13/1

READY FOR THE WORLD "Ceramic Girl" (MCA) 13/1

Addison: 7/1 Licht 5/0, Total Adds 1, WGFR. Heavy: KDAY, Medium: K104, WJLB, WFXC, WOFX, WOOK WYO!

SIMPLY RED "Holding Back The Years" (Elektra) 12/6

SIMPLY RED "Holding Back The Years" (Elektra) 12/6

WHRK, B95, WLUM, OC104, WJYL, WZEN. Heavy. KACE

SKINNY BOYS "Jockbox (America Loves The Skinny Boys)" (Warlock) 12/1

Rotations: Heavy 1/1, Medium 30L, Light evu, rotal Muss 1, mort in Medium 192/0

Su BLACKFOOT "The Girl Next Door" (Sound Town) 12/0

Rotations: Heavy 0/0, Medium 50, Light 70, Total Adds 0, Medium WDIA, WATV, WKXI, WZAZ, WTLC.

SHIRLEY JONES "Do You Get Enough Love" (PIR/Manhattan) 10/9

Rotations: Heavy 0/0, Medium 1/1, Light 98, Total Adds 9, WHUR, WZAX, KOXL, WKXI, KOKY, WAAA, WTLC, WZEN,

CONNECTION "Keep Your Front Door Open" (R&R Records) 10/3 Rotations: Heavy 0/0, Medium 2/0, Light 8/3, Total Adds 3, WDMT, KOKY, WCKX. Medium: WGPR, WXLA Rotations: Heavy 0.0, Mediúm 2/0, Light 8/3, Total Adds 3, WDMT, KOKÝ, WCKX. Medium: WGPR, ANTHONY & THE CAMP "What I Like" (WB) 10/2.9 Rotations: Heavy 0/0, Medium 3/1, Light 7/1, Total Adds 2, WDAS, WANT. Medium: WILD, HOT105.

68/R&R FRIDAY, MAY 16, 1986

### **COUNTRY ADDS & HOTS**

MOST ADDED Judde (RCA:Curb) Pale McEntire (RCA) EAST

HOTTERT

Eddle Rabbitt (RCA)

MOST ADDED

HTUOZ HOTTEST

MOST ADDED MIDWEST HOTTEST Judds (RCA/Corb) Ronnie Milsa Statler Brothers (Mercury/PolyGram) Willie Meleen (Co

K168 St. Paul, 1891

PARE NUMBER OF PARTON JOSE SCHOOL PARTON SCHOOL PARTON STORE PARTON PROPERTY STORE PARTON PAR

DATEMAT MONTHS

DATEMATOR SHOWS

DATEMATOR SHOWS

STATUS SHOWS

SAME SH

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162 Reporters **156 Current Reports** 

no change in their rotations this week:

KFMS/Las Vega KSOP/Salt Lake City

The following stations failed to report this week and their rotations were frozen:

> WVAM/Altoona KJNE/Waco WYNG/Evansville KWMT/Fort Dodge WIVK/Knoxville

WCXI/Detroit is no longer a Country reporter.

#### RADIO & RECORDS NATIONAL AIRPLAY

## COUNTR

#### **NEW & ACTIVE**

GLEN CAMPBELL "Cow Poke" (Atlantic America) 91.7
Rotations: Heavy 1, Medium 49, Light 41, Total Adds 7, WKYG, WWMI, WRNL, WMNI, WTOD, KLZ, KRAK, Heavy: KKYX.
Medium wBGW, WWWA, KYKR, WLWI, WOW, WKCD, KNIX, Moves 47-42-39.

Medium Wisdaw, www.k. kitch, trust, it. WB) 85/27
Rotations Heavy 0, Medium 26. Light 59, Total Adds 27 including WRKZ, WTCR, WPOR, WXBQ, WUSY, KIKK, KISS-FM, WODR, WUSQ, KJJY, WOHK, WTHI, KWEN, KUZZ, KPM, Debuts at number 45 on the Country chart.

T.G. SHEPPARO "Strong Heart" (Columbia) 85/23
Rotations, Heavy 0, Medium 25, Light 60, Total Adds 23 incl

23 including WOBE, KEAN, WSOC, KSSN, WAMZ, WLWI, WSIX,

WUYK, WUBE, KRKF, ROXY, KIPK, KPB, RUOY, ROUY, ROMS, Deduts at formed as the december of the JIM GLASER "The Lights of Albuquerque" (NobleVIsion/MCA) 79/12
Rolations Heavy 1, Medium 40, Light 38, Total Adds 11, WAJR, WKYG, WPOR, WWVA, KIKK, WWKA, WSLR, KFKF, KCJB, KXXY, WTHI. Heavy: KRKT, Medium: KUGN, KCCY, KTOM, Debuts at number 44 on the Country chart.

STATLER BROTHERS "Count On Me" (Mercury/PolyGram) 76/41

Rotations: Heavy 1, Medium 19, Light 56, Total Adds 41 including WCAO, WHN, WNYR, WYNK, WTVY, KILT-FM, WWKA.

WIRK, WKKQ, WOAF, WBCS, WXCL, KVOC. KFER, KRPM, Debuts at number 47 on the Country chart. EMMYLOU HARRIS "Today I Started Loving You Again" (WB) 76/3
EMMYLOU HARRIS "Today I Started Loving You Again" (WB) 76/3

KGA Heavy: KASE, WOW, KRKT, KCBQ Medium: 12 on the Country chart

WHN, WISY, WESC, WCMS, WONE, KTIS, WTOM, KNIX, MOVES 4542 OF THE COURTY CHAIR.

WAYLON JERNINGS "WILL THE WORLD SURVIVE" (MCA) 73/26

Rotations: Heavy O, Medium 21, Light 52, Total Adds 26 including WBGW, WTSV, WDSY, KEAN, WEZL, WTVY, WAMZ, WLW, WOHK, KOYY, WKCO, KFDI, KOLO, KSAN, KMPS, Debuts at number 49 on the Country chart.

"You Must Be Lookin' For Me" (Mercury/PolyGram) 6B/9
y 3, Medium 27, Light 38, Total Adds 9, WGNA, WYNK, WTY, WUSO, WMNI, KYAK,
RRKT, KIGO, Medium: WTSV, WXY, KTTS, Debuts at number 48 on the Country chair

Heavy WCUZ, KRKT, KIGO, Medium: WTSV, WIXT, KTS Debuts at number 45 of the 600 mly chain.

BILLY JOE ROYAL "Boardwalk Angel" (Atlantic America) 59/9

Rotations Heavy 3, Medium 15, Light 41, Total Acds 8, WGNA, WHN, WYNK, WAMZ, KRMO, KBMR, KFDI, KYAK, KOIL.

Heavy KIKK, WOKK, KIGO, Medium: WIXY, WPAP, WCUZ.

MICHAEL MARTIN MURPHEY "Rollin' Nowhere" (WB) 54/30
Rotations Heavy 0, Medium 15, Light 39, Total Adds 30 including WHN, WWVA, WYII, KRRV, KIKK, WAMZ, WIRK, KXXY, WOW, KTTS, KYOO, KUZZ, KUGN, KNIX, KOLO.

BANDANA "Touch Me" (WB) 54/8
Rotations: Heavy 1 Medium 14, Light 39. 39, Total Adds 8, CHOW, WVMI, WTVY, WIRK, WAXX, KIOV, KTTS, KUUY, Heavy

TOM WOPAT "True Love" (EMI America) 54/3
Rotations: Heavy 2, Medium 28, Light 24, Total Adds 3, WYNK, KHEY, KIK-FM Heavy, KRRV, WCUZ Medium. WGNA, WTSV, WKSJ, WLWI, WOW, WXCL, KTTS, WTCM, KKCS, KALF

JOHNNY CASH & WAYLON JENNINGS "Even Cowgiris Get The Blues" (Columbia) 50/15

Rotations: Heavy 2, Medium 17, Light 31, Total Adds 15, WRKZ, KEAN, KILTIFM, WDXE, WAMZ, WPAP, WKIX, KBMR, KSO. Rotations Heavy 2, Medium 17, Light 31, Tot WGEE, WXCL, KTTS, KYAK, KFRE, KRWQ.

#### SIGNIFICANT ACTION

DAVID ALLAN COE "A Country Boy Who Rolled The Rock Away" (Columbia) 47/8
Rotations: Heavy 1, Medium 14, Light 32, Total Adds 8, WAMZ, KSO, WTSO, WXCL, KYAK, KRWO, KWJJ, KTOM. Heavy:

WHITES "Love Won't Wait" (MCA/Curb) 43/31

n 6, Light 37, Total Adds 31 including WGNA, WYII, KRRV, WDXE, KKYX, WAXX, KVOO, KEDI,

RICKY SKAGGS "I've Got A New Heartache" (Epic) 38/34
Rotations: Heavy 1, Medium 7, Light 30, Total Adds 34 including WTSV, WPOR, KASE, KILT-FM, WLWI, WMNI, WOW.

JOHNNY PAYCHECK "Old Violin" (Mercury/PolyGram) 38/6

O, Medium 9, Light 29, Total Adds 6, KRRV. KIKK. KLLL, KTPK, KYAK. KEIN, Medium, WTSV, WONE.

HOLLY DUNN "Two Too Many" (MTM) 37/11
Rotations: Heavy O, Medium 7, Light 30, Total Adds 11, WGNA, WCAO, WTSV, KYKX, KSO, KFGO, KTTS, WTHI, KVOO,

ANNE MURRAY "Who's Leaving Who" (Capitol) 36/12
Rotations: Heavy 1, Medium 7, Light 28, Total Adds 12 Including WRKZ, WWVA, WTVY, WKSJ, KKYX, KBMR, WKKQ,

LISA CHILDRESS "This Time It's You" (AMI) 31/3
Rotations, Heavy: WOKK, KTTS, KUGN, Medium, WTVY, WPAP, WOW, KRWO.

WRAYS "I Don't Want To Know Your Name" (Mercury/PolyGram) 27/4
Rotations: Heavy 0, Medium 5, Light 22, Total Adds 4, KRMD, WUSO, WSLR, KCCY, Medium, WTVY, KRKT, KRWO, KALF KOLO. Light WCAO.

JAN GRAY "Cross My Heart" (Cypress) 25/2
Rotations: Heavy 0, Medium 7, Light 18, Total Adds 2, KEAN, WLWI, Medium, KRRV, KFGO, KFDI, KRKT, KRIVO, KTOM,

MEL McDANIEL "Doctor's Orders" (Capitol) 24/17

ncluding WIXY, WYII, WGTO, WDXE, WCMS, KKYX, WAXX, WGEE, LEON EVERETTE "Danger List (Give Me Someone I Can Love)" (Orlando) 24/8
Rotations Heavy O, Medium 4, Light 20, Total Adds 8, WGNA, WBGW, WYII, WGTO, WPAP, KKYX, WIRK, WTOR, Medium

LEWIS STOREY "Katie, Take Me Dancin'" (Columbia) 21/6 Rotations: Heavy 1, Medium 2, Light 18, Total Adds 6, WGNA, WIXY, KK KKYX, KFDI, KRWQ, KALF, Heavy, WOW, Medium

WISV. KTS.

RANDY TRAVIS "Can't Stop Now" (WB) 21/1

Rotations: Heavy 2, Medium 15, Light 4, Total Adds 1, WPAP. Heavy: KYKR, KKYX. Medium WOKO, WLWI, WAXX, KFDI, KRST, KIK,FM, KTOM.

CON HUNLEY "Blue Suede Blues" (Capitol) 20/12 R, WYII, KILT-FM, WIVK, KYKX, WCMS, WCUZ, WOW, WWJO.

J.O. MARTIN "Running Out Of Reasons To Run" (Capitol) 20/1

BARBARA FAIRCHILO "Just Oul Riding Around" (Capitol) 18/0
Rotations: Heavy 0, Medium 5, Light 13, Total Adds 0. Medium. WTSV, KKYX, WOW. KRWO, KIIM. Light: WVAM. WTSV,

TISH HINOJOSA/CRAIG DILLINGHAM "I'll Puti You Through" (MCA/Curb) 17/3
Rotations Heavy 0, Medium 4, Light 13, Total Adds 3, WYII, WTCM, KIGO, Medium: WAJR, KRKT, KRWO, KEIN, Ligh

BRENDA LEE "Two Hearts" (MCA) 15/2 Rotations Heavy 1, Medium 6, Light B, Total Ad Total Adds 2, WIXY, WTCM. Heavy, KRKT. Medium: KIKK, KKYX, WOW, KKAL

MARTY STUART "Honky Tonker" (Columbia) 14/7
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 7, KASE, KKIX, WOKK, WWKA, KVOO, KFDI, KOLO, Medium: KRWO, Light: WBGW, KRMD.

00N WILLIAMS "Heartbeat In The Darkness" (Capitol) 11/11
Rotations: Heavy 0, Medium 4, Light 7, Total Adds 11, WBGW, WTSV, WYII, WCUZ, KUZZ, KRWO, KOIL, KNIX, KALF,

NARVEL FELTS "Rockin' My Angel" (Evergreen) 10/3
Rotations Heavy 0, Medium 1, Light 9, Total Adds 3, KFGO, WKCO, KTTS, Heavy: KIGO, Medium: WVAM, WYII, WGTO.

MERLE HAGGARO "A Friend in California" (Epic) 9/7

WCVR WYII WSM KBMR KRWO KWILL Light WDXE

NAMCI GRIFFITH "Once in A Very Blue Moon" (Philo) 9.3 Rotations: Heavy O, Medium 1, Light 8, Total Adds 3, WAJR, WTCM. KFDI, Light KRRV, WXCL, KTTS, KVOC. KEIN, KALF. Rotations, Heavy O, Medium 1, Light 8, Total Ados 3, WAJH, WTCM, KPUI, Light KHAY, WKCL, KTIS, KYOC, KEIN, AGE STEVE WARINER & CARO, CHASE "You Make it Feel So Right" (RCA) 922 Rotations, Heavy O, Medium O, Light 9, Total Adds 2, WYII, WPAP, Light KRRY, WLWI, KRKT, KYOC, KRWO, KALF, KSOP

Rotelions: Heavy O, Medium D, Light 9, Total Adds c, ......

EDDY RAVEN "Sometimes A Lady" (RCA) 8/8

EDDY RAVEN "Medium 3, Light 5, Total Adds 8, KASE, WGTO, KSSN, WIRK, KUZZ, KNIX, KCBO

Rotations: Heavy 0, Medium 3, Light 5, Total Adds 8.

RAY PRICE "All The Way" (Step One) 8/3

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 3.

IS 3. KVOO, KRKT, KIGO, Light, KSO, WOW, KKAL, KRWQ, KALE

#### **ALBUM TRACKS**

#### ARTIST/Song Title (Label)

DWIGHT YOAKAM/Guitars, Cadillacs (Reprise/WB) Guitars, Cadillacs, Etc.

REBA MCENTIRE/Little Rock (MCA)

DON WILLIAMS/Then It's Love (Capitol)

REBA McENTIRE/Can't Stop Now (MCA)

MERLE HAGGARD/Okie From Muskogee's Comin'-Home (Epic)

OAK RIDGE BOYS/What You Do To Me (MCA)

GEORGE STRAIT/In Too Deep (MCA)

MICHAEL MARTIN MURPHEY/Fiddlin' Man (WB)

EMMYLOU HARRIS/Just Someone I Used To Know (WB)

EDDIE RABBITT/Singing In The Subway (RCA)

Whoever's In New England New Moves

Whoever's In New England A Friend In California Seasons

> Something Special Tonight We Ride

Album Title

Thirteen Rabbitt Trax

## It's Been A Long Time Coming



# VIETNAM BALLAD

An American Remembers



Sung by Rachel Drexler

Look for record insert in this week's edition, or call (619) 589-6672 for your copy.

A Tribute To Those Who Served

#### YAJ9RIA JANOITAN 20ROJER & OIDAR

### LL-SERVICE AC

#### **MOST ADDED**

Who's Leaving Who (Ca (T) YARRUM BHNA Headed For The Future (Columbia) The Best Of Me (Atlantic)

NEIL DIAMOND (7) DAVID FOSTER & OLIVIA NEWTON-JOHN

That Girl is Gone (WB)

AMES TAYLOR (6)

That's Why I'm Here (Columbia)

Live To Tell (Sire/WB)

SADE (14)

As Good As. (Portrait/CBS)

Holding Back The Years (Elektra)

MADONNA (21)

On My Own (MCA)

WHITNEY HOUSTON (35)

The Greatest Love Of All (Arista)
PATTI LABELLE MICHAEL MCDONALD (30)

**HOTTEST** 

Never As Good As.

9861 '91 YAM

BILLY OCEAM/There'll Be Sad Songs (To Make You Cry) (Jive/Arista) SIMPLY RED/Holding Back The Years (Elektra) (SW/942) IIST OT 9VIJANNODAM (G WHITNEY HOUSTON/The Greatest Love Of All (Arista)

SADE/Never As Good As The First Time (Portrait/CBS)

PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA)

#### TOP 20

# **LEVEL 42** Total Adds 4, WFBR, WWKB, WSPD, WCIL.

18 T DREAM ACADEMY/Love Parade (Reprise/WB) 4 6 12 16 DIRE STRAITS/SO FOI AWBY (WB)

DEBUT TAYLOR/That's Why I'm Here (Columbia)

10 MIRMI SOUND MACHINE/Bad Boy (Epic)

DENNIS DOYOUG/Call Me (A&M) MOODY BLUES/Your Wildest Dreams (Polydox/PG)

STEVIE WONDER/Overjoyed (Tamia/Motown)

COLTUBE CLUB/Move Away (Virgin/Epic)

WEIL DIAMOND/Headed For The Future (Columbia)

### **SREAKERS**

(M&A) il ni f'nzi hasH ruoY il ATLANTIC STARR

**CHART EXTRAS** 

Something About You (Polydor/PolyGram)

52% of our reporters on it. Rotations: Heavy 11, Medium 11, Light 2, Total Adds 2, WTAE, WPRO. Debuts at number 18 on the Full-Service

Positions: Heavy 20, Medium 11 it. Leys 20, Total Adds 1, SEMEC Heavy, WWWB, WOLL. Medium including WTAE, WTVN, WYCH, WHOLL, WHOL, WSPD, ISEL WPCE, WSTU, KTMO, KYCH, WHOLL WASD, ISEL WPCE Boast, (Allential 14/1) Section 11 including 10 including 10 included the control of the

WED, KBD, WHITE WASK, KTYO, KTYO, TOLK, TOLK, TOLK, TOLK, TOLK, TOLK, TOLK, TOLK, TOLK, WHITE WASK, KTYO, THE MEAN I. SO WITHING!" (MCA) 177.2

STEMEN STAND FOR WASK, KTYO, C. LIDT GIO, TOLK, TOLK,

**NEW & ACTIVE** 

PobRREE "Who's Johnny" (Gordy Micloun) T/I

TITLE RIVER EARLY CHANGE THE PROMISE HAVES A WASK, Light including WHEC, WWWEF

REQUIRED THE STORY "Light In The Promise Haves A "WOOW, wheelve weep to when the promise have been a compared to the promi

THE (1904) AU HERE OF THE PROPERTY OF THE PROP

SE (Inches) Service (In

Persistance season, O Wedners ST, Frost JD, Joseph Gers J, Marcy Leenh MICC Medicine season (EMPKH MICC Medicine S ODNITIVE BUILER "Baby, Please Don't Take It" (Jive/Arista) 5/3 JONATIVE BUILER "Baby, Please Don't Take It" (Jive/Arista) 5/3 Potations: Heavy 0. Medium 4/8. Light 1/1, Total Adds 3, KUGN, WPOE, WTKO. Medium including KSL, KVEC.

BOB SECER & THE SILVER BULLET BAND "LINE A ROCK" (Capitol) 3/3

### NOITOA TNADIRINDIS

DAVID FOSTER & OLIVIA NEWTON-JOHN "The Best Of Me" (Atlantic) 8/8 POLIVIA NEGE WHER, WELL WITC, WIEC, KYLC, KYEC.

PWOCE WATER ... II SIR KNEW WHAT SIR WAILS" (Columbis) 9/4 BANCELES ... II SIR KNEW WAILS SIR WAILS "(Columbis) 9/4 BANCEL WATER ... II SIR KNEW WAILS SIR JOHN AGGS 4. WELL, WHBC, WIRA, WTKO, Heavy: KTWO. Medium including

CARRILLOR HEAN 110, Medium 610, Liphi 310, Total Adds O. Heavy: WCCO. Medium: WHBY, WIBA, WEL, WPOE, WJBC, 100H DENVER "Flying For Me".

PET SHOP BOYS "West End Girls" (EMI America) 12/1
Pets Shop Boys (N. Wedum 610, Light 411, Total Adds 1, KYJC, Hosvy: WTAE, WTVN. Medium "WWKB, SSKRC, KHOW,
WERE WEND WITH A MODIUM 610, Light 411, Total Adds 1, KYJC, Hosvy: WTAE, WTVN. Medium "WWKB, SSKRC, KHOW,

1/22 74/5 0/97 1/12 1/98 9/88

0/67

0/68

0/LE 1/88 0/20

### A Tribute To Those Who Served

Look for record insert in this week's edition, or call (619) 589-6672 for your copy.

Sung by Rachel Drexler

An American Remembers

UETUAM BALLAD

It's Been A Long Time Coming

# **YAAAO9METNOD TJUQA**

#### HOTTEST

(evil) . . . egnos bes eg II'erent (es) Notsudh Yantihw BITTA OCEVII (45) Holding Back The Years (Elektra) MADDNNA (73) SIMPLY REO (75) PATTI LABELLE/MICHAEL McOONALO (87)

The Greatest Love Of All (Arista)

OAVIO PACK (13) Has Anyone Ever Written (Modern/Atco) **SLEAIE NICKS (50)** BOB SECEN (21) You Should Be Mine (A&M)

That Girl Is Gone (WB)

TELLUEY OSBORNE (21)

### **NOITOA TNADIRINDIS**

BLOW MONKEYS "Diggin Your Scene" (RCA) 23/3

BOB SEGER & THE SILVER BULLET BAND "LIKE A ROCK" (Capitol) 22/21

WARNELS "I'R She knew Winst She Warne "(Columbia) 22/72.

PRANCILES "I'R She knew Winst She Wante" (Columbia) 22/72.

PORSHORE "I'R She knew Winst She Wante" (Columbia) 22/72.

PORSHORE "I'R She knew Winst She Wante" (Columbia) 22/72.

PORSHORE "Heavy O. Medium 7/8. Light 15/6. Total Adds 12 (vol. FR.) 5100, K106.

Gollstons: Heavy O, Medium 78. Libri 15.6, Talea Adds 12, KNIL-H, BTOC, KTO6, 96WAVE, WEIM, WKNIL-FM, WEFM, WHOTERS WAY, O, Medium 7001, Libri 11.0, Total Adds 1, VTO0, Heavy: KOSW Medium including KVIIL-FM, WSFM, MODIERS WAY, WSFM, W

Polisiones: Heavy Vo, Medura SZ, Light 19/19; Total Adde ST Including WPIX, KVIL-FM, KT06, 96WAVE, KWDV, WWAL, SUZZANNE VEGA Heavy VO, Medura SZ, Light 19/19; Total Adde ST Including WPIX, LIGHT CARRY WCHY, WELS, WWT-FM, KFSB, WBOW, KNLV, KGSW, KMD, Heavy VD, Meduum 7/6, Light 12/0, Total Adde 0, Heavy KCSW, Medium WKYE, WKLV, KKLV, K

MR. MISTER "Is It LOVE" (ACA) 18/1

JOHN COUGHS RELLENCEMP: "Under The Boardwalk" (Riva.PolyGram) 17x3
JOHN COUGHS RELLENCEMP: "Under 17b Boardwalk" (Riva.PolyGram) 17x3
GYPUL, KTOT, WALAC-RA, KVUL, WAHRI

DELTA "Change Of Heart" (MCA) 14/3

MERST "World" At All" (Capital 3/3, Total Adda 2, WSFM, KOSW, Medium: V100, WMGN, WCKO, WZLO, WFFX, WTLE.

KATYL KALE.

KATYL KALE.

NU SHOOZ "I Cen'T We'N" (Atlante) 13./1
Rotations: Heavy 20, Medium 70, Light 4/1, Total Adds 1, K106, Heavy: WMGN, WZ.LO. Medium: WHTX, V100, WGLL, 
JUTOL, EWENTER BRAND "Total Adds 1, K106, Heavy: WMGN, WZ.LO. Medium: WHTX, V100, WGLL, 
JUTOL, EWENTER BRAND "Total Adds 1, K106, Heavy: WMGN, WZ.LO. Medium: WHTX, V100, WGLL,

WUTHI, BRVER MAPR, MTM. Time For Us" (Caphiel) 12/1

LITLE RIVER MAND "Time For Us" (Caphiel) 12/1

Rotations: Housey 0, Medium 5/1, Librix 8/1, Total Adda 5, WOHY, Medium: WPRA, WJON, KMGG, WZLO, KMGG, KALE.

Rotations: Housey 0, Medium 5/1, Librix 8/1, Total Adda 1, WCHY, Medium: WPR, KOST, WORG, WZLO, KMGG, KALE.

Rotations: Housey 0, Medium 5/1, Librix 8/1, Total Adda 5, WCHY, Medium: WPR, KOST, WORG, WZLO, KMGG, Medium: WPR, KOST, WEIGH, WZLO, KMGG, WZLO, WZLO,

JOHN COUGAR MELLENCAMP "Rain On The Scenecrow" (Rive/PolyGrem) 10/0 MPFX, KOSW, KALE. Lohr William, CO. Medium 7/0, Light 3/0, Total Adds 0. Medium: V100, WMGN, WWPA, WCKO, WFFX, KOSW, KALE. LACKSON BROWNE "In The Shape Of A Heart" (Asylum) 9/8 Potations: Heavy 0, Medium 2x3. Light 7/6. Total Adds 8, KEZR WWKL WGILL waven KRIP KRIP KALE.

FORCE MD'S "Here I Go Agein" (Tommy BoyWB) 8/4 Potelions: Heavy 0, Medium 1/1, Light 1/3, Total Adds 4, KELT, WSKI, WSKY, KTYL Light including WCKQ, WGSV.

and medium rotation airplay to enter the chart. onds which have achieve Breeker status must also have sufficient heavy activity do not have to achieve Breaker status to enter the A/C chart. Rec-8-24 stations. Records with substantial heavy and medium rotation airplay of our reporting stations, New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from Breakers are those records that have achieved concurrent airplay at 50%

### OANIO FOSTER & OLIVIA NEWTON-JOHN (36) **MOST ADDED**

### **BREAKERS**

#### EL DeBARGE

WMT-FM, K99. Debuts at number 29 on the AC chart. 53% of our reporters on it. Rotations: Heavy 2, Medium 30, Light 24, Total Adds 9, KVIL-FM, WSFM, KEY103, WRKA, WAVE, KVUU, WTNY, Who's Johnny (Gordy/Motown)

**AMIH2071H** 

One Wish (Epic)

52% of our reporters on it. Rotations: Heavy 2, Medium 24, Light 29, Total Adds 11, WSB-FM, WMYX, K101, KEZR, WKYE, WKGW, KQ99, WTRX, KWAV, WQHQ, K99. Debuts at number 30 on the AC chart.

#### **NEW & ACTIVE**

ARETHE FRANKLIN "AIR" I Mobody Ever Loved You..." (Arista) 51/6
Rosions: Heavy XIO, Medura 221/1, Light 2715, I Looks 6 K 106, WXTC, KDUK, WTHY, WZLO, K99. Heavy: KELT, WSFL
MARILYN MAREN WYRES WHYES WHICH, WEIM, KYTZ, WMT-FM, KYTS
MARILYN MARILYN WAREN WYRES GWAVER.
ROSIONS CONTROLL OF THE WEIM WORN, WEIM, WCHY, WEIM, KWAY, WEIM, WCHY, WCHY, WEIM, WEIM, WCHY, WEIM, WEI

PORIBIODE, BASEN, 90, MAGUAR, 901, LIGHT, 1872. TOBIL AGUE, S, WLLT, WLTF, WBOW, Heary: KIFM, KWAV, WEIM, WCHV,

ANNE MURRAY "Who 's Leaving who." (Capitol) 49.9

ROLLSHOFE, Heary 70, Medium 'S. 95.1 Light 18.0. To file Jednay WSWY, KIFM, WAEB, WSFM, WSFL, WMGN,

FET SHOUR STORY: KALE Medium including V1100, WWYE, 96/WBV, WNAM, KIKLY, K99, KOSW

PET SHOW BOTS. "West End Girle" (EM, Internity B) 41.7

PET SHOW BOTS. "West End Girle" (EM, Internity B) 41.7

FOREIDOR: Heary FOLO, Medium 1963, Lioht 96.1 Joht 18.6. Topil 18.6. Topil

Potations: Heavy 50, Medium 16/3. Light 9M, Total Adde 7, KEY103, KELT, WFMK, WOLK, WITNY, WKYX, KTYL Heavy 
EFMANINE LACKSON "1 Think W 19. Love" (Khitris) 61/0

EFMANINE LACKSON "1 Think W 19. Love" (Khitris) 61/0

FOREIGNES: Heavy 20, Medium 23/0, Light 16/0, Total Adds 0, Heavy, WOMC, WSTF, Medium Including WHTX, 97klk W101.

Activations: Heavy 20, Medium 23/02, Light 16/03, Total Adds of Heavy WOMC, WSTF. Medium including WHTX, 97AIA, W101, POLIX, WORDS, WARNEY, MANYX, MOST, KILL, WATK, UTO, WOLVU, KODLX, STEVER WICKS "Has Anyone Ever Written Anything For You" (Modern/Alco) 40/20 Rotations: Heavy 0, Medium 17/3, Light 28/17, Total Anders of including WWIC: WARE, WYCE, WYCH, WYCE, WYCH, WYCE, WYCE, WYCE, WYCE, WYCE, WYCE, WYCH, WYCH, WYCH, WYCH, WYCH, WYCH

Rotations: Heavy 20, Medium AH, Light 35/22, Total Adds 36 including WPIX WSB-RM, 97AIA, WLTS, KUDL, KOST, WAEB, SORVAYE, WQLT, WSEL, WALM, KIDL, KIDL, KOST, WHICHEL LARRE "Fourth Bendszvous" (Polydor/Polydismn) 27A.

SEAN-MICHEL LARRE "Fourth Bendszvous" (Polydor/Polydism) 27A.

Selections Heavy 1/0, Medium 6/0, Light 2011, Total Adds 1, WSRM Heavy WEIM Medium 96WaVE, WSKI, WOHO

ROUNIE MILSAP "Happy, Happy, Happy Birthday Baby" (RCA) 26/2
Rolations: Heavy 70, Medium 100, Light 15/2, Total Adds 2, WTRX, WKVE, Heavy, WAHR, Medium: K106, WEIM, WGLL,

### ROTATION BREAKOUTS

**99** 18 **49** 12 *9*9 62 94 91 48 0/101 96 0/901 0/901

33

38

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12

62

61

21

67 **Δ**ε 23 31 99 **6**E 9/E01 9/E01 0/901

Z/Z6

2/98 0/98 77 97 97

01/94 0/99 6/68 Z1/98 8/68

4/10 0/99 E1/8/

0/10 1/19

6/99

**b/**Z9

0/68

0/10

LEG

STI DIRE STRAITS @ DVAID LYCK HOJYAT 83MAL @ 18 DENNIS DANGE ONOWYN TIEN O DIESAM ACADEMY

STEPHEN BISHOP S4 TERMVINE TYCK20N **₹** TEMPTATIONS S PET SHOP BOYS

REALTS SITMALITA QD

IS WHIT COLLINS

SULTURE CLUB

D WOODA BETTES

O GEONGE MICHAEL

S HOWARD JONES

MV300 ATTHE CO

3 SINILITY RED

ANNOOAM (3

2 ANHLINEA HORSZON

PATTI LABELLE/MICHAEL McDONALD

D TEAET 45

307VS EL

(C) WIKE & THE MECHANICS

8 MAANI SOUND MACHINE

RAITUR NAHTANOL @ OWO LZ SH BANGLES

BEL DOBARGE

74/ R&R FRIDAY, MAY 16, 1986

(513)223-4330 SUBSCRIBE TODAY!

### **AC ADDS & HOTS**

#### EAST

#### PARALLEL ONE

WPIX/New York Wendy Silvershe JEFFREY OBBOI FORTER & ONJ NOTES & ONJ NATURE & NOTE NIAMELE & NOTE NIAMELE & NOTE NIAMELE & NOTE NIAMELE & NOTES NIAMELE & NIAMELE & NIAMELE & NIAMELE NIAMELE & NIAMELE & NIAMELE & NIAMELE NIAMELE & NIAMELE & NIAMELE & NIAMELE NIAMELE & NIAMELE & NIAMELE NIAMELE & NIAMELE & NIAMELE & NIAMELE & NIAMELE NIAMELE & NIAMELE &

WSNIPHILIDAIPHIA
Tyler/Cannon
NEIL DIAHOND
DAVID PACK
HOLLER RE
EINFLY RE
LABELLE & MCDONAL
HADDINA
CULTURE CLUB
RIRE & THE HECHAN

#### PARALLEL

TWO BILLY OCEAN RIAMI SOUND HACHE

#### PARALLEL

THREE

Heshallydlie

BOS SECES

FOSTER 4 BOSONE

FOSTER 4 BOSONE

JEFFERY DELONE

HISTORIA BOSONE

HISTORIA

HICKAREL TORLISSON

HICKAREL TORLISSO

WKNEKeene
Mide Trambby
POSTER & OND
CHERYL MREELER
RONNIE HILEAP
BAUGLES
BIOTLERE
RILE DIAMOND
HADONNA
SIMPLY RED
LABELLE & MCDON
CULTURE CLUB
WGLLMBerearsburg
WGLLMBerearsburg

WOLLTHANDER CLUB
WYGLLTHANDER
Grayne
Lowfictwork
CONTIS CROSSONE
JACKED BROWNE
BOXCOST OF
HIAME BOUND MACHI
WHISHEY HOUSTON
LABELLE & NCDOMAL
HADOMBA
BILLY OCEAN

Bruce Stabbine
BARGLES
BOB SECER
FORCE HO'S
JACK INGHER
HICEBALL TONE.
BOLLSHILL TONE.
BOLLSHILL TONE.
BELLY CCEAN
LEVIL 42
HOMADO JONES
HOOSDY SEURS
HOOSDY SEURS

LOVES4

W101/Tampe DeCarlofWHelms none Mottmat! SADE BILLY DCRAM HIAN! SCHED MACN! LAMELIS & MCDOMA! PHIL COLLINS PARALLEL two

REY103/Austin
Reith Ascobs
PET SHOP BOYS
NEIL DIABORD
JAMES TATLOS
EL GERARGE
HOTEVEL HOTOM
LANGLE'S HOTOMEL
ELMETLE'S HOTOMEL
HIRE & THE HECHAR

WDLTMebNe Kett Charry DEZAM ACADENY FOSTER & ONJ BOTTOR & ONJ BOTTORY LABELLE & MCD SIMPLY REP DESERT & DETFOUR BARGLES MADDERA

#### SOUTH

PARALLEL

ONE

WAYFICharteston
Jeff Kent
BANGLES
FOSTER & ONJ
JEFFREY OSBORKE
LRS LRB Hottsat: LABELLE & MC HOMBRD JOHES HADDWINA LEVEL 42 BILLY OCEAN

#274/4/Memi Herry Lytes MOODY BLIZES FOSTER & ONL HOLLEY & MCDON HILLY OCEAN HADONNA GEORGE WICHAEL HINPLY RED

NOTE HOLLES INCOME NADOWNA SADE WHITMEY HOUSTON SIMPLY RED

Herring/Commey ATLANTIC STAR JAMES TAYLOR BOTTEST: HAZONNA LARZLLE & MCD PHIL COLLIKS

### MIDWEST Jacksonroll BANGLES FOSTER & CRI JEFFREY DEBORNE Hottest: LABELLE & MCDONAL SIMPLY RED SILLY OCEAN

WAMPPUNIEVINE
Deltas/Cannon
POSTER 6 CMJ
HICHARL FUNCLINSC
DAVID FACK
AND SEALS
STEVIC STARS
STEVIC STARS
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DENA EGŽ MICHAEL LYM HARTIN

LLY OCEAN ANI SOUND HACHI

Rob Roberts STEVIE HICKS JACKSON BROWNE HOSTIGHT LABELLE & MCDON JAMET JACKSON

DOWNA LTURE CLUB MPLY RED

Marker/Wright BOB SEGER DREAM ACADEMY JEFFREY OBSORIES STEVIE SICES

Hottant: BIMPLY RED HOMARD JONES

Frank Corwell
PET SMOP SOYS
POSTER 6 ONLY
JEFFREY OSBOTUTE
BOTTANT
SIMPLY RED
LANELLE & HCDOM
RADE

MADONNA MIAMI BOUND HACHI

WZLGTupelo Reger Malenn ARETHA PEAURILIN JEFFREY OSBOREN DELTA FOSTER & ONLY MOTERATURE BINELY RED HADOMINA

WAGE/Leesburg Steve Porter STEVIE SICKS BOS SEGER BANGLES FOSTER & ONLY HOTEBURY LABELLE & HCD SILLY CCEAM HIAMI SOUND H HADOWNEY

WLAC-FMYMaetrille Nichola/Sargent ATLASTIC STARS JOSATHAN BUTLER Nottest LASELLE & HCDONJ BRITHEY HOUSTOS FRILL COLLINS SILLY OCEAN HIKE & THE MECHI

WEZSARICHMOND
EMINTUDHON
BOWARD JOJES
BOTLERE
BOTLERE
BOTLERE
BOTLOW
LABELLE
B MCTOWAL
RADOWA
CEORGE H/CHARL
MIAMI BOURD MACHI

BLOW HOMKEYS EL DERANGE CHRIS CHOSS BOS SEGER

BOS SEGUE Not test: STHPLY RED WRITERY HOUSTON LABELE & MCDONA PET SHOP BOYS

PARALLEL

THREE

WSKY/Auboville Brien Lee PORCE HD'S PORTER & ONL DELTA JEFFREY OSBO KIN CASSES ZOCTOCK ZEN CASSES ZOCTOCK ZEN CASSES ZOCTOCK ZEN CASSES ZOCTOCK ZEN CASSES

HOODY BLUES HOODY BLUES HYDRARD JOHES

PARALLEL ONE

WILT/Cincinness
John Roberts
HR. HISTER
JAMES TATUOR
LEVEL 42
GEOMGE H CHAZE
ROWARD
DIAMOND
ROMAND
R

WILTF/Cleveland Witness/Pupowich DREAM ACADEMY HARILYM HARTIM HOMEAD JONES GEORGE WICHAEL PSIL COLLINS WILTHIT HOUSTON DRIMI'S DEPOMING PET SHOP BOYS HIANI BOURTO HAM

WMS.NChuvelend hears/fercames BOB SECIR MELL SIAMORD DAVID PACK BOLLES OF ACCOUNT HADDONIA LAMBLLX & NCDO BILLY OCEAN MIKE & THE MEC BIMPLY RED

KS94/St Louis Watermann/Gercla none Hotte#t: SIMPLY RED

KYKY/St. Louis Richards/Blair HONS HOLLSTI LABELLE & HCD SADE WHITFEY HOUST HUDOWNA PHIL COLLINS PARALLEL

KRAY/Tube Reynolds/Cape MODEY BLUES MODE SECEN MOTE SECEN MOTE SECEN MITTERY HOUS MIRE 6 THE M LAMBLLE & THE M SILLY OCEAN

PARALLEL

Green/Selbors
JACKSOOP NROAM'S
FOUTURE ONL
EL DEBANGE
BANGLES
JEFFREY OBLORKE
HOTERS!
SIMPLY RED
HAMIS SOUND MACHE
LABELLE & MCDOMEAL
FAT LARRY'S BAND
BILLY OCEAN

IDAVENA Claire Mick Releats FORTER & ONLY STEVIE MICKE Hotter\*

THREE

TWO

NAME AND STATES OF STATES

Note Sottamt: SIMPLY RED SMETTHEY HOUSTON MADORNA MIAMI SCHILD MAD BILLY OCEAN

Pearson@wite BOB SEGER HIROSBINA ROWNIS WILMAP SOCKESS I LAMELLE & MCD SIMPLY MED HIAMI BOUND M MADOMMA BILLY OCHAR WLHT/Grand Replé Brown/Ashford ATLANTIC STARR DAVID PACK Nottost; LABELLE & SCHOOL WHITMEN HOUSTON

JOHN COUGAR ATLANTIC STARE GENERAL MICHAEL

#### **FULL-SERVICE AC**

#### EAST

PARALLEL WPRO/Provided
Tom Guddy
ONE
WFBN/Behlmore
WFBN/Behlmore HOTTHEY HOUSTO DENNIS DEYOUNG SADE PHIL COLLINS HADOMMA

King/Nutthews HIANT BOUND : JAMES TAYLOR Bottsat: DEMNIS DEYOU

WWKEMBURIED Sendy Beach ATLANTIC STARR MELL DIAMOND Hottust; MRITHEY HOUSTON MADONNA HIAMI SOUND OND SIMPLY RED

PARALLEL

TWO

WCHS/Cheriesto Rocky Shoote JANES TAYLOR DAVID PACK ROTEURY ROCKERSY BIRDLY RZO LABELLE 4 MCI LEVEL 42 HOMARD JOWES

WPOE/Greenfield Brad Williams JEAN-NICHEL JARKS JONATHAN BUTLER

WGY/Schenecky Mike MeH AMER HORRAY Hottest: MMITHRY HOUSTON LABELLE & MCDON, MADONNA

PARALLEL

TOM BORNEYS
ARETHA FRANKLIN
BLOW MORKEYS
HOUSE WEET AVEN
HOUSE WEET AVEN
HOUSE WEET AVEN
HOUSE WEET AVEN
HANT BOUND MACET
EIRHY RED
22 TOP
MIXE & THE MECHAN
HIXE & THE MECHAN

WHAS/Louisville

JAMEST JACKSON NOTE at: PRIL COLLINS WHITHEY SOUND MACH! MIAME SOUND MACH! MADONNA HIKS & THE MECHAN

THREE

Weyne Fish
POSTER & OMN
BAMGLES
JUICE NEWTON
JUCKESOM BOX
JONATION SCI
DREAM ACADEM
NOWARD JOWES
BOTTONEY HOUS
ENTIREY HOUS
EASELLE & HC
BILLY OCEAN
HOODY BLUES
SIMPLY RED

12

PARALLEL

Mortest MAJORNA MIANI BOUND MACE OND MIKE & THE MECHA WHITHEY HOUSTON

WARKA shows Harristoness Hill Dissont Hurral Johnson Ampa Hurral Lam Bottest Hell There House House IS Detroit SAGE STORE STOR

THREE

#### SOUTH

PARALLEL PARALLEL TWO

ONE NOTE HOLD IN THE PARTY HOLD IN THE PARTY HOLD IN LARGELY E HOLD SIMPLY RED Bottest:

MIAM: BOUND BILLY OCEAN

MEIL DIAMOND EL DEBARGE NOTES E NCDOMAL HIAMI SOUND MACEN FILL COLLING ELMPLY RED JAMES TAYLOR

HADOMAN HERBILDON HADOMAN HERBILDON HADOMAN HERBILDON HERBILDON HERBILDON HACH LAMBLE A RECORD HERBILDON HACH LAMBLE A RECORD HERBILDON HACH LAMBLE A RECORD LEVEL E STELLY OCRAS

WESHAMMURE Mile Ellott HEIL DIAMOND DREAM ACADEMY

Hottest: STEVIE WORDER WILLIE WELSON SADE LABELLE & MCDO MODDY SLUES

46 Reporters. **41 Current Reports** 

#### MIDWEST

PARALLEL

ONE

WOCOME Denty Long 12 nosmina PORCE NO'S JEPPERY OSSO RIM CAMES POSTER & ORA HOTTER & ORA HOTTER & ORA HOTTER & ORA two

# E. TATION NEWS BANGLES BOLLEST HOUSTON FARE HE FEEDOMA HALDOMA HALDOMA HINDITY HED WINCIPOSITION DEMITY CHIEF BOATED FACE HOLLEST AYLOR DAYLD PACK HOLLEST AYLOR DAYLD PACK HOLLEST MICHOLIA CAPITLE FACE HOLLEST MICHOLIA WINCIPOSITION FOR HOLLEST MICHOLIA WINCIPOSITION FOR WINCIPOS MOTTHERY HOUSTON LAMELLE & NCDONS MADONNA BILLY OCEAN

HOMBIE HILMA H.E. TAYLOR BANGLES

KBOMBoles
Draw Harold
DAVID PACK
TEMPTATIONS
ROWNIE HILBAP
HOTCHET
LAMBILE S HODOM
HNITHENY HOUSTON
BILLY OCEAN
PHIL COLLINS
GEORGE HICHAEL

KUGNYEUDENE MAUMMUJERME STEVIE NICKS JOMENTAN BUTLER HOTCESTE JAF DENNIS DEVOLUMG WHITNEY HOUSTON SADE BIMPLY RED

PARALLEL

GRAMAN BARK AMMER HURRAY DAVID PACK HOTTHAT! LABELLE & MC HADOMEA

HADOMEA DESCRIPT DESCRIPTO MILITARY MONTHS PARALLEL THREE

One station failed to report this week. The rotations were frozen: WIBC/Indianapolis

PARALLEL PARALLEL TWO EOWARbuquero Filichilia. Schreit BILLY OCEAN ROMBIZ HILMA. Nottest: home

ONE

KSUSHI Lake CHY Lemich Jesop DAVID PACR FOSTER & ONJ HOLLEGE HOUSTON FORCE MD'S DENNIS DEVOUNG SILLY OCEAN GEORGE MICHAEL HADONNA LABELLE & HCI PHIL COLLINS

PARALLEL THREE

KYACHMediord KayO'Brien AMME MURRAY PET SHOP BOY JACK WAGNER BOS SEGER ELO STEVIE HICKS FOSTER & OKJ

Four stations reported a frozen list this week: KFMB/San Diego WRVA/Richmond WSB/Atlanta

#### WEST

#### PARALLEL

ONE KM.WDelmer EMONWERS BOD SEDER ATLANTIC STARR JAMES TAYLOR HOTERE: SIMPLY MED HWETTEY HOUSTON PHIL COLLINS DEBMIS DEYOUNG BOD SEGER

KOSIALE Angelee
KayeKley
POSTER & ONJ
HOLLEST:
BIRPLY RED
EADE
LABELLE & HCDOM
GEOMES HICHMEL
WHITHEY NOUSTON

EKLIPPhoenia Church/Thommas Level e2 DREAM ACADEMY JOHATMAS BUTLER Hottest: HOUSTON SIMPLY RED PHIL COLLING LABELLE & HODONAI HADONNA

HOTTHE PHIL COLLINS
HHITNEY HOUSTON
LABELLE & HCDON
MADONNA
DAVID PACK

RhersKusp DAVID PACK HIROSHIMA HOTCEST SIMPLY RED PHIL COLLINS LABELLE & MCCH MADONNA PET SHOP BOYE

KEZPYSEN JOHN
EICK/KINOX
DAVID PACK
HIROGHIMA
JACKSON BROWNE
HOTTIBEL
HOTTIBEL
LABELLE & NICHOI
HADONNA
BILLY OCEAN
LEVEL 47

PARALLEL TWÓ KCIR/Boise Dave Duque

Howardinsin GEORGE HICHAEL DREAM ACADBMY EL DEBARGE Hottest HODON HOODY BLUZS LEVEL 42 BOMAND JOWES BILLY GCEAN

107 Reporters, 97 Current Reports

RWFMTwoon Chris Ryan none Nottest: LARELLE & MCDC MAJOSHA MODDY BLUES LEVEL 42 GEORGE MICHAEL PARALLEL

THREE KKLY/Ancherage Greg Wikinson POSTER & ONJ BANGLES JEFFREY OSBORNE STRVIE WICKS

Nottest: BILLY OCEAN LAMELLE & HOD LEVEL 42 HOWARD JONES HOODY BLUES REPGRACT FAMO SAMES TAYLOR HIROSHIMA EL DEBARGE ARETHA FRANKLIN HOLLEST SIMPLY RED LINEL 42 HADONNA

HADORNA HIAMI SOUND HACHI BILLY OCEAN MERNOMENO
JAM O'Neel
DREAM ACADEMY
DAVID PACK
HOTTERIT
PHIL COLLINS
LABELLE & MCDI
HADONEA
SIMPLY RED

KOSW/Rock Springs Chris Aissander JEFFREY OBDORKE BOOS SEGER FOSTER & ONLY HEART JOHN DEED TOME INSON HICKARE & THE MECHAN HALOSNA HILTEY HOUSTON LEVEL & THE MECHAN HALOSNA HILTEY HOUSTON

KALE/Tri-Cities BMI Templeton
JUMB DENVER
BRUCE NORMSBY
BELINDA CARLISUE
BOS SEGER
JACKBOR BROWNE
GOSTER 6 ONL
JEPPREY OGBORNE
HOLS SUFFER
HIANT SOURD MACH
HADOMIA
HODDY BLUES
DREAM ACADENY
PET SHOP BOYS

Five stations reported a frozen list this week: 2WD/Norfolk KLYF/Des Moines

KWFM/Tucson WAEV/Savannah WJON/St. Cloud Five stations failed to report this week. Their rotations

> KS94/St. Louis KYKY/St. Louis LOVE94/Miami WCKQ/Campbellsville WSTF/Orlando

were frozen.

a second week in a row. The rotations were frozen. WLTE/Minneapolis

One station failed to report for

TUNE IN.



# BODEANS

from the new album produced by T-Bone Burnett

LOVE

S

HOPE

Se

SEX

&

DREAMS

#### RADIO & RECORDS NATIONAL AIRPLAY

### **AOR TRACKS**

				A RESIDENCE OF THE PARTY OF THE				
Three Week	Week	eks W	erek	157 Reports	Total ports/Adds	Power	Heavy	Medium
	6	5 :	•	BOB SEGER & THE SILVER/Like A Rock (Capitol)	144+/5		127+	16-
1	5	7 .	0	PETER GABRIEL/Sledgehammer (Geffen)	151+/1	45+	112+	35 -
	3	2	_		142 = /3	44+	116+	24=
	5 4	4 ;	4		145-/1	35+	118+	26 -
1	6 1	0 7	E		132 -/2	46+	119+	13-
1	3 6	6 6		(	124-/1	47+	106+	17-
18	8 1	1 5		GTR/When The Heart Rules The Mind (Arista)	137 + /2	21+	83+	<del>50</del> –
.2	11	8 1	_		120+/10	25+	85+	
1				(	105-/0	33 -	96 -	9-
20	15				127+/3	10+	52+	69 –
	-	- 19	_	FIXX/Secret Separation (MCA)	138+/34	4+	27+	96+
37			_	VAN HALEN/Best Of Both Worlds (WB) ) JOURNEY/Girl Can't Help It (Columbia)	108 = /1 111 + /10	16- 9+	61 - 56 +	44 + 50 -
34				NXS/Listen Like Thieves (Atlantic)	118+/8	5+	41+	67-
-	EBU		ě	EMERSON, LAKE & POWELL/Touch & Go (Polydor/PG)	126 /124	2	25	84
29				JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	101-/3	11+	48+	49-
11			_		92-/0	2-	48 -	43=
		- 28	_		112+/24	1+		86+
8	8	10	_		82-/1	12=	48-	32-
33	24	20	2	HOWARD JONES/No One Is To Blame (Elektra)	91+/5	14+	48+	42-
52	40	25	3	ICEHOUSE/No Promises (Chrysalis)	112+/18	5=	27+	63+
-	48	33	2	JACKSON BROWNE/In The Shape Of A Heart (Asylum)	98+/19	8+	30+	61+
2	3	8	23		73-/1	8-	<b>52</b> –	17-
36	26	23	_	MODELS/Out Of Mind Out Of Sight (Geffen)	106-/4	2-	17-	79+
40			_		95+/11	3+		58+
41				HONEYMOON SUITE/Bad Attitude (WB)	91+/10	1+	25=	
27	23		27		81-/1	7-	32-	
44	37	42	9	FABULOUS THUNDERBIRDS/Wrap It Up (CBS Associated) GIUFFRIA/I Must Be Dreaming (Camel/MCA)	94+/30 88+/7	4+	76+ 20=	65 + 58 +
**	50	- 7		LOU REED/No Money Down (RCA)	93+/9	0-	17+	67+
	_	41		KENNY LOGGINS/Danger Zone (Columbia)	83+/21	2+	18+	54+
-	_			ZZ TOP/Woke Up With Wood (WB)	81+/26	2+	19+	
57	45	37		GOLDEN EARRING/Quiet Eyes (21/Atco)	92=/2	0=	6+	72 –
A7	29	29	34		65-/1	0-	26-	37+
39	32	34	35	BOB SEGER & THE SILVER/Tightrope (Capitol)	58-/2	4+	29 -	28=
-	55	43		OUTFIELD/All The Love (Columbia)	75 + /14	2+	16+	47+
. 38	33			VAN HALEN/Love Walks In (WB)	<i>52 – /1</i>	4+	23 –	27-
7	16	22		HONEYMOON SUITE/Feel It Again (WB)	48-/0	4-	33 -	
_	54	47		JOE COCKER/You Can Leave Your Hat On (Capitol)	69+/11	2-	12+	47+
4	9 27	18		VAN HALEN/Why Can't This Be Love (WB)	40-/0	7-	32 - 11 -	7-
10		24	42	BOB DYLAN & THE HEARTBREAKERS/Band Of The Hand (MCA) MR. MISTER/IS It Love (RCA)	58 - /0 47 - /0	5-	27-	18-
51	47	40	43	HEAR 'N AID/Stars (Mercury/PG)	64-/0	0=	4=	48-
12	20		44		41-/0	5-	24-	14-
_	_			38 SPECIAL/Somebody Like You (A&M)	49+/7	0=	16+	32+
_	57		ŏ		67+/3	0=	4+	44+
-	56		ð	MOODY BLUES/The Other Side Of Life (Polydor/PG)	47+/4	5+	16=	31+
_	_	60		JOHN EDDIE/Jungle Boy (Columbia)	57+/13	0=	8+	30+
35	41	49		HOOTERS/Where Do The Children Go (Columbia)	42-/3	2-	16+	23-
22	31	44		FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	34 -/1	3+	18-	13-
46		46	51	KROKUS/Burning Up The Night (Arista)	50-/0	1-	2-	40 -
9	17 D: 17	26	52	DAVID BOWIE/Absolute Beginners (EMI America)	39-/0	3 – 0	11 -	25 – 30
DE 24	28	39	54	AC/DC/Who Made Who (Atlantic) JUDAS PRIEST/Locked In (Columbia)	46 /46 35-/0	3+	9-	20 -
43	42	51		TEARS FOR FEARS/Mothers Talk (Mercury/PG)	42 - /0	3+	7+	32 -
				OZZY OSBOURNE/Lightning Strikes (CBS Associated)	50+/8	0=		37+
		5	<b>5</b>	BOB SEGER & THE SILVER/The Aftermath (Capitol)	30+/6	1 =		18+
30	34			JACKSON BROWNE/Lives In The Balance (Asylum)	32-/0	2-	16-	14-
				BRUCE HORNSBY & THE RANGE/Every Little Kiss (RCA)	40+/6	3+	8+	
DE	BUT	▶	<b>®</b>	MOODY BLUES/Rock'N'Roll Over You (Polydor/PG)	34+/4	1+	10+	23+
				DDE AL/EDA				

### **BREAKERS**

EMERSON, LAKE & POWELL Touch And Go (Polydor/PolyGram) 80% of our reporters on it.

JACKSON BROWNE
In The Shape Of A Heart (Asylum)
62% of our reporters on it.

STING with JEFF BECK
I Been Down So Long (IRS/MCA)
71% of our reporters on it.

ROBERT PALMER Hyperactive (Island) 61% of our reporters on it.

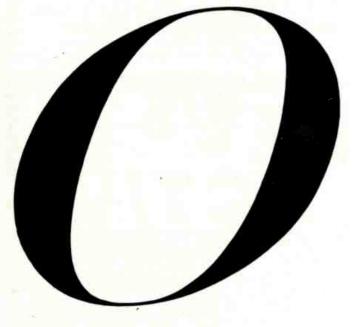
FABULOUS THUNDERBIRDS Wrap It Up (CBS Associated) 60% of our reporters on It.





Album Network Power Cuts 1

R&R AOR Tracks 2



Peter Gabriel

Featuring "Sledgehammer." Produced by Daniel Lanois and Peter Gabriel. On Gelfen Records, Cassettes and Compact Discs. © 1986 The David Gelfen Company



#### **RADIO & RECORDS NATIONAL AIRPLAY**

### **AOR ALBUMS**

hree Two Last Veek: Weeks Week	157 Reports	MAY 16, 1986	Total Reports/Adds	Power	Heavy	Mediu
3 4 3	BOB SEGER & THE SILVER/Like A Rock (Capitol)	"Like A Rock" (144) "Tightrope" (58) "Aftermath" (30)	149=/1	<i>57</i> +	139+	10-
	2 VAN HALEN/5150 (WB)	"Dreams" (120) "Both Worlds" (108) "Love Walks" (52)	132-/0		123+	-
	3 JOURNEY/Raised On Radio (Columbia)	"Girl" (111) "Be Good" (105) "Raised" (65)	139-/0		124-	
1 2 4	4 ROLLING STONES/Dirty Work (Rolling Stones/Columbia)	"One Hit" (142) "Winning Ugly" (92) "Zero" (30)	146-/1		124-	
6 5 5	MOODY BLUES/The Other Side Of Life (Polydor/PG)	"Wildest" (145) "Other Side" (47) "Rock 'N' Roll" (34)	150+/1		123+	
	38 SPECIAL/Strength In Numbers (A&M)	"Like No Other" (132) "Somebody" (49) "Heart's" (12)	134 = /1		119+	
	7 GTR/GTR (Arista)	"When The Heart" (137) "Jekyll" (25) "Hunter" (18)	139 + /2		83+	
	8 HEART/Heart (Capitol)	"Nothin' At All" (124)	125-/1		106+	
	JOE JACKSON/Big World (A&M)	"Right And Wrong" (127) "Wild West" (18)	132=/1	10+	56+	
	HONEYMOON SUITE/The Big Prize (WB)	"Bad Attitude" (91) "Feel It Again" (48)	113+/4	5-	48-	
	TOP/Afterburner (WB)	"Woke Up" (81) "Rough" (41) "Velcro" (28)	111+/10	8-	39 -	
	INXS/Listen Like Thieves (Atlantic)	"Listen" (118)	124+/7	6+	45+	
9 14 14	JACKSON BROWNE/Lives In The Balance (Asylum)	"In The Shape" (98) "Lives" (32)	110+/7	10+	38 -	
16 20 18	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	"Wrap" (94) "Tuff" (34) "Why" (10)	117+/16	7+	30=	
23 19 16	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"Rain" (101)	104-/3		52+	
	ROBERT PALMER/Riptide (Island)	"Hyperactive" (95) "Addicted" (17)	107+/11	5+	37-	
22	LIVE! FOR LIFE/Various Artists (IRS/MCA)	"I Been Down" (112)	115+/25	2+	16+	
— 31 23 <b>(</b>	ICEHOUSE/Measure For Measure (Chrysalis)	"No Promises" (112)	118+/21	5 =	29+	
28 26 19	D HOWARD JONES/Action Replay (Elektra)	"No One" (91)	93+/5	_	49+	
5 6 9	JULIAN LENNON/The Secret Value Of Daydreaming (Atlantic)	"Stick Around" (73) "You Got What" (11)	82-/2	8-	55 -	_
10 12 13	1 SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	"All The Things" (82)	84-/1	12=		
30 25 21	MODELS/Out Of Mind Out Of Sight (Geffen)	"Out Of Mind" (106)	112-/4	2-	18-	
25 23 20 2	3 STARSHIP/Knee Deep In The Hoopla (Grunt/RCA)	"Tomorrow" (81)	83-/1	7-	33 -	
— 38 29 €	LOU REED/Mistrial (RCA)	"No Money Down" (93)	94 + /9	o-	17+	_
− − 28 €	GIUFFRIA/Silk & Steel (Camel/MCA)	"I Must Be Dreaming" (88)	88+/7	4=	20=	
	OUTFIELD/Play Deep (Columbia)	"All The Love" (75) "Your Love" (12)	82+/14	4+	22+	
20 22 27 2	7 PRETTY IN PINK/Soundtrack (A&M)	"Left" (32) "If You Leave" (20) "Pretty" (13)	54-/2	6-	20 =	-
	JOE COCKER/Cocker (Capitol)	"You Can Leave" (69)	74 + /8	2-	13=	
19 24 26 2	9 JUDAS PRIEST/Turbo (Columbia)	"Locked In" (35) "Turbo Lover" (33)	63-/2	3+	12-	
	CALL/Reconciled (Elektra)	"Everywhere I Go" (42) "I Still Believe" (22)	60-/6	4-	13-	
39 €	ROB JUNGKLAS/Closer To The Flame (Manhattan)	"Boystown" (67)	76+/7	0=	5+	
	2 MR. MISTER/Welcome To The Real World-(RCA)	"Is It Love" (47)	48-/0	5-	27-	-
DEBUT > €	JOHN EDDIE/John Eddie (Columbia)	"Jungle Boy" (57)	59 /15	o	8	30
37 €	OZZY OSBOURNE/The Ultimate Sin (CBS Associated)	"Lightning" (50) "Shot" (10)	57+/5	1+	5-	
35 36 36 3	5 KROKUS/Change Of Address (Arista)	"Burning Up" (50) "School's Out" (13)	59-/1	1-	4-	
26 30 33 <b>3</b>	6 FIRM/Mean Business (Atlantic)	"Live In Peace" (21) "Tear Down" (12)	36-/1	4-	13-	
31 34 38 3	7 HOOTERS/Nervous Night (Columbia)	"Where Do" (42)	43-/3	2-	16+	
11 16 25 3	ABSOLUTE BEGINNERS/Soundtrack (EMI America)	"Absolute" (39)	41-/0	3-	11-	
22 27 35 3	MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	"All I Need" (21) "Hanging" (14)	37-/2	3-	14-	
DEBUT > 4	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	"Every Little Kiss" (40)	40+/6	4+	10+	



### **BREAKERS**

LIVE! FOR LIFE Various Artists (IRS/MCA) 73% of our reporters on it.

LOU REED Mistrial (RCA) 60% of our reporters on it.

#### **NEW & ACTIVE**

BOX OF FROGS "Strange Land" (Epic) 46/17 (28/27)
Adds including Welfe, WHOTE, WOCK, KIGE, KROR, KLAD, KZEL, WRIKI, KTYD, Heavy 1: KROU, Medium 30 including
WINEW, WOVE, WHOT, DOTO! NULLY WART, KROO, WHON, KILO, KLEY, WIZU, WRUP,
BODEANS "Love & Hope & Sex & Dreams" (SlashWB) 40/7 (35/8)
Adds SIM, XWLP, KMOD, WHOM, WZEW, KSPN, KZOO, ROMAS SIM, XWLP, WHOP, WHOF, WZEW, KSPN, KZOO, ROMAS SIM, XWLP, KMOD, WHOM, WZEW, KSPN, KZOO, ROMAS SIM, XWLP, KILO, KTYD.
WILLO BLUE" "No More JIM," (Chrysalls) 33/7 (27/8)
Adds WIVO, KNON, WONE, WTUE, KRKE, KZEL, WHMD. Heavy 1: WOFM. Medium 20 including KSRR, WCKG, WLUP,
KGB, KOME, KISW, KLAD, KILO,
RUBBER RODED "Hearthreak Highway" (Mercury/PolyGram) 30/8 (23/4)
Adds: KTNO, KSPR, WLAV, KZEL, WZEW, WCPZ, KGRO, KROU, Heavy 2: WBCN, WIZN, Medium 20 including WNEW,
WHUY, WNOR, WHEB, WONE, WTUE, WWW.

### RADIO & RECORDS NATIONAL AIRPLAY

# **AOR TRACKS**

### MOST ADDED

EMERSON, LAKE & POWELL (124) Touch & Go (Polydor/PolyGram)
AC/DC (46) Who Made Who (Atlantic) FIXX (34) Secret Separation (MCA)
FABULOUS THUNOERBIRDS (30) Wrap It Up (CBS Associated) ZZ TOP (26)

### HOTTEST

BOB SEGER & THE SILVER BULLET BANO (51)

Like A Rock (Capitol) HEART (47) Nothin' At All (Capitol) 38 SPECIAL (46) Like No Other Night (A&M) PETER GABRIEL (45) Sledgehammer (Geffen)

**ROLLING STONES (44)** . (Rolling Stones/Columbia) One Hit

### **CHART CLIMBERS**

LOU REED "No Money Down" (RCA) 93/9 (84/20)

Adds including WOFM, CFOX, WPYX, WAOX, KNCN, WWCT, KMOD, KFMG, WKLT. Heavy 17 including WBCN, WNEW, WXRK, WXRT, KFOG, WOUR, KTYD. Medium 67 including WITY, WBAB, WMMR, DC101, WNOR, WLUP, WLVQ, KBCO.

KROQ. 91X, KROR, WEZX, WAAF, KLAQ, WAPL, WTUE, WIOT, KILO, KLPX, WRIKI, WBLM, WWWW, KFMO, KQZZ, Moves

GOLDEN EARRING "Quiet Eyes" (21/Atco) 92/2 (92/16)
Adds: WAOX, WIZN. Heavy 6: WNEW, WOFM, KORS, KPOI, WXRC, WHMD. Medium 72 including WMMR, WHJY, DC101,
WNOR, WYNF; KMET, KGB, KFOG, KROR, WPYX, WPDH, WOUR, KNCN, KLAO, WDIZ, WROK, KLPX, WBLM, KTYD.

MOVBS 37-33.
HONEY MODON SUITE "'Bad Atthude" (WB) 91/10 (80/16)
Adds including wpl.r, KOMP, KLPX, KZEP, KFMO. Heavy 25 lincluding whly, Wynf, Webn, Kror, wheb. wrok, wlav.
KILO, WBLM, KTYO, Medium 60 lincluding wyfy, KSPR, WSHE, WNOR, WRIIF, KTYS, KSHE, KMET, KGB, KFOG, WHCN.
WPDH, WAAF, KNCN, WFYY, WDIZ, WAPL, KGGO, Moves 32-26.

HOWARD JONES "No One Is To Blame" (Elektra) 91/5 (89/8)

is including WHTF, KZEP. Heavy 48 including WBAB, WXRK, WXRT, WLVQ, KAZY, KBPI, WPYX, WZZO, WPLR, WOUR.

J, KLAQ, WROK, WXLP, WTUE, KEZO. Medium 42 including WFYV, WIBA, KDJK. Remains at #20.

KLBJ, KLAQ, WROK, WXLP, WTUE, KEZO. Medium 42 including WFVV, WIBA, KDJK. Remains at #20.

GIUFFRIA "I Must Be Dreaming" (Camel/MCA) 88/7 (82/5)

Adds: 0107, WNOR, WLIR, WEXZ, WWOK, WOIT, WIGH heavy 20 including WBCN, WOFM, KMET, KUPD, KOME, WDHA, WYSP, WPDH, WCMF, WOUR, KNCN, WAPL, WROK, Medium 58 including WIYY, WNEW, WXRK, WHJY. WSHE, WYNE, KORS, KLOS, KOB, KLAQ, WOME, WDIZ, WALV, KLPX, WRNEW, WBLM, WOWS 31-29.

KENNY LOGGINS "Danger Zone" (Columbia) 83/21 (83/31)

Adds including KTXO, KZEW, WNOR, WLLZ, KZAP, CFOX, WTPA, WKDF, WDIZ, WBLM, Heavy 18 including WNEW, WHJY, WSHE, WLLO, KORS, KOME, WCMF, KNON, WAPL, KLPX, Medium 54 including WBAB, WXRK, DC101, WYNE, KYYS, KSHE, KUPD, KGB, WPDH, WEXX, KLBJ, KLAQ, WXLP, KGGO, KILO, WWWV, KOZZ, Moves 41-31.

ZZ TOP "Woke Up With Wood" (WB) 81/26 (55/20)
Adds including WITY, WXRK, WMMR, KTXD, KUPD, KISW, WDHA, KNCN, WKDF, WLAV, WOBK, Heavy 19 including WITY, WXRK, WMMR, KTXD, KUPD, KISW, WDHA, KNCN, WKDF, WLAV, WOBK, Heavy 19 including WITY, WXRK, WMMW, KTYD, Medium 52 including DC101, WNDR, WEBN, WLVD, KTYS, KGON, KZAP, KGB, WPYX, WNCN, KLAQ, WDIZ, WAPL, KGGO, WIOT, KLPX, WRKI, Moves 45-32.

OUTFIELD "All The Love" (Columbia) 75/14 (61/16).

Adds including WEZX, WOUR, KMOD, KILO, WHMD, KFMX, WKLT, Hebry 16 including WHJY, WYNF, WRIF, KORS, KOME WZZO, WTPA, KNCN, KISS, WSKS, Medium 47 including KZEW, KLOL, KSRR, WLVO, WLLZ, KSHE, KLOS, KMET, KGB WPDH, WAAF, KLAO, WDIZ, KGGO, WLAV, KEZO, WIRK!, Moves 43-36.

ADEC OCKER "You Can Leave Your Hatton" (Capitol) 89/11 (59/13)
Adds including WLUP, WPLP, WADY, WWCT, KRKE, WRKI, WXPC, KTYD, Heavy 12 including KZEW, KAZY, KBCO, CHEZ,
WONE, WTUE, WIZN, WCPZ, Medium 47 including DC101, WNOR, WCKG, KMET, KZAP, KFOG, KISW, WHCN, WHEB,
WPDH, WEZX, WOUR, WAAF, KLAD, WFYY, KMJX, KILD, WOOK, WWWY, Moves 47-98.

WPDH, WEZX, WOUR, WAAF, KLAO, WFYY, KMJX, KILO, WOBK, WWWV, Moves 47-39.

ROB\_UNGKLAS "Boystown" (Manhattan) 67/3 (66/8)

Adds: WBCN, WOT, KMBY, Heavy A including WBCN, WBUF, WHMD, KROU, Medium 44 including WNEW, WXRK, WKLS, KTXO, WSHE, WYNF, WLVO, KGB, KROR, WHCN, WPDH, WEZX, WAAF, KLBJ, KNCN, KLAO, WROK, KATT, KILO,

JOHN EOUIE "Jungle Boy" (Columbia) 57/13 (44/13)

Adds, WYNF, WLUP, KGB, KIŚW, WTPA, WFVV, WXLP, KRKE, KILO, KPOI, KLPX, KZQO, KOLA Heavy B WNEW, WXRK, WMMR, KOME, WDHA, WQUR, WXRG, KRQU, Medium 30 including WBAB, WHJY, KTXQ, WQFM, WZZQ, WYSP, WPDH, WEZX, KNKO, KLAQ, WRKI, WBIM, WRUF, Moves 60-48.

DZZY OSBOURNE "Lighting Strikes" (CBS Associated) 50/8 (41/21)
Adds: KSRB, WROK, WWCK, WLAY, KDIJK, WBLM, WRUE, WZEW, Heavy 1: KOMP. Medium 37 including WBAB, WXRK, WHAY, KTYD, KMET, KUPD, KGB, WPYX, WHCN, WPDH, WHTF, KLAO, WKDF, WDIZ, KISS, WIOT, KILÖ, KLPX, WXRC.

38 SPECIAL "Somebody Like You" (A&M) 49/7 (43/15)
Adds KORS, WPLR. CHEZ. WINZ. KODS. KPOI. KMBY. Heavy 16 no.uding KLOL, WYNF, WEBN, KSHE, WPYX, WHCN, WHEB, WEZX, WROO, KZEL, WWW. Medium 32 including WKLS, WLIZ, KMET, KGB, KSJO, WKLC, WPDH, WCMF, WOUR, WHTF, KNON, WOMF, WKDF, WID. KISS, WAPL, KOZZ, Moves 55-45

WOUH, WHIF, KNCN, WOMF, WKDF, WDIZ, KISS, WAPL, KOZZ, Moves 55-45

MOODY BLUES "The Other Side Of Life" (Polydor/PolyGram) 47/4 (44/5)

Adds: KINK, KROR, WZEW, WCXT, Heavy 16 including KZEW, KTCZ, KBCO, KFOG, WEZX, KILO, WOBK, WWWV, KESI
Medium 31 including DC101, WCKG, WLUP, KYYS, WPYX, WKLC, WPDH, WOUR, WFYY, WONE, WROK, WTUE, KODS, KEZO, KRKE, WRKI, Moves 53-47.

AC/JC "Who Made Who" (Atlantic) 46/46 (0/0)

Adds including wBCN, wBAB, KZEW, KROR, KISW, WHTF, KLBJ, KNCN, KLAO, WFYY, WAPL, KILO, KEZE, WRKI, WBLM,

KJC, Heavy 4, WHJY, KISS, WGIR, KRIX, Medium 30 including WNEW, WXRK, WMMR, WDVE, KTXQ, KSRR, WRIF, KYYS,

KMET, KUPD, KGB, KOME, WPYX, WPDH, WEZX, WAAF, KLPX. Debuts at #53.

### **NEW & ACTIVE**

BOX DF FROGS "Heart Full Of Soul" (Epic) 46/17 (28/27).

Adds: WSHE, WNOR, WCKG, KGB, KROR, WHES, WDHA, CHEZ, KLAO, WXKE, KZEL, KPOI, WRKI, WZEW, KRIX, WZZÓ, KTYD. Heavy 1, KRQU, Medium 30 including WNEW, WDVE, WHJY, DC101, WXRT, KBCO, WHCN, WPDH, KILO, KLPX.

KTYD Heavy I TRUD, Medium 30 medium 32 medium

91X, CHEZ, KROU, KCGL, Medium 25 including KURS, KHOU, KOPL, KOME, WIDH, KHEZ, KHOU, KIRD, KHEZ, KHOU, KHOU, KURD, KOME, WIDH, KHEZ, KHEZ, KHEZ, KHOU, KHOU,

RUBBER ROOEO "Souvenir" (Mercury/PolyGram) 28/6 (23/4)
Adds KTXQ, KSRR, KZEL. WZEW, WCPZ, KRQU. Heavy 2, WBCN, WIZN, Medium 18 including WIYY, WNEW, WHJY, WNOR, WHEB, WBRU, WONE, WTUE, WQBK, WWWV.

Yelicro Fly" (WB) 28/4 (29/4)
Adds: KGB, WFV, KKDJ, KRIX, Heavy 12 including wDVE, KLOL, wZZO, wTPA, wPDH, KILO, WBLM, wWWV, KTYD,
Medium 15 including DC101, WKLS, WNOR, WPVX, WWCK, WXKE, WFBO, KZEL, KOZZ Modum 15 including DC101, WKLS, WNOR, WPYS, WYDD, MADE, DESCRIPTION OF THE STATE OF THE SHORT OF

Adds KLOS, KOME, WPDH, KEZE, Powers 1. Heavy 1: KMET, Medium 20 including WLLZ, WOFM, KGB, WOHA, WHEB, WEZX, KNCN, WKDF, WONE, WTUE, WORK, GTR, "Jetyll And Hyde" (Arista) 25/5 (22/7) Adds including WDHA, WADX, WDIZ, Powers 1. Heavy 9: WNEW, KFOG, KROP, WHCN, WEZX, WLAV, KMBY, WWWV, KTYO, Medium 16 including WPYX, WHTE, WROK, WWCK, WFBO, KEZO, WIOT, KKDJ, KLPX, WRKI, KOZZ.

RITO, Medium 16 including WPTs, WRITE, WHOE, WYOR, WYOR, REZD, WICE, REZD, WICE, ROSS, RESD, ROSS, ROS

BOB SEGER & THE SILVER BULLET BAND "Sometimes" (Capitol) 24/1 (24/4)
Adds: WHTF. Heavy 9: WMMR, WDVE, WXRT, WRIF. KORS, WHCN, WAAF, KPOI, KRIX. Medium 14 including KLOS, KMET, WROK, KODS, KEZO, WIOT, WRKI, KOZZ. BRIAN SETZER "Boulevard O! Broken Dreams" (EMI America) 23/1 (26/3)
Adds: KZEP, Heavy 4. CHEZ, WIZN, KSPN, KVRE. Medium 10: WOFM, KAZY, 91X, WAQX, WONE, WTUE, WRIKI, WHMD.

KOWB, KTCL.
JIMMY BARNES "I'd DIe To Be With You" (Geffen) 20/18 (11/6).
Adds: WOFM, KOME, WEZX, KZEL, KLPX, WIZN, WRUF, KRIX, KROU, KZOQ. Heavy 1: KOMP. Medium 14 including
WXRK, KMET, WOHA, KLBJ, KLAQ, WOFC, KKDJ.
BANGLES "If She Knew What She Wants" (Columbia) 20/3 (18/6).
Adds: WBCN, WIZN, WOFZ, Fowers 1, Heavy 4 including 91X, WLIR, WPLR, Medium 15 including WBAB, KSRR, KTCZ,
KBCQ, CHEZ, WBRU, WBLM, WHMD, KTYQ.

DOKKEN "Unchain The Night" (Elektra) 19/4 (14/8)
Adds: KOME, WOUR, WXRC, KOZZ, Heavy 1: KRIX. Medium 13 including KLOL, KUPD, KGB, KNCN, KISS, WRQK, KEZO.

KKDJ.

CACTUS WORLD NEWS "Years Later" (MCA) 19/0 (20/7)

Lagrand 9: Wilfl. KRIX. Medium 13 including WXRK, KZEW, WXRT, 91X, WHFS; WPDH, KNCN, KLAO, KILO.

GTR "The Hunter" (Arista) 18/4 (15/8)
Adds. CHEZ, WOUR, WRUF, KSPN, Heavy 2: WWWY, KROU, Medium 13 including DC101, WYNF, WCKG, KISW, WKLC. K. KILO

ART OF NOISE "Peter Gunn" (Chrysalis) 18/3 (14/0)
Addie WARE WIZN WHAID Powers 1 Heavy 9 WBCN, WXRT, KROD, WHFS, WLIR, CFNY, WCPZ, KTCL, KCGL, Medium

ERIC JOHNSON "Off My Mind" (WB) 16/3 (17/4)

Adds: WOFM, WZEW, KSPN, Powers 1, Heavy 1: KROU, Medium 8 including KTXO, KZEW, WDHA, KLBJ, KLAO, KILO,

FRANKIE MILLER "Do It "Till We Orop" (Mercury/PolyGram) 15/7 (8/8)

ARREWMAND WHIP WYSP WHITE KISS, KDJK, WXRC, Heavy 0, Medium 9 including WXRK, WHEB, WEZX, WKDF, WIZN.

LET'S ACTIVE "In Little Ways" (IRS/MCA) 15/0 (15/2)
Heavy 3: WIZN, KTCL, KCGL, Medium 7: KROQ, 91X, WHEB, KPOH, KSTM. KTYD. KVRE

# **AOR ALBUMS**

### **MOST ADDED**

LIVE | FOR LIFE (25)

Various Artists (IRS/MCA)

ICEHOUSE (21)
Measure For Measure (Chrysalis)

BOX OF FROGS (17)

Strange Land (Epic)
FABULOUS THUNDERBIROS (16)

Tuff Enuff (CBS Associated)

JOHN EODIE (15)

### HOTTEST

BOB SEGER & THE SILVER BULLET BAND (57)

VAN HALEN (50) **HEART (47)** Heart (Capitol)

**ROLLING STONES (46)** Dirty Work (Rolling Stones/Columbia) 38 SPECIAL (46) Strength In Numbers (A&M)

### **NEW & ACTIVE**

Continued from Page 78

ERIC JOHNSON "Tones" (WB) 29/7 (25/7)
Adds: WOFM, KGON, KZAP, KZEL, WHMD, WZEW, KSPN, Powers 1. Heavy 2: KRIX, KRQU. Medium 18 including KTXQ,
KZEW, KAZY, KBCO, KLBJ, KIAQ, KISS, WTUE, KILO.

OANNY WILDE "The Boyfriend" (Island) 27/4 (23/7)
Adds, KLOS, KOME, WPDM, KEZE, Powers 1, Heavy 1, KMET, Medium 20 Including WOFM, KGB, WHEB, WEZX, KNCN, WKDF, WIDE, WHOF.

GLASS TIGER "Thin Red Line" (Manhattan) 25/8 (17/12)

Adds. KROR, WDHA, WAAF, KODS, WIRN, WOOJ, KZEP, KOZZ, Heavy 4: O107, CHEZ, K97, KROU, Medium 12 including.

CHOM, WSHE, CPOX, WPDH, WROK, KZO, KKDJ, KSTM, WRUF, KRIX.

DOKKEN "Under Lock And Key" (Elektra) 22,5 (17/8) Adds KSRR, KOME, WOUR, WXRC, KOZZ, Powers 1, Heavy 3: KBPI, KGB, KRIX. Medium 14 including KLOL, KMET, KUPD, KNCN, KISS, KEZO.

BANGLES "Different Light" (Columbia) 22/3 (21/5)
Addis WRCN, WIZN WCGZ, Privers 1, Heavy 6: WBCN, 91X, WLIR, WPLR, K97, KCGL, Medium 14 including WBAB, KSRR,

KTCZ, KBCO, WBLM, WHMD, WCXT, KTYD, KVHE.

LET'S ACTIVE "Big Plans For Everybody" (IRS/MCA) 19/0 (19/3)

Heavy 3: WiZN, KTCL, KCGL, Medium 11 including WXRT, KROO, 91X, CHEZ, WHEB, KSTM, KTYD.

ART DF NOISE "IN VIsible Silence" (Chrysalls) 18/3 (15/0)

AGE: WNOR, WIZN, WHMD Powers 1, Heavy 9: WBCN, WXRT, KROO, WHFS, WLIR, CFNY, WCPZ, KTCL, KCGL, Medium

R, WIZN, WHMD, Powers 1, Heavy WLUP, KBCO, 91X, WBRU, WSK

BLOW MONKEYS "Animal Magle" (RCA) 16/4 (13/1)
Adds: CHOM, 91X, WIZN, KYRE, Powers 4, Heavy 7: CHOM, KTCZ, KROO, WLIR, WHMD, KSPN, KCGL, Medium 5: WHFS,

CENTY, WOOK, MORE, NICE.

FRANKIE MILLER "Dancing in The Rain" (Mercury/PolyGram) 15/7 (8/8)

Adds including WYSP, WHTF, KISS, Heavy 0. Medium 9 including WXRK, WHEB, WEZX, WKDF, WIZN.

Adds including Wish, Mrit, Klos. Heavy 5. Medium 8 obsculpt 8 obsc

# **REGIONAL AOR ACTIVITY**

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example If tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week adds - are printed.

### Symbols:

'a' - Record is newly reported or additional tracks have been added.

(B) - A single's B-side

(M); (L) - Other tracks from that album are in those rotations (medium or light).

An artist's name with no ab breviations means all airplay is in the listed rotation.

current report was not received and last week's rotations were Included in the data base

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000+ Parallel Two: 200 000-1 000 000 Parallel Three: under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower para-

### EAST

### PARALLEL

ONE PD: TOM EVANS

Heavy PETER GARRIEL HEART JOURNEY (M) MODOY BLUES (M) ROLLING STONES BOB SEGER (M) JB SPECIAL VAN HALER (M) 12 TOP (M) Medium

WBCN/Boston (617)266-1111

ABOUT REGISTERS
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WNEW-FM/New York (212)986-7000 PD: CHARLIE KENDALL HD: MARK CHEMOFF

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MANUFACTOR CONTROL (4)
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(215)561-0933 ON: TED UT2 HD: ERIN RILEY

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WDVE/Pittsburgh (412)937-1441 PD: GREG CILLISPIE NO: HERSCHEL

DC101/Washington (202)828-9932 PD: DAVE BROWN ASST. PD: B.J. CONEN

Heavy ELP (H) ELP (M)

PETER GABIEL
GTR (M)

GOUNNEY

HOOOT BLUES (H)

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JOHN COMMAN PLAN

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RECAL WBAB/Long Island (516)587-1023

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JOHNSEY (H)

PRETTY IN PINK (H)

OUTFIELD (M)

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RIES & THE MECH.

Medium

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JOE JACKSON

JOE SPECIAL

JUDAS PRIEST

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BANGLES

JOHN EDDIE

LOW RECD

JACKSON BRUNNE

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JACKSON BROWNE STARSHIP STARSHIP STARSHIP NOTERS 022Y OSBOURNE HOOGES & ELP Light ROBERT PALMER PIONA AC/DC A AEROSHITH

(401)438-6110 ASST. PD: GLENN STEWAR

ASST. PD: GLENN
MAAVY
STOWAP
ROLLING STOMES
JOUENTY
BOB SEGER
VAN HALEN
JUDAS PRIEST
MODOY BLUES
JO SPECIAL
MOMEYMOON SUITE
HAR 'N AID
PETER GABRIEL
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Q107/Toronto (416)967-3445

(514)935-2425

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WXRK/New York (212) 750-6400 PD: PAT EVANS

WDHA/Dover, NJ (201)328-1055 GMI VP/GN BOB LIN PDI MIKE BOYLE OR VICE BOYLE

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WCCC-FM/Hartford (203)233-4426 ACT. PD: HARVE ALLEN ACT. POI HARVE ALLE
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ROLLING STOK

PARALLEL TWO

WPYX/Albany, NY (518)785-9061 PD: AND! TURCO MD: BOB WELCH Neavy
VAN HALEN
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SIMPLE HINOS
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PETER GARRIEL
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LOU RED
ELP
FABULOUS T-BIRD.

HORYY JOURNEY ROLLING STONE: VAN HALEN BOS SEGER 18 SPECIAL GTR

HOLD RICK STROUGH HAND TOMES ROLLING STOMES ROLLING STOMES HEART JOURNEY (M) PRETTY IN PINK FAMULOUS T-BIRDS 22 TOP FAMULOUS T-BIRDS 24 TOP FAMULOUS T-BIRDS 25 TOP FAMULOUS T-BIRDS 27 TOP FAMULOUS T JOSPACY JOSPACH NO FINANCIA PRICES TO SELECT A S

(215)694-0511 PD: GENE RONANO MD: RICK STRAUSS

WHFS/Annapolis

(301)263-1430

(304)722-3308 PD: TIM SHITH

PD: DAVID EINSTEIN HD: BOB SHOWACRE

New York STATE OF THE STATE OF (613)563-1919
PD: STEVE COLWILL
HD: GREC TORRINGT 

WPDH/Poughkeep (914)471-1500 PDI STEM SCHANTE HD: PAM BROOKS

MO. PAM BROOKS
MEANY
BOM STORE
YAN NALEM (M)
BOLLING STONES
JOG JACKEDO
HOODY BLUES (M)
HEART
GTR (M)
BOSPECIAL (M)
DES STORES
JOHN COUGH
TO STONES
JOHN COUGH
TO STONES
LIVE TO BLUE
LIVE TO BLUE
LIVE TO BLUE
LIVE
DAMPY WILDE
AC/DC

401)272-9550

WEZX/Scranton (717)961-1842 PD: DAVE LONDON HD: JAY DANTELS Heavy
GTR
ROLLING STONES
HEART
BOB SEGER
PETER GABRIEL
STASSHTP
38 SPECIAL
MODOY BLUES
WAN HALLEN
Medius
GIUPPRIA
ELP
OUTFIELD

ELP OUTFIELD AC/DC SHASH PALACE

WAQY/Springfield, (413)525-4141. PD: BRIAN HALE

POT BREAM HALE
MEANT
HEART
VAN MALEN (M)
JOHN COUCAR ME
BS SPECIAL
MOODY BLUES
STUNKY BARNES
ROLLING STONES
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LIVE FOR LIFE

CFNY/Toronto (416)453-7452 ON: DAVID MARSOEN ASST PD.: DON BERNS

MAST PD.: DOM BERN Meavy HOMADD JONES PETTO HOME BOTTON PETTO HOME BOTTON PETTO HOME BOTTON HOME BOTTO

WAAF/Worcester Boston (617)752-5611 PD: CYNDE SLATER HD: RUSS NOTTIA

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HOLLING STORES (4)

JOURNEY (4)

JOHN SON BONNEY

JOHN COUGHA PEEL

(717)266-6606 PD: HIRE ONDAYE MD: TIM DRAYER

MO. TIP DRAYER

MEANY
VAN BALEN (H)
ROLLING STORES

ROOT SLUES
ROOTE SLUES
ROOTE
ROO

(315)797-0803 PD: PETER HIR HD: TOM STARR

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TOWN

WTPA/Harrisburg. PA (717)697-1141 Heavy 38 SPECIAL (M)

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PLA WAI M/Portie (207)783-2065 OM: JOSE DIAZ MD: ROBIN MATHIEL Heavy ROLLING STON VAN HALEN BOS SEGER 22 TOP JOURNEY SIMPLE MINDS

PARALLEL

THREE

PD: JOHN COOPER MD: PEGGY APPLE

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BRANTY
JOE JACKSOPHIK (N)
PRETTY SOPHIK (N)
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STARSHIP
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WIZN/Burlington (802)877-6800 HD: TON VAN SAM

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VOT JACKSON JA

WGIR-FM/Manch (603)625-6915 PD; BOB COX HD; KAREN ANDERS

PD: RICHARD REHERUR

PETER GABRIEL
HOMETHOON SUITE
JB SPECTAL
HOODY BLUES
GTR
JULIAN LENNON
HR. HISTER
HIRE & THE HECH.
Medius
AC/DC
JACKSON BROWNE
CALL
PABULOUS Y-BIRDS
ELP

PD: BOB KOCAK MD: MARK DEVIN

MO: MARK DEVINE

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22 TOP (H)
30LIAN LEDNON
BOLLING STORES (H)
JOURNEY (H)
VAN HALEN (H)
HOUSE SHOW SUITE (H)
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19 SPECIAL
BEGGUN JOE COCKER BOX OF FROGS MIKE & THE MECH. AC/DC

### SOUTH

PARALLEL

ONE WKLS-FM/Atlanta

(404)325-0960 PDI BILL WISE HDI BOB BAILEY

FOR BLOW MALEY
THE BOOK MALEY

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KLOL/Houston (713)526-6855

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PD: RICK LAMBERT

KZEW/Dallas (214)748-9898 PD; ROB BARNETT ASST. PD; CIMDY BAI

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BOE SEGER
MODOY BLUES
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PETER GABRIEL
ROBERT PALMER
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KTXQ/Dallas (214)528-5500 PD: ANDY LOCKRIDGE ASST. PD: REDREARD

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Addition WNOR-FM/Norfolk (804) 623-9667 VP PROG.: BON REEGER NO: DAVID HILLARY MAN SOUTH STELLARS

MANY DIVIGATE LEDICOS (1)

STORED LEDICOS (1)

KSRR/Houston (713)797-0097

PD: ANDY BEAUBIEN ND: WARREN WILLIAMS

Continued on next page

## REGIONAL AOR ACTIVITY

### SOUTH (Continued)

# WYNF/Tampa (813)228-6090 PD: CAREY CURELOP ASST. PD: RON DIAZ

HEAVY
JOHNSTEIN

# WKQQ/Lexington (506)252-6694 PD: DAVE RRUSENKLAUS HD: ROB ELLIS

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## WSME/Miaml (305)581-1580 PD: HICHAEL DALFAN

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KLBJ-FM/Austin (512)474-6543 PDI CLARK RYAN HDI JEFF CARROL

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KNCN/Corpus Christ (512)289-1000 PD: BOB FAZIO ASST. PD: BOHNIE

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# (615)525-6000 PD: RERRY LAMBERT MD: MIKE CAPPS

ROBERT PALMER ZZ TOP OUTFIELD VAN HALEN (M)

### WFYV/Jacksonville (904)642-1055 PD: CHRIS JONE MD: LEX STALEY

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KMJX/Little Rock
(501)470-0088
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### WQMF/Louisville (502) 589-4400 PD: DURE MEYER

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# WTKX/Pensacola (904)438-7543 PD1 HARK DAGNELL HD1 J.D. STONE

WAXL/Richmond (804)282-9731 PD: DAVID GROSSHAN HD: PAUL SHUGRUE HODY SHOULT SHOULT STONES (M) JOURNEY (M) NOS SECTE (M) NOODY BLUTS HOUNT COUGAR MEL. 18 SPECIAL LINES PETER GASHEL MASS PETER GASHEL BLUTS LIGHT LIGH

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LUE FOR LIFE
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WRDU/Rateigh (919)782-1061 OM: SEN BALL ND: BOB HALTON

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VAN MALEN
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MODOY BLUES
LEVEL 42
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PETER GABRIEL
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### KLAQ/EI Paso (915)544-8864 PD: PEPE LOPE:

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GOLDEN EARRING
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BRUCE HORNSBY 4
JOHN EDD1E
LIVE FOR LIFE
ELP
Medium
22 TOP
JOE COCKER
FRANKE MILLER
LIGHT
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# (804)971-4057 PD: JRY LOPEZ

Homey ROLLING STONES VAN HALEN JOURNEY MOODY BLUES BOB SEGER PETER GABRIEL 38 SPECIAL GTR TA SPECIAL OTT JULIAN LENNON SIMPLE HISTOS SIMPLE HISTOS SIMPLE HISTOS LE TOPO CONTROL LE CONTROL L

# WOOJ/FI. Myers (813)275-9665 PD: PAT DEISCH MD: CHARLIE REEN

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## WRUF-FM/Gainesville (904)392-0771

PD: MARRY GUSCOTT MD: NICK RICHARDS BROW PALL (M)
BROWELLA, (M)
BUTTER GABRIEL
OTR (L)
PETER GABRIEL
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WHMD/Hammond (504)345-1070

PD: BON CHATMAN MD: KLIFF KAHUNA

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### PARALLEL THREE

KISS/San Antonio (512)223-6211

PD: TRIP REES ASST. PD: TOM SCHE

POL PRIP REES
AST. PD. ACCEPT
MAST. PD.

KEMX-FM/Lubbock (806)747-1224 (704)322-1713 FD: GREG MULL PD: WES MESSMAN MD: BILL BATEMAN

INXS
ROLLING STOMES
ROLERT PALMER
GTR
SIMPLE WINDS
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JULIAN LIERNON
A JOHN COUGAR MEL
A FIXX
JOE JACKSON
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## WZEW/Mobile (205)432-0102 PD: CATT STONE

PD: CAPT STORE

MEATY

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SUBSETY (F)

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### KRIX/McAllen-(512)350-9999 PD: HICHAEL T. PARKET HD: ACE PALADINO

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# KESI/San Antonio

(512)337-4550 PD: LEE ROY HANSEN ABST PD: JIM MOBINS

MOATY LECEMY LECEMY CAPE ATKINE (H) DAVID BENOTT LACKSON BROWNE (L) LARRY CALLYON SHOWN ELD (H) MODOY BLUES (H) JENNIFER RUSH CLIFF SANDE MOS SEGEE (H) MODOY BLUES (H) LIFE SANDE LIFE SANDE (L) SANDE (H) LIFE SANDE (L) SANDE (

### KZEP/San Antonio (512) 223-6211 PD: DANIEL COOK HD: DICK SHEETZ

MOD DICK SHEETZ

WASYN BLUES (M)

MODEN BLUES (M)

PETER CARRILL

B SPECIAL

MODEN STATE

MODEN

KTAL/Shreveport (318)425-2422 PD: TOM MICHAELS MD: BRIAN HILLER

Heavy
VAN HALEN
BOB SEGER
22 TOP
OUTFIELD
JOURNEY
HEART

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ROBERT PALMER
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GTR TEARS FOR FEARS MIKE & THE MECH

### MIDWEST

WLLZ/Detroit (313)855-5100

ACT. PD: DOUG ACT. HD: NOZ

### PARALLEL ONE

WCKG/Chicago (312)781-7300 PD: DON DAVIS MD: TON DANIELS

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WEBN/Cincinnati (513)871-8500 PD: TOM OWENS HD: CURT GARY

WLVQ/Columbus, (614)224-1271 PD: PAT STILL NO: LEZ BANDALL

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WRIF/Detroit (313)827-9505 PD: MICHAEL MAYER ASST. PD: JOE URBIEL

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VAN MALEN (M)

BOB SEGEN (M)

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MANA KYYS/Kansas City (816)561-9102 PD: SCOTT JAMESO MD: SXID ROADIE

TOP GUN
CALL
BRUCE MORMSEY
STARSHIP
EINPLE MIMDS
FIXX
ROB JUNGKLAS
JUDAS PRIEST
GIUPPRIA
JOE JACKSON

WQFM/Milwaukee (414)276-2040 PD: JERRY GAYIN MD: DANA BROWN JULY AVENUE STORY LIVE STORY AND LIV

# KQRS/Minneapolis (612)545-5601 PDI DAVE HARILTON HOS MALLY HALKER

## KTCZ/Minneapolis (612) 339-0000

- HONEYMONN BUITE

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WLUP/Chicago (312)440-5270 PD: GREG SOLK ND: BILL EVANS

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WXRT/Chicago (312)777-1700 PD: NORM WINER MD: LIN BREIMER WTUE/Dayton (513)224-1501 PD: TOM CARROLL HD: JOHN BEAULIE Design State Control of the Control

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KGGO/Des Moines (515)265-6181 OP. DIR.+ LARRY MO PD: JACK EMERSON

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BOB SEGER
PABULOUS T-BIRDS
JULIAN LEWNON
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VAN HALEN (M)
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JACKSON BROWNE

### WXKE/Ft. Wayne (219)484-0580 PD RICK WEST MD: HAL BRANDT

KMOD/Tulsa (918)664-2810 PD: CHARLIE MEST MD: JIM JONES

Heavy
BOO SECTOR
BOO SECTOR
PETER GASS/EL
NOSERY PALMER (N)
30 SPECIAL (N)
30 SPECIAL (N)
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PIDE
MEDIUM
BOODER'S
SLUGGER'S
AC/DES
AC/DES
CALL
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WONE-FM/Akron (216)535-7831 PD: WARD HOLMES

PO. WARD BOLKES
MARYY
PATER GARRIEL
JOE JAN GARRIEL
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WRQK/Canton (216)492-5630 PD: DAN BELFORD HD: GREG HORRISON

THE CHEEN PRESSON

MARY

BOLLING STONES (N)

JOURNIEY (N)

OOS ROCES (N)

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(513)868-3696 PD: MARTY BENDER

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Heavy BOS SEGER

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MEANY BOR SECRE
YAN YALEN
JULIAN LEMMON
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## WLAV-FM/Grand

Rapids (616)456-5461 (616)456-5461
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PDI STORES
ROB STO

WIBA-FM/Madison (608)274-5450 WAPL/Appleton Green Bay (414)734-9226 PD: BRIAN TAYLOR HD: RICK PANNECK

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# KATT-FM/Oklahoma City (405)848-0100 PD: PAT WELSH HD: SCOTT BOUGLAS

WXLP/Davenport Manay DIRE STRAITS VAN HALEM (HI BOD SECRE (H) 1805 GTR (H) FIRM (M) JOUVENEY (H) 38 SPECTAL (M) PETTE GABRIEL MODOT SALUSS (M) Medius ELP PARIULOUS T-BIROS OM/PD: TERRY DUGAR MD: GARY JAMES MO CAPY JAMES
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# WWCT/Peorla (309)674-2000 PD: JEFF HURPKY HD: PHIL HAWICKE

KQDS/Duluth (218) 728-6421 PD: NIKE KELLER MD: JOHN TOWER

Heavy BOB SEGER (M) VAN HALEN (M) ROLLING STONES ( JOURNEY (M) BS SPECIAL (M) MODDY BLUES (M) HEART PETER GARRIEL HOWARD JONES STARSHIP GTP Medius WIOT/Toledo (419)248-3377 PD: HICHAEL HAR HD: RICK VAN G PD: RICK VAN UNIVERSELY (1) SIMPLE (HIDS NO SECRE | AN EXPERIMENT (1) SIMPLE (HIDS NO SECRE | AN EXPERIMENT (1) MODEY BLUES (1

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a CALL
a GLASS TIGER
a LIVE FOR LIFE

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### **REGIONAL AOR ACTIVITY**

### MIDWEST (continued)

(313)744-1570 PD: MARK HILLER ASST. PD: LECIA

MAST. POLICIA

BRAYTH HASTER
HASTER HASTER
HOSELING STONES (SOS SECRET (H)

VAN INLEN (H)

JOURNEY (H)

SIMPLE HIMD

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OTEY ORBOINE
FRAULOUS T-BIRDS

ELEMONIS

WFBQ/Indianapolis
(317)257-7565
PDI THE BEARMAN
HOL JAN BAKER
(TRAFF)
JULIAN LEPRON
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KICT/Wichite (316)722-5600 PO: BON ERIC TAYLO MD: PHIL THOMPSON

Heavy
38 SPECIAL (L)
ZZ TOP (H)
VAN NAJEN (H)
MOODY BLUES (H)
JOURNEY (H)
HONEYMON SUITE
BOS SEGER
HONERT HONER
HONERT PALIER
SIMPLE HINDS
JULIAN LEMNON
Hedium
Light
ELP

PARALLEL THREE

KFMZ/Columbia, MO (314)674-3000 PD: BRYAN JEFFRIZS HD: CRAIG STEVENS

KQWB-FM/Fargo (218)236-7900 ON: MARK NICHOLLS

210p...

Beary
PROLLING STORES
VAN RALEM (R)
38 SPECIAL
JOURNEY (L)
JOURNEY (L)
HOOD HOUSE
HOOLE
CALL
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CICENSISE
FIXX
ELP

WKI T/Kalkaska (616)258-2800 ONNER: MORTHERN RADI

OMMER.
ABST. PDI II.

BRAWY
JORDHEFF (H)
STALEM STONES (F
DO SACER (H)
FETER CARRIEL
MODOY BLAUES (H)
VAN HALEN (H)
JOS SACER
ACTURE
AC

KFMQ/Lincoln (402)476-8565 PDI TOH BARKER HDI BOS ALLEN

MOI BOS ALLEM

MANY
PETER GARRIEL
REARS STORES
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W770/Terr (812)232-5034 PD: DON RIVERS HD: DAN MICHAELS KSQY/Rapid City (605)578-3533

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PARTICLES

PARTIC PD: JACK DANIELS MD: JEFF MICHAELS MD. JEFF MICHAELS

MARY

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VAN ROLLEN (M)(L)

JOURNEY (M)(L)

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WCXT/Muskegon-Hart, MI (616)873-7129 PD: MARK ARTHONY HD: TOH HILSON

MO: TOM WILDOW
MANNY
MR. NETTER
MR. NETER
MR. NETTER
MR. NETER
MR. NETTER
MR. WCPZ/Sandusky (419)625-1010 PD: RANDY HUGG HD: KEVIN YOUNG MDI KEVIN YOUNG.

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PUTTER CARRIEL.
MODOY BLUES
TOP GUN
HOWARD JOHES
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KAZY/Denver (303)759-5600 ACT. PD: ZAR

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BOBEN ACADEMY
BOB SECTR (M)
JACKSON BROWNE
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CLANNAD
ERIC JOHNSON
LOU SEZO
BACCE WORNSOY
A STYLE COUNCIL
NAME OF CONNOR
ROS JUNGKLAS

KLOS/Los Angeles (213)557-7250 PD: TIM KELLY ASST. PD: KURT KELLY POLY THE COMMENT AND THE COMME KBPI/Denver (303)936-2313 PD: TON HUNTER MD: LYNN WELLS

FOI TOWN COURTS OF THE STATE OF

KMET/Los Angele: (213)464-5638 PD: LARRY BRUCE HD: JUDY MCNUTT

KUPD/Ph (602)838-3062 VP/PROG: ERN GLAD ASST. PD: CURTISS JOHNSON

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KGB/San Diego (619)292-1360 PD: TED EDMARDS

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KROQ-FM/Los Angeles (818)578-0830 PD: RICK CARROLL HD: LARRY GROVES HEATY ROLLING STONES SIMPLE MINOS INXS PRETTY IN PINK

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(916)925-3700 PD: TOM CALE MD: BILL PRESCOTT

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91 X/San Diego (619)291-9191 PD: MAD MAX ASST PD: OZ

KSJO/San Jose (408)288-5400 OM: DANA JANG HD: KEN ANTHONY ON: THE ANTHONY

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KINK/Portland (503)226-5080 PD: CARL WIDING PRG ASST: KELLY MARSHI POI CARL WIDOWN PRO ASST PROCESS

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KGON/Portin (503)655-9181 PDI PETE BOLGER HDI INESSA YORK

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KBCO-FM/Denver (303)444-5600

PD: JOHN BRADLEY MD: DOUG CLEPTON

PARULOUS T-BIRDS HONEYMOON SUITE INXS PRETTY IN PINK JOURNEY LEVEL 42 HOOSELS TEARS FOR PEARS FIOK JEAN-MICHEL JARRE GOLDEN EARRING

KOME/San Jose (408)246-6811 PDI RON HERNI NDI CANDI CHAMBI

Many Per Volo Index P (505)765-5400 PD: FRANK JAXON MD: JESSIZ BRICE

Springs (303)634-4896 ONL RICH HANK HOL ALAN HILLE ONL STAND DOWN SHEET TO SEE THE SEE TH

(702)876-1460 PDI BIG HARTY ASST. PDI TODD POWLE Heavy JOURNEY (H)

KISW/Seattle (206)285-7625 ASST MOR: B PHILI MD: STEVE SLATON

HEART SIMPLE MINDS JOHN COUGAR MEL. 38 SPECIAL VAN HALEN (M) PETER GABRIEL BOB SEGER (M) 1903 MOODY BLUES (M) 478

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JIMMY BARNES
ORRY ORROUGHE
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ROBERT PALMER
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JUDAS PRIEST

(403)428-8597 PDI NETL EDWARDS

# Light

# JULIAN LENNON

# DOUBLE

# GTR

KPOI/Honolulu (808)524-7100 PD: BILL HIMS HD: ANDY PRESTO

POT SILL FIRE PRETTON THE PRET

ABOT THE STATE OF THE STATE OF

CFOX/Van (604)684-7221 PD: DON SHAPER MD: KAREN HEMKO

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KDJK/Modesto Stockton (209)869-2594 PARALLEL

KRKE-FM/Albuquero

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MA TWO KFMG/Albuquerqu (505)265-8811 PD: TON MARSHALL, MD: MICHAEL DAVIS

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B KMBY/Monterey (408)394-9000 PD: RICH BERLIN HD: PATTY MARTIN

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KEZE/Spokani (509)448-1000 OM: JONAH CUMMINGS ASST PD: BREW MICH

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JACKSON BROWNE
HOOTERS
Light
BROCE HONNEY
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LOANTY WILDE
JOE COCKER

(503)342-7096 PD: JIM TRAPP HD: VINCE MERTE MDI VINCE MERTE

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Hedius BOX OF PROGS ELP WILD BLUE JIMMY BARNES ERIC JOHNSON RUBBER RODEO Light

KKDJ/Fresno (209)226-5991 PD: ART PARKAS HO: JEPP RIEDE

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HOLLING STONES (H)
MODEL SILES (H)
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KRSP-FM/Salt Lake City (801)262-5541 PD: RANDY BOSE HD: JOHN PLORENCE

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KZOK/Seattle (206)281-5600 OP. DIR.1 PHIL STRI HO: LARRY SHARP

KLPX/Tucson (602)622-6711 PD: ARIN MICHAE MD: MARGIE RYE

MOI HARDLE RYE

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VAN ROLLING STOKES IP
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ROS SECRE (M)
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JOHN COULDAR MEL.
MOODY BLUES (M)
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PARALLEL THREE KGRQ/Casper (307)266-1400 PD: PRED LEPHRUIS

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HOOPY BRUES (H)
BOB SECER (H)
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KRQU/Laramie-Cheyenne (307)745-7396 PD: JOHN EDWARDS

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ERIC JOHNSON
JOURNEY
HODDY BLUES
GTR
BOOKEANS
JOHN EDDIE
GLASS TIGER
ROLLING STOKES
ROARING BOYS
ROB JUNGKLAS

GIUPPRIA JACKSON BROWNE DUTPIELD ICENOUSE 38 SPECIAL CALL GERARD MCMAHON BOX OF PROGS

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I VAM STEPHENSON
PET SMOP BOYS
REGIST
STABILIZERS
BOB SECER
JIMMY BARNES
Light
RUBBER RODEO

KZOQ/Missoula (406)728-5000 PD: VERN ARGO

KO77/Ban

KOLA/Riverside-San Bernardino (714)625-9952 PD: AL BARNETT

POI AL BARRETT
BENTY
VAN POLLEN
CALL
BOS EDORN
JOUNNEY
MOODY BLUES
BOS SECER
Medium
Light
FRAULOUS T-BIROS
FIEX
JOHN EDOIR
KCGL/Saft Lake
City
(801)208-5542

(801)298-1142 PD; OEL WILLIAMS

KVRE/Santa Rosa (707)544-5873 PDI CYNDY PAULOS

a PETER CASE a BLOW MONKEYS a LIMITED WARRANTY a ZZ TOP KWHL/Anchorage (907) 344-9622 OH: CARTER B. BRADLEY HO! KEVIN VARGAS

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KKGR/Anchor

(702)329-9261
PD: STEVE PUNK
MD: HARRY REYNOLDS MO: MARRY REYNOLDS
BRANTY
GTR (H)
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MARGINE
BROOKER
GLASS TIGER KTCL/Ft. Collins (303)571-1232 PD: JOHN HAYES

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POI RICK WILLIAMS

MANY
ROLLING FRONES

VAN RALES

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157 Reporters

153 Current Playlists Three stations failed to report. Their rotations were frozen. KF70/Omaha KKGR/Anchorage

WFBQ/Indianapolis One station reported a frozen list. KMJX/Little Rock

## **CHR PARALLEL ONE PLAYLISTS**

### EAST

## B104 WBSB Baltimore

PD:Steve Kingston MD: Amy Kronthal

MD: Amy Knonthal

| File September | Fil

PRINCE/Mountains PRINCE/Mountains DREAM ACADEMY/Logo Paress DTE/Men Tee Heart Bulls



LABILLE & MIDDMAL/On Mg Dan PRT SHOP BOTS/HALL End GIFTA MAITHEY HOUSETON/THA GARRAGE LINE D JAMET JACHBORIONAY HAVE YOU DENO FO MADDMANTLINE TO THE A Description of the control of the

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Baltimore PD: Ralph Wimmer

9. 19 17. Z3 27 PITES CAMPIEL/Blingthomer JAMET AGENDACHAST BOLLIME STUMES/One HIS STE The Gaugi VAN HALEN/Driemy PRINGE/Phometains

## ISS981/2 Buffalo All Hit WKSE-FM

PD: Scott Robbins

MD: Dave Gillen

JOHNSON MATERIAL SANGERS LOVE
JOE MARSHON MARSH LOVE SANGERS
JOE MARSHON MARSH MARSH LIVERS
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## Philadelphia PD: Scott Walker MD: Glenn Kalina WCAU-FM ः दिकार केरिंड

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## 1050 chum

PD: Terry Williams Toronto MD: Brad "Knobby" Jones

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# PD: Bob Beauchamp Montreal

MUL Guy Brouillard

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# 2 # Stone
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Toronto VP/Programming: Sandy Sanderson MD: Bob Saint

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# WXKS-FM

1 0 8 F M PD: Sunny Joe White Boston MD: Susan O'Connell

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## IO3 Buffalo

Ops Dir: John Hager

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MD: Mindy Michaels

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[]⊚@F[M Long Island

PD: Bill Terry MD: Ruth Tolson

MD. Ruth Toison

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25 EL DESARGE/Sho's Johnny - 38 SPECIAL/Line He Dierr Hight STROMON The Heart Pylys SOYS DON'T CTY/I Hanne St A Coub!

# B94 Pittsburgh

PD: Nick Bazoo MD. Lori Campbell

MDI. Lonf Campbell

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PD: Hank N

PD: Jim Randall MD: P.J. Foxox

D. P.J. FOOM

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# Washington D.C.

MD: Paul Fuller

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### SOUTH

# ROCK 102 OTHERE Dallas The Eagle WBEN-FM/Buffalo MD: Roger Christian

PD: Randy Brown

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# PD: Bob Travis MD: Chris Knight

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# 92 PROFM

Operations Manager, Providence Tom Cuddy

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# 74100

New York PD: Scott Shannon

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### CHR PARALLEL ONE PLAYLISTS

MD: Chris Thomas

A STATE OF THE PROPERTY OF THE

Miami WINZ-FM

PD: Gabe Baptiste Asst. PD/MD: Mark Shands

BRYAN FERRY/IS YOUR LOVE Strong E PCTER GARRIEL/Sliggshammer UNN HACEN/Dreams BIPPLE MINDEALT The Things She So MODDY BLUES/Tour Milgort Dreams FIRE/Secret Separation STEVIE MICHB/Mas Amging Ever Miles REMOV COOCING/Dengar Zaha EAMOLES/If Sha Masu Mines She

M-KTKS

Ops Mgr. Chuck Morgan

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EL DEBARGE/Ma's Johnny IMER/Listen Lits Thieves BELINDA CARLIBLE/Ras Asset You JOHN COUGHE/Rails On The Beareties

MD: Marcie Gucklan

Dallas

(94-Q)

M.D. Jeff McCartney

J. Johnson S. Waller, C. W. Sterney

J. Johnson S. W. Sterney

J. J. Johnson S. W. Sterney

J. J. Johnson S. W. Sterney

J. J. J. Waller, C. W. Sterney

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Hot Hite!

MD: Mary Ann Rayment

PD: Chris Bailey

WNVZ

Miami

MO/Asst PD: Frank Amadex

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PD: Robert W. Walker MD/Asst. PD: Frank Amades

Norfolk

C 105 Tampa

Ops Mgr. Mason Dixon MD: Bobby Rich

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Detroit power 96 fm

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THE NUMBER 1 HT MUSIC STRITION
St. Louis PD: Garry Mitchell
MD: Kim Pool

MD Norm Pool 

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Columbus
PD: Adam Cook
MD: Kevin Haines

MD: Rowin Haine

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PD: Gary Berkowitz

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Ops. Dir. Dave Robbins St. Louis

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FALCOVIERNE CELLING
VAN HALDHOFFERS
DEEM ACADEMYLOUS FREES
GEDBOX MECHADLIA DEFFERSA COTTOT
ZE 1007/Hough Bag

Minneapolis

PD: Dave Anthony Asst. PD/MD: Don Michaels

WKTI Milwaukee PD: Tim Fox MD: Denise Lauren

MD: Donnies Lauren

| Senting Frankforder |

Kansas City

Kouses Citys Het Radio

Acting PD: Greg "Kid" Cassidy

Acting PD. Grog 'Kul' Cassady

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SE SPECIAL/LITE He Dite" Hight STE/Minn'To Heart Sales HOODY SLUES/Year Hildest Drawn SELINDA CANLISLE/Med Asset You

Chicago

MU. JOS BORRANDON

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PD: Buddy Scott

Detroit PD: Steve Weed MD: Kathy Means

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Ops Mgr. Jim Fox Cincinnati MD: Dave Allen

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ON JOHN COMMENTAGE THE SEPTEMBER
ADMINITY/OJET CAN'T HETE IS

WRNO TO New Orleans

MD: Wayne Watkins

HEMATO JERES/No One Is To Slove SAMELES/IF Do. Now What Do. VAN HALDS/Drame DELINDA CARLIELS/Nos Acral Vo.

MD: Greg Rolling

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Nortola PD: Al Brock MD: Doc Michaels

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Asst. PD: Ron Parker

to. 23. 24. 29. 30 CHARLES SECTOR/Inpressed PALCO/Vienne Calling

HICPAUL New Orleans 93FM PD: Kevin McCarthy

32. 37. 36, 40 JOH COUGHFRAIN On The Scenetres STEVIE HICKSTHEN ANGENE EVER MILES

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EL DEBARGE/Mbo's Johnson PRINCE/Rise ROLLING ETCHER/Horigo Shurfle JAMET JACKSON/Novie

84/R&R FRIDAY, MAY 16, 1986

## **CHR PARALLEL ONE PLAYLISTS**

Asst PD/MD: Gregg Swedberg

### wmms Winns Cool Ga

Ops Mgr. John Gorman Cleveland

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MOA KBEO THE #1 HIT MUSIC STATION PD: Steve Perun Kansas City MD: Karen Barbe

MO: Karen Barber

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MD: Brian Kelly

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### Chicago Ops. Mgr.: John AM 894 Gehron Asst PD/MD: Chuck Crane

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101.5 FM

Seattle MD: Bon Hams

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### KWSS 94.5m

PD: Dave Van Stone San Jose Robin Kipps

100E/Lictor Like Thistory PETER GARREL/Stagebarner BELINDA CARLIBLE/Res About You and BEOUN/Live A Rect NOW COLORATES IN THE MILETYPE DEEM CALCADETYLAND PARKET NAME CASE OF THE CASE OF THE MILETY LOSS OF THE CASE OF THE PROPERTY OF THE MILETY DEP MILETYPE THE MILETY DEP MILETYPE THE MILETY DEP MILETYPE THE MILETYPE THE MI



MD: Sandy Louis

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# KZZP 104.7rm Phoenix

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## MAGIC TOTAL

PD: Jon Barry KMJK MD: Steve Naganuma Portland

MDI Steve Nagaruma Furtification

| Second Control | Seco

### IKS IOSIFII HOT HITS!

VP/Ops: Dave Parks PD: Mike Preston San Diego

MDOS 20 MELLING STORES/ON- HIS TTO EAR BUT PATT! AUSTIN/TH- HOAT CI MOSE ENOUSES/IS TO AN EAR MADE THE BOYS DON'T CRY/I MARKE THE A COMPAN

38 SPECIAL/LINE No Giner Naght HODTERS/Merre St Ter Children

KUBE 93FM

PRINCE/Mountains

MD/Assist PD: Chris Collins Sacramento

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NIM CARMES/Divises Meanth JEFFREY COMMUNICATE Shavid in Many PRINCE/Mountains FIXE/Mechal Severation PASSECTIONNAL ASSAULT STATEMENT OF THE S

PD Rick Gillette

# San Francisco

PD: Steve Rivers MD: Keith Naftaly

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### 105 San Francisco PD: Richard Sands

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Los Angeles

VP Prog. Gerry DeFrancesco Music Dept: Mike Schaeter, Gene Sandbloom

Gene Sandbloom

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PETER GASPIEL/Blydgatgamar BOYS DON'T CRY/; Manna By & Cowley CATS; AUSTISHTON HEAR OF HEAS EL DESARRE/MAN'S Johnon DREAM ACADEMY/Lova Parate

KRXY Denver Ops Mgr. John Driscoil MD: Todd Cavanah

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MD: Mr. Ed

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### EAST

MOST ADDED Van Halen Bob Seger Prince Flux

# REAKOUTS Kim Carnes Jeffrey Osborne Neil Diamond

METHOR HOUSTON 1-1 LASSLE & MCDONAL 3-2 PRT MED BOYS 3-3 MIAMI SOUND MRCHI 9-5 JETS 15-9

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BASELISE
JAMES JAME

COMPANDAMENT 19-17
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STYMENT 19-7-5
STYMENT 19-7-1
COND 19-13

None Bottest: WHITTHEY HOUSTON 2-2 VAN MALEN 3-3 OSD 4-6 MR. HISTER 4-6 MADOWER 9-9

WPST/Transon, ILJ Tom Taylor

WRCK/Utles, NY Jim Roltz

WICKE-PROVE Jim Rising

Jim Richng

BOS INGER

JOE JACKEON

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FernessylCockett
BOYS DON'T CRY
SIMPLY RED
JO SPHCIAL
MOTHERY MODULTON 2-2
MIL HEDDE 11-0
MIL HISTER 14-10
MONARD JOHNS 25-16
GEORGE MICHARL 37-21

Tenn Twyles

JOHNS MODIE
FABRUAGOS THURHDERN
FILK

PILK

PILL

BOOLEM

1-1

PRACHIMAN

1-1

PRACHIMAN

29-19

EL DEBARGE 39-27

# **CHR ADDS & HOTS**

MOST ADDED SOUTH Van Halen Prince Bob Seger Jeffrey Osborne Fixx

WKSPAckeyMa. NC John Stavens PSTEE GABRIE. HODELS BOLLING STONARY BOS SEEDS BEEL DIAMOND (dp) PIEK (dp) NGASING 60 (dp) MOLLING STONARY MOLLING (dp) MOLLING (dp)

HANGARIES HOUSTON 5-1 LABBLES & HCDOMAL 7-3 BOYS BON'S CRY 6-4 JETS 24-18 HOODY SLUES 38-29

WJAD/Balribridge, GA Billiot/Kelly

WG/D/Blend, NS Seb Lime

HOODEY HIJDS DEBAN ACAMENY JAHET SIGNORY (dp) VAH BELEN (dp) HOTOGEN 11-5 LABELLE O HICCOMM, 22-10 BILLY CCEAN 35-16 BIBMET 34-18 BIBMET 35-18 BIBMET 35-18 BIBMET 35-18 BIBMET 35-28

WCGG/Columbus, SA Alan DuProtet PRINCE JEFFREY OSBORNS WILD BLUE

HODELS Betteet: VAN HALEN 1-1 LEVEL 42 N-6 MEITHEY MOUSTON 9-7 OND 10-8 HIRE & THE MECHAN 11-9

House Mayes
EL DEBARGE (dp)
PRINCE
FIRE
BOS BUSCES
BOS BUSCES
BYENTE BECKE
HOLLES
FYENTEET HOUSE 4-1
JANUT JACKES 10-6
CULTURE CLAS 10-6
READOMNE 13-10

PRADOMEN 13-10
CT99/Geldout, AA.
COVASIDE, Juhne
VAN HALEN (Gp)
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Tom Relaty
RESHIT LOGS 1888
BASALINE STOCKES
RETORNES
KIN CAMPESS
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KBMB/Leleyotts, LA Begraves/Breaf

Kim Carnes

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JOHN SEDIE
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JEPPERY GROOME
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JAMET JACKSES
BU SHOOK 2-2
WHI TWETY HOUSTON 5-2
JOURNEY 15-10

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JETH 13-6
BOYE DON'T CHY 18-9
HOMAND JOHES 20-17

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WILLY OCEAN 35-19
KAMMONDONIA PARA, TX
Bech/Kay

PRINCE (dp)

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ROCCOELS WICKNE

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PROMOTE STATE STAT

C197/Montdies, MS
Delo Teylor
VAN MALEN
PATENT
BOS SHORE
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KNOS-Phillips Knighten/Clary

### EAST

### PARALLEL TWO

WPLTABlemp, BY
MundavO'Erlen
GEORGE SICHMEL,
VAN SELEN
SOLLLING SPONED (dp)
SLOPLY SED
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SOLUTION 4-2
JOURNELY 10-7
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Oryan Garantmo
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PRINCE
EIG CAMBER
HELD PLANORD (dp)
TABLE-I (dp)
TAB

VAM HOLDE BOS MEGE JOS JACKSON BOSTS of 13-9 HOMARD JOHES 19-13 INCE 27-19 PETER ADMITEL 28-21 OTR 29-22

OTR 29-22
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JOY Brody

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HAMASING 60 (dp)

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PETL COLLING 1-1

RAMASING 8-2

PETL COLLING 1-2

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PETL COLLING 1-2

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REMOVED JOHNS 8-6-22

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PRICE MODERTY BELOW DESCRIPTION OF THE STATE OF THE STATE

WTIC-Pashbardord, CT
WolfWeet
JAMET JACKSON
SOS BAND
PETER GARRIEL
RESERVINGE GROSSES
BOSTACE 10
MITTERY MODEROS 1-1
LAMBELLE 6 MCDOMAL 6-3
JETRE 12-6
GEORGE MICHAEL 16-8

WANDON undingson, WV

Robinson-Common none Sotteet: OND 3-2 HIRE 6 THE HECHAN 6-3 JANUT JACKSON 9-6 HE, HISTER 7-5 HADOSMA 11-7

PORCE HD'S PORCE HD'S DREAM ACADEMY JAMEY JACKSON TY TOOMS TV TOUBLE HOTCOS: UNITED SOUS 3-1 PET SHOP BOYS 6-3 JASET JACKSON 5-6 OND 6-5 HADDONIA 8-6

PARALLEL THREE

VPPSCAANOON. PA
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PETERS GABRI EL.

INCE (dp)

VAS SALASE (dp)

STEDIE SI COSE (dp)

LAGRICALE SI POLOCIAL 21-15

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AC/DC (dp)
DEL PUBBOOS
SAMBLES
PIEC 10400000 (dp)
Hottoot:
MOTORITO 2-1
RADOUBLA 18-14
LABELIAE & HOCOMAL 23-16
HOMAND JOHNS 28-21

WIGY/Both, ME Anderson/Christine

PRINCE
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WZYQ/Frederick, MD Komosobii/Armstrong

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BOG SENGER (dp)
VAS SMALES
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PARALLEL TWO

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VAN SALEN 2-2
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MADOMEN 13-7
ME. MISTER 13-8

Calbushamanas

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KEZBIE Poos, TX

Penny/Remon
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EL CERADES
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1 NAGALISE 60 2-1
JAMES JACKHOM 3-2
MADOMIA 5-2
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SELIUDA SELIUDA
JERNELE A MCCOMMA
JERN

ICROS/House Paul Christy Pead Covery
FIEST DIAMOND
HOMEND JOHNS
HOMEND JOHNS
HOMEND JOHNS
HOMEND JOHNS
HILL COLLEGE 3-2
LANGLES 1-2
LANGLES 1-2
FIEST DON'T CRY 15-14
JUTE 10-15

STYKLinchoom, NAS AbeliCross BLost Homesys Hotovesis H. BERAINE H. BERAINE H. BERAINE HOLLOW HOLLOW H. BERAINE HOLLOW H. BERAINE HOLLOW H. BERAINE H. BERA

WGL/TIJehmson City, TW Munit Petter BLEFFLY BED JETT BED BLEFFLY BED BLEFFLY BED BLEFFLY BLEFF

WOKMEnseville, TN Harporthoosh

Papardison
WILD BLUE
PRINCE
FOR MALES
FOR MALES
FOR MALES
FOR MALES
BOX MOSES
FERMA MARIE
BOX MOSES
FERMA MARIE
BOX MOSES
FERMA MARIE
BOX MOSES
FOR PS
EX TOP 9-5
MORDOMBA 13-6
MORDOMBA 13-6
MORDOMBA 13-10

WPMWLesington, ICY Post-Jones

POLINGE PRINCE OI NUTRIA JAMES SACCESOR VARI BALES BYEVIZ ETCKS SEMBY LOSSIN BOLLOGIC WELTWEY MOUTON 1-1 JEWN 3-2 LARRELE & MCDONAL (9-9 LARRELE & MCDONAL (9-9

WDJX/Louisville, KY Kenneylitleyer PRINCE
JAMET JACKSON
SANNLES
MOCCOCK
JAMET JACKSON 3-1
MULTUREY MOUSYON 8-3
MADOMEN 13-0
LABELES & MCDOMEN, 17-11
SU SMOOS 32-17

NAMES (dp)
BRAIT
VAN BALEN (dp)
BOO EMBLE
NOODY BLUES (dp)
BOOLEN (dp)
BOOLEN

Jehn/Contey
OFTHY/IE NICKS
DOS MINICES
RESHIT LOSS/108
EL DESANDE
BOXLOCK
SIN CAMERS
BOXLOCK
BUILTWINY MOURTON 3-2
PARCELON ACCORDANCE
JETPS 24-1
PARCELON THUMBERS 34-27

SSIGNATION, PL Heddayddiwn JAMHT JACHOUS HB. HISTER CULTOME CLUB EL DEBANGE HIRE & THE HECHAN HERE & HICCOMMAL 3-1 LHUCHNETTON EDCIN 12-6 STEPS 13-10 ETSTS 13-10 ETSTS 13-10 ETSTS 13-10

E.G. DAILY 17-11
WASS-PARAMENTAL AL
PROMOTES COURAR
PRINCE 69
PRINCE 10
RU BROOK 6-1
RU BROOK 6-2
RE. HISTER 6-5
JETS 9-6
ORD 16-7
HADDERA 11-11

VPSCY\_PROTECTIONS OF THE PROPERTY OF THE PROPE

Minhael Crest TX
none
Best-eet:
HANDHIA 2-1
JAMEST JACKSON 3-2
MILTHEY HOUSEON 5-3
OUTFIELD 0-8
LABBLES & HODDHIAL 15-10 Condifies.

VAN BALEM
38 SPECIAL

PALCO
Bottogt:
MANUSER 6-2
JOHNET 13-9
BU SECON 17-11
EL DEMANUE 21-16

SJ16B/Orlando, FL ThomsofWhight VAH BULDS PRINCE Bottoet: MOLTON 1-1 RABOURA 7-5 MOLTON 1-1 RABOURA 7-5 MOLTON 1-1 LABBULA 4 WOLDONAL 16-13 TANNOL 20-16 Y166/Orlands, PL

YIBMO/Diseade, P., Broscy/Diseade, P., Broscy/Diseade Vand Houseld State Self-Limbo, Collect. Self-Limbo, Collect. Self-Limbo, Collect. Self-Limbo, Collect. Self-Limbo, Self-

JETS 20-18

942PMointel, NC
Dolleroffunite
36 SPICIAL
3

MIKE a THE RECHAR 11-7

BrownO'Thea

SCHALD JOSES

SCHALD JOSES

ALL CENALES

SON SONES

CON SONES

KTUJUBhroveport, LA StadiWeber

Standwider
ABC
JESFERY OFFICIALS
ABC OF FICIAL
ABC OF FICIAL
BOOM BOOKE
PRINCE
BOOKERS
HOLDER
JAMPY JACKEON 3-2
HU SHOOK 5-3
HADOMEN 10-7
JETE 12-8

JETS 12-0
WKCZI/MANUSO-Bolom, NC
Finnoyi-bosoph
LANGLIS & MCCOSMAL
VAR MALES
BISHVI NED
UILD BLOE (dp)
PRINCE
BOOK SOUCH

PARALLEL THREE K**PMMAbil**ons, TX Dom Toots

Demo-none Beteet: Van HaldH 1-1 JOURHEY 2-2 BOURGEOIN THOS 3-3 MADOMIA 8-8 JANET JACKSON 14-14

VAM HALDEN
PRINCE
BELLEGE CHALLELE
BELLEGE CHALLE MOREOUT: VAN MALEN 1-1 PHIL COLLING 2-2 JANTH JACKSON 3-3 CHD 6-6 MIRE \* THE MINCHAN Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playfist then readded.

> 235 Reporters 225 Current Reports The following stations reports a frozen playilet this week WGFM/Schenectady KFMN/Abilene

KFMM/Abilene
lollowing stations failed to reps west, therefore their playlist
were frozen:
WKTI/Millimulkee
KWOD/Sacramento
WLAN-FMLancaster
KFIV/Modesto
WYKS/Gainesville
KNOE-FM/Monroe

Breatouts are records not included in the re-gional most added, but which have five or more adds in a region, and fewer than 50 stations overall.

# MOST ADDED MIDWEST BREAKOUTS

Prince Rolling Stones Peter Gabriel Kenny Loggins

# **CHR ADDS & HOTS**

MOST ADDED **Bob Seger** Van Halen Fixx **Rolling Stones** 

WEST BRE≠KOUTS Kim Carnes Magazine Jeffrey Osborne

### MIDWEST

### PARALLEL TWO

JAMET JACKSOM

JAMET JACKSOM

VAN HALEM

BOJ BOCKE

ROJ BOCKE

ROJ BOCKE

ROJ BOCKE

ROJ BOLKE

ROJ

WGCL/Cleveland, OH LoCasclo/Bumper

GEORGE MICHAEL SIMPLE MINDS BOYS DON'T CRY BOYS IX. ME THE STORY IN THE SHOP BOYS 3-2 VAN HALEN 5-3 OND 7-5 HADDINA 8-6

Biohards/Foxx BOYS DON'T CRY EL DEBARGE HOTLEST HITHEY HOUSTON 2-1 OND 5-3 JANET JACKSON 6-4 HADDOWN 8-5 BILLY OCEAN 11-8

KIIK/Deverport IA Jim O'Here PETER GARRIEL
PIDE (dp)
ROB SZCER
HOTHEF HOUSTON 1-1
ROMARD JOHES 23-13
GEORGE MICHAEL 27-14
BOYS DON'T CRY 25-21

WGTZ/Deyton, OH John Robertson

JOHN HUDSE MAN.
JAMES JACKSON
HODELS
HODDEY SLATES
VAN HALDS
BOB SECER
GTR
HOTELSTAN
HOTELSTAN
HOTELSTAN
JAMES JACKSON 2-2
HADDOMEA 6-4 MADONNA 6-4 LARELLE 6 MCDONAL 16-6 MU SHOOT 10-9

K RNO/Des Moines, IA

HEID DIAMENTON 1-1
HADDMEN 7-4
HADDMEN 7-4
HAMBLE & MCDOMAL 17-11
HOWARD JOHES 27-16
HOYS DOW'T CRY 31-26

KZIO/Duhrih, MN

Michaelm Merruent Boys Doi't CEY KEMET LOGGIMS FRINCE GUTTATA (dp) MICHAELM MOUSTON 5-1 ONTPIBLA 100 MADOWSA 14-7 HOMBER JOHES 26-17

OTR
HOTLOGIS
HOLLOGIS
HOLLOGIS
HALEN 1-1
HIKE & THE HECHAN 6-6
OHD 7-5
HR, HISTER 12-7
HADDIMA 15-10

PALCO Hottest: HHITNEY HOUSTON 2-1 HADONNA 7-3 JANET JACKSON 6-5 HIAHI SOUND MACHI 14-12 LABELLE & MCDONAL D-20

WIDLIGE OF NO. 10-10
MIDLIGE OF NO. 10-10
MIDLIGEN OF NO. 10-10
MI

SHOCKBROWN
EL DESARGE
FABULOUS THANDERS
PSYCHEDELLC FUR
DREAM ACADERY
HOODY BLUES
SOTTEM
HITTEY HOUSTON 4-1
HADORRA 10-4
JAMET JACKSON B-6 JAHET JACKSON B-OND 13-8 MR. MISTER 14-9

GTR (dp)
REBMY LODGINS (dp)
REBMY LODGINS (dp)
REBMY LODGINS (dp)
REBMS SECRE
BLOW HOWNEYS
PETER CABRIEL (dp)
ROTTEST PHIL COLLINS 2-1
WHITHINY HOUSTON 4-2
HOANED JOHES 21-16
FALCO 3-9-1
DREAM ACADEMY D-36

WVIC/Laneing, MI Bennett/Maloney BennettMislorey
BOS ESCUR
POR STORE
VAN BRALER
ROLLING BYORES
JOHN COUGAR
MCDELS
METHOS
TOT JACKBOR
HOTTOG
HOTTOG
HITTER

MOLLING BYOMENS
ART OF MOISE
VAME MALKEY
JAMENT JACKSON
GTR
MOISTRY MOUSTON 4-1
WHITTERY MOUSTON 4-2
CULTURE CLUB 19-15
GEORGE MICHAEL 30-21
LABELLE & MCDOMAL 36-22

CalMiCharks

JAMET JACKEGH

FRINCE

BELINDA CARLISTE

BELINDA CARLISTE

BOLIGH

HOLEN

PRINCE
BOB SEGER
VAN HALEN
BOTTEST:
HADONNA 4-1
NU SHOOZ 10-5
OUTFIELD 9-7
HIRE & THE MECHAN 11-9
LABELLE & MCDONAL 23-13

KZ93/Peoris, II. Keith Edwards

WZDK/Rochford, IL
DelBUDent

BOLLING STORES

BOLLING STORES

BOLLING STORES

BOLLING STORES

CAR HALER

CAR HA

KAY167/Tules, DK Hery Blein

NU SHOOZ KIP ADOTTA IMXS B.E. TAYLOR GROUP (dp SIMPLY RED (dp) BOB SEGER SOURCE CONTROL OF THE STATE OF

Obverfellieme
PRINCE
PRINCE
VAN HOLEN
SOLIE NICKS
SOLIE NICKS
SOLIE NICKS
SOLIE NICKS
SOLIE NICKS
ATLANTIC STARR
HOTEST
PEIL COLLINS 4-1
JAMET JAKENOM 5-2
OND 7-3
HADDOMIA 0-4
WHITMEY HOUSTON 11-5

HOMARD JOHES B.E. TAYLOR GROUP Hottest: VAM RULEM 2-2 PHIL COLLIMS 4-3 NAJOHMA 9-5 JAMET JACKSOM 6-6 OMD 8-8

PARALLEL THREE

HYTY/Renarch, MO
Bob Beck
LINITED MERSANTY (dp)
Bob Scott
HOOT SIGNED
BOS SCOTT
HOOT SIGNED
BOS SCOTT
HOOT SIGNED
BOS SCOTT
BOST SIGNED
BOST SOOT TO STORY
BOST SOOT

PRINCE
SIMPLY PED
EL DEBARGE
SANGLES
VAN HALEN
ROLLING STONES (dp)
BOTTER
HITTERY HOUSTON 4-1
PHIL COLLINS 3-2
OND 5-3
LEVEL 42 11-6
MADONNA 16-7

WBWB/Bloomis

JIM CTOMAS

REMNY LOOGINS

BLOW MONKEYM

JOE JACKSON

FIXX

AKINGTION (dp)

HOTCHEST

RU SHOOD 11-3

RU SHOOD 11-3

RU SHOOD 11-3

RU SHOOD 11-5

EL DEBARGE 25-17 WCIL-FM/Carbo Tony Waltekus

Tony Watebus
VAN HALEM (dp)
JETS (dp)
JETS (dp)
JETS (dp)
JEMAINE STEMANT
BLOW MOMENTS
BLOW MOMENTS
HOT EDITION
HOTEBEL
HADONN'S
HADONN'S
JAMES JACKSON 3-3
BILLY, OCEAN 17-4
SYNCH B-10

HOMARD JOHES SIMPLE HIMDS NEIL OTAMOND DREAM ACADEMY HOTESEL HHITNEY HOUSTON 1-1 OUTFIELD 2-2 NADONNA 3-3 JAMET JACKSON 7-4 OND 8-7

Tuttivibles

BELINDA CARLISLE
FIXE
PIXE
VAN HALEN
HOLLAND VAN PALMON
MITHERY HOUSTON 2-1
JAMET JACKBON 7-4
LEVEL 42 9-6
HU SHOOZ 13-7
BOYS DON'T CRY 25-20

NORSE
NOTEST:
HOLLINS 1-1
VAN HALEN 2-2
MIRE & THE NECHAN 5-5
HADDEMA 7-7
BOYS DON'T CRY 21-21

JETS
FABULOUS THUMDERS (dp)
HODELS (dp)
PRIMCE
MILD BLUE (dp)
1mxs

INCS HOTTERY HOUSTON 4-2 HADOMMA 5-3 HIKE & THE HECHAN 9-4 OND 6-5 JAMET JACKSON 8-6

JETS
PRINCE
Hottest:
WHITHEY HOUSTON 1-1
OWN 2-2
OVER: BLD 8-6
JAMES JACKHON 9-8
HU SHOOZ 17-12

PIEX METALEM M

99KG|Saline, KS Steve Well

Steve Well

PIXX
SIMPLY RED [4p]
CHARLIE SEKTON
VAN NALEN
ABC
ROLLING STONES
DREAM ACADEMY
BEIL DIAMOND
TY TOONS
BOCLEREL HOUSTON 5-1
HANDONED AS
18-13
JETS 14-2
18 SPECIAL 29-27

KKRC/Sloux Fells, SD Dan Kieley

DOS SEGER
DREAM ACADEMY
PSYCHEDELIC PUR
HOTCOST
PHIL COLLINS 3-1
MHITNEY HOUSTON 4-2
BOYS DON'T CRY 6-6
HADORNA 10-8
HU SHOOS 17-10

JOHN COUGAR JETS PRINCE Nottest: WHITMEY HOUSTON 3-1 JOUNNEY 8-5 JAMET JACKSON 9-7 MADONNA 13-8 GEORGE MICHAEL 19-13

Moore/Levelmy
PRINCE
FIXX
900 SEGER
SLY FOOX
VAN HALEN
HETTROS
BELINDA CARLISLE
HOLDEN L
HADOMN 1-1
LEVEL 42 9-7
CULTURE CLUS 10-8
NR MISTER 11-9
HU SHOOZ 19-10

WSPT/Stevens Point, WI Bouley/Steffen

VAN HALEN BOB SEGER NOB SECEN FALCO PETER GARRIEL (dp) NUTTER GARRIEL (dp) NOTHER GEORGE (dp) NOTHER GEORGE 1-1 OND 3-2 HADDHRA 4-3 JOURNEY 10-6 BOYS DON'T CHY 34-22

Revin Rebet
PRINCE
VAN ENALEM
PETRICAL
BON SEGER
STEVIE NICKS
HOLLEAL
MINISTRY HOUSTON 4-1
HADOMRA 6-2
BILLY OCEAN 18-7
LABELLE MODOMAL 26-15

WEST

PARALLEL TWO

KING/Albuquerque-Bante F Stucker/Rountree ROLLING STONES RENT LOGGINS GTP-BOB SEGER STEVIE NICKS HOLLES 3-1 WHITE'S MOUSTON 5-3 HIKE 6 THE RECHAN 8-4-HADOWN 9-5 HR. HISTER 13-9 HR. HISTER 13-9 KEYKY/Ruber/Med CA

KQXR/Bakersfleid, CA Mertino/Simon

Doss/Gregory
HONARD JONES
BOB SECER
PRINCE
VAN HALEN
BLOW HONNEYS
PETER GARRIEL
PIXX
HOCCAST:
HADONSH 2-1
VAN HALEN 3-3
JANET JACKSON 5-4
NU SHOOZ 16-6
JOUMEY 15-9

PRINCE GIUPPRIA VAN HALEN BOB SEGER STEVIE BICKS BLOW MORKEYS

none Hottest: JAMET JACKSON 1-1 OMD 2-2 VAM HALEW 3-3 WHITHERY HOUSTON 5-5 BOYS DOW'T CRY 20-20 John Dawtser
PETER GARREL
SOS SEGIEN
VAM HALLEN
FISK
CARLL
GAVIN CHRISTOPHER
KIN CARRES
BOCTORT 2-2
HA. HIGHER 5-4
OMD 6-5
BOYS DOS'T CRY 10-7
RU SHOOT 14-9 OTE PETER GABRIEL JEFFREY OSBORNE BARGLES PRIMCE JAMET JACKSON BOTTON 1-1 PHIL COLLINS 3-3 OND 4-4 RADOMBA 5-5 BE. NISTED 9-6

BOB SECER KIM CARNES GTR

Berry/Carter
PALCO
JENHAINE STEWART
PAINCE
P

KBOS/France, CA Kris Van Kamp

PATTI AUSTIN PETER GABRIEL PETER GABRIEL
PRINCE
HELL DIAHOND (dp)
Botteast
JANET JACKSOW 2-1
OND 6-3
HADDOWN 7-4
LAMELLE 6 HODDEML 9-2
HU SHOOZ 13-9

BINPLY RED BOLLeat: PET SMOP BOYS 2-1 WHITHEY HOUSTON 3-2 JAMET JACKSON 4-3 MU SMOOZ 5-4 MADONNA 6-5

KLUC/Lee Vegee, NV Deart/Taylor

KFTV/Modesto, CA Russ Novek

VAR HALEN
BLOW MCHKEYS
PRINCE
MCDELS (dp)
ATLASTIC STARR
BOLESEL MOUSTON 1-1
HALOUHT 7-2
JAMET JACKSON 8-5
OND 6-6
LABELLE & MCDOMAL 35-23

EL DEBARGE STEVIE NICLES FENNY LOGGINS (dp) Botteat; WHITHEY MOUSTON 4-1 NU SHOOZ 12-1 HADDWRA 9-7 LABELLE 4 HCHOMAL 13-8 BIMPLY MED 28-18 KMGX/Freeno, CA Berry/Certer

MU SHOOZ LABELLE & MCDOMAL BOYS DON'T CARY BOTE-SHOP BOYS 2-1 PHIL COLLINS 3-2 HADONNA 4-3 HR, HISTER 8-5 MIKE & THE MECHAN 9-6

MarthodSimon

CEORDE MICHAEL

CULTURE CLUB

LEVEL 42

HOTTABLE BOYS 1-1

PET BIRY HOUSTON 5-4

OUTP!ELD 23-17

KFSKBobs, ID

DossGregory

BLOW HOMEKYS MOTTHEY HOUSTON 2-1 WRITHEY HOUSTON 2-1 HADOMIN 5-2 HIRE 6 THE MECHAN 6-3 FALCO 20-14 BOYS DON'T CRY 23-15

GTR
HOOCY BLUES
HOTCEST
HOTCEST
WHITHEY HOUSTON 4-2
PHIL COLLINS 2-3
HADGHEA 8-4
HOUSHOOZ 14-10
LARELLE MCDONBAL 17-11 Jim Nyan
Silly Ocean
Sos Szür
GYR
GYR
PRINCZ
FIXX
HADOMEN 4-1
JOURNEY 12-9
HOWAND JONES 16-6
BOYS DON'T CNY 18-12
BIMPLY RED 31-21

PRINCE
VAN HALEN
NON SEGEN
NON SEGEN
NON SEGEN
ART OF MODISE
TERRA MARIX
E. WADE
PICK
HOLLEST
BOYS DON'T CRY 2-1
HALENBA 1-3
HOLLEST
HOLLEST
LEL DEBARGE 36-24
EL DEBARGE 36-24

KCPX/Selt Lake City, UT

EL DEBARDE EL DEBARDE ROLLING STONES BLOW HORKEYS ANIMOTION HOTLES HOLLINS 3-2 WHITNEY HOUSTON 6-4 HADONNA 13-10 NU SHOOZ 25-16

RU SHOOZ 25-16

KZZU/Spokane, WA
John Langan

ROLLING STONES
PETER GABRIEL

BOB SEGER
BOUNDS SEGER
BOODES 40-15

LL DEBAGG 34-28

HOODES 40-39

KRQ/Tycson, AZ GIMe/Johnson ROLLING STONES (dp) BELINDA CARLISTE (dp) BOB SEGER

BOD SECER FIXX NOTEGET: NOTEGET: NATIONA 6-1 AMDONIA 6-3 OND 11-7 LABELLE & MCDONAL 12-9 HIKE & THE MECHAN 14-10

PARALLEL THREE

KGOT/Anchorage, AK J.D. Chandler J.D. Chandle
VAN HALEN
HOODOO GURUS
STEVIE NICES
FIXE
FIXE
BOLCES
FIXE
HOLV RED
HOLLEST
HADONNA 7-2
JOURNEY 8-3
HOODERS
HOUDONS THUMDERS 14-9

KYYA/Billinge, MT Charlie Foxx CharMe Foxx
VAB HALEH
PRINCE
BOB SEGER
HOLDY BLUES
HOLDES

KBOZ/Bozemen. MT Stave Mills

MOLLING STONES STEVIE NICKS BOB SEGEP VAN HALEN WEIL DIAMOND (dp) JETE JETS
HOLLEST:
HOLDETON 6-1
MADONNA 4-3
OND 9-4
MR. MISTER 8-7
JANET JACKSON 13-8

none Hottest: WHITMEY HOUSTON 1-1 PET SHOP BOYS 2-2 VAN HALEN 3-3 HADOWNA 4-4 LEVEL 42 10-10

Devs Hunter

RIN CARNES
BOSE
BOUCHMAN

BOULTMAN

BOULTMA

KOZE/Lewleton, ID Jey McCell

JAY MCCEN
VAN HALEN (dp)
GAVIF CHRISTOPNER
BOB SEGER
STEVIE NICKS (dp)
FIEK
HADDINIA 1-1
JOURNEY 5-3
HOWARD JOWES 7-4
BOYS DON'T CHY 16-6
GEORGE MICHAEL 14-8

KHTZ/Reno, NV John Chommie

John Chommele
38 SPDIG Manual
JEFFREY GEBORNE
MODOY BLUES
WILD BLUE
FIXE
VAN HALEN
METL DIAMOND
HOTLEST
MADONNA E-4
MADONNA E-5
MADONNA E-6
BERNEY TORN 14-9
BERNEY METCHEL 10-11

KWNZ/Reno, HV Shekev/Ryan

VAN HALEN ROLLING STONES EL DERARGZ PRINCZ BOR SEGER BOLTEST HOUSTON 5-1 PHIL COLLINS 7-3 HAZONNA 8-4DONAL 15-6 NU SHOOL 14-7

KIM CARRES
FIRE
GAVIN CHRISTOPHER
VAN HALEN
MAGAZINE 60 {dp}
BOOLEST:
HADONNA 5-2
CULTURE CLUB 11-5
BU SHOOZ 14-6
BU SHOOZ 14-6
LABELLE A HOCONAL 17-11
TEARS POR FEARS 30-23
COMMON CAR

SLYBO'Sen Luis Obispo, CA Joe Colline

NOB SECENTAL MARKETS PRINCE PRINCE PAINCE PAINCE PAINCE FOR (dp) BOCTEST (M) THEY HOUSTON 4-1 HADOMIA 7-2 HR. HISTER 11-6 JOURGEY 12-9 PÉTER GABRIEL 35-26

KZOZ/Sen Luis Obiapo, CA Collins/Therous CommerTherous

ROLLING STOWES

REZIMON CARLISLE
PRINCE
STEVIE HICKS

BOTCHEST HOUSTON 1

MADONNA 9-4

RU SHOOT 12-9

LEVEL 42 11-10

OKSETH-Cities, WA LeMannerPrirty
PITISICE
VAN HALLEY
FIRST
BOS SEGER
TEEMA HARIE
JIEMALOUIS
JIEMALOUIS
JIEMALOUIS
JIEMALOUIS
GOOG
BOITAUT
HADOWER 13-7
HEART 14-9
BOYS DON'S CHY 16-11
LOWERDOY 16-12
GOUPPER 12-9-20

Breakouts are records not included in the re-gional most added, but which have five or more adds in a region, and fewer than 50 stations overall.

**WEEK #14** 

**AIR** Priorities

WEEK #14

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 301-964-5544. Deadline for CHR response is 6pm, Wednesday, May 21, 1986.

SCHOOL'S OUT IN THE SHAPE OF A HEART

THE POWER OF LOVE

THE PRIDE IS BACK LOVE TOUCH I'VE LEARNED TO RESPECT ARTIST

**JACKSON BROWNE** KENNY ROGERS (with NICKIE RYDER) RCA

LABEL **ARISTA** 

NUM CAMPE

BOB SDOEM
HODODY BLUES
FIRM
GTR
HADARIEME 60 (dp)
BOLLESE:
LEVEL 42 1-1
HIRE A THE HECHAN 7-4
FALCO 21-12
JETS 25-17

FLEKTRA ŴВ MCA

STEPHANIE MILLS **COMPETITION #5** 

**ROD STEWART** 

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

⊕ 1986 Active Industry Research; Inc.

IM Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music informa-

Parallel I Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional Influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

### 235 Reports

(Anyla	bel)	*	
0/25	44%	Nati	
		Up	51
		Debuts	20
		Same	4
		Down	0
		Adds	25
		(Anylabel) 0/25 <b>44</b> %	0/25 44% Nath Summ Up Debuta Same Down

100/25 — 100 CHR reporting stations on it this week including 25 new adds Percentage of this weeks re-porters playing it. nal Reach - Percentage of rep National Summary

Up 51 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week

4 — Number of stations repo ting no movement this week. (On to On, Add to On, 31-31, etc.) Down 0 — Number of stations moving it down on their charts. Adds 25 — Total number of stations adding it this week.

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N&A  SEQ 38-35  FI on  SEX 4-35  SOKEPH on  MCS 4-27  MCS 4-39  MC	DEBI S. S. D.	AME  OWN  DDS  EXX d-3'  t on  Q on  EHI on  IL d-3'  N d-39  PPM on  A 40-34  A 50  A 34-21  P on  A 34-21  B on
SOTE  SEQ 38-35 FFI on SEX 4-35 SOKEPH on ME 4-27 MEST 40-27 MEST 40-27 ME 13-2-28 ME 100 4-33 ME 100 4-33 ME 4-39 ME	DEBI S. S. D.	Summa UP UP UTS AME OWN DDS  XX d-3' t on Q on It d-3: N d-39 PPH on X d-38 TR N on X d-38 TR N on X d-38 TR N on X d-38 TR
BRO 38-35 PFI on QS 33-30 SSX 4-35 BOXPH on MX 4-27 MX 1 32-28 M100 4-33 M100 4-33 MX 6 MX 6-39 MX 1 32-38 MX	#1K #27Y 1000 95X #GA #0H #7X #00 KPM #13A #01 K1S Q10 #2Y K5M	t on Q on KHI on III d-3: N d-39 PPM on X d-38 TM N on D d0-3: D d-34 R on B on B on B on
PFI on (QS 33-30) (QS 33-30) (QS 43-35) (QS 40-27) (QS 40-27) (QS 40-27) (QS 40-27) (QS 40-37) (QS	MZY 100 95X WGA HOM WFX 800 KFM MJA HOI KIS Q10 WZY K5M	0 on KHI on IL d-3 N d-39 PPM on X d-38 TR H on D 40-3 D d-34 R on 4 34-2 P on
CGS 33-30  SSX d-35  SKKPH on  MX d-27  MSPH on  KI 32-26  PHI on  JX a  1100 d-33  1105 on  106 on  CVQ d-29  CLK d-39  IDWINT  LIK 35-31	95X WGA WOM WFX BOO KPM WOI KIS QIO WEY KSM	IL d-3 N d-39 PFM on X d-38 TM N on D 40-3 D d-34 R on 4 34-2 P on
MEX d-27  MES PH on  MEX 132-26  PMI 07  MEX 132-26  MEX 07  M	MOM MFX BOO KFM MOI KIS QIO WEY KSM	PPM on x d-38  TM  N on D 40-3  D d-34  R on 34  R on 34
UNE PM on W. F. 12-26 PM on 13/X & 11:03 on 10:06 on RVQ d-29 C.K. d-39 IDMENT UAU on ILK 35-31	KFM MJA MGI KIS QIO WZY KSM	N on 0 40-3 0 d-34 9 on 4 34-2 P on
741 on 37 x a 1100 d - 33 1103 on 1103 on 106 on 100 d - 29 CLR d - 39 IDWINT UAU on IIR 35-31	KPM MJA MGI RIS GIO WEY RSM	N on 0 40-3 0 d-34 9 on 4 34-2 P on
MX a 1100 d-33 1105 on 106 on 106 on 100 d-29 CLR d-39 IDWEST UAU on IIR 35-31	WOI KIS QIO WZY KSM	0 d-34 9 on 4 34-2 P on 8 on
.06 on RVQ d-29 CLR d-39 IDWEST VAU on IIR 35-31	RIS Q10 WZY RSM	9 on 4 34-2 P on 8 on
CLE d-39 CLE d-39 CMEST CAU on 11E 35-31	KSM 010	P on
LAU on	010	B on
UAU on [IR 35-31	EMP	
IR 35-31	MPP	S on
	KNI	M d-39
TE d-37	WVB	8 4
(PR a	3 110	PEST
TYNPH 33-		
	MSP	T on
	KDV	V 39-2
AC 32-31	WEST	
EU on		d-36
P3	KYY.	on 6-40
•	KOZI	E on
ON a	K20	no 3
GY 38-36	SLY	96 d-3
	1103 35-3 100 33-30 100 33-30 100 00 100 0	100 35-33



PI	WKR2FH 26-21 WTLQ 27-20 Q106 a	<b>P3</b>	
EAST	SOUTH	EAST	
8104 d-29 WHTT 35-28	KHP1 d-29 K218 9-6	WFBG 33-31 WGUY 27-21	
WXX8FH 20-14 WBENFH 13-4	WAPI 27-25	WZON 7-6	
MICRE 14-9	WEGE on WSSX 37-32.	WIGY 4-38 103CIR 25-17	
WHYS 33-24 WPHD 16-12	MRCY 4-27		
MPHD 16-12	MROQ 29-24 MEKE 29-22	WIKE 31-25 WEYO 40-36	
WBLI on CKOI 24-19		100KHI 37-36	
WCAUFH 19-18 PRO-PH 4-31	KZPE d-35 WDCG 23-20	95XIL 36-33 WGAN 10-6	
CHUM d-27	WESI on	WGAN 10-6 WOMPPH 21-13 WPXX 32-27	
BOUTH	WCKN 39-28 KRBE 15-14	80078	
193 30-27 KTKS 4-19 93PH 2-1		KPMN 6-6	
RTKE 4-19	WOUT 10-26	KQ12PH 13-11	
MOUEPH on	WOUT 10-26 WPHI 30-28 WDJX 36-32 WLRS 40-38 KBPH 28-27	WJAD 31-26	
WRNO 33-26	WT.RS 40-38	WGID on WGGQ 4-32	
WHYE 34-32 WRER 29-26	Y107 on BJ105 29-26	KISR 34-29	
Q105 27-24	BJ105 29-26 Y106 d-32	Q104 d-36 WYKS 23-23	
RELEWENT		WEYP 16-11	
n96 39-26	WRVQ 30-25 WXLK 20-18 KTUX 19-15 WKIL 40-33	KSMB 34-29 KNES 5-8	1
295 e-40 Q102 33-30 MMRS 18-7	KTUX 19-15	WPPH 26-34	1
Q102 33-30 MMS 18-7	WK1L 40-33	Z102 18-9 MGLF 9-5	- 1
	HI DEREST	MGLP 9-3 KNIN 26-15 WHSL 35-25 WVSS 40-34	
KBEQ 19-12 1299 30-21	WKDD 26-27	WHSL 35-25	- 1
KDWBFM 26-22 KWK 4-28	WKAU on		j
MLOLPH 8-36	MGCL a-30 MRCI a	HI DEEST	
WEST	KIIK 25-21 MGTZ 32-28 KRMQ 31-26	KYYY 7-1	
	WGTZ 32-28	MBNQ 23-19 MBND 16-7	
Y108 4-24 KIISPH on		ECMQ 25-20	
KEEP 18-12	WIXX a-34	RCMQ 25-20 Y94 21-21 RECLIFM 7-4 WALYFM 21-18	
KKRZ 26-7 KMJK 17-7	WKFR 34-27	WAIYPH 21-18	
KWOD on	E104 17-10 EJ103 5-17	KFRX 6-27 KKLSPH 22-17	
KS103 a		99KG 38-30 KKRC 6-6 KWTOFH 25-20	
KITS on KWSS d-28	KQKQ d-34 KAY107 20-17	ENTOPH 25-20	- 1
KPLUS 9-3	KAY107 20-17 KEYNPH 22-19 KKRD 35-28		
KUBE 15-8 KMBQ 27-20	IOORD 35-28	MSPT 34-22 KDVV 13-10 KPWW 18-12	
P2	MEST -	KPHW 18-12	
	KMMQ 28-21 KKKX &	WEST	
EART	KKKK a KF95 27-22	W007 on	
		KGOT on KYYA 7-11	- 1
WFLY 32-26 Q100 24-18	KIRX 10-7 KINN 4-29 KRND 2-1 KSOS 31-27	KBOZFN 34-26 KTRS 29-29	1
	KBMD 2-1	KKAS 34-28 KOZE 16-6	-
WERZ 14-10 WHERE 38-29 WKEE d-27	KBOS 31-27 KMSX 23-11	KOZE 16-6	
WKEE 0-27		KHTZ 14-9 KWNZ 20-14	
KC101 on	KONG 29-26	KBSH 31-25 KEGE 19-17 SLY96 28-22	
MSPK on	KFIV 20-20	SLY96 28-22	
#1-104 25-23 98PXY 28-26 WGPH 34-34	KONG 29-26 KLUC 34-28 KFIV 20-20 KCAG 29-25 KXYQ 18-12	OK95 16-11	
MECK 31-53 MECK 31-53	KCPX d-39 KRQ 28-22		
MRCR 31-23			
		1	1
		1	



EL DeBARGE Who's Johnny (Short Circuit Theme)
UP. El DeBarge (Gordy/Motown) 191/26 Region Reach E 828 S 858 M 768 W 818 1 KCAQ 36-32 KDONFM 36-28 KCPX a KZZU 34-28 WRCK 34-29 8106 19-13 WKRZPM 36-33 WTLQ 37-31 PI B104 22-20 R106 30-26 WHIT d-35 WOKSPH on WKSE 36-31 WELL a CROI on MCAUPH 32-1 94 26-24 PRO-PH a CPTR on CHUH on Q107 a MAVA 22-21 **P3** 193 d-25 KTKS a 1100 13-12 897 29-26 HQUEPH 29-23 HNV2 35-33 896 31-24 295 37-31 Q102 a-33 92X d-34 MCCY d-38 WHYT a KBBD 23-20 2X99 34-32 WKT1 on KDMSFM 35-32 KBTR d-30 MLOLFM d-32 RPKE a RIISPM on RZIP a KMRZ 40-35 KMJK 31-28 FM102 25-23 RS103 31-26 RITS on KMEL 25-15 KMSS 30-25 RUBE 26-25 RUBE 26-25 RUBE 26-25 RUBE 26-25 HICHEST MICHEST

MICHO 39-38

WHCI 0

KIIR 32-25

KOTZ 15-30

KZIO 00

MHEZ 6-27

MIXX 36-31

MEPL 4-38

KJ103 36-30

KOPH 39-37

KGKQ 24-19

KZPL 0

MIXX 29-24

KERD 36-29

KERD 36-29 KYYY 19-36 MBNO A MBNE 25-17 MCILFH 28-1 KCNG 39-35 MAZYPH 31-2 KFRX d-26 KKLSPH a 99KG d-36 KKRC 31-27 WIDDR 36-32 MDBR 36-32 P2 WSPT on KDVV 23-19 XPHW 35-33 0100 33-25 MYSR a X104 33-27 MERZ a MERZ 24-20 MYTICPH 30-26 MMKE 25-20 MILATEM 43-28 MERC 43-39 RI-104 31-29 98FXY 36-33 MGPM 31-39 990 38-34 MPET 35-27 EYYA d-27 RBOEPH d-32 RTRS 36-36 KAZ d-38 KOZE ON KMNZ A KEIN 39-33 KZOZ 39-35 SLY96 36-30 OK95 34-28 XINC 40-35 KF95 31-29 K1YS 31-25 K1YN 00 KSND 36-24 KBDS a-37 KNDX on KYNDPH 32-26 KUNC 38-34 KTIV 40-40 DREAM ACADEMY National Summary UP 80 DEBUTS 24 SAME 38 DOWN 0 ADDS 14 Regional Reach E 70% S 66% M 55% W 77% **P3** 回 8106 on MKREFM 32-29 Q106 on WRRG 30-28 WGUY d-39 WGUY 36-39 WIGY 39-37 103CIR d-35 95XIX 28-22 MIKE on WTYO d-40 0K100 36-31 100KH1 30-22 MGAN 30-25 MFXX d-17 MBBD 28-23 MBBD 28-23 MBFI on MESS 33-29 MSSS on MSSS on MSSS on MSSS on MSSS on MSSS 34-23 MSSS 34-23 MSSS 34-23 MSSS 34-23 MSSS 34-23 MSSS 34-23 MSSS 36-22 WHIT 38-33 WIXEFH ON WESTH 29-26 WIXE 35-29 WIYES 34-29 WIYES 34-29 WIYES 34-29 WIYES 36-35 PRO-TH 30-26 CHUR 8 MAYA ON 94Q 32-27 293 d-29 195 28-26 MQUEPH 26-3 MRNO 26-22 WRER 31-28 WXLR 18-16 KTUX 40-34 WKZL 38-34 WLS 40-40 295 34-34 WAYLS ON WHYT a KSBQ a KHTR a MKDD 31-29 MKAU d-36 MMCI 21-18 KIIK 24-18 KIIO 30-28 WIXX 32-30 WZPL 4 WKFR d-36 IO4 34-32 KOPM d-36 KNOBPN on KNES on WPPN 39-33 WGLF d-37 KNIN 40-36 WHSL 28-23 MVBS 38-36 KIISFM on KKRZ 25-22 KMJK d-33 KNDD 34-34 KSIO3 d-31 KITS on KMEL 21-18 KMSS on KPLUS 27-21 KUBE 27-26 KMG 35-29 KOPH 4-36 WZOK 4-30 KEYMPH 31-28 KYNY 40-37 MCILPH on KCR0 on Y94 38-38 KXCL0 on Y94 38-38 KXLSPH on Y98C a KKC a MDBR 30-27 WSPT 35-34 KDVV on KDVV on KDVV on KDVV on KINQ on KP95 28-25 KIYS 27-26 KIKX 32-30 KSMD 17-14 KB08 40-35 KPIY on KCAQ on P22 MFLY d-31 Q100 d-38 WVSR 8 K104 d-40 WERZ d-39 WANC 26-23 WKEZ 8 96PXY 34-32 93Q 30-26 WPST d-36 WPST d-36 WPST d-36 WEST KGOT 18-16 KYYA 27-24 KBOZPM 33-2 KTRS 32-32 KKAZ 39-33 KOZE 21-14 KHTZ 39-36 KWNZ On KBIH 32-28 KZOZ 36-33 SLY96 34-27 OK95 36-30

D F **FABULDUS THUNDERBIRDS** 145/18 Nationa Summar UP 7 DEBUTS 3 SAME 2 DOWN ADDS 1 37 BREAKER P3 PI MRBQ d-39 RIFT 22-22 RIFT 22-23 RIFT 22-23 MRSQX a MRSQX a MRSQX a MRSQX d-38 RIFT 28-19 MRSQX d-38 MFBG 8-39 MGUY 4-40 NZON 34-26 NION 34-26 NION 34-26 SEXEX 4-33 MIXZ 4-33 100KHI 32-29 MONFFN 39-3 MFXX 4-36 SOUTH 940 a-34 WRNO 30-24 WNVZ 33-31 WRSR 36-33 SOUTH SOOTH KFD0: 24-24 KCD1EPH 40-33 MKSF 12-9 MJAD 38-36 KISR 39-32 Q104 26-18 MYXS on MYXS 08-22 Q101 14-11 KNOEZH 35-35 KMESS e MFPM on 2102 29-28 MGLF 4-36 KNIE 77-27 MVSS 6-38 HI DWEET WLS a WHHS 17-11 MCZY 39-35 WHYT ON KWHPH 32-30 KHTR 35-23 KWK a-26 WLOLPH 35-33 HI DWEST MIDDEST

MKDU 18-11

MKDU 18-14

MISH 38-34

MISH 4-30

KEIN 4-38

KEIO 35-33

MGRU 28-25

MFPL 3-39

MYIC 17-14

MISH 6-39

MYIC 17-14

MISH 6-39

MISH 6-29

MISH 6-29

MISH 34-29

KERD ON

MEST

M WEST HIDMENT XYYY 37-32 MENDO ON MENDO ON MENDO ON MENDO ON MENDO ON MENDO ON MENDO HIDWEST 7 KING 37-34 KIYS 30-23 KIKX On KSND 27-22 KMGX 36-31 KGMQ on KLUC 39-35 KFIV On KCAQ on KCYC on KCYC on KCYC on KCYC on WEST KGOT 14-9 KYYA 28-25 KBOIFM d-35 KBIM 19-17 KZOZ d-38 BLY96 37-32 OK95 19-16 FALCO Vienna Calling (A&M) 191/9 81% National Summary UP 123 DEBUTS 27 SAME 30 DOWN 2 ADDS 9 Regions Reach E 77% S 82% M 83% W 83% KCAQ 35-30 KXYQ 30-27 KDOHFN 21-1 KCPX 39-35 KIZU 35-33 KBQ d-29 8104 25-16 R106 23-21 WHITT 40-31 WICKSPH ON WEENPH 33-30 WHEN 33-30 CKOI 11-18 MCAUPH 40-38 894 22-19 PRO-PH 33-26 CHTR 17-25 M78G 32-29 MGUY 29-25 MGUY 29-25 MTGW 38-31 MTGY 21-18 103CIR 37-25 95XXX 29-24 MIKZ 38-36 100KH1 27-22 MCMP 29-22 WCMP 29-22 WCMP 35-29 KHPI ON KIEB 79-24 MAPI 4-10 MAPI 4-10 MIGNE 4-18 MIGNE 4-18 MIGNE 4-19 MIGNE 4-19 MIGNE 4-19 MIGNE 4-19 MIGNE 4-19 MIGNE 4-19 MIGNE 31-22 MIGNE 4-19 MIGNE 31-32 MIGNE 4-19 MIGNE 31-31 MIGNE 4-19 MIGNE 31-31 MIGNE 4-19 MIGNE 31-31 MIGNE 4-19 MIGNE 31-31 MIGNE 4-19 293 25-22 KEGL a KTKS d-28 93FH on 1100 38-30 897 25-22 WQUEFH on MRNO 25-21 MRNV2 a-40 MRSR a-36 Q105 26-23 BOUTH ### 20-20

KPR# 20-20

KO18F# 28-3

MSSF 32-28

MSSF 32-28

MSSF 32-28

MO3D 6-38

MO3D 6-33

KISR 40-35

G104 25-2

MYSF 37-32

MYSF 37-32

KISR 20-35

KISR 20-35

KISR 20-35

KISR 20-35

KISR 20-35

KISR 20-35

KISR 21-13

MYSF 31-12

MYSF 37-32

MYSF 37-32

MYSF 37-32

MYSF 37-32 #10MEST 895 30-28 WMMS 33-29 922 25-19 MCSY 33-28 MSYT 34-31 KBEQ 15-11 1599 20-16 MXY1 25-25 KOMBPH d-14 KHTR 8 KHK 8-39 MLOLEN 27-21 NI DMEET

NI DME NYBS 37-32
NIDWENT
KTYY 36-33
NBNO ON
NBNB 28-35
NCTLIPH d-32
KCMQ 35-29
Y94 ON
KRILIPH d-32
KKHSP ON
99KG 39-31
KKRC 4-32
KRC 4-32
KRC 5-32
KRC 5-32 KPKE on KISPH 30-2 KIRP 15-10 KKR 32-28 KMJK 22-20 KMOD on KSIO3 17-12 KITS 29-26 KMEL 17-13 KMS d-10 KPLUS 13-9 KUBE 22-21 KNBG 14-27 KIND 33-30 KP95 29-26 KIYE 20-14 KIKK 40-28 KINN 4-30 KSND 29-25 KBOS 35-29 KMGX a-33 KYNOPH 37-3 KPIV 25-25 **W** MEST KOOT 35-30 KTRS 35-30 KTRS 35-36 KOZE 32-30 KWNZ on RBIM 38-31 KZOZ 35-31 SLY96 32-24 OK95 26-19 MPLY 35-28 Q100 39-31 MVSR on MERZ 22-18 MONK 33-33 MTICPM 25-1 WKEE 13-12

WKEE 13-12 KC101 on WSPK 35-32



	G	
PETER GABI Sledgeham	RIEL Imer (Geffen)	
	8/34 42 N&A	National Summary UP 15 DEBUTS 17 SAME 32 DOWN 0 ADDS 34
EAST K106 a WHIT 39-36 WXXSFM on MINN 17-28	MGPM on MPST 39-34 MRCK d-35 MRRSPH m MTLQ 36-30 SOUTH	EAST  WFBG 4  WGUY 10-27  WZON d-19  95XXX cm

M 218		ADDS 34
EMT 1006 c 100 c 235 c 100 c 2	WITH 00 1 (1977) 0	ADDS 344  WHIGH A-27  WHIGH A-27  WHIGH A-28  STOCK ON  WHITE A-35  LOOKE ON  WHITE A-35  LOOKE ON  WHITE A-36  WHITE A-36  WHITE A-36  WHITE A-37  WHITE A-38  WHIT
KPRE d-28 Y108 d-30 X118FM a XSRE a KMIR a RITE a RITE a RIEL d-27 KMSS a P2 ZAST C100 d-35 WENU 28-23	MERF & ROPH ON RIPS & WEEK E WEEK E WEEK E FINANCE E RESERVATION E ROME E ROME ON ROOMEM 18-27 RIZEU & RESERVATION E RESERVATION E ROME ON ROOMEM 18-27 RIZEU & RESERVATION E ROOMEM 18-27 RIZEU & RESERVATION	KSMB on 0103 d-40 KMOEPM on 1102 d-37 MMSL d-39 MVBS on MIDWERT MCLUFM d-26 Y94 on MIDWERT WILLEPM a MOBH 40-35 MSPT a KDVV s

LP. GTR	166/20 68%		
Regional Reach E 728 S 718 M 578 W 628	40 BREAKER	National Summary UP 38 DEBUTS 44 SAME 53 DOWN 6 ADDS 20	
MACT  1 100 4-29  100 4-29	ROOTE   P-16   ROOTE   P-16   ROOTE   P-16   ROOTE   P-16   ROOTE   RO	### 10   1   1   1   1   1   1   1   1   1	

71	V10 33	P% Natio
Regional Reach	NAA	Summ
E 35%		DEBUTS
S 328 M 368		SAME
W 301		ADDS
21	BOOTH	100RHI 36
-	#SEC 36-33	WEAN on WEAK on
EAST	Majorana w	BOUTH
MITT on	FAMEPH OR	KINE on
WXXEPH on WXXE on	WCRUS on	MQID on
WPHD 40-33	WEEL 39-36	0104 d-35
WCAUFN 23-22 PRO-PN on	NEI CHIEBY	
		0101 on WGLP d-35 WHSL 34-1
SOOTS	WKDD 37-32 KIIK 6-34	WYBS a
WWW 40-36	KSIO B MKFR OR	HS CHIERY
WRSR 39-37 Q105 on	MVIC 29-26 KOPH on	KYYY on
	MINON on	1810 on 1818 36-3
HIDWEST	EXED on	KCMQ on
MPGES 26-19 2299 a	1607	WASYPH 3
KDWBPH a. KHK a-37	KP95 35-34	99KG qq
HTL07	KP95 35-34 KIYE 4-39 KIKX 35-33 KBHD 4-35	WDBR on
KPLUE A	KDOMPH on KCPX on	HEET
	PB	KGOT OB
<u> </u>	165	KKAE 35-3
EAST	EAST	KBIN 40-4
0100 00	MOTEN AD-311	SLY96 on DK95 29-2
0100 on MERE 34-31 RI-104 on	MQUY 40-38 MZON on 958KK 8-38	
NMLO 23-22	73KKA 0-38	1
930 on WINC'R on		1
WKRIPH on		

	23/3 96	%
Regional Reach E 958 S 958 M 958 W 968	19	National Summar UP 18 DEBUTS 1 SAME 2 DOWN ADDS
PI	R1-104 18-16 98PXY 26-24 MNUG 29-25 NGPM 23-23 930 27-24 WPMT 28-25 WPMT 28-25 WBCM 23-19 R106 6-29 WFMAPM 22-19 WFMAPM 22-19 Q106 22-19	#308 33-30 #YMOPH 29- #QMQ on
EAST	NGPH 23-23 930 27-24 NPST 28-25	RYNOPH 29- RONG on KLMC 23-21 RFIV 35-35 RCAQ 33-28 KXYQ 22-17 RDOMPH 26- KCPX 33-27 R28U 25-19 RND 29-25
8104 29-27 K106 18-16	WRCK 23-19 1106 d-29	КХУО 22-17 КОМРИ 26-
WOORSPH 17-11 **	WERREN 23-19 WTLO 32-26	RCPX 33-27 R2\$U 25-19
WPHD 25-19	9007m	P3
BIO4 29-27 R106 18-16 HNTT d-17 HNTT d-17 HNUTH 31-28 HNTT 31-28 HNTS 28-20 HNTS 27-32 CROI d-19 HNTL 37-32 CROI d-19 HNTL 42-3 3100 26-21 HNTL 42-3 HNTL 42-3 HN	WBBQ 27-32	EMT
2100 26-21 WCAUPH 30-29	MTMT 30-24 WOOZ d-21	MFMG 24-22
PRO-PM 24-19 CFTR on	MAPI 23-22	WEON 37-20
Q107 d-22 WAVA 28-24	WROR 18-13 WSSX 19-16 WSCY 14-9	103C1R d-3 95XXX 18-1
BUUTS	WROQ 25-23 WBX2 25-20	MIKE 39-37 WEYO 25-17
940 15-13 193 26-21	KIPS 29-24	100KH1 24-
940 15-13 293 26-21 KBGL 18-17 KTKS 27-26 195 19-13 Y100 20-18 897 18-14	INDIO 27-22 SIDIO 14-25 SIDIO	WFMC 24-22 WGUY 18-15 M20M 27-20 WIGY 24-24 103C1R d-3 95XCX 18-1 MIRZ 39-37 MIYQ 25-17 OK10D 22-1 100RB1 24- 95XLL 22-1 WGMM 17-13 WGMDPW 24- WFXX 21-17
¥100 20-18 897 18-14	MCRM 3B-37 KRBE 26-24	SOUTH SOUTH
#100 20-18 #97 18-14 WQUEPM 24-22 WRMG 20-16 WBV2 28-28 WRSR 14-12 Q105 23-20	WOUT 36-29 WORI 22-17	KPHN 22-22
WRSR 14-12 Q105 23-20	WDJX 29-28	KG1ZFN 10- WKSF 28-21
H1 DWEST	PH100 23-18	ROTE (PM 22-22 RG12FH 10-1848F 28-21 MJAD 36-18 MG1D 36
896 24-20 WEB 30-22 295 26-22 Q102 26-22 WHOME 22-18 92X 28-24 WCZY 34-31 WHYT 33-32 ERRO	WHRYPM 29-27 XBPM 27-25	Q104 d-34
295 26-22 Q102 26-22	Y107 24-19 BJ105 d-35	WZYP 30-25 KSHB 22-23
92X 28-24 WCZY 34-31	942 28-23	Q101 19-16 KHOEFN 27-
WHYT 33-32 #880 on	WXLK 31-24 XTUX 28-23	WPPM 24-21 \$102 27-27
WET: On RETR 26-24	WKEL 22-18	WGLF 30-23 KWIN 25-20
0102 26-22 W008 22-18 92X 28-24 MCZY 34-31 MNYT 33-32 KBED on 2299 25-23 MKTI on RETT A6-24 KWK 27-16 MLOLPH 22-18		WVB# 24-22
88.87	WGCL 30-25	
RPKS 28-23 Y108 26-21	K1 K 30-23	WRING 22-16
KIISPM 34-30 KEEP 21-20	K210 30-13	KQCB 29-23
FM102 on	WIXX 24-21	Y94 28-28 EEXI.PM 27-
K#103 33-28	WKPR 26-30	MAZYPH 30- KFRX 30-28
RHEL 34-30 RHES 26-23	Z104 35-39 EJ103 26-23	99KG 3G-23 KKBC 6-31
RPKS 28-23 Y108 26-21 K118PH 34-30 KESP 21-20 KESP 21-20 KESP 21-20 KESP 21-20 FMLD2 on KMCK 21-18 FMLD2 on KMCK 34-30 KMS 26-23 KFLUS 17-12 KMS 26-23 KFLUS 17-12 KMS 26-23 KMS 26-23 KMS 26-23 KMS 26-23 KMS 26-23 KMS 26-23	KQKQ 33-32 X\$93 20-17	WDRR 19-14 WSPT 17-16
P2	WEOK 15-17 WROW 23-21	RYTY 31-25 WRID 22-16 WRID 22-16 WRID 27-16 WC1LPH on KCM2 28-22 Y94 26-28 KRXLIPH 27- MAZYPH 30- RYIX 30-28 99KG 30-23 KRC d-31 RYIV 31-26 WDR 39-14 HSPT 17-16 RXVV 31-26 KPM 16-13
EAST	WIED 10-3 WIED 10-1 WIED 10-2 WIED 1	WEST
WFLY 16-13	WHOT d-30	KGOT 12-B KYYA 16-14 KBOZZM 25-2; KRAZ 23-2; KOZT 22-1; KOTT 29-24 XMTZ 29-24 XMTZ 29-2; XBIM 18-1; XZC 29-2; SLY96 22-1 OK95 14-9
0100 29-23 WEOU 7-5		RTRS 25-25
K104 24-17 WERZ 28-24	KROCK 18-15 KP95 23-21	KOSE 22-11 KNTS 29-24
BFLY 16-13 0100 29-23 MEOU 7-5 MVSR 30-26 F104 24-17 MERZ 28-24 MTICEM 16-14 MIXEE 4-25 HIAMEM 27-27 KKEE 4-25 HIAMEM 29-24 WSPR 24-22	RMMQ 27-23 KICK 18-15 KP95 23-21 RIYE 22-19 KIKK 25-21 RIMM 21-17 KSHO 19-15	X81M 18-11
WLEE d-25 WLANFH 27-27 KC101 29-24	KSMO 19-15	9LY96 22-1 OK95 14-9
WEFE 24-22		<u> </u>
HOOTERS		
	he Children G	o (Columbi
LP Nervous N	ight	. ,

140/6 60%		
Regional Reach E 70% S 56% H 48% W 66%	34	National Summary UP 9: DEBUTS 1: SAME 26 DOWN 4
P1	WTLQ 19-15 Q106 d-30	P3
BAST	ROUTH	EAST
B106 24-22 K106 on 2-24 K106 on 2-24 K106 on 2-24 K108	WRID 30-30- WRIT 27-27 MPUP a MOCE 6-27 KEES 31-27 MEDE 31-27 WEST 30-28 WRID 23-20 WRID 30-28 WRID 30-29 MCKES 00-29 MCKES 00 MCKES 0	M78G 37-36 MCDV 28-24 M20M 40-34 M10V 27-23 95XDK 22-20 M18E 30-27 M20M 63-29 M100 36-32 MCDW 27-24 MCDW 27-24 MCDW 36-37 MCDW 27-24 MCDW 27-24 MCDW 27-24 MCDW 36-37 MCDW
WRER a-3B	Will on	WJAD on WG1D 32-23 KIBR 33-30
295 33-33 Q102 28-23 WHMS 25-20 KMM 19-10 WIET RPKE 8-10 FIZP 28-26 RRHS 31-31 RHM 4-31 RHM 32-32 RB103 on	#EDD d-25 WRAD 24-20 KRNQ 24-20 KRNG 37-32 RZIO 18-16 MGRD 35-30 WIEE 26-24 MFPL 30-29 MFPH 30-29 MFPH 30-33 X293 19-15 WRAD 28-23 KEYSFW 38-36 KRMP 27-26	Q104 32-27 WIRS on WIYP 15-13 KSMB d-39 Q103 18-94 WPPM 40-36 MGLF 36-31 WYRS 8-35 RICHMENT RYYY 32-28 WENG 32-26 WENG 38-37
RPLUS 21-16 RUBE 30-29 KUNG 28-26	WEST	KCMO 38-37 Y94 16-16 99KG d-40 KKRC 23-22
EAST PAGE	NUMBO 30-27 KIYE 16-11 KEMD 23-20 KEOE d-34 RYMOPH 34-31 KONQ om	KKRC 23-22 KMTOPH 29-26 MDBR 21-19 MEPT 23-25 KDVV 12-11 KPHN 30-26
WFLY 29-23 0100 18-15	KPIV 34-34 RCMO on KCPX 37-33 KEEU 29-26	WEST
WYOU 24-24 KIO4 36-30 WERS 31-28 WERS 31-28 WERE 8 WERE 34-28 WERT 27-27 930 40-35 WPST 14-11 8106 on WEREWH 12-5	NCSH 37-38 NSSH 29-26 NSG 26-23	EGOT 9-6 REGETM 35-31 KTMM 30-30 KRAX 24-26 ROSE 25-21 KMMX 6-30 KBIM 29-24 KXOS 38-32 BLY96 30-26 OK95 22-15

2	31/0 96	96
Regional Reach E 96% S 97% M 100% W 100%	0	Nationa Summar UP 13 DEBUTS SAME 70 DOWN 2 ADDS
PI	98PXY 2-1 MMJO 3-2 MGPM 2-2 930 4-1	RBOS 4-1   RNOX 5-5   KYMOPM 3-7   KQMQ 3-2   KLAC 1-1   KFTV 5-5   KCAQ 1-1   KXYQ 3-2   RODOFFN 8-6   KCPX 6-4   KEU 4-1   KBO 6-1
EAST	930 4-1 1977 3-2 198CK 1-2 1906 7-2 1808 7-2 1808 7-6	KENC 1-1
8104 2-2 R106 3-2	B106 7-2 WKRZFM 6-6	RCAQ 1-1 RXYQ 3-2
WXXSPH 5-L WBENTH 1-2	WTLQ 10-6 Q106 2-2	RCPX 6-4 RCPX 4-1
BIO4 2-2 RIO6 3-2 WHIT'1-1 WKKSPW 5-1 WKKSPW 5-1 WBENPM 1-2 WKSE 2-3 WKYS 4-1 WBLT 2-1 CKOT.4-36 WPLJ 1-3 ZIOO 2-2 WCAUPM 1-2	SOUTH	P3
WPLJ 1-3	WRNO 6-2 KNP1 3-1 WPNP 3-1	
HCAUPH 1-2 B94 1-1	HCRI2 4-1 K2EB 4-3 WRF1 5-2 WKQB 2-1	WAST 1-1
CKGI.d-36 MPLJ 1-3 Z100 2-2 HCAUPH 1-2 B94 1-1 PRO-PH 1-1 CFTR 12-6 CHUH d-25 Q107 4-4 MAVA 7-3	WRF1 5-2 WKQB 2-1 WBSX 1-2	M20k 3-1
0107 4-4 MAVA 7-3	MRGB 2-1 MBEX 1-2 WBCY 11-11 WRGQ 1-1 WBKZ 6-2 MBKKPM 4-1 KBRB 1-1 WDCG 1-1	103CTR 2-1
20078	WHOMPH 4-1 KEPS 1-1 WDCG 1-1	MIKE 1-1
94Q 2-2 293 2-2	NAME 1-4 KESS 4-5	100KH1 21-1
KTKS 4-3 93PH 1-7	MDCG 1-1 RAPE 1-6 KESB 4-5 WRSI 2-b MANSPN 7-1 WCKN 4-2 RRBE 1-4	MIKE 1-1 WEYQ 2-1 OKLOO 8-4 100KH1 21-1 95XIL 5-3 WGAN 1-1 WOMPPH 4-1 WFFX 3-1
195 2-11 Y100 3-1 R97 1-1	MCKN 4-2 RRBE 1-4 94TYX 6-3 MQUT 4-3 WOKE 6-1	200738
940 2-2 293 2-2 RSGL d-20 KTKS 4-3 93PH 1-2 195 2-11 7100 3-1 897 1-1 MOURPH 1-1 MNV2 2-1 WRSR 8-7 Q105 1-3	WORE 6-1	KFMN 17-17 KGIZPM 2-1 WKEF 5-1 NJAD 3-1
Q105 1-1	WDJX 8-1 WLRS 5-1	
ROS 1-2	96X 5-5 WABBPM 3-10	WCGQ 9-7 F1SR 4-1
WLB 3-1 895 3-1	KRPH 5-3 ENGO4 1-4	WYNE 4-4 WEYP 8-6
92X 1-1	9107 1-1 BJ105 1-1	0104 3-1 NYRH 4-4 MBYP 8-6 KSMD 1-3 0101 4-1 RHORPM 7-7 KWES 1-1
WCZY 7-2 WNYT 5-5 KRPO 1-3	942 11-17 WRVQ 3-2	WPFH 5-3
B96 3-2 NTLB 3-1 895 3-1 9102 1-2 NHMS B-4 92X 1-1 NCZY 7-2 NNTT 5-5 KDMDRM 9-5 KDMDRM 9-5 KHTR 1-1 RMX 24-13 WLOLUM 2-1	MOVE 4-1 MOVE 4-1 MOVE 4-1 MOVE 5-1 MIN 5-1 MIN 5-1 MIN 5-1 MOVE 5-1	WPPN 5-3 2102 1-1 WGLP 3-1 FRICH 1-1 WVBS 1-1
KHTH 1-1 KWK 24-13	MI COFFEET	WVBS 1-1
WLOLFH 2-1	WKDO 4-13 WKAU 2-1 WGCL 2-1	
	MMC1 2-1	WENG 4-1 WENE 3-5 WCILPH 1-1
#108 4-2 #118FM 3-1 #EEP 3-3	WGTZ 4-L KRNQ 1-1	RQCR 1-1 RCMD 2-1
RPRE 4-1 9108 4-2 #118PM 3-1 #22P 3-3 #22P 3-3 #MJK 2-2 PM102 9-5 KN00 7-7	WHER 2-1 WGRD 25-17 HINK 1-1 WEPL 4-1	KYYY 8-4 MBBQ 4-1 WBBQ 3-5 WCILPM 3-1 KCCR 1-1 KCMQ 2-1 Y94 3-3 KXKLPM 5-1 WAZYPM 4-2 KFK 1-1 KELSPM 3-2 99KG 5-1 KRK 4-2
KWOD 7-7 KS103 1-3	WINK 1-1 WEPL 4-1 WKPR 4-2	KKF&LM 3-5 5-20 2-1
KNOD 7-7 KS103 1-3 KITS 3-3 KMEL #-5 KWSS 3-3 KPLN8 10+2	WEPL 4-1 WKPR 4-2 WV1C 2-1 3104 4-1 EJ103 6-1	REFORM 3-1
KPEAN 10-2 KUBE 4-1 KNBQ 1-1	KJ103 6-1 KOPH 4-1 KOKO 6-6	RMTOPM 3-1 WDBR 1-1 WSPT 1-1 XDVV 4-1 XPMW 2-1
P2	RJ103 6-1 ROPH 4-1 ROPH 6-1 ROPH 6-6 RESS 1-4 HEDR 3-3 HROH 5-3 KAY107 6-7 REYNYH 1-1 REREP 11-5 HHOT 3-1	MEST
ZAJT	KAY107 6-7 KEYNPM 1-1	RGOT 21-32 KYYA 5-1
WFLY 2-1	MHOT 3-1	RGOT 21-32 KYYA 5-1 KBOZPH 5-1 KTRS 1-1 KKAS 4-1
WFLY 2-1 0100 1-1 WVSH 5-1 K104 3-2 WERS 4-2 WINK 16-3	KNNG 5-3	ROZE 3-2 RHTZ on
WERE 4-2 WHRE 10-3 WT1CPH 1-1	KNNQ 5-3 RKXX 1-4 RQXX 5-4 RQXX 5-4 RQXX 5-4 RYX 2-1 RIXX 4-12 RIMX 4-12 RIMX 4-2 RXXX 5-12	RTAS 1-1 REAR 4-1 ROZE 3-2 RHTZ on KMWZ 5-1 RBIM 2-1 KZOZ 3-1 SLY96 4-1 OK95 2-1
WANK ON WARE 3-1 WLANTH 2-2 RC101 2-1 WBPK 1-1 RI-104 1-1	RF95, 1-2 RFY8 2-1 RFKX 4-12	\$1.796 4-1 OK95 2-1
RC101 2-1 WSPK 1-1	KSMD 3-2	

WHITNEY HOUSTON







WEST KPKE 18-16 - Y108 10-9 KIISPM 20-27	MOTE 13-12 KAND 23-18 HZ10 10-9 WHEE 17-10	HIDMENT   10-12   10-1
KIISPH 29-27	T2-10 MCRD 13-9 MCRD 13-9 MCRD 13-9 MCRD 13-9 MCRD 13-10 MCRD 13-10 MCRD 13-10 MCRD 13-10 MCRD 13-12	WCILPH 8-11 KOCR (21-21
RIISPH 29-27 RTTP 16-16 KK#2 19-18 RMJK 14-11 XMOD 17-17 KS103 28-22 KITS 20-17 KMEL 19-17 KWES 17-14	WVIC 10-10 2104 15-14	Y94 27-27 KKXLPH 20-1
KITS 20-17 KMPL 19-17 KWSS 17-14	KJ103 16-10 KOPH 17-15 KQKQ 13-12	KPRX 19-16 KKLSPH 9-6
KURE 21-24	KE93 15-25 WZOK 12-8 WRQN 12-9	KERC 15-14 KWTOPH 8-5
P2	KAY107 34-32 KEYMPH 19-16 KKRD 12-8	WDBR 17-16 WSPT 10-6 KDVV 16-13
EAST	WEST	
WFLY 10-7 Q100 13-11 WZOU 3-2 WVSR 18-15 K104 9-6	KNNO 22-17 KKKK 21-19	RGOT 6-3 KYYA 14-13 KBOZFN 19-1 KTRS 16-16 KRAZ 10-8 KOZE 5-3
MVSR 18-15 K104 9-6 MERI 16-14	KP95 15-9 KIYS 14-9	KTRS 16-16 KKAZ 10-8 KOZE 5-3
WARK 13-11 WARE 9-8	KNMO 22-17 KKUK 21-19 KGYR 17-13 KF95 15-9 KIYS 14-9 KIKK 15-13 KIND 23-21 KSND 8-7 KBOG 20-17 KHUK 13-14 KYNOFM 40-37	KNTZ 5-3 KMNZ 12-11 KBIM 16-12
MVSR 18-15 K104 9-6 MTRS 16-14 MTECPH 29-73 MANX 13-11 MNRE 9-8 MLAMPH 16-16 KC101 21-19 MSPK 16-12 RI-104 28-20 98PXY 15-14	KHGX 13-14 KYNOPH 40-37	KOOT 6-3 KYYA 14-13 KEOZEM 19-1 KTRS 16-16 KRAZ 10-8 KOZE 5-3 KHTZ 5-3 KHTZ 5-3 KHTZ 12-11 KEIM 16-12 KZZ 14-13 SLY96 12-9 OK95 11-8
98PXY 15-14		
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	LE & MICHAEL	McDONALD
On My Own	(MCA)	
21	20/4 94	*

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PATTI LABELLE & MICHAEL McDONALD		
On My Owr LP Winner	(MCA)	
Paglass1	20/4 949	National Summary UP 188
Reach E 95% S 95% M 91% W 94%	8	SAME 23 DOWN 1 ADDS 4
P1 2A87 8104 3-3	98PXY 11-4 MGPR 20-20 930 24-18 MPST 27-19 MMCK 28-25 8106 10-10 MKRZPM 21-18 MTLO 20-16 Q106 16-13	KYNOTH 9-7 KONG 19-15 KLUC 35-23 KPIV 27-27 KCNG 19-11 KYNG 20-15 KOONFH 33-30 KCPX 28-20 KING 26-23 KRO 12-9
MRTT 9-6 MXXSPH 13-6 WBENPH 4-3 WKSZ 9-8 WWYS 15-9	BOUTH	KCPX 28-20 K21U 26-23 KRO 12-9
ELST R106 4-3 R106 4-7 R106 4-7 R106 4-7 R107 4-8 R107 1-6 R107 1-6 R107 1-7 R107 1-	KHF1 26-19 WFMP 16-14 KZZR 17-13 WKQS 10-4 WSSX 10-9	MYBG 21-15 WGUY 32-29
PRO-FM 14-6 CFTR a-23 CHUM on Q107 24-21 WAVA 12-7	MRCE 3-7 MRCC 10-2 MRKE 19-13 MNCEPH 18-16 KEPS 11-6 MDCG 8-5	WIGY 19-13 103C1R 18-14 95XXX 12-7 WIKZ 17-11 WZYQ 13-9
	KAM2 9-8 KE28 13-11 WKSI 17-10 WANSPH 17-8 WCKN 3-1 KRBE 14-9	WFRC 21-15 WGUY 32-29 WZOW 32-16 WIGY 19-13 103C18 18-14 95XXX 12-7 WIKX 17-11 WZYO 13-9 OK100 18-15 100KHI 10-7 95XIL 25-20 WGAN 18-14 WGMFW 22-19 WFXX 18-13
94Q 1=1 293 1=1 KTKS 28=22 93FW 7=5 195 1=1 T100 6=5 897 4=3 WOUZEN 3-2 WAYZ 12=7 WARS 28=20 Q105 9=7	WHICH 24-19 WITH 24-19	BOUTS
	PHIO0 15-12 96X 2-1 MARBPH 13-12 HIGHYPH 0-22 KBPH 15-10	KPHS 37-37 KQ1ZPM 16-12 MCSP 72-2 MCAD 15-10 MCSD 17-15 MCSD 17-16 MCSD 17-16
MLS 5-2 795 5-2 Q102 29-25 92X 14-8 MCYY 1-1	RX104 24-20 Y107 6-5 B3105 14-12 Y106 17-10 942 17-12 MRV0 4-4	MEYP 12-9 KSMB 16-8 Q101 15-12 KNOZPM 11-11 KWES 9-7
896 6-4 MLS 5-2: 795 5-2 795 5-2 9102 29-25 92% 14-8 MC2Y 1-1 KBBD 12-8 EZ299 10-5 MKTI 11-11 KDWBFM a KDWBFM a MCIPM 25-20	HIDWEST	MPPH 27-22 2102 16-14 MGLF 12-7 ENIN 15-10 MHSL 27-21 MVMS 17-14
WEST	MKDD 38-37 MKAU 26-18 MGCL 23-20 MHCI 13-10 KIIK 12-7	WY COMMON
KPKE d-26 Y108 16-12 KIISFM 5-4 KIZF 14-11 KKRI 15-10 KMUR 16-13 FMI02 5-3 KNOD 22-22 KSI03 2-1 KITS 5-4 KMEL 4-3 KWEL 4-3 KWES 13-9 KUBE B-5 KNBG 10-4	MGTE 16-6 KRNG 17-11 KZ1G 28-22 MHZE d-20 MIDE 13-9 MIDE 13-9	MOULEPH 18-8 KOCR 13-10 KCHQ 32-28 Y94 31-31 KKKLPH 22-16
KWOD 22-22 KS103 2-1 RITS 5-4 KMEL 4-3 KWSS 13-9 KUSE B-5 KNBQ 10-4	WRPR 18-13 2104 36-22 RJ103 21-13 ROFH 10-7 RQEQ 23-13	WAZYPH 28-22 KFRX 21-18 KKLSPM 24-19 99KG 22-18 KKRC 26-20
PZ	MIXIDO 38-37 MIXID 26-18 MIXID 26-18 MIXID 13-10 MIXID 13-10 MIXID 13-10 MIXID 13-10 MIXID 13-10 MIXID 13-10 MIXID 28-22 MIXID 28-22 MIXID 28-22 MIXID 28-12 MIXID 28-12 MIXID 28-12 MIXID 28-13 MIXID	KYYY 34-27 MRN 0 18-12 MRN 9-4 MCI LIPH 18-8 KOCR 13-10 KOR 13-10 KYA 13-21-16 WAZYW 12-16 WAZYW 12-16 WAZYW 12-16 WAZYW 12-16 WAZYW 12-16 WKD 23-18 WKRC 26-20 KYRC 22-18 KYRC 26-20 KYRC
EAST  WELY 25-19 Q100 26-19 WYSR 21-16 K104 22-18 WERE 12-9 WINNK 11-4 WARK 4-28 WHICEM 19-14 HIANPH 13-13 KC101 11-2 MSFK 2-2 KI-104 14-7	MEST KENCY 23-19 KEXX a-24 KEXE 24-19 KEYS 17-14 KEYS 26-22 KEKE 11-16 KEMS 17-21 KSND 6-4 KROS 13-8 KHOX 10-4	NTST RYM 17-12 RROZFM 18-15 RYM 17-17 RNAZ 21-17 ROZE 19-12 RMM7 15-6 RBJH 17-11 KZCZ 15-12 SLY96 15-10 OK95 24-17
WERE 12-9	KF95 17-14 KF95 26-22	KOZE 19-12 KMNZ 15-6

	achine	olydor/PG;
2	14/2 91	% National
Regional Reach E 95% S 89% M 91% W 89%	•	Summary UP 148 DEBUTS 2 SAME 44 DOWN 18 ADDS 2
P1	KC101 15-23 MSPK 17-13 RI-104 13-11 90FXY 14-12 MKMG 19-15 MCPM 11-11 930 11-9 MPSY 75-5 MRCK 14-13 RIOG 25-17 MKREPK 11-8 WTLO. 18-14 Q106 10-9	KMGX 14-13 KYNOPH 5-5 KUNG 15-12 KLUC 11-9 KPIV 31-31 KXNG 13-13 KXNG 11-10 KOOMPH 1-1 KCPX 1-1 KEZU 7-7 KNG 8-5
EAST 8104 8-30	98PXY 14-12 WHUQ 19-15 WGFM 11-11 930 11-9	KLUC 11-9 KPIV 31-31 KCAQ 13-13 KXYQ 11-10
K106 a-17 MHTT 6-5 MXXSPH 10-9	MPST 7-5 MRCK 14-13 B106 25-17	KOONFN 1-1 KCPX 1-1 KZEU 7-7
WKSZ 8-6 WNYS 7-6 WRL: 17-13	WTLQ. 18-14 Q106 10-9	P3
MPLJ 17-16 2100 12-14	BOOTS	EUST (-1
894 28-18 PRO-PH 3-2 CFTR 8-8	WPMF 20-17 WGGE 11-10 WAPI 12-9	WGUY 5-5 WZON 11-9 WIGY 15-14
EAST  104 6-30 K106 a-17 MITT 6-5 MOXEM 10-9 MEXPH 8-6 MMYS 7-6 MM	NEGR 7-7 NESK 5-6 WBCY 7-4	MFRG 6-3 MGUT 5-5 MEGN 15-14 103cle 6-6 WIRT 19-17 MFYG 21-18 OR100 7-5 100KM 11-8 95KIL 6-4 MCAM 23-20 MCMPPR 19-18 WFXK 8-7
94Q 9-5	WROQ 14-27 WSKI 11-9 WNOKPH 12-11 KIPS 20-18	100KHI 11-8 95XIL 6-4 WGAN 23-20
940 9-5 293 10-8 KEGL on KTKS 23-21 937M 24-21 195 9-6 9100 18-16 897 24-17 MODEFM 27-25 MENO 7-7 MENO	HSB0 4-12 HSB0 4-13 HSB7 11-8 HSB7 20-11 HSB7 20-1	
195 9-6 Y100 18-16 B97 24-17	94TYX 12-10' HQUT 17-17 MOKI 3-2	EPHB 15-15 KOISPH 5-4
WRNO 7-7 WEVE 18-16 WRSR 9-8	WPMI 12-11 WDJK 18-15 WLSB 14-13	MOID 14-14 MCOQ 8-6 KISR 15-12
	96X 18-12 WARRYN 21-22 WHITTPK 8-6	EVOUR 15-15 KOTEPN 5-4 MSAND 12-9 MSAND 12-9 MSAND 12-9 MSAND 12-10 MSAND 12-10 MSAND 12-12 MSAND 12-12 MSAND 12-12 MSAND 12-12 MSAND 12-14 MSAND 12-1
896 21-18 WLS 24-16 295 22-16	XBPH 6-5 Y107 17-7 BJ105 25-25	Q101 11-8 KMOEPH 15-15 MPPH 17-24
92X 15-14 MCEY 37-29 MNYT 4-34	942 10-7 MRVO 23-18 KTUX on	2102 26-26 WGLF 14-11 KMIN 13-9
896 21-18 MLS 24-16 195 22-16 92X 15-14 MCLY 37-29 MNTT 6-34 KEZO on 2X99 17-14 MKTI 8-8 KDMSPH 12-12 KHTR 14-11 MLOLPH 13-30	HI DWEST	NVBS 8-7
	WKDD 8-8 WAND 8-10 WMCT 10-9 KIIK 10-8 WKT 10-9 KIIK 10-8 WKT 30-22 RMSD 13-8 WKT 30-22-19 WKD 8-7 WKD 22-19 WKD 13-8 WKD 8-7 WKD 22-19 WKD 13-16 KAND 20-15 KAND 20-	ETYY 28-31 MRM0 11-6 MRM0 12-9 WCILLIM 23-12 KOCR 6-6 KORQ 9-6 Y94 9-9 KKLEM 15-11 KFKX 18-15 KKLEM 14-12 99K0 11-10 KKRC 11-11 KKRC 11-11 KKRC 11-11 KKRC 11-17 KKRC
PRE 9-9 P100 8-8 RIISPH 32-29 RIESPH 32-29 RERE 13-33 RAUR 8-9 PHI 02 8-16 RMDD 12-12 KSIO3 20-17 KITS 26-15 ROBE 3-6 ROSS 23-17 KUBE 17-16 KNBQ 18-16	KIIK 10-8 WOTZ 30-22 KRMQ 13-8	WCILPM 23-12 KDCR 6-6 KCMQ 9-6
KIISPM 32-29 KEEP 24-21 KKRI 13-33 KMJE 8-9	MACE 8-7 WGRD 22-19	KKKLPH 8-7 MAEYPH 15-11 KPKK 18-15
FM102 8-16 KMOD 12-12 KS103 20-17	WEPL 15-12 WEPR 11-10 2104 21-16	FRLSPH 14-12 99KG 11-10 FKRC 11-11
KHEL 3-6 KMSS 23-17 KUBE 17-16	KOPH 37-34 KORO 20-15- K193 11-9	WDBR 9-7 WSPT 24-23 KDVV 14-17
ENBQ 18-16	WZOK 11-10 KAY107 24-22 KZYNFH 16-14	
EAST	WEST 25-22	KGOT 16-11 KYYA 20-20 KBOZFH 10-9
MFLY 12-9 Q100 6-7 MZ0U 9-3 MVSR 13-12 K104 6-11 MERZ 11-11 MNNK 6-6 WARK 10-10 MKEZ 21-18 MLANTH 12-12	KRONG 12-11 KGKR m-27 KF95 12-12 KIYS 11-10 KIKX 2-2 KIMM 9-8 KBOS 10-16	KGOT 16-11 KTYA 20-20 KBOZPH 10-9 KTKS 10-10 KRAZ 12-12 KHTZ 18-16 KWNZ 9-8 KZIM 4-34 KZOZ 13-10 SLY96 13-13
K104 6-11 WERZ 11-11 WNNK 6-6	KINN 12-11 KGKR m-27 KF95 12-12 KIYS 11-10 KIKX 2-2 KINN 9-8 KBOS 10-16	KEOI 13-10 SLY96 13-13
WEEZ 21-18 WLANPH 12-12	10-10	
KENNY LOG	GINS	
Danger Zor LP: Top Gun S	ne (Columbia) Soundtrack	
Northwest 1	2/39 60	
Reach E 56% S 56% M 64% W 68%	BREAKER	National Summary UP 21 DEBUTS 32 SAME 50 DOWN 0 ADDS 39
w 68%	SOUTH WING a	ADDS 39
EAST	WRIGO a RESE a MAPI a MAPI a MACO a MSSK d-34 MSCK on	EAST40
WHITT a WKSE On WPHD On CKOI a WCAUFM a-25	MBCY on MROQ on MSKE on	WFBG a-40 WGUY 31-28 WZON on 103CIR 36-33
SOUTH	WNOKPH a WANSPH on WCKN on	WGUY 31-28 WZON On 103C1R 36-33 95XXX on WIKZ a WZYO ON OR100 6-40 100KH1 on 95XIL 37-23 WGAN on WCMPPM on WFXX d=39
94Q on KEGL s 195 on Q105 d-28	WORI 4-38 WPMI a WEDX 4-37	100KH1 on 95XIL 37-23 WGAN on
Q105 d-28	PHI00 a WHHYPM on Y107 on	WOMPPH on WPXX d=39
HIDWEST	942 4 WRVQ d-28	KPMN on WKSP 40-33
896 35-32 WHOMES A 92X 33-30	KTUX d-34	
896 35-32 WMS a 92X 33-30 ZZ99 a HKT1 on KDWBFH d-35		WYKS on WZYP a
HIGHEST 896 35-32 HNMS a 92X 33-30 2X99 a HKT1 on KDMSPH d-35 KMTR 32-28 KMK d-27 MEDIJPH 36-31		KISR d-38 MYKS on WZYP a KSM8 on Q101 on KNOEPH on
WEST		KISR d-38 MIKS on MCYP a KSM8 on Q101 on KNOEPH on WPEH on Z102 m-38 WGLF on KNIN d-37
WEST		KPHN on MXSF 40-33 KISR 40-38 KISR 40-38 MYSK 5 on MYSK 5 on MYSK 9 on MYSK
MEST  EPKE a  EKRZ on  EMJK d-30  EMOD on  KITS a  EMSS on		
WEST		RISR d-18 MITKS on MITKS a MIT

KEST

KMMG x-38
KP95 32-30
KIYS on
KIYS on
KINN on
KSND on
KSND on
KSOS a
KLUC 29-27
KCAQ on
XXYQ 40-37
KCPX d-40
KZZU on
KZQ on

KGOT 32-22 KYYA on KBOZEN d-34 KTRS on KOZE 30-25 KHTZ 38-34 KWNZ on KBIM d-37 KZOZ on SLY96 d-36 OK95 37-29

64	0/1 269	
Regional Reach E 28% S 26% M 19% W 30%	N&A	National Summary UP 15 DEBUTS 9 SAME 35 DOWN 0 ADDS 1
EAST 37-26 WINDOWN 37-26 WINDOWN 37-26 WINDOWN 37-27 WINDO	WEXT ON SOUTH STATE OF STATE O	WOOD OF STORE OF STOR

EAST Q100 on R104 29-22 WERZ 40-38 WENT 40-40	EAST MOUT &	KOZE On KNTZ On OK95 18-12
MADONNA Live To Tell LP: At Close F	(SireWB)	:k
Regional Reach E 98% S 100% M 100% W 100%	24/0 100°	National Summary UP 204 DEBUTS 0 SAME 29 DOWN 1 ADDS 0
104 12-10 10 11 10 10	### 10-12   ### 10	FROM   1-1

ain On the Scarecrow	(Riva.	(PolyGram)	
	76/7 75	% National Summary UP 129	
egional each 68% 75% 84% 70%	30	National Summary UP 129 DEBUTS 9 SAME 31 DOWN 0 ADDS 7	
<b>P</b>	WXRZPH 34-31 Q106 26-22 BOUTH	PB	
T	SOUTH 12-12-12-12-12-12-12-12-12-12-12-12-12-1	ANT 2-25   WEST 2-	
IKE & MEC	HANICS A Miracle (At	_	
IKE & MEC VI Need Is Mike & The Wike & The 23 egional 100% 96% 100% 98%	HANICS A Miracle (At Mechanics B1/3 98	National Summary UP 189 DEBUTS 0 SAME 30 DOWN 9 ADDS 3	•
Wike & MEC ### Need is ### Nee	HANICS  A Miracle (At Mechanics  13/3 98*  13/3 98*  13/3 98*  13/3 98*  13/3 98*  13/3 98*  13/3 10-8 weeps 1-9 wee	% National Susmary UP 189 DEBUTS 09 DOWN 99 ANDS 9 ANDS 19 SEED 151 SEED 15	*
23 egional each 1003 963 1003 983	HANICS A Miracle (At Mechanics B1/3 98	National Summary UP 189 DEBUTS 0 SAME 30 DOWN 9 ADDS 3 SEME 30 SAME 30	*



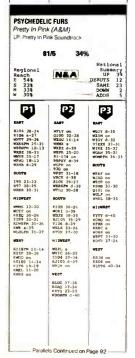
Mt200 15-15 MVSR 10-10 X104 a MERI 9-2 MIDRIX 26-24 MANO 7-5 MTER 24-27 MLANTH 17-17 RC10 17-13 MSPX 19-18 R1-104 12-9 98PXY 12-11	Mister Continue  KNPQ 13-9  RICKE 8-5  RICKE 8-5  RICKE 8-5  RICKE 12-18  RICKE 13-18  RICKE 13-8  RICKE 13-18  RICKE 13-18	KNTZ 22-17 KNRZ 11-9 KSIH 10-7 KSOZ 11-8 SLY96 11-6 OK95 9-6
LP Out Of Mir	Out Of Sight id, Out Of Sight	ж.
Reach E 568 S 498- M 508 W 478	NGA	National Summary UP 41 DEBUTS 25 SAME 36 DOWN 0 ADDS 17
WHIT d = 4-0 to work a d = 2 t	BOOT 18-23 AND 1	9-1523 -13-27  17124 -4-10  171
MOODY BLU Your Wildes	ES	
LP The Other	0/21 60	PolyGram)
LP The Other  14  Regional	Side Of Life	Mational Summary UP 68
LP The Other  14  Regional	Side Of Life  0/21 60  33  BREAKER  MPST 29-20 MRCK 4-39 MRCZM-14-11 MTLQ on 2106 on	% National Summary

STEVIE NICKS Has Anyone Ever (Modern/Atco)  LP Rock A Little		
	6/27 32	%
Regional Reach E 44% S 30% M 24% W 32%	N&A	National Summary UP 4 DEBUTS 12 SAME 33 DOWN 0 ADDS 27
EAST MESSES ON M	BOOTH OF THE STATE	LAST  WITHG A WESTER OF THE STATE OF THE STA
2 Regional Reach E 828 S 968 M 918 W 948	14/6 91	National Summary UP 168 DEBUTS 2 SAME 27 DOWN 11 ADDS 6
Regional Reach E 828 9 918 W 948	14/6 91	National Summary









R

121/50 51%		%
Regional Reach E 54% S 49% H 48% W 55%	NEA	National Summary UP 12 DEBUTS 32 SAME 23 DOWN 0 ADDS 50
EAST  FLOW A 1-28    FLOW A 1-28	SOUTH STATE OF THE	1 NOTE   1



If something's happening at your station or company send R&R the photo and we'll put it on the Picture Page.



1930 Century Park W. Los Angeles, CA 90067 (213) 553-4330



16	02/98 435	
Regional Reach E 448 S 368 M 458 W 538	N&A	Nationa Summar UP DEBUTS SAME DOWN ADDS 9
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SIMPLE MI The Things LP: Once Up	She Said (A	8M)
	186/4 7	9%
Regional		National Summary
Reach	25	UP 14
E 77%	•	DEBUTS
S 74%		SAME 22
M 831		ADDS 4

Reach	25	UP 149
E 77% S 74%	•	DEBUTS 9
M 83%		SAME 22 DOWN 2
W 85%		ADDS 4
		1000
1773	WKREPH 25-22	-
P1	MTLQ 25-23 Q106 26-27	P3
EAST	BOUTH	
1		EAST!
K106 28-25 WHTT 32-29	WBBQ 34-31 KBP1 21-21	WF8G 25-24
WXXSPM 29-24 WRENTM 23-20	MFMF 25-72	MGUY 14-13 MEON 29-22
	HQGE 14-11 EZZB 18-14	WIGY 26-22 .
WNYS 19-12	WAPT 24-21 WEEK 28-23	103CIR 22-19 95XXX 15-12
WNYS 19-12 WPND 30-24 CROI 34-26	Azizx 38-53	MIKE 34-31
	WROQ on WSKE 27-21	WZYQ 28-26 OK100 14-9
PRO-PM 25-22 CFTR on	WNORPH 29-27 KEPS 25-21	
	WDCG on	WGAN 24-19 WONPFH 30-28
SOUTH	WANSPM 20-17- WCKN 35-32	WPXX 26-23
94Q 27-25 293 29-26	KRBE 20-20	800716
293 29-26 KEGL 15-12	94TYX 32-25	KPW 28-28
KEGL 15-12 KTKS 19-14	WOKI 14-11	EQ1778 21-21
93PH 22-22	WFMI 23-23	WXXP 19-16
WRNO 17-15	WDJK 26-23 WLRS 28-26 WABSPH 26-23	MJAD 27-24 WDID 38-33
WNV2 31-29 WRSR 22-19	KBPH 30-29	WCGQ 22-19
		WOID 38-33 WCGQ 22-19 KISR 30-27 Q104 18-14
H1 CHEST	WXLE 15-14 KTUX 29-25 WKEL 20-19	WYKE 21-21
896 25-19	WEEL 20-19	Q104 18-14 WYRE 21-21 WZYP 22-16 KSHB d-37 Q101 23-21
WLS 34-29 295 29-28	NI DWEST	Q101 23-21
	1	KHOEPH 21-21 WPPH 28-25 WGLF 29-24
92X 34-31 WCZY a	WKDD 21-18 WKAU 79-25	WGLF 29-24 KNIM 35-30
MCZY 8 2199 32-30	WOCL a-29	MNRSE, 39-11
KIMBPN 30-29 KHTR 31-27	WMC1 28-25 K11K 26-24	WVBS 33-30
KWK 22-12		HI DWEFT
WEST	KRMQ 28-24 KEIO 17-15 WGRD 17-16	
	WGRD 17-16	KYYY 27-23 WBMG 24-20 WBMB 31-19
KPKE 4-29 Y108 20-18	WIXX 13-33	WBWB 21-19
KIISPH 23-21 KKRE 18-17	WEPL 26-26 WEPE 29-25	KOC# m KCMD 30-26
KMJK 25-23	WV1C 11-9 E104 23-23	Y94 32-32 WAZYPH 27-23
KW00 30-30 KB103 34-30	KJ103 21-19 KOPM 31-27	KPRX 17-24 XXLEPH on
KITS on KWSS 20-20	KOKO 22-21 KE93 21-16	XXLAPH on
KW8S 20-20 KPLUB 16-14	KE93 21-16	998G 27-26 KKBC 27-24
KURE 35-32	WZOK 22-19 WRON 14-12	KWTOPH 4-29
22	KEYMPH 23-20 KERD 28-24	WDBK 20-18 WSPT 27-26
		KDVV d-39 KF10r 24-16
EMIT	WEST	1
1	KMR40 21-16	WEST
WFLY 17-15 Q100 30-24	KMPNO 21-16 KF95 26-24 KIYE 15-13	KGOT 15-13
WEOU 11-11		KYYA 22-19 KBOSPH 31-25
WYSR d-29 K104 17-10	KINN 4-27	ETRS 28-26
	KBOS 30-26	KRAI 29-24 KOEE 20-18
WT1CFM 27-25 WARK 16-13	KHSX 4-40 KYNOPH 25-20	KNTE 34-30 KNNE 23-22 KBIM 26-21 KEGE 27-24
WEEE on WEPK 32-35	KLUC 36-32 KPIV 32-32 KCAQ 24-23 KXYQ 24-20	KBIM 26-21
RI-104 23-21	KPIV 32-32	KEOE 27-24
RI-104 23-21 98PXY 22-20	KXYO 24-20	BLY96 25-21 0895 17-13
WM30 24-21	KDOWPH 19-14	1,-10

Regional Reach E 88%	9/25 85	National Summary UP 114 DEBUTS 46
S 818 M 798 W 948		DOWN ( ADDS 2
	8106 28-21 MKR2PH 19-13 WTLQ d-36 Q106 a	KCPX d-36 KIZU 37-32 KRQ 30-26
PAST	Q106 a	P3
8104 30-28 R104 00 MHTT 22-19 MCKSPM 18-13 MBEMPM 4-37 MPMS 29-21 MPMD 4-37 MBLI 4-79 CKDI on MPLI 3-25 MCAUPM 37-34 PRO-2M 21-15 CFTR 3-28 MAVX 29-17	20010	EAST
MHTT 22-19 MXXSPH 18-13	WB80 33-28 KHF1 d-30 WPKF a	MPBG 35-30 MCOY a MICON d-35 MICOY 31-21 100CIR 27-2 95XIX 36-26 MIRZ d-30 OKIOO d-37 100KHI 26-2 95XIL d-31 MOHAT 26-2 MOHAT 46-3 MFXX 36-31
WBENFH a-37 WNYS 29-21	MGGZ a K22B 36-28	WEON 4-35
WBLI d-29	WRCY 22/15	103CIN 27-2
MPLJ a-25	WNOK PM 4-29	MIKZ 4-30 OK100 4-37
PRO-PH 21-15	WDCG 22-18	100KHI 26-2 95XIL d-3%
CHUM 26-18	KEZB 23-16	WGAN 15-12 WOMPPH 40-3
SOUTH ATTEN	WANSPM 30-27	WPXX 36-31
940 18-12	MOZI 8 19-28 MCC 21 19-28 MCC 22-15 MCC 22-15 MCC 22-15 MCC 22-15 MCC 22-16	SOUTH
940 18-12 293 26-24 939M 29-14 897 27-24 MOUZPM 28-26 MNYZ 38-35 MRSR 40-32 Q105 28-25	WOK1 38-31	KFHH 33-33 KQI2FH d-27 WKSF 36-22 WJAD 36-29
897 27-24 MOUEPH 28-26	WDJX 40-34	WKSP 36-22 WJAD 36-29 WDID on
WNV2 38-35 MRSR 40-32	WLRS d-32 FM100 d-30	WOOD on
Q105 28-25	KBPH 35-34	WCGQ on RISR d-34 Q104 21-15 WYKS on WZYP 29-22
HI DHEST	BJ105 30-27	WYKS on WZYP 29-22 KSHR on
295 a-39 MMM5 d-37	WRVQ d-27	Q101 28-26 KNOEPH OR
MHYT 21-17	MKZL a	MPFH 22-17
Z95 a-39 MMOSS d-37 MCEY 15-11 MHYT 21-17 KBEQ 27-22 KHTH 29-22 KWK d-25	HICHEST	2102 35-34 KNIM 36-33 WHSL 36-30 WVBS 12-8
WEST	MKDD 34-33 MKAU 37-33 MNCI d-28 KIIK 28-22	KSMB on Q101 28-26 KNOEPH on KMES a MPFH 22-11 2102 35-34 KNIB 36-33 MHSL 36-30 MVBS 12-8
KPRE 21-19	MNCI d-28 KIIK 28-22	HI DWEST
Y108 15-13 KIISPN 11-9	MGTZ 40-32 KRNQ a-34	RYYY & MBNO a MBNO 2 MBNO 2 MBNO 2 MBNO 2 MBNO 20-13 KORQ d-34 Y94 33-39 KKILFH 33-2 KEFK on RKLSPH d-27 9986 a PSYSTEM CONTRACTOR C
KZZP 19-13 KKRZ 29-9	WGRD 34-29	MBMB 20-14
EPRE 21-19 Y108 15-13 KIISFM 11-9 KZZP 19-13 KREZ 29-9 KMJK 32-26 FMIG 2 21-19 KMOD 14-14 KSIG 3 10-7	WIXX 30-26 WIPL on	EGER 20-13
KMOD 14-14 KS103 10-7	MALC 13-8	Y94 39-39 KKXLFM 33-2
KITS 7-5 KNEL 6-4	KJ103 d-36	KPRX on
KMOD 14-14 KS103 10-7 KITS 7-5 KMEL 6-4 KWES 7-6 KPLUS d-29 KUBE d-35 KNBQ d-35	KORQ 32-30 K793 27-20	99KG &
KNBQ 8-35	WZOK d-22 WROM 11-27	KWTOPH 4-30
P2	SNC1 d-102 SNC1 d-102 SNC1 d-102 SNC1 d-104 SNC1 d	99KG a 8KRC d-35 KWTOPH d-30 WDSR 38-30 MSPT 40-37 KDVV d-32
EAST	KSUAD 32-27	WEST
WFLY a Q100 14-10 WVSR d-25	1000 15-32	KOOT 4
WFLY a 0100 14-10 wysr d-25 R104 on wrex 32-29 work 14-5 WTLCPW 28-21 waxx 25-21 waxx 25-21 wxxx 30-30 KC101 d-26 wsr 16-3 R1-104 33-25 98PXY 39-37 WGPM on 33-25	KNNQ 35-32 KNOX 4-23 KPS 4-32 KTS 4-29 KTS 27-19 KSND 34-29 KNOX 18-15 KNOX 18-15 KNOPH 35-23 KONG 2	KOOT 4 KYYA 6-30 KBOZPH 32-: KTRS 27-27 KKAS 6-35 KOZE On
WERZ 32-29 WORK 14-5	KINS 4-29 KINX 31-20	REAL d-35
WT1CPH 28-23 WARK 25-21	KINN 27-19 KSND 34-29	KOZE on KWNZ 4-28 KBIN 37-26 KZOZ 31-28 SLY96 31-24
WKEE 29-21 WLANPH 30-30	KMIX 18-15	SLY96 31-26
WSPK 36-33		
98PXY 39-37	RMEX 18-15 KYNOFH 35-23 KOMC a KLUC 33-26 KPIV on KCAC 15-9 KYTO 31-21 KDONFM 27-19	
WGPM on 930 37-31 WPST 36-32 WRCK d-33	KEYO 31-21 KDONPM 27-19	
WRCK 4-33		
OT A DALUE		
STARSHIP	loesn't Matter	·C

176/0 76% National		
egional each		Summary UP 144
678	23	DEBUTS 3
798		SAME 29 DOWN 0
728		ADDS 0
P1	SOOTH NAME OF THE PARTY OF THE	P3
MIT	WBBQ 31-27 WFWF 14-12 WGGI 10-9	BAST
NTT 18-15	KZZB 15-12 WAPI 20-19	WPRG 19-18 WGUY 19-17
HTT 18-15 XXSPH 35-26 BESEPH 24-21	MKQB 25-22 MSSX 24-21	
NYS d-31	MBCY 20-17 MSKZ 20-18	WIGY 12-31 103CIR 15-13
AUPH 21-20 10-PH 20-16	MNOKPH 25-20 KEPS on MDCG 27-25	WIGY 32-31 103CIR 15-13 95XXX 17-15 WIKE 29-26 OR100 17-14
OUTH	WKS1 14-13 WANSPH 19-16	
10 21-19 13 23-17	WCKH 32-30	MCAM 25-23
PKS 30-27	94TYX 31-28 MOUT 37-33 MOKI 16-13 MPMI 28-25	WPEX 33-19
7 20-18		SOUTH
RMO 10-9 EVR 27-27 ESR 19-15	PM100 22-20 WABBPH 19-13 WHENTPH 16-14	EPHE 23-23 EQIZPH 22-16
		MXSF 21-15 MJAD 21-17
DWEST	KX104 on	MGID 29-26 MGIQ 21-18 KISR 29-25
6 14-14 8 36-36 15 30-30	945 18-13 WXLX 11-10 KTUX 23-19 WKSL 28-26	Q104 19-19 WYKE 19-19
O48 15-13	MKSL 28-26	WZYP 19-16
2x 23-30 2x 22-22 2x 28-27 29 16-15 2x 14-14 4x 25-19	BLI CHEST	Q101 33-30
99 16-15	MKDD 11-7 MKAU 22-19	KWES 32-25
IK 25-19	WEAU 22-19 MOCL 26-22 WHCI 22-19	WGLF 28-25
<b>ज</b> र	MOTE 21-19 XRNO 21-19	WEST 20-16
RE 23-21 08 17-15	KB10 24-23 WHEE 28-26	NI DWEST
RE 20-19 JK 15-14	MGRD 13-12 M1XX 21-20	KYYY 19-17
OD 28-28 EEL 35-34	WEPL 28-24 WEPR 23-21	KYYY 19-17 WENG 27-22 WENG 23-16
EUS 19-15 BQ 26-25	MVIC 21-20 EJ103 34-32	KQCR d-29
P2	KOPH 28-24 KE93 9-7	Y94 23-23 KEXLPH 24-24 WAIYPH 18-15 KKLEPH 26-25
	WEOK 16-13 WROM 16-10	KKLSPH 26-25
LY 14-12	KAY107 29-25 KEYNPH 10-9 KRRD 16-12	99KG 25-22 KKRC 16-15 WDBR 22-20
00 28-21 00 21-20	WEST	
SR 26-24		KDVV on KPMM 14-14
RE 15-13	KP95 14-13 KFYS 12-12	WEST
RE 15-13 UCK 17-14 CEE d-30 AMPH 22-22	KIRCK 17-15	ETYA 19-14
101 30-29 PXY 24-22	KBOS 25-20 KLUC 25-25	RGOT 13-10 RYYA 19-16 RBOIPH 24-22 KTRS 21-21 KRAE 25-23
AMPH 22-22 2101 30-29 IPXY 24-22 470 7-5 IPM 25-25 IQ 25-23 19T 24-21 ICK 17-15	KPIV 22-22 KCAQ 36-34	ROLE 15-15
O 25-23 ST 24-21	KXYQ 17-14 KDOMPH 24-20	
BEFM 21-23	ECPX 30-25	KMFE 25-24 KBIH 20-15 KBOK 21-19
06 21-17	KRQ 24-24	SLY96 20-17 OK95 15-10

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VAN HALEN Dreams (WB) LP: 5150

Regiona Reach E 47% S 52% M 47% W 40%

195 a 1100 a=37 897 d MQUEPN a WRNO a WRSR a Q105 a=29

HI DWEST

596 a-39
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MIGY a 103CCF a 4 55KCK a 4 55KCK a 4 KCKCK a 4 KCKCKK a 4 KCKCKK a 4 KCKCKKK a 4 KCKCKKK a 4 KCKCKKK a 4 KCKCKKKK a 4 KCKCKKKK a 4 KCKCKKKK a 4 KCKCKKK a 4 KCKCKKKA A 4 KCKCKKKA 4 KCKCKKA 4 KCKCKA 4 KCKC

19	192/0 82%				
egional each		National Summary UP 157			
88%	22)	DEBUTS 4			
78% 76%		SAME 30			
87%		ADDS 0			
PT	R1-104 27-26 98PXY 27-25 WGFN 29-29	XXYQ 19-16 KDONFN 30-24 KCPX 35-32 KZZU 19-17 KRQ 19-15			
•	81-104 27-26 98PXY 27-25 WGFM 29-29	KCPX 35-32			
т	93Q 29-27 WPST 25-22 WRCK 18-16				
4 17-25	8106 21-19 WKRZPH 17-14	P3			
6 20-20 T 24-20	8106 21-19 WKRZPH 17-14 WTLQ 38-32 Q106 30-28				
6 20-20 T 24-20 SFH 26-20 NFH 22-19	Q106 30-28	EAST			
	BOUTH	MFBG 20-16			
8 20-13	MBBQ 32-29 KHF1 20-20	M78G 20-16 MGUY 16-14 WZON 25-19 WIGY 28-27 103CIR 20-18			
I on	MBRQ 32-29 KHFI 20-20 MGGZ 27-25	MIGY 28-27 103CIR 20-15			
I on UFM 26-26 16-14 -FM I9-14	MGGE 27-25 KIZB 26-22 MAPI 22-20	95XXX 19-16			
F on	MY09 26-25	MIGN 25-19 MIGY 28-27 103CIR 20-18 95000 19-16 MIKZ 32-28 MIND 32-29 OKIOO 25-22			
R on H on 7 18-15	MSSX 25-22 MSK2 24-23	100KHI 39-30			
A 20-20	MNOKEN 28-25 #295 22-20	95XIL on WGAN 31-27 WORPFH d-39 WFXX 24-18			
TH		MOHPEH d-39			
L 11-7	MDCG 35-31 MKSI 18-16 MANSPH 22-19 HCRH 31-29 KRBZ d-30 947YX 19-17 WCHT 28-25 WOKI 24-19				
L 11-7 S 25-24 21-17 O 26-25	WCKN 31-29 KBBF 4-30	BOUTH			
0 26-25	947YX 19-17	KPMN 32-32 . KQIZPH 33-25			
19-19 EPM 23-21 O 16-14 E 37-36 R 17-14	WOKI 24-19	WKSP 27-23			
O 16-14	WPMI 22-22 WDJX 23-20	MOID 37-31			
R 17-14	WI,RS 19-17	MCGQ 23-20 KISR 28-24			
WEST	WOME 24-19 WFMI 22-22 WDJX 23-20 WIRS 19-17 FMIDO 28-25 WABBFM 17-16 WHITPM 4-25 KBFM 24-23 BJ105 24-24 Y106 J2-28 942 24-21	KISR 28-24 MYKS 22-22 MZYP 25-21			
23-22	KBPH 24-23				
31-25	BJ105 24-24	Q101 20-18 KNOEFM 25-25			
23-21	Y106 32-28 942 24-21 WXLK 23-21 KTUX 20-16	KWES 31-28			
23-21 y 25-21 T 31-30 D 20-19	KTUX 20-16	KWES 31-28 WGLF 23-20 KNIN 22-18 WHSL 14-8 WVBS 27-26			
9 19-17	MKZL 24-21	WVBS 27-26			
0 20-19 9 19-17 1 21-21 R 30-25 20-11	HIDWEST	HI DWEST			
20-11	MKDD 25-21 MKAU 25-22 MOCL 18-17				
C24 34-34	MKAU 25-22 MOCL 18-17 KIIK 29-26	KYYY 24-21 WRNG 19-15 WRNB 29-27 KCMO 21-18			
п	MOTT 27-26	WBWB 29-27 KCMO 21-18			
E 29-27 B 25-22	KE10 22-19	KCNQ 21-18 Y94 30-30 KKXLPH 29-26 WAZYPH 32-28 KKLEFH 16-10			
	MGKD 18-18	WAZYPH 32-26			
P on z 23-21 K 24-22 D 24-24	WIXX 28-25 W2PL 25-23	99KG 21-20			
D 24-24 03 35-33	MIXX 28-25 MZPL 25-23 MKFR 25-22- KJ103 24-22- KJKQ 29-28- KZ93 25-21- MIXX 25-21- MIXX 25-21- MIXX 25-21- MIXX 25-21- MIXX 25-21- MIXX 31-30- KEYD 37-33- MHOT On	99KG 21-20 MDBR 24-22 WSPT 29-28 KDVV 28-27			
* an	KQKQ 29-28	KPW 28-27 KPW 22-15			
IL 13-12 IS 29-29 US 11-8	WZOK 25-21				
US 11-8 E 24-23	KEYNEM 36-33	WEST			
E 24-23 Q 25-22	KKRD 37-33	KGOT 24-23 KYYA 30-26			
P2	WEST	KBOZPM 27-24			
•		KOZE 27-24			
	KP95 22-20 KIYS 19-17	KHTZ 32-27 KMN2 26-25			
18-14 20-17 112-12	KMMQ 34-31 KF95 22-20 KIYS 19-17 KIKX 24-19 KSMD 21-19	KBIM 30-23			
U 12-12 R d-28		8LY96 23-20 OK95 27-21			
4 28-20	KMGX 39-38 KYNOFH 28-25 KLUC 14-14	OR95 27-21			
12 21-19 0x 22-20	KLUC 14-14 KPIV 28-28				
E 10-9	KCAQ 31-29				
NPH 31-31 K 33-29					

VENDE A-18 (1977) 24-18 (1977)

KRRD 26-23
WEIFT
KIRN 36-33
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KIYS ON
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WELS ON 1
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97X 31-28
1289 ON WETT ON WELST ON 1
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KARK 30-24
KARK 30-27
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WITLY 31-27
0100 37-30
WIDU 18-16
WUSR on
RIO4 32-29
WERE 30-27
WHEE A
WANG 6-29
WHEE ON
BPK 6-0
B1-104 On
B1-104 On
B1-104 ON
BPK 31-31
930 39-36
WHEE 31-31

V	1
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E	
ire (Chrys	alis)
61/15	26%
	Na
0.10	S
140	DERIT
	SA
	DO
	AD
	80077
	Fire (Chrys Jinx and Fi

61/15 26%			
Regional Reach E 218 S 298 M 228 W 328	N&A	National Summary UP 6 DEBUTS 8 SAME 32 DOWN 0 ADDS 15	
EAST WEFFIG = SEA 40-14 WEFFIG = SEA 40-14 WEEF EAST Q100 on WEEF EAST Q100 on WEEF EAST Q100 on WEAF EAST Q100 on	Set of the	SOUTH ON WEST 6-10 IN WEST 6-10 IN WEST 6-10 IN WEST 6-10 IN WEST 6-18	
	-		

# SIGNIFICANT ACTION

**(2)** 

MSAN a

SOUTH

WPPH a WVBS a

**P** 

WGUY on WZON a WGAN 37-30

WHSI, a

KI DWEST

WCILPH 16-16

100KH; on WOMPTH 37-30 WTXX on

KPMM on KISR on RMIN on

a ewen

OK95 on

ABC Vanity Kills (Mercury/PolyGram) LP How To be A Zillionaire Q100 on RI-104 a WTLQ on MFBG on MGUY on MILON on 95XXXX on 100KH1 a SOUTH PRO-EM DI 8007H MJAD a M2YP OB Q101 On MPFM OB MVBS OB NI DWEST WEST 99KG a PZ **P3** ANIMOTION I Want You (Casablanca/PolyGram) WERE on WGUY on WEOF on 95XXX d-36 WGAN on WXKSPH WKSE OF WNYE OF WPND OF WCAUPH K2ZB d-MANSPH WCKN OR WPM1 OR SOUTH WIKDD OF W3590 d-40 wter KIKK ON KRWD ON KCDX ON KCDX A WHALS on WEST **P2** ART OF NOISE Peter Gunn (Chrysalis) LP In Visible Silence KNGX 31-23 KPIV 33-33 KCMO 34-33 EAST 14 WRSE 0-11 WPHD a CPTR d-38 MSPK on R[-104 or 95XXX on MGAN 36-32 195 29-24 REPS d-31 Q101 on \$104 a K1KX 29-25 KBBD a ATLANTIC STARR Il Your Heart Isn't In It (A&M) LP As The Band Turns **P** HERQ 37-24 HECY 29-23 HERG 13-22 HERGE 13-23 HERGE 28-24 WEST 26-19 HERT 34-33 KBIM 19-17 WRVQ 27-23 KTUX 37-35 MBERTPH 30-18 MICSE 27-24 MNYS on 16361R on 1008H1 38-35

National Summary UP C DEBUTS 1 SAME 0 DOWN 0 ADDS 110

MIGY a 103CIR a 95XIX a MIRE a MZYO a ORIOO a 95XIL a MFXX a MFXX a MFXX a

KPHW A
WEST

EGOT 0-34
EYYA B
EBOZPH B
KOZE B
KOZE

Y100 27-23 WWVX 29-25 MYTHE OR MINEPH OR WOLF 32-27 K8EQ 8-31 KJ103 or KKRD a NC1LPH 29-27 **P2** KYNOPH 31-28 KYNOPH 31-28 FTRS 28-36 EB1H On PATTI ALISTIN The Heat Of The Heat (Qwest/WB)

P1	<b>C</b> 2	RCAQ 32-27 EXTYO OR
ZAST	EMIT	23
HOEKEFM 34-29 WEENER 27-24	K104 on WERZ 37-35	EMP
WKSE 30-28	HNNK 22-17	
MONTE 30-25	KC101 4-30	95XXX on
894 4-28	WSPK 26-23	OK1 90 on
PRO-PN on	RI-104 on	100KH1 on
	930 on	95XIL 0-34
SOUTH	WACK on WKRZPH on	WGAN on
		BOUTH
HIDWEST	BOUTH	WZYP on
WCSY 21-15	WBBO 24-19	MPPM d-40
WCTY 21-15 WNYT 32-29	W88X 0-39	WYRE OD
WATT 32-27	KAME 25-19	WY 50 OIL
WEST	MPMI 40-38	Na CHOCKE
	KRPM 37-36	
KIISPH on		H2H2 40−36
KKR2 33-30	MIDWEST	WAZYPH 4-1
KMJK on		KDVV qm
PM102 22-22	WEST	
#8103 a	Diff.	URST
KMEL 27-21	KEMD on	6202 on
KURE 29-26	KMGX 40-35	OF95 4-33
ENBO a		0.73 4-88
	*	

CALL Everywhere I Go (Elektra) EAST P1 EAST OK100 on 95XIL on SOUTH RTDOS WEYP a P2 KKLSFM OF KIM CARNES Divided Hearts (EMI America)
P Lighthouse PE EMT PI Q100 a WERZ a WRCK a WKRZPH a WGUY a WGAN a WOMPFM a WXXSPM WXSE a WXYS a SOUTE MJAD a Q104 a MZYP a Z102 m-39 WHSL a 940 a 293 a HI DWEST WEST KKRZ a KIKK a WEST P22 REAR & GAVIN CHRISTOPHER WGUY a 95XXX a WGAH 6-40 RI-104 d-36 WXKETH WKSE a CNOI or RQ12FH a Q104 on WYKS 27-27 WEYP on WQLF a 900TB Y100 37-32 41 DEST KIKX a PML02 or RUBE de KOZE a E D F.G. DAILY Say It Say It (A&M) LP E G Daily KMGX 28-20 KPTV 19-19 WKQB 16-10 KUME 27-20 WKS1 33-31 96X 17-11 BJ105 d-33 Y106 39-36 94E 23-19 FPUX 36-33 95EEK on 100KH L on 100 m-40 WVBS on WEST PZ **NEIL DIAMOND** Headed For The Future (Columbia)
LP Headed For The Future MFBG on WGUY a WEON a 95XXX a WEYQ on OK100 d-38 95XIL on MBSQ d=40 MBOKFH a MCKH a RRBE a MOUT a WHENEYS ON WPHD & PRO-PM B HIDNEST KIIK d-33 RRMQ a-37 MAPR on MVIC a KOPO on WRQH a HITMENT H1 DWES KOCH a KKLSPH a 99KG a HEST PZ ELET

EAST PART

JOHN EDDIE **1 P** KIO4 a SOUTH SOUTH WSSX a NI DIES WEST DEL FUEGOS I Still Want You (SlashWB)

UP Boston, MA PT **P**2 MHTT 30-27 MOKSPH 32-23 WMYS a WPHD a PRO-PH G-35 BOUTH WEST JOE JACKSON Right And Wrong (A&M) LP Big World 9 WKSE on WZPL on WVIC a 2104 d-40 NI DWEET WLS on P3 **P**22 MAGAZINE 60 Don Quichotte (Baia) WKKSPH O WEEKPH O WKSE O WWYS A 93FH 16-8 9105 m HI DWEST KZ2P a PM102 23-2 MAI TAI QT INT



MARII YN MARTIN Move Closer (Atlantic) LP Marilyn Martin K104 27-22 WTLQ on OKIGO 33-26 100KHI on 95XIL 21-18 WNOKPM on WDJX:on WLRS 39-35 KTUK on MZYP 32-29 KSMB a Q101 on MPPM 35-31 HI OWELDT MIDWEST PZ METROS After The Passion's Gone (MTM)

WERZ ON WSPK & 930 OR WRCK OR WKRZFM O EAST WPHD or BOUTE MHSL on N I DWEST WBWB on KKLSPH a 99KG on WDBR a MSPT a WYIC & KDWBPH a **P3** P KHTZ on

GRAHAM NASH Innocent Eyes (Atlantic) LP Innocent Eyes PI KZZB on WOK1 on WIRRO 32-2 KIBA on KSMB 39-38 WHSL 17-15 KS10 27-26 WV1C 30-28 WLS on NA CHIEFE Y94 37-37 KKILPH on HAZYPH 39-3 KKLBFH on KKRC 34-33 WDBF on KSND 22-18 KCPK on KZZU 38-37 **P**2 WEST 

JEFFREY OSBOURNE (A&M) K104 a WITE 6 EAST . PRO-PH B YAVA B MBBQ a MKQB = WSSX a WBOQ a KIPS a MCCG a WKE! a MCCM a 94TYX a WRVO a KTUX a 0K100 a 100KH1 s 95X1L s 893 a 897 a 9000 a 0106 a 0101 a WEST KJ103 a PZ

R DIANA ROSS **(1)** EAST KOMO d-30 KLUC on FAUT Q100 d-39 WKRE 28-26 RI-106 a WPST 37-33 B106 30-28 WIKZ OR 100KHI OR WGAN 20-16 WI DWEST KREQ 22-18

S CHARLIE SEXTON MHPJ on RZZE 40-HCKM a KRBE on BOUTH RPMN on RQIEPM on WJAD on WZYP on QIOL a KNIN on WHSE on 93PH & WEST KIYE 39-36 KSNO 40-36 EXEU on WEST EAST 99KG a WDRR on KDVV 34-33 **P** KGOT 10-28 KGZZ on GK95 19-36 SLY FOX Stay True (Capitol) LP Let's Go Ali The Wa Q100 on RI-104 i MCLA OU MICA OU MCLA 9 SOUTH MUJAD on MGLF on RWIN on WHSL on SOUTH AL DIVEST HI DWEET MAZYFM d EAST P2 WRET

JERMAINE STEWART We Don't Have To Take (Arista) LP. Frantic Romantic EAST EAST PI 95XXX a WGAN d-38 WOXESPH a WPHD 6-38 MNNX a NTLQ d-33 93FH 2B-28 WKSF 4-38 KSMB 4-35 MKQ8 a MSSX a-29 BJ105 d-30 HI INTERT MR045 28-24 KWK & истыем а -WEST OK95 a

KTRS on OK95 on

SOS BAND The Finest (Tabu/CBS) LP Sands Of Time IMT. DIGX 33-22 EMST 12 WHIT a WXESPH d-1 WKSE 31-21 WPLJ 23-21 WHNK & WTICPH &-RC10) B WEPK & RI-104 B 0105 a-10 MJAD on Q101 on 2102 33-32 MCEY 4-36 WEST

B.E. TAYLOR GROUP Karen (Epic) LP Our World K104 6-35 MTBG on 103CIR B OR100 d-35 95XIL d-39 WOMPTH 24-2 WPHD on 894 24-23 BOUTH

TRANS-X Living On Video (Atco) EM? PI Q100 a R104 36-32 WKEF on B106 on 95XIL d-38 800TE Q101 on KWES d-33 WPFW 37-29 KBBQ on \$299 a KDMBPH 33 WLOLFH a WKSI on BJ105 20-14 Y106 37-20 MCILPH on KDVV d-37 KAY107 40-3 WEST OK95 d-40 K\$2P 1-2 PM102 d-24 KPLUS 32-17 KAND on

# **CONTEMPORARY HIT RADIO**

## BREAKERS

When The Heart Rules The Mind (Arista)

66% of our reporters playing it. Moves: Up 38, Debuts 44, Same 53, Down 0, Adds 20 including B104, KEGL, KITS, KNBQ, KRBE, WGTZ, Z104. See Parallels, debuts at number 40 on the CHR chart.

### FABULOUS THUNDERBIRDS Tuff Enuff (CBS Associated)

62% of our reporters playing it. Moves: Up 71, Debuts 31, Same 25, Down 0, Adds 18 including WHTT, WCAU-FM, 94Q, WLS, KWK, KKRZ, WZPL. See Parallels, debuts at number 37 on the CHR chart.

### **KENNY LOGGINS**

Danger Zone (Columbia)
60% of our reporters playing it. Moves: Up 21, Debuts 32, Same 50,
Down 0, Adds 39 including WHTT, KEGL, WMMS, ZZ99, KPKE, KITS, KPLUS. Complete airplay in Parallels.

### **MOODY BLUES**

Your Wildest Dreams (Polydor/PolyGram)

60% of our reporters playing it. Moves: Up 68, Debuts 21, Same 30, Down 0, Adds 21 Including WXKS-FM, 93FM, 195, Z95, WSPK, KIMN, KYYY. See Parallels, debuts at number 39 on the CHR chart.

### **NEW & ACTIVE**

ROLLING STONES "One Hit (To The Body)" (Rolling Stones/Columbia) 121/50 Up 12, Debuts 32, Same 27, Down 0, Adds 50 including K106, WHTT, Z93, B96, KWK, KKRZ, 38-30, WMMS 39-33, KNBQ 39-33, Q100 40-33, WFBG 39-33, WAZY-FM 40-36, KGOT 33-26.

MODELS "OUT MIND, OUT Sight" (General 119/17)
Moves: Up 41, Debus 25, Same 36, Down 0, Adds 17 Including WKSE, 293, WRSR, KWK, WLOLF,M, KITS, WVIC, WPHD
63-31, KKR2 38-44, WOK) 33-27, WMLS 29-5, WKMLS 47-28, WGRD 32-27, KSND 32-21, KDON-FM 39-33, WGAN 39-33.

50-31, ANIZ 36-39, WOLIN 35-27, MICH 297-29, WALK 37-26, WORLD 35-27, KOND 26-21, KUDUR-PM 39-33, WOWN 39-33, WOWN

Up 3, Debuts 0, Same 1, Down 0, Adds 98 including WHTT, WPHD, WAVA, 94O, 293, KEGL. 896, WMMS, KWK, KMJK, KWSS, KUBE, Z104 39-36, KGOT 34-27.

Moves Up 3, 043, 044, KMSS, KUBE, 2104 39:36, KGOT 34-27

FETER GABRIEL "Sledgehammer" (Geffen) 98:734

Wowse Up 15, Debuts 17, Same 32, Down 0, Adds 34 including K106, 195, KDWB-FM, KWK, KIIS-FM, KITS, WPHD 37-29, WISB 37-34, WZDU 28;21, WTLO 36:30, KZPS 32:26, KDDN-FM 38-27, WDBR 40-35, SLY96 35-26.

BANGLES "IR She Knew What She Wants" (Columbia) 96:72

BANGLES "IR She Knew What She Wants" (Columbia) 96:72

Same 32, Down 0, Adds 21 including B94, WRNO, KIS-FM, KMJK, KS103, KMEL, KNBQ, B96

Moves: Up 19, Debuts 24, Same 32, Down 0, Adds 21 including 894, WRNO, KIIS-FM, KMUK, KS1 36-30, 92X 32-29, KKRZ 37-29, WOKI 32-28, KIIK 35-31, KOFM 33-30, Q104 34-26, KDVV 39-29

36:39, 38:36:36, NATE 37-58, WORL 36:36, NIN 36:31, NOTIFICATION 30:31, NOTIFICATION 3

WUT 15, Debuts 16, Same 27, Down 0, Adds 24 including WNYS, 94Q, 293, B97; WHYT, WLOL-FM, KKRZ, WHTT WKSE 39-36, KIIS-FM 33-28, KMEL 22-19, WXLK 25-19, KSND 39-32, KYNO-FM 39-34, 100KHI 40-31.

21-19, WKSE 39-36, KIIS-FM 33-28, KMEL 22-19, WXIL Z5-19, KDND 39-32, KYND-FM 39-34, 100KHI 40-31.

PSYCHEDELIC PLIRS "PFetty In Plnk" (A&M) 81.6

Moves Up 39, Debus 12, Same 23, Down 2, Adds 5, K106, KWK, WNNK, WZPL, KKRC, B104 28-24, WBEN-FM 18-13,

WKSE 28-23, WMSY 25-17, WPHD 18-13, KDWB-FM 31-26, WSPC 25-20, KZZB 30-26, WHSL 38-33, SLY96 40-94

GIUFFRIA "I Must Be Dreaming" (Camel/MCA) 78-10

Movies Up 21, Debus 8, Same 39, Down 0, Adds 10 including WNNS, ZZS9, KDWB-FM, KRUS, WFMI, KINS, WWBS, WPHD

40-33, WMMS 26-19, WKZL 39-36, WKDD 37-32, 100KH 39-32, WBWB 36-33, KWA2 35-30, OK95 29-20.

au-33, www.mc 26-19, WR.CL 39-39, WKDD 37-32, 100KH 18-32, WBWB 36-33, KM-Z 35-30, 0K95 29-20.
STEVIE NICKS "Msa Anyone fever Written Anything For You" (Modern/Alco) 75-627
Moves Up 4, Debus 12, Same 33, Down 0, Adds 27 including 1841, 185, 390, WFMI, KKRD, KNMG, KBOS, 100KHI, KNIN,
KFMW, KBOZ-FM, WRNO d-38, WKGB d-32, WBCD 40-38, WFMI KKRD, KNMG, KBOS, 100KHI, KNIN,
KFMW, KBOZ-FM, WRNO d-38, WKGB d-32, WBCD 40-38, WFMI KKRD, KNMG, KBOS, 100KHI, KNIN,
KFMW, KBOZ-FM, WRNO d-38, WCGB d-32, WBCD 40-38, WFMI KKRD, KNMG, KBOS, 100KHI, KNIN,
KFMW, KBOZ-FM, WRNO d-38, WCGB d-32, WBCD 40-38, WFMI KKRD, KNMG, KBOS, 100KHI, KNIN,
KFMW, KBOZ-FM, WRNO d-38, WCGB d-32, WBCD 40-38, WFMI KKRD, KNMG, KBOS, 100KHI, KNIN,
KFMW, KBOZ-FM, WRNO d-38, WCGB 40, WCGB, W

Up 14, Debuts 15, Same 24; Down 0, Adds 16 including PRO-FM, KTKS, 93FM; KWK, KWSS, KAY107, WIKZ, WRNO, WMMS 36-32, KKRZ 36-32, KPLUS 31-27, WZOU 27-19, 94TYX 34-30, KIYS 36-31, WDBR 39-33.

99-39, WIMOS 96-32, RNTLS 36-32, KPLUS 31-27, W2UD Z7-19, 341TX 34-30, KRS 36-31, WUDH 39-33.
WILLD BLUE "Tire With Fire" (Chrysalis) \$171.5 m Moves: Up 6, Debus 8, Same 32, Down 0, Adds 15 including WPHD, WIMMS, KWK, KPLUS, WOKI, WKDD, WCGO, B96, 40-34, WWC 3624, WIRON 433, KSMD 32-27, KDON-FM 438, WFXX 40-34, WBWB 438, KGOT 36-29.

LOVERBOY "Lead A Double Life" (Columbia) 60/1
Moves Up 15, Debus 9, Same 35, Down 0, Auds 1, WORL WBEN-FM 39-36, Q105 29-26, KPLUS 23-19, KNBQ 31-28,
KYOL 29-22, WOKI 29-26, OK100 26-23, 95NL 24-15, KWES 26-22, KGOT 22-17, OK95 18-12.

NOT 22-22, WON 3-24, OR NO. 26-32, SAIL 24-15, KWES 26-22, ROOT 22-17, Oks9-18-12.
FIXX "Secret Separation" (MOA) 57-56
Moves Up 0, Debus 0, Same 1, Down 0, 40ds 56 including WBEN-FM, WPHD, PRO-FM, 94Q, 195, WRNO, WRSR, WMMS
KWK, KRR, PMOZ, PKUJS, KIK, KRRD, 95XXX.

KWK, KRFZ, FM102, KPLUS, KIIK, KKPD, 95XXX BELINDA CARILISLE "Mad About You" (IRS/MCA) 55/27. Moves Up 1, Debus 4, Same 23, Down 0, Adds 27 including WAYA, KEGL, KTKS, WRNO, WMMS, KWK, KWSS, WNOK-FM, KJJO3, KRD, VSS, ISS 427, Y100 40-36, B97 d-30, Q100 d-36.

FM, FUIDS, RML, KYNE'S 195 CE21, 110 value, Buy value, Buy value (Buy Value) (Buy Value) (AM) 50/36 Moves Up 6, Debuts 5, Sans 3, Down 5 data 36 including B94, 99FM, WOUE-FM, Q102, KKRZ, KMJK, KS103, B97 d-28, B96 d-36, WCP 433, KINE'S, DW 1912, FM102 199, KITS 27-16, KMEL 18-11, KEZB 29-23.

### SIGNIFICANT ACTION

PATTI AUSTIN "The Heat Of Heat" (Qwest/WB) 49/3

Moves: Up 19, Debuts 7, Same 20, Down 0, Adds 3, KS103, KNBD, KYNO-FM, WXKS-FM 34-29, WBEN-FM 27-24, WNYS 30-25, WCZY 21-15, WHYT 32-29, KMEL 27-21, WNNK 22-17, WBBQ 24-19, KAMZ 25-19, KMGX 40-35, KCAQ 32-27, WBBQ 44-19, KAMZ 25-19, KMGX 40-35, KCAQ 32-27, WBQX 41-29, KMGX 41-29, K

WBWB 40-36.

MELL DIAMOND "Headed For The Future" (Columbia) 48/25

Moves Up 1. Debus 5, Same 16, Down 0, Adds 26 including WPHD, PRO-FM, Q100, WRGK, WKRZ-FM, WNOK-FM, WKCN, KRBE. WOUT, KRPO, WWIC, KOFM, WRGN, KMÖX, KYND-FM, WNNK 40-31.

ANIMOTION "I Want You" (Casabianca/PolyGram) 40/4

Moves Up 0, Debus 4, Same 32, Down 0, Adds 4, KWK, KCPX, WAD, WBWB, WXKS-FM on, WRYS on, WCAU-FM on, WRNO 40, WMMS on, KKRZ ondp, KFLUS 436, KZZB 4:33, WKDD on-dp, KCAQ on, 95XXX d:36.

### MOST ADDED

VAN HALEN (110) Dreams (WB) BOB SEGER (98) Like A Rock (Capitol) PRINCE (86) Mountains (WB) FIXX (56) Secret Separations (MCA)

ROLLING STONES (50) . . (Rolling Stones/Columbia) One Hit

### HOTTEST

MADONNA (183) Live To Tell (Sire/WB) WHITNEY HOUSTON (156) Greatest Love Of All (Arista) PATTI LABELLE/MICHAEL McOONALO (87) On My Own (MCA) NU SHOOZ (75) Can't Wait (Atlantic) OMO (61)

If You Leave (A&M)

ATLANTIC STARR "If Your Heart Isn" in II" (A&M) 34/3 Moves Up 19, Debuts 2, Same 9, Down 1, Adds 3, NBG, KRBD, KLUC, WBEN-FM 30-18, WKSE 27-24, Y100 27-23, WNVZ 29-25, WBBO 37-34, WBCV 29-25, KEZ 89-24, WKSI 26-19, WRVQ 27-23, KMGX 21-16, KYNO-FM 31-28, WGLF 32-27.

29-25, WBBO 37-34, WBCV 29-23, KCZB 28-24, WKSI 26-19, WRVQ Z7-23, KMGX 27-15, KYNO-FM-31-26, WGLF-32-27. JEFFREY 05809NE "YOU Should Be Mine" (A&M) 333-33.

Moves: Up 0, Debus 0, Same 0, Down 0, Adds 33 including WXKS-FM, PRO-FM, WAVA, Z93, B97, KMJK, FM102, KMEL, K104, WBBO, WROO, 94TYK, K103, KOFM, KOFM
CHARLE SEXTON "Impressed" (MCA) 32-6

Moves: Up 7: Debus 0, Same 19, Down 0, Adds 6, 93FM, 0100, WCKN, K0FM, 0101, 99KG, KPLUS 33-32, WRCK on, K2Z8 40-38, KRBE on, K115 39-36, KSND 40-36, KDV 34-33, KGOT 30-28. OK95 39-36.

KZZB 40.38, KRBE on, KIYS 39-38, KSND 40-38, KDV 34-33, KBCI 3U-28, UK99 39-39.

MAGAZINE 6 ""Don Quicholte" (Baja) 30/15 "
Moves Up 8, Debus 2, Same 5, Down 0, Adds 15 including WEEN-FM, WKSE, WNYS, Q105, WCZY, KZZP, KITS. WERZ. WTLQ, KHFI, KODN-FM, WKSSF, WO, 93FM 165, FM102 23-21, KMEL 23-16.

ABC. "Vanity Kills" (Mercury/PolyGram) 30/6 "
Moves: Up 3, Debus 1, Same 20, Down 0, Adds 6, RI104, KTUX, KOFM, 100KHI, WJAD, 99KG, PRO-FM on, FM102 on, KPUS 28-26, WTLQ on, KHFI on, WOKI on, KIYS 35-33, KGAQ d-40, OK95 31-26.

RCND 3 62/20, WILLU ON, PURT ON, RVIS 130-33, KCAQ d-40, OK95 31-26.

GRAHAM NASH "Incocent Eyes" (Atlantic) 38/0
Moves: Up 1.2 Debuss 0, Same 18, Down 0, Adds 0, WRNO 32-29, WLS on, WLOLFM 15-11, WERZ 39-37, KZZB on, WOKI on, WVIC 30-28, KSND 22-18, KCPX on, KZZU 38-37, 95XIL 32-28, KSMB 39-38, WHSL 17-15, WAZY-FM 39-34, KKRC 34-33.

KIM CARNES "Divided Hearts" (EMI America) 29/29 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 29 including WXKS-FM, WKSE, WNYS, 94Q, Z93, KKRZ, FM102, Q100, WBBQ, FM100, Y107, WXLK, WKAU, KIKS, KIMD

WESSE, PASTUR, 1917. WALE, WINAL KIRK, KIMN.

GANIN CHRISTOPHER "One Step Closer To You" (Manhattan) 27/12

Moves: Up 3, Debuts 3, Same 9, Down D, Ados 12 rockuding WKKS-FM, WKSE, Q100, WTLQ, WSSX, KIKX, WGUY, 95XXX, K0Z, FM, WGLE, KOZE, KBM, Y100 37-32, KUBE d-36, Y106 40-35.

TRANS-X. "Living On Video" (Atco) 26/3

THANNS-X "LIVING UN VIGBO" (AICO) ZO/3
Moves: Up 8, Debuts 7, Same 7, Down 1, Adds 3, ZZ99, WLOL-FM, Q100, WKSE d-38, KDWB-FM 33-31, FM102 d-24, KPLUS 22-17, K104 38-32, BJ105 20-14, Y106 27-20, KAY107 40-35, KLUC d-38, OK100 39-33, KWES d-33, WPFM 37-29.

RCIG. CAILLY "Say II Say II" (A&M) 25/2 KEG. CAILLY "Say II Say II" (A&M) 25/2 Moves: Up 1.1, Debus 3, Same 9, Down 0, Aods 2, Y100, Q100, WXKS-FM d-33, WNYS d-34, CKC) 40-34, KMEL 16-14, WKOB 16-10, KMAZ 27-20, 984, T-11, Y106 39-36, 942 23-19, KTUX 36-33, KOFM on, KMGX 29-20, KCAQ on.

WKQB 16-10, KAMZ 27-20, 96X 17-11, 7106 39-39, 942 23-19, K1UX 30-33, KUPM 011, KNDX 20-20, KUPM 010 DIANA ROSS "Chain Reaction" (RCA) 247 K1104, B104 21-19, WXKS-FM 11-7, WKSE 38-34, CKOI 2-1, Q107 Moves: Up 14, Debus 4, Same 5, Down 0, Adds 1, R1104, B104 21-19, WXKS-FM 11-7, WKSE 38-34, CKOI 2-1, Q107 21-17, KREQ 22-16, KZZPO n, KKRZ 437, WFST 37-33, WBB0 35-33, WABB-RM 430, BJ105 on, KOMO 4-30, WGAN

20-16.
ART OF NOISE "Peter Gunn" (Chrysalls) 23/6
Moves Up 6, Debus 3, Same 8, Down 0, Adds 6, WPHD, WMMS, KWK, KIUX, Z104, KSND, WKSE d-33, CFTR d-38, 195
29-24, FM102 or, KMEL 24-9, KFSP d-31, KKX 29-25, KM0X 31-23, WGAN 36-32.
SOS BAND "The Finest" (Tablu/GBS) 22/10
Moves Up 5, Debus 4, Same 3, Down 0, Adds 10 including WHTT, O105, KITS, WNNK, WTIC-FM, KC101, WSPK, KHFI, WPVO, WKSE 31-21, WPLJ 23-21, WC2Y 8-36, WHYT ox KMEL 32-25, KM0X 33-22

JERMAINE STEWART "We Don't Have To Take Our Clothes Off" (Arista) 19/10 Moves: Up 2, Debuts 6, Same 1, Down 0, Adds 10 including WKKS-H, KWK, WINN, WKOB, WSS) WOIL-EM, OKS, WPHD d-38, WMMS 26-24, FMID2 24-20, KMEL d-33, BJ105 d-30. SX KMGX 95XXX WKSF

METROS "After The Passion's Gone" (MTM) 197

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Moves: Up 0, Debuts 0, Same 12, Down 0, Adds 7, KDWB-FM, WSPK, WVIC, WRON, KKLS-FM, WDBR, WSPT, WPHD on, WRCK on, WRRZ-FM on, WFIS, on, KHTZ on-dp.

SLY FOX "Stay True" (Capitol) 19/7 Moves: Up 0, Debuts 1, Same 11, Down 0, Ad 0, Adds 7, WKSE, RI104, WSSX, WXLK, WGUY, 100KHI, WDBR, Q100 on, KTUX on,

WNYS 6.33, WMMS on-dp, WEIRZ 35-25, RITOR 6.39, WOUT 6.39, SOXXX 6-34, WOARD 6-35, KBIM 601. DEE JACKSON "Right And Wrong" (A&M) 16/4 Moves Up 1, Debus 1, Same 10, Down 0, Adds 4, WZOU, WKRZ-FM, WVIC, WBWB, WKSE on, WLS on, WZPL on, Z104 640, WOMPFM 37-30, KISR on, KNIN on, OKS6 MARILYN MARTIN "Move Closer" (Atlantic) 16/1 Moves Up 5, Debus 1, Same 9, Down 0, Adds 1, KSIM, FM102 on, K104 27-23, WYLQ on-dp, WNOK-FM on, KTUX on, KCAQ on-dp, OKTO 30-228, 98(1); 21-18, WZPF 32-29, WPPM 35-31, KHTZ d-39.

KCAO ondp, UKTU0 32-26, 930LE 2110, MET 03-26, MET 03-2

WNYS, WPHD, WZON, WHSL, WHTT 30-27, WXKS-FM 32-23, PRO-FM ts 1, Same 4, Down 0, Adds 4, WNYS, WPHD, WKRZ-FM 40-36, WGUY on-dp, WGAN 37-30.

JOHN EDDIE "Jungle Boy" (Columbia) 11/10
Movee: Up 1, Debus 0, Same 0, Down 0, Adds 10, WPHD, WMMS, KWK, K104, WPST, WSSX, WGAN, WPFM, WVBS, OK95, GK07 26-18. CALL "Everywhere I Go" (Elektra) 10/5
Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 5, O100, WNNK, KIKX, WZYP, WHSL, K104 d-37, WKRZ-FM on, OK100 on,

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artistifitie (label) designation in-dicate the total number, how many added at for the first time this week. Moves indicate the you of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity, Down for downward chart activity, and to dudied than multiple and an activities of the control of the co CHR Rotation Criteria - Fulltime Adds and/or Ons: four plays in a 24-hour period, three of them before midnight parted Adds and/or Ons: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 88 Adds & Hots Begin on Page 86 P-1 Playlists Begin on Page 83

Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall. This information will be published in R&R each week on the CHR Adds & Hots pages.