

# MADNESS

## "It Must Be Love"

7-29562

Produced by Clive Langer  
and Alan Winstanley

The Second Single  
from the  
Debut Geffen LP  
**MADNESS** GHS 4003



### CHR NEW & ACTIVE

81/41

ADDED THIS WEEK:

WXKS-FM	KZFM	KZ93	WXLK
WBEN-FM	WRQK	KLUC	KKQV
WPHD	WOKI	KSKD	WBWB
CHUM	FM100	WACZ	KFMZ
Q103	G100	WGUY	KRNA
KMJK	KRGV	WOMP-FM	KFMW
KC101	KIHK	WKHI	KOZE
WSPK	KMGK	WJBQ	KDZA
WPST	WMEE	KISR	KBIM
KZZB	WGRD	Q101	KSLY
			KIST

# PETER GABRIEL

## "Solsbury Hill"

7-29542

Produced By Peter Gabriel  
& Peter Walsh

From the Geffen LP  
**PLAYS LIVE** 2 GHS 4012 F



### CHR SIGNIFICANT ACTION

WPHD deb 40	WHOT add	KSKD on
WGCL on	WERZ add	KYYX on
WABX on	WISE add	WJAD on
WLLOL-FM on	KKQV add	KNOE-FM on
KIQQ on	WHSB add	WBWB on
KMJK on	KFMZ deb 28	KCDQ on
WKFM deb 40	KYTN add	
WTIX deb 39	WRCK on	
WZZR deb 37	KTFM on	
KZ93 add	WJXQ on	



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# STREET TALK

Dial "R" for ratings? Would you believe the phone company is getting into the broadcast research business? It seems that with the pending split of AT&T some broadcasters have approached the communications giant about researching the communications media. Given the phone company's facilities and WATS capabilities, national and regional broadcast research could become a part of the new Ma Bell's future. Talk about "number, please."

If you've heard that consultant Mike Joseph will be bringing his Hot Hits format to your town, now that WMAR-FM/Baltimore is up and running, don't react just yet. Mike admits he's ready to make his next move, but says he still hasn't decided in which direction that move will be. He expects to choose from "six very strong possibilities" within two weeks.

Bill Staton has exited his Division VP/Black Music-Marketing post at RCA Records, with no immediate replacement named and his future plans undisclosed.

The hot rumor in San Francisco is that KSFO will go News/Talk when King Broadcasting takes over.

Bill Tanner has announced that WASH/Washington has indeed begun evolving from a very traditional A/C approach to an adult CHR, and has hired Dude Walker, formerly with WPGC and Q107, to join the airstaff. Also, Rosemary Winter is now on board as Tanner's Programming Assistant and Promotion Director. The only unanswered question now is — what's that "major announcement" the station is promoting for Monday evening (8-22) at 6:05?

Street Talk hears that WLAK/Chicago may be planning a "Nothing But Love Songs" promotional campaign, similar to WPIX/New York. Since WPIX claims a service mark on that slogan, such a campaign in the Windy City could give new meaning to Jackson Browne's "Lawyers In Love."

Congratulations to David Fleischman, who moves up to the national promotion staff at Atlantic from his Dallas promo post. David is now an Associate National Album Promotion Director.

Outlet has applied for the calls WRLX (relax?) for its new Washington FM, which was supposed to become a News/Talk complement to all-News WTOP. Even though the new call letters strongly suggest Beautiful Music, Sr. VP/Radio Dick Rakovan says no final decision has been made on format. Formerly WHFS, and now WTKS, the station has been dark since Outlet took over in mid-July. The company is shooting for an early September comeback.

KAMZ/El Paso and Spanish language sister station KAMA were granted an exclusive radio interview in the Oval Office with President Reagan. The 20-minute chat took place August 4 and the President responded to questions concerning Hispanic interests. KAMZ PD Bob West, KAMA PD Ernie Quinones, and VP/GM John Frankhouser were on hand for

the interview, which was translated into Spanish for KAMA. As a gift, the stations brought the President a jar of jalapeno-flavored jelly beans.

Several GM changes taking place in Texas, as KZFM/Corpus Christi's Don Sutton resigns . . . across town KITE names Chuck Dunaway as GM . . . and Dick Debutts becomes the GM at KBFM/McAllen-Brownsville.

Best wishes for a speedy recovery to Mutual VP/Programming Dick Carr. He's reported doing fine after emergency quadruple heart bypass surgery last Friday (8-12), two days after being taken ill while jogging.

Check out the new Billy Joel video "Tell Her About It." In addition to a decent Ed Sullivan lookalike and a cameo by Rodney Dangerfield, Columbia's Ray Anderson makes a brief appearance right at the beginning as the TV director in the booth. He even gets a line of dialogue. Ah, showbiz . . .

Johnny Dolan returns to I95/Miami as Programming Assistant to PD Keith Isley, which ups Brian Thomas to PD at KCAQ/Oxnard-Ventura.

WPLJ/New York has just inked ten-year station veteran Pat St. John to a lucrative five-year deal.

Dave Anthony, whose last assignment was PD at KHOW/Denver, has joined Double-day's KPKE as Assistant PD/morning man.

Here's the new lineup for KNX-FM/Los Angeles, soon to be KKHR. PD Ed Scarborough expects the "Hit Radio" format to be on the air in a matter of days: 5-9am Lou Simon (formerly KZZP/Phoenix), 9-noon Dave Donovan (aka Joe Cipriano from KHTZ/Los Angeles), noon-3pm Christopher Lance (KFRC/San Francisco), 3-7pm Todd Parker (KITS/San Francisco), 7pm-midnight Mark Hanson (aka Beau Summers WZPL/Indianapolis), all-nights Dan Lopez (KNX-FM). Weekenders include Steve Randall (KNBQ/Tacoma-Seattle) and Craig Sea (KNX-FM), Dave Hull remains with the station as MD, and Jacquie James is named Programming Assistant.

Look for Q105/Tampa Operations Manager Mason Dixon to name a new PD for the station very soon.

Word out of the Midwest is that KHTR/St. Louis's new PD Scott Alexander has received a black wreath as a welcoming present. Could it possibly be from across the street at KWK?

KQFM/Portland has applied for new call letters KRRZ, to be known as "The Rose." Very appropriate, since Portland is the "Rose City." No change in the current A/C format is anticipated.

Dave Brauer has been promoted from PD to GM at KTMT/Medford, OR.

KSPO/Spokane switched from News/Talk to Country (8-15) and has asked the FCC for new call letters KKER.

MORE STREET TALK/Page 24

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