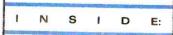
#### **ISSUE NUMBER 570**

#### THE INDUSTRY'S WEEKLY NEWSPARER

FEBRUARY 8, 1985

LBERT S. COOK LIPPA

FFB 8 18m



#### FCC MAY OPEN DOOR **TO COMBINATION SALES.** AD RATE EFFORTS

A new FCC Rulemaking could allow individual stations to combine their sales forces. Stations or their reps (or entire markets) may also be able to sell time in combination packages. Brad Woodward has the details on this potentially far-reaching development

Page 12

#### AOR COLLECTING **UPPER-DEMO HONORS**

Steve Feinstein researchs the fall book and finds AORs are No. 1 18-34 adults in more markets than any other format, champions in 25-34 males, and are even making strong 25-49 gains. In a related column, Jhan Hiber also finds the news is encouraging for AOR overall.

Page 18, 40

#### **KOST IS CLEAR FOR** A/C DOMINANCE

Ron Rodrigues talks to KOST/Los Angeles OM Jhani Kaye about the station's dramatic fall ratings climb: over a four share 12+ and almost seven 25-49.

Page 42 PEOPLE IN THE

#### **NEWS THIS WEEK**

Steve LaBeau PD at KFI

- Bick Scott PD at KSFO
- Ken Dennis Corporate Director for King
- John Rivers PD at KFOG
- Lee Rogers OM at KCBQ-AM & FM
- Keith Abrams programs WHTX
- Mike Elliott PD for WISN
- Dick McGeary Station Manager.
- Ed Krovitz GSM at KGIL-AM & FM
- Bruce Raven-Stark GSM at WLTW Howard Schwartz GSM at WZKS
- Peter Philbin VP at E/A
  - Page 5. 6

WINNING STRATEGIES: **INFORMATION & INTUITION** 

Consultant Charles Warner continues his examination of winning radio strategies by emphasizing three elements: proper research, detailed analysis of competition, and imagination. Page 20

#### COUNTRY TRIUMPHS UNDER THE MICROSCOPE

Lon Helton brings out the stories behind the Country ratings achievers in Philadelhia, Dallas, Nashville, and St. Louis. Page 50

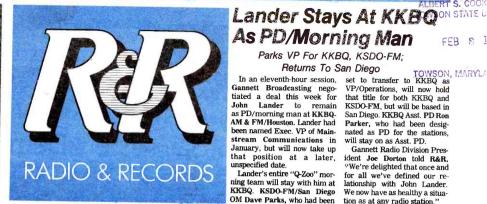
#### IR COMBAT IN BALTIMORE

AR is making a battle of its CHR rivalry with B104 in Baltimore, and Joel Denver talks to the generals on both sides of the combat zone Page 36

#### LOOKING FOR AN ON-AIR GIG

Dan O'Day continues his series on jobhunting with sound advice on where to look, placing an ad, calling a PD, and sending out an aircheck. Page 34





#### SPINOFFS TO COME

## Taft Buys Gulf's Radio/TV **Outlets For \$755 Million**

Taft Broadcasting has announced that subsidiary Taft TV & Radio will acquire five TV and seven radio stations from Gulf Broadcast Company for \$755 million. The completion of the transaction is anticipated late this year, pending approval by the FCC and Gulf stockholders. Industry sources estimated the value of the radio stations at \$95 million. Properties involved are WKLS-AM & FM/Atlanta, KTXQ/Dallas, KLTR/Houston, WNDE & WFBQ/Indianapolis, and WLTT/Washington. The TV stations are located in Tampa, Phoenix, Greensboro-Winston Salem-High Point, Dallas, and Houston

Said Taft Broadcasting Chairman Charles Mechem. "As we stated when we sold our domestic theme parks a year ago, Taft's strategic plan is to

### Sattler Heads Sandusky Programming

At Scripps-Howard Broad-

Jeff Sattler K101/San Francisco PD Jeff Sattler has rejoined Sandusky Radio as Director of Program-

ming. Based in Denver, Sattler will also assume day-to-day programming responsibilities for Talk outlet KNUS, from which Jim Heath has exited. John Simon remains acting PD for co-owned AOR KBPI.

Sandusky Radio President Toney Brooks told R&R, "I needed a corporate PD to work with the myriad of consultants we have, plus serve to coor-SATTLER/See page 6 concentrate its resources on the (Houston, Dallas, Washington, expansion of our communications operations expecially radio and TV broadcasting. Now, in a single transaction, we are able to take a major step in that direction. This acquisition clearly states Taft's intention to be a leader in the broadcasting industry

"While we would like to retain all the Gulf stations, FCC rules do not now permit us to do so. Since this acquisition would give us ownership of both TV and radio in four markets

stations. He takes over the du-

ties previously handled by Rich-

ard Janssen, who becomes VP/

Administration for the com-

pany's radio and TV properties. Roddy held the Director's

post for four years after spend-

ing four more as Operations Manager at KULF/Houston.

"I'm very grateful that Dick

Janssen and (Scripps-Howard

President) Don Perris have

given me the opportunity to learn and grow in such a quality people-oriented company." he said. "But none of all this could

have happened without the ex-

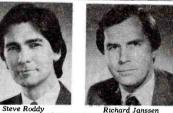
cellent management teams that

and Tampa), we may have to divest ourselves of a radio or TV station in each of those locations

Taft already owns radio properties WSUN & WYNF/Tampa, WGR-AM & FM/Buffalo, WKRC & WKRQ/Cincinnati, WTVN & WLVQ/Columbus, WDAF & KYYS/Kansas City, WDVE/Pittsburgh, and KEX & KKRZ/Portland

President Dudley Taft added, "These radio and TV stations TAFT/See Page 6

## **JANSSEN VP/ADMINISTRATION** Scripps-Howard Ups Roddy To Radio GM



**Richard** Janssen

casting, Director/Programtions. ming & Marketing Steve Roddy The Scripps-Howard stations are WBSB/Baltimore, WMChas moved up to the new post of General Manager/Radio, heading operations of its seven radio

AM & FM/Memphis, KMEO-AM& FM/Phoenix, and KUPL-AM & FM/Portland.

we have at each of our sta-

## Halyburton Upped To KLIF & KPLX VP/GM

Halyburton has been promoted to VP/GM of the Country-formatted stations.

stability and steady growth of our two stations over the past two and a half years since Dan took over as Station Manager

set to transfer to KKBQ as VP/Operations, will now hold that title for both KKBQ and KSDO-FM, but will be based in San Diego. KKBQ Asst. PD Ron Parker, who had been designated as PD for the stations. will stay on as Asst. PD.

Parks VP For KKBQ, KSDO-FM:

Returns To San Diego

In an eleventh-hour session.

Lander's entire "Q-Zoo" mor-

Lander to remain

Gannett Radio Division President Joe Dorton told R&R. "We're delighted that once and for all we've defined our relationship with John Lander. We now have as healthy a situation as at any radio station "

KKBQ-AM & FM VP/GM Cos Cappellino added, "This has been a long negotiation process, but it was worth it, as it's allowed us to keep the entire station intact." Gannett Sr. VP/Programming Jay Cook observed, "When we bought KKBQ we bought a first-class operation, and now we have the program-LANDER/See Page 6

### Christian Josephson President



Executive VP/Radio Group Manager Ed Christian has been promoted to President of Josephson Communications, placing him in charge of the company's seven stations (soon to be eight).

In making the announcement Josephson International Vice Chairman John Archibald remarked, "The appointment, which includes continuation of the responsibility for management of the Radio Group, is recognition of the significant contribution made by Ed over the years in building that group. It reflects the increased emphasis of Josephson International with regard to this important business segment.'

CHRISTIAN/See Page 6

KLIF & KPLX/Dallas-Ft. certainly reflect his manage-

Worth Station Manager Dan ment ability and leadership, Halyburton has been promoted and earned him this promotion

Halyburton joined KLIF & Susquehanna Regional VP KPLX in October 1981 as OM Larry Grogan said, "The and became Station Manager early the following year. His programming background includes stints with Storz at HALYBURTON/See Page 6

## Why America's Most Successful Radio Broadcasters Demand The Research Group

Lee Simonson General Manager WOR Radio, New York



"I have been involved with The Research Group through two highly successful radio ventures: The latest at WRKS in New York. We are working on our third, WOR, New York, and I have confidence that it, too, will be a big winner.

Through both successes, and into this third, I have found The Research Group to be extremely responsive to the needs and anxieties of the people involved at the station level. I have lived through the explosion of their research business, and yet I find they are as accessible today as they were in 1977, when we began working together.

I would truly be uncomfortable in approaching a serious radio marketing programming problem without The Research Group."

In almost every field, there is a company that has *earned* a reputation as the leader.

## The Research Group

Radio's Strategic Research Team

2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • (206)328-2993

## NUMBER ( NE YORK W - F **OFF THE RECORD/WITH MARY TURNER**

According to the latest Arbitron ratings (Fall '84), Westwood One's hit radio series, Off The Record with Mary Turner, delivers more Adults 18-34 than any other network or syndicated radio program in New York City! Off The Record delivered an average quarter hour of over 124,000 Adults 18-34 on WNEW-FM\*...that's 40% more than ABC's American Top 40 with Casey Kasem.\*\*

But that's not unusual because Westwood One radio programs air on the nation's *finest* radio stations. Programs like Scott Shannon's Rockin' America Top 30 Countdown, Encore with William B. Williams, the Superstar Concert Series, Live From Gilley's, Earth News Radio and the biggest satellite simulcasts and special events on radio.

Westwood One radio programs and great stations like WNEW-FM are the winning combination that's setting local and national audience records. Call (213) 204-5000 and become part of that winning combination.

Source: ARB Fall 1984, New York ADI. "Seturday 11AM-NOON, WNEW-FM "Sunday SAM-1PM, WPL.





2-8-85

#### & DATEBOOK: AN EVENTFUL COMBINATION

Between them, Brad Messer's Calendar and Sean Ross's Datebook provide air personalities with key dates in distant and recent history and colorful background information to make them score with listeners. Calendar covers the broad sweep of human endeavor, while Datebook concentrates on music events, and they both appear every week in R&R for the entertainment and use of the readership. 35

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Calendar: Brad Messer 35	AOR Chart
CHR. Joel Denver	
AOR: Steve Feinstein 40	
A/C: Ron Rodrigues 42	CHR Chart

## **DENNIS TAKES CORPORATE POST** Scott Stays With King As KSFO PD

Shortly after accepting the PD post at KJR/Seattle, along with the position of Director/Radio Programming for parent Ackerley Communications (R&R 2-1), KINK/ Portland PD Rick Scott has opted to remain with King Broadcasting as programmer for Easy Listening-formatted KSFO/San Francisco, beginning in March. At that time, KSFO OM Ken Dennis will relocate to Seattle as the company's new Director/Programming, Research & Development, a position including duties formerly held by Alan Mason, VP/GM at sister station KGW/ Portland.

KSFO & KYA/San Francisco VP/GM Ron Saito explained how the turnabout occurred. "We weren't aware of the Ackerley situation down here until it happened. A company policy is to retain the best people possible, and we certainly feel Rick is one of them. It's our view that he was a free agent until he left KINK. Although Rick had made a commitment, if there was still an opportunity within King, I thought he should look at it. At that point, it was a natural move for Ken to become Corporate Research Director, as he has a heavy research background. He did a tremendous job here."

Dennis spent three and a half years as OM for KSFO & KYA. Before that he was a partner/Exec. Director of Surrey Broadcasting, having previously been GM of the Radio Division for Frank Magid Associates. "Ob-viously, I'm very excited," said Dennis. "It allows me to focus all my energies now on research and development for all the King stations. It's a beautiful move for everybody." Scott, who has been with King for over seven years, rejoins Saito; the two worked together in 1982 at KINK. He told R&R, "The people here were overwhelming in their concern for me to stay, and it's an

#### TRANSACTIONS

#### Josephson Acquires WHFM For \$2.5 Million

Josephson Communications will purchase WHFM/Rochester from WVOR, Inc. for \$2.5 million. The seller, which already owns local FM WVOR, is spinning off the property following an earlier agreement to buy neighboring WHAM & WHFM. Plans are to switch WHFM's call letters to WZKC.

Josephson also operates WNIC-AM & FM/Detroit, WNOR-AM & FM/Norfolk, WVKO & WSNY/Columbus, and WMGF/Milwaukee. CHR-formatted WHFM broadcasts with 50 kw on 98.9 mHz at 340 feet

Also pending FCC approval:

WBBX (AM)/Portsmouth, NH from Seacoast **Broadcasting to Portsmouth Communications** for \$450,000, WBBX is on 1380 kHz with 1 kw. Keith W. Horton Co. brokered.

honor to program KSFO, a truly legendary station. This was a very difficult decision and I appreciate Ackerley's interest and graciousness."

KJR VP/GM Kevin Cooney said, "We're shocked and surprised. Rick's a talented programmer, but if it meant staying with a company he's been with for some time, we understand his decision." A search is now underway for a new KJR PD.

## Elliott Becomes PD At WISN

Longtime former WTMJ/Milwaukee PD Mike Elliott has returned to the market as PD of crosstown full-service competitor WISN.

Elliott, who replaces exiting PD Steve Harris, spent last year as the Astros play-by-play announcon KRBE-AM & er FM/Houston. In addition to his six years as PD of WTMJ, he also programmed cross town WLUM, WIOD/ Miami, and KENR/

Houston WISN VP/GM Steve Downes comment-

"We're extremely fortunate to have ELLIOTT/See Page 6 NEW CALLS WZUU (AM)

### WLZZ Ends Country For Adult CHR

WLZZ/Milwaukee discontinued Country programming for "Adult CHR" Monday (2-4), adopting new call letters WZUU (AM13) and simulcasting with co-owned WZUU-FM (Z95) from 10am to 6pm. Mornings will be continue to be handled by Larry "The Legend" Johnson, while other day-parts will be "shadowcast" slightly behind the FM

WZUU-FM PD John Driscoll will now supervise operations and programming for both stations, as WLZZ PD Michael St. James assumes AM administrative duties.

Station Manager Steve Schram explained to R&R, "AM13 has a unique position in the market, as its music format is exclusive on the AM dial here. We wanted to constitute a solid image of one product identity for our stations. The Country format had not performed to our expectations, and frankly, we wanted to give Z95 the highest visibility available within the two properties. This will optimize our advertising and marketing impact, and give the opportunity for Z95 to be heard on an AM station."

## LaBeau Appointed KFI's **New Program Director**

KFI/Los Angeles Assistant PD/MD Steve LaBeau has been promoted to Program Director. KFI & KOST Operations Manager Jhani Kaye, who had been overseeing KFI programming, will now concentrate more on developing and directing KOST.

VP/GM Don Dalton noted, "Jhani is a premier PD, and this move will make the most efficient use of his abilities to further

## **Rivers** Picked As KFOG's Programmer

WZXR/Memphis PD John Rivers has been named PD at KFOG/San Francisco, replacing Dave Logan, who will consult the 'Superstars II'' station as he joins the Burkhart/Abrams/Michaels/Douglas firm.

KFOG Station Manager Tony Salvadore told R&R, "He's got the track record. credibility, and maturity that we were looking for. He's perfect for KFOG." Rivers commented.

"Dave Logan has put together everything

I've always had in the back of my mind as an AOR jock or programmer. It knocks me out how all the pieces are put together so well, including the production, which Logan and Dave Morey have taken to a new level. My only regret is leaving Summit, which is really starting to cook."

John Rivers

Rivers is a 17-year radio veteran who has worked at WGRQ and WYSL/Buffalo, KZOK/Seattle, and WLUP/Chicago, among other stations. He joined WZXR in January 1981, and became PD 18 months ago. No replacement has been named at WZXR.

## KROVITZ NEW GSM McGeary Station Manager At KGIL & K94.3

KGIL-AM & FM (K94.3)/San Fernando (Los Angeles) GSM Dick McGeary has moved up to Station Manager. At the same time, Sr. Account Executive Ed Krovitz was named General Sales Manager

"These are two well-deserved promotions for two very loyal people," Buckley Broadcasting Western Re-

gional Exec. VP Stan Warwick told R&R. "They give Dick and Ed opportunities to grow with the company and progress at this station. I'm now able to become more actively involved in my role as regional supervisor."

Dick McGeary

McGeary joined the stations two years ago as GSM following two years as VP/Western Sales Manager for Mutual Broadcasting. His 25-year career also includes a term as VP/GM at L.A. neighbor KHJ. "Measured by results is not just a slogan with KGIL," McGeary said. "I'm very pleased with the opportunity to expand on that success in this exciting marketplace."

A onetime GSM at crosstown KFI, Krovitz steps up after 13 years as Sr. AE.

ready-high ratings. Steve has earned this promotion through hard work, dedication, and a strong personal feeling for KFI." Kaye added, "I can't think of anyone in this organization who deserves this opportunity more than Steve.

strengthen KOST's al

Steve LaReou

Presently KFI's afternoon personality, LaBeau joined the station for overnights in 1982, gradually moving up the airshift ladder while adding on music and Assistant PD chores. A former MD/personality at LABEAU/See Page 6

## Rogers Named OM At KCBQ-AM & FM

KGHL & KIDX/Billings OM and Communications Investment Corp. Corporate PD Lee Rogers has been named Operations Manager for KCBQ-AM & FM/San Diego. The KCBQ (AM) PD position was vacated early last month by Joe Patrick, while Fuz-zy Herron remains as KCBQ-FM PD. Rogers will assume his new post February

VP/GM Peter Moore told R&R, "Lee's worked for some fine radio stations and has the experience to do a great job. It hasn't been easy for anybody, but we're giving him all the tools he needs to win the tough battle that is San Diego Country radio.

Rogers, who has been CIC Corporate PD since September, spent two years as OM in Billings and eight years as an air personality at KMPS/Seattle. He told R&R, "CIC President Homer Peterson is one of the best people I've ever worked for. But I'm leaving one great company and facility for another in Infinity and KCBQ. All the basics are there, including formidable competition. For me, starting right now, the war is

## CHASE EXITS Abrams Set To Program WHTX

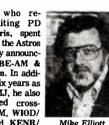
After slightly more than a year, Todd Chase has resigned as WHTX/Pittsburgh's programmer to pursue other opportunities. Replacing him is MD/night personality Keith Abrams, who becomes Program Administrator, reporting directly to VP/GM Ted Atkins

Atkins told R&R that Abrams will continue his on-air dutues. "His successful background as one of our top air personalities and MD of WHTX, plus his knowledge of Pittsburgh and the competitive radio scene locally, made him the ideal choice for this newlycreated position."

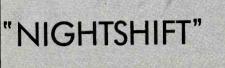
An air personality at WHTX for the past three years following an air stint at crosstown WEEP, Abrams commented, "I don't think there are any major problems with our station. I plan to fine-tune us to work toward our demographic goals of increasing our penetration in the 25-44 cell."

#### R&R Observes Presidents' Dav

In observance of Presidents' Day, R&R's offices will be closed on Monday, February 18. Our Los Angeles, Nashville, and Washington DC locations will be open during regular business hours on Tuesday, February 19.



COMMODORES





98 ST	ATIONS — 41	%	
B104 WMAR WXKS-FM CKGM WCAU-FN	WHTX PRO-FM WAVA 94Q	WNVZ Q105 WHYT Q100 WBEN-FM	KWIC KZZB KIIK WJXQ KF95 KKFM

A/C CHART: 10 BLACK/URBAN CHART: 12





## CHR NEW & ACTIVE

### 60 ADDS OUT OF THE BOX! ONE OF THE MOST ADDED

WXKS-FM WCZY WCAU-FM FM102 94Q KS103 195 KMEL Y100 Q100 WVSR

 WCZY
 KZZB

 FM102
 KBCY

 KS103
 KJI03

 KMEL
 KOFM

 Q100
 KKFM

 WVSR
 KMGX

 K104
 KO93

 WBBQ
 KOFA



FROM BERRY GORDY'S MOTION PICTURE "THE LAST DRAGON"

MOTOWN DELIVERS, ALWAYS HAS ALWAYS WILL!!

## Raven-Stark Upped To WLTW GSM

WLTW/New York Local Sales Manager Bruce Raven-Stark has been advanced to General Sales Manager. He replaces Barry Shrier, who resigned two weeks ago.

VP/GM George Wolfson commented, "Bruce has done a fine

job over the past few years as LSM, and his promotion is in recognition of his contributions to our growth." Raven-Stark joined WLTW in

1982 as an Account Executive

#### Lander

Continued from Page 1 ming team which will insure us that the station will continue in the same great tradition."

Lander told R&R, "We have agreed to stay on, and at some point in the future, I will join Mainstream as previously announced, when they acquire stations I can become involved in. Right now, I just want to be on the radio with the Q-Zoo. This transition has had a few bumps along the way, but they've been eliminated."

Parks commented, "The added responsibility of both operations is a wonderful opportunity. With John here, we'll maintain the dominance at KKBQ, and he will offer us a little input into San Diego as well. I couldn't be happier."

Parker told R&R, "This is obviously the strongest way to go. It allows me to continue to grow and learn under John and Dave."

#### Halyburton

Continued from Page 1 WDGY/Minneapolis and WQAM/Miami, as well as for Susquehanna's WFMS/Indianapolis. He told R&R, "This promotion is a great vote of confidence. It's Susquehanna's way of saying they like the way things have been done and are pleased with the growth."

Halyburton has also been named to the Arbitron Radio Advisory Council, representing Country stations in the top 50 markets.

#### Taft

Continued from Page 1 will be strategically important to us. They more us more extensively into the strong growth markets of the South and Southwest, and they dramatically increase our potential audience. In radio, we are acquiring five strong FM stations, and we are pleased to be entering two of the nation's top radio markets."

Financing for the transaction has been arranged through a group of banks, led by the Bank of New York.

#### Elliott

Continued from Page 1 Mike joining our team. He has a wealth of experience and expertise very few people in this industry can match."

Elliott told R&R, "I feel real fortunate that this kind of opportunity was afforded me to come back home to the market I know and love. I'm particularly excited to be teaming up with Steve Downes and the Hearst company."



Bruce Raven-Stark

from a similar post at crosstown WHN, and moved up to LSM last year. "Twe been with 'Lite FM' since its inception, so of course I'm grateful for the chance to continue our significant uptrend in ratings and revenue."

It was also announced that former WYNY/New York AE Betty Kobiela has joined WLTW in the same capacity.

#### Sattler

Continued from Page 1 dinate relations between head-

dinate relations between headquarters and the stations. I'm gratified that Jeff thinks enough of Sandusky to leave a very good position in San Francisco and come home."

A tenyear broadcaster, Sattler had programmed K10i for nine months. Before that he was PD at Sandusky's KDKB/ Phoenix from 1980-84, having earlier worked as a programming assistant at KCBQ (AM)/ San Diego. "It won't be a position of me dictating what music to play," Sattler said. "We have too many strong PD and outside people such as George Johns and Bill Moyes for that. It's more the role of a coordinator who oversees programming. It's a delight to return to a such a peopleoriented company."

It was also announced that Bob Hattrik, who consults sister station KEGL/Dallas, has assumed a full consultancy role at KBPI; no change in direction is planned.

Continued from Page 1

#### Christian

Christian has served ten years as Exec. VP/GM for WNIC-AM & FM/Detroit, and handled the Radio Group Manager's duties as the Josephson group expanded to include WNOR-AM & FM/Norfolk, WVKO & WSNY/Columbus, WMGF/Milwaukee, and, pending FCC approval, WHFM/Rochester. "I consider this an extreme vote of confidence," he told R&R, "and I'm looking forward to continuing acquisitions for the company, which has averaged one per year for the last four years."

#### LaBeau Continued from Page 1

WDRQ/Detroit, LaBeau has also worked at WLCY/Tampa. He told R&R, "I've learned a lot from Jhani and (consultant) Mary Catherine Sneed in preparation for this, and together with Don Dalton's continued support, we're going to keep moving forward here in Los Angeles."

#### RER/Friday, February 8, 1985 Schwartz Promoted To WZKS GSM

Following the recent departure of Lee Dorman, WZKS/Nashville has promoted Assistant Sales Manager Howard Schwartz to GSM of the CHR outlet.

President/GM Ron Kempff told R&R, "Howard's considerable local and national sales experience, along with his high sales productivity make him ideally qualified for his new position. His strongest suit is the ability to motivate, to get the most out of people."

Schwartz joined WZKS last October from the Sales Manager's position at WDNC & WDCG/Durham-Raleigh. Earlier he worked with the South Carolina Radio Network, Schwartz told R&R, "There is a lot of growth in store at Kempff Communications, and it's a challenge to be a part of that expansion."

### Philbin E/A's VP/A&R West Coast



Peter Philbin Eleven-year CBS Records executive Peter Philbin is the new VP/A&R-West Coast for Elektra/ Asylum, Based in Los Angeles, Philbin reports to label Chairman Bob Krasnow, who said, "We are proud to have a man of Peter's experience and reputation join our staff, and around him we will be building the complete A&R team for our West Coast." Most recently West Coast Director/Talent Acquisition for Columbia, Philbin began at CBS Records International in 1973.



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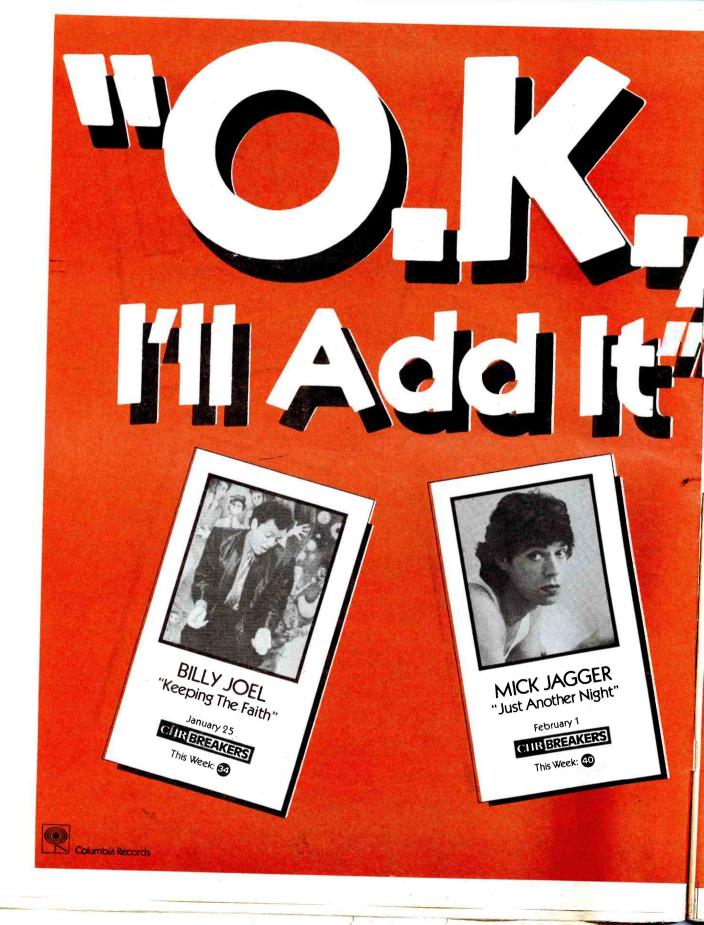
#### Have you ever tried to negotiate with 45,000 songwriters?

Think about it: 45,000 contracts, each with potential problems. That's what you'd face if you chose to negotiate directly with BMI's music creators. Fortunately, BMI makes it casy for you to use their music. And it's the music your audience wants to hear. Most of the music played on radio is licensed by BMI. We handle the business of negotiating. So you can concentrate on the business of broadcasting.



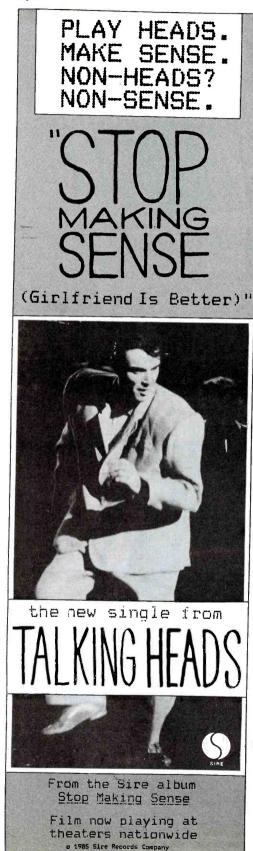
ST.

Wherever there's music, there's BMI.





Page 10





### Detroit

WID C. C. D. I T

WJR Softer P				
WRIF Extends AOR				
Margin; WCZ	Y Gai	ns On		
WHYT In C				
	mer '84	Fall '84		
WJR (Misc)	11.6	9.8		
WRIF (AOR)	8.0	8.3		
WJOI (BM)	5.2	6.8		
WJLB (Blk)	6.4	6.2		
WLLZ (AOR)	7.0	6.1		
WHYT (CHR)	6.9	5.6		
WWJ (News)	4.3	5.6		
WNIC-FM (AC)	4.2	5.1		
WCZY (CHR)	3.5	5.0		
WXYT (Talk)	4.7	4.2		
WDRQ (Urbn)	5.2	4.0		
WWWW (Ctry)	3.2	3.5		
WOMC (AC)	3.1	3.1		
WCLS (AC)	1.9	2.7		
WCXI-FM (Ctry)	2.4	2.3		
WCHB (Blk)	.6	2.0		
WKSG (Gold)	1.8	2.0		
WJZZ (Jazz)	2.5	1.9		
WMJC (AC)	3.1	1.8		
WCXI (Ctry)	1.4	1.5		
WQRS (Clas)	1.5	1.4		
WHND (Gold)	1.3	1.2		
CKLW (BBnd)	.6	1.1		
WGPR (Blk)	.9	1.0		
1				

#### **Baltimore** WIYY, WLIF Remain 1-2; WBAL, WBSB Climb To 3-4: WPOC. WMAR Softer Fall '8 WIYY (AOR) 87 92 WLIF (BM) 7.5 8.4 WBAL (AC) 7.0 8.3 WBSB (CHR) WXYV (Urbn) 6.9 7.2 8.1 7.5 WPOC (Ctrv) 7.1 5.6 6.6 WMAR (CHR) 4.8 WCAO (Ctry) 3.2 3.9 WYST-FM (AC) WCBM (N/T) 3.7 3.4 2.7 3.3 WFBR (AC) 4.4 3.2 WWIN-FM (Blk) 4.0 2.9 WEBB (Blk) 1.4 2.3 WITH (BBnd) 2.8 WWDC-FM (AOR) 2.8 2.3 2.3 WRQX (CHR) 1.4 2.1 WWIN (Blk) 3.5 1.9 WRBS (Rel) 1.2 1.8 WBGR (Rel) WTOP (News) 1.8 1.5 .8 1.5 WHFS (AOR) 1.4 1.4 WHUR (Blk) 1.1 1.1 WQSR (AC) 1.0

U	alla2.	
Ft.	Worl	th
KVIL	FM Stretc	hes
	KPLX Co	
	try Crown	
	Edges KA	
In CE	IR Dogfig	
KVIL-FM (	Summer '84	
KKDA-FM		12.7
WBAP (Ctr		8.5 6.8
KRLD (Nev		6.2
KTXQ (AOI		6.0
KPLX (Ctry		5.7
KMEZ (BM		5.6
KEGL (CHI		5.5
KAFM (CHI	R) 8.3	5.4
KZEW (AOI	R) 5.9	5.2
KSCS (Ctry)		5.1
KTKS (CHR		3.0
KNOK (Urb		2.7
KESS (Span		2.5
KMGC (AC)		2.3
KQZY (Easy		1.9
LUV (AC)	3.1	1.3
WRR (Clas)	1.2	1.2
(LIF (Ctry)	1.0	1.1

Dallac-

## **Cleveland**

WMMS Still F			
WDOK Surges	To S	econd	1
As WZAK Slip	s: W	LTF	
Jumps Into A			1
Sumn	ner '84	Fall '84	1
WMMS (AOR)	14.9	14.7	
WDOK (BM)	6.2	8.0	
WGCL (CHR)	7.3	7.2	
WZAK (Urbn)	8.0	5.9	1
WQAL (BM)	6.3	5.3	
WBBG (BBnd)	4.7	5.2	1
WLTF (AC)	2.9	5.1	1
WDMT (Urbn)	5.4	4.9	1
WMJI (AC)	4.5	4.9	1
WGAR-FM (Ctry)	3.3	4.8	
WERE (N/T)	4.4	4.4	١
WJW (N/T)	3.4	3.7	١
WHK (Gold)	3.4	3.4	١
WRQC (CHR)	3.8	3.3	١
VJMO (Blk)	1.1	2.5	1
WGAR (Ctry)	3.3	2.3	v
VCLV (Clas)	2.1	2.2	v
WWWE (AC)	3.9	2.1	
VABQ (Rel)	1.9	1.8	

## Hartford

WTIC-FM Dislodges AM For First; WRCH Adds Two, Moves To Third; WHCN, WCCC-FM Slip

Summ	net '84	Fall '84
WTIC-FM (CHR)	19.6	21.0
WTIC (AC)	20.3	19.1
WRCH (BM)	5.6	7.8
WHCN (AOR)	8.7	7.7
WCCC-FM (AOR)	4.7	4.5
WKSS (CHR)	3.8	3.4
WPOP (News)	4.4	3.3
WIOF (AC)	3.3	3.2
WDRC-FM (AC)	5.0	3.1
WDRC (AC)	1.2	2.6
WRCQ (BBnd)	2.6	2.4
WWYZ (AC)	1.7	2.2
WAQY (AOR)	1.3	1.5
WPLR (AOR)	1.7	1.5
WKND (Blk)	1.7	1.3

#### Format Legend

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

KTKS (CLPY) KTKS (CHR) KNOK (Urbn) KESS (Span) KMGC (AC) KQZY (Easy) KLUV (AC) WRR (Clas) KLIF (Ctry)	6.6 1.1 2.3 3.0 2.0 3.1 1.2 1.0	3.0 2.7 2.5 2.3 1.9 1.3 1.2	
ARBITROM	NRA	DIO	
Greens	bor	0-	
Winston	Sale	em-	
High P	oint		
WTQR Down ' Number One Tops Black/ Rises To Seco Sets Strong Ci WSJS Reb	; WQ Urba nd; W HR P	MG ns, KZL ace;	
Spr WTQR (Ctry) WQMG (Urbn) WKZL (CHR)*	ing '84 16.9 8.8	Fall '84 13.7 10.6	
TRAL (URR)*	6.8	8.0	

WTQR (Ctry)	16.9	13.
WQMG (Urbn)	8.8	10.0
WKZL (CHR)*	6.8	8.0
WMAG (AC)	8.8	7.3
WSJS (News)	4.3	7.0
WGLD (BM)	8.2	6.9
WSEZ (CHR)	6.8	6.3
WDCG (CHR)	3.8	4.1
WRQK (CHR)	2.6	3.8
WAIR (Blk)	3.3	3.0
WHPE (Rel)	1.3	2.0
WAAA (Blk)	2.6	1.7
WBIG (BBnd)	2.5	1.7
WMFR (BM)	3.3	1.7
WWMO (Rel)	1.0	1.7
WPCM (Ctry)	.8	1.4
WPET (Rel)	1.2	1.2
WSMX (Rel)	1.5	1.2
WFMX (Ctry)	.7	1.2
WEAL (Blk)	2.6	1.0

Was AOR in previous sweep.

## Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.

## It looks like he may be on to something.

He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent *to reach Grenada* after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter *at the operating room* after the assassination attempt.

Mutual.

The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmedover television news.

#### OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

we also offer "Lifestyle" news and features — targeted to younger listeners — for up to  $3\frac{1}{2}$  minutes at the :55 mark, plus the news magazine "America in the Morning," business reports, and closed circuit updates and special reports – that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format. *HOW ABOUT A FREE SATELLITE DISH*?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it. When you want *radio* news, come to the *radio* network. To learn more call Mutual Station Relations at (703) 685-2050.



## FCC May Let Stations Combine Ad Rates, Sales Forces

Largely overlooked in a blizzard of business practices deregulation by the FCC last month (R&R 1-25) was a proposal that has the potential to drastically alter the way radio advertising is priced and sold. If it goes through, stations not commonly owned could, for the first time, combine their sales forces, as well as sell ad time on two or more stations in a combination rate.



#### 80-90 Ruling Due In March, Lotteries Highly Unlikely

FCC Mass Media Bureau Chief Jim Mc-Kinney says he expects to seek full Com-mission approval of processing guidelines for FM drop-in applications under Docket 80-90 on either March 1 or 14.

Although he notes the Commissioners may overrule him, McKinney reaffirmed that he'll recommend against using a lottery to pick drop-in licensees (R&R, 11/23/84). "I think the worst think in the world we could do is open this thing wide open to a bunch of Xeroxed applications," McKinney explains.

However, a single lottery will be used to determine the order in which drop-in channels will be opened to applications over a period of several years, according to the Commission's ability to process them.

Prospective 80-90 applicants have been advised, as soon as they've locked in a tower site, to file Form 7460-1 with the Federal Aviation Administration as soon as possible to avoid processing delays later, especially for higher towers.

#### NRBA Charts \$128 Million In Drunk Driving PSA's

NRBA estimates that 98% of all radio sta-tions air drunk driving and alcohol abuse public service programming, PSAs, and promotions worth \$128 million annually. The projection is based on mail surveys from nearly 700 stations

NRBA President Bernie Mann, who released the figures at the annual RAB conference in Dallas, said they "clearly demonstrate radio's responsive and responsible voluntary actions in addressing" alcohol issues

Meanwhile, NAB President Eddle Fritts asked members of the Louisiana Association of Broadcasters meeting this week for written commitments for alcohol aware ness nonentertainment programming and off-air community outreach programs.

With the proposed ban on beer and wine ads clearly in mind, Fritts said NAB will use the pledges to "convincingly demonstrate to the nation at large the extraordinary efforts that broadcasters, on a voluntary basis, are making to fulfill your role as communicators to society.

#### Wirth Panel Expanded By Eight Seats

Unexpectedly strong interest in joining the House Telecommunications, Consumer Protection & Finance Subcommittee last week led to creation of an additional eight seats, bringing the panel's total member-ship to 24. The new slots are divided evenly among Democrats and Republicans. New members were reportedly attracted by timely finance issues, including corporate takeovers, on the panel's 1965 agenda. Tim Wirth (D-CO) continues as chairman.

The GOP will pick its new members this week. Democrats assigned a vacant seat and their four new openings to Reps. Billy Tauzin (D-LA), Tom Luken (D-OH), Mike Synar (D-OK), James Slattery (D-KS), and radio owner Wayne Dowdy (D-MS).

Because he owns a minority interest in seven stations, Dowdy has pledged not to vote on any legislation that would directly affect his holdings. Dowdy is currently part owner of WAKK & WAKH/McComb, MS; WNLT & WQZY/Dublin, GA; WKKY/Moss Point, MS; KCWD/Harrison, AR; and KPFM/Mountain Home, AR.

The Senate has yet to organize its subcommittees. However, no change is expected at the Communications Subcommittee, which should remain under the chairmanship of Barry Goldwater (R-AZ).

#### FCC Radio Panel **Renewed To Assist AM Band Extension**

The Advisory Committee on Radio Broadcasting that played a key role in kil-ling 9 kHz AM spacing in 1981 has been ewed by the FCC for another two years One of its prime tasks will be assisting the Commission in preparing for the 1986 international conference that will consider ex-panding the AM band in the Western Hemisphere from 1605 to 1705 kHz.

Chairman of the group is Lou Stephens, FCC Special Advisor on International Law The group of broadcasters, engineers and representatives of broadcast trade associations has proven to be an effective vehicle for the radio industry in directly influencing highly technical AM and FM policies as they're being developed.

#### **Radio News Salaries** Stagnant In 1984

Radio news salaries in 1984 remained essentially unchanged, according to a survey of 327 stations conducted by Dr. Vernon Stone for RTNDA. News directors fared best, earning an average of 9% more, followed by highest-paid anchors (+5%) and highest-paid reporters (+4%). But anchors and reporters in general earned 4% and 2% less, respectively. Compared to those average figures, Stone's mean or 'typical'' salary data was even more discouraging

Typical news director weekly pay ranges from \$250/week in small markets to \$596 in major markets. For typical reporters the range is \$225 to \$328 and for typical anchors, \$201 to \$404.

Stone reported receiving comments, such as this, from a major market news director earning \$228/week: "It's hard to find people to work fulltime at parttime wages." A small town ND earning \$200/week wrote, "This station makes a lot of money, but we're in a college town and labor here comes cheap."

The contemplated change would essentially reverse the FCC's longstanding policy of requiring "arm's-length competition" among stations in the same market. Consequences of a major change could include enormous new opportunities for creative sales packaging of stations, and a reduction in the ranks of needed broadcast account executives

#### **Packaging An Entire Market**

"For example," said the Commission, "if two or more stations jointly seek advertising, their combined appeal might help advertisers to reach a more diverse or bettertargeted audience, particularly where par-

ticipating stations have different formats. "Further, combining sales may reduce costs through the reduction of advertising sales forces. Similarly, a combined sales force might result in certain promotional activities; e.g., of an entire market versus neighboring markets - which individual stations could not undertake alone

#### Antitrust Complications

Looming over the proposal is the unan-swered question, "At what point do joint sales practices cross the line and constitute a violation of antitrust laws?" An example, the FCC suggests, would be a noncompetitive market where cooperating stations force advertisers to buy time on every outlet.

#### Wide-Open Rep Business?

The Commission is also seeking comments on whether it should enforce any rules at all with respect to national rep firms, since they are not licensees. It said anticompetitive activities by reps might best be governed by the Department of Justice or the Federal Trade Commission.

#### RADIO EXPERIENCE COUNTS

In 1981 the FCC dropped the Golden West policy, which prohibited rep firms from representing two non-combo stations in the same market. Reps, however, are still barred from selling time in so-called "combination rates." Each station in a rep buy must set its own rate, and make an individual decision on whether to sell time in a particular buy

"Combining sales may reduce cost through the reduction of advertising sales forces."

The sales proposals, along with the pro-osed elimination of fraudulent billing and network "clipping" rules, was released this week (2-5) in a Notice of Proposed Rulemaking (Docket #85-842). Comments are due at the FCC by March 29, and reply comments by April 15.

Jim Hudgens of the FCC Office of Plans and Policy, author of the NPRM, stresses the Commission is "sincerely interested" in getting the widest possible comment on its sales policies. Technically, he said, the FCC has the authority to repeal or modify the policies without seeking public comment. but would rather get public and industry in-put before making any decision.

## Female Partnership Wins KIFM/ San Diego Interim License

A trio of experienced California broadcasters has won the right to undertake interim operation of KIFM/San Diego. If the decision is upheld after expected appeals from four losing parties, KIFM Partners would take over the A/C station from West Coast Media and run it until a permanent operator is chosen from a field of 46 applicants. Profits must be donated to California charities.

The winning partners are KSDO/San Diego news/talk anchor Rosalee Sell, who uses the airname Lee Maribal; Mary Sorrentino, Operations Manager at San Diego Community College's KSDS/San Diego; and Ethel Mike, former Assistant GM at the University of Southern California's KUSC/ Los Angeles.

Mike, the 50% partner, will be GM of the station. Sell and Sorrentino, 25% partners, will serve as Station Manager and PD, respectively. Mike originally sought the license on her own, but merged her application with that of Sell and Sorrentino to come up with the winning combination. The partnership also bought out another applicant for \$10,000.

#### **KIFM's Downfall: Promise Vs.** Performance

KIFM's (formerly KDIG) renewal was first denied in the mid-1970s for failing to air promised amounts of news, public affairs, religious, and instructional programming. In 1982 the U.S. Court of Appeals upheld the denial, charging that West Coast Media "disserved the citizens of San Diego while

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they devoted their resources to a station in

a different city." In a relatively close decision weighing comparative factors, the FCC Review Board gave KIFM Partners credits for:

· Having no other media interests

· 100% integration of its principals into management · Extensive broadcast experience of its

principals • 33% minority ownership, 100% female

ownership, 66% local residence and civic affairs participation

 proposed auxiliary power.
 Attorney Dennis Kelly of the Washington law firm Cordon & Kelly, representing Sells and Sorrentino, expects his clients to retain KIFM's soft-rock format, but possibly add more "community involvement" program-ming. The station could be in their hands as long as three years, he speculated.

Kelly cautioned, however, "We are not a Learcut winner yet. We are about to begin actively negotiating with the other parties to settle the case and head off an appeal," which could the up the final decision on an interim operator for years.

## Along mes 0 AYOMAN The new single from the triple Platinum album Chicago 17 oster © 1985 Warner Bros. Records



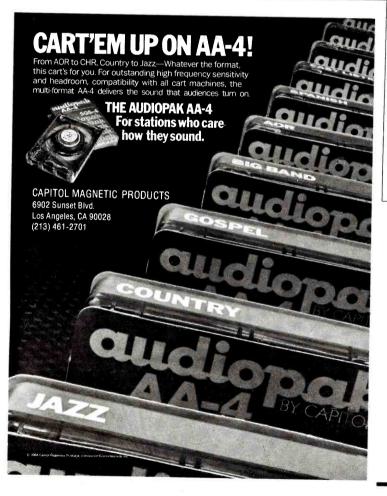
### Satellite Seminar Upcoming

"Satellite Technology for the Non-Technical Manager," a two-day seminar presented by Phillips Publishing, Inc., will be conducted at five different locations in the near future. The seminars kick off in Houston on Feb. 12-13, followed by Washington, DC (April 16-17), Chicago (April 24-25), and Denver (May 14-15), before winding up in Boston on May 21-22.

Basically, the presentation is designed to teach non-technical managers, who may or may not supervise a radio operation, not only what they need to know about how satellite communication affects their jobs and industries, but also how to speak the same language as their technical personnel and thus make informed decisions.

Among the subjects covered are communications satellite and ground segment fundamentals, the satellite industry as a whole, the industry's policymaking and regulatory bodies, and the future of satellite communications. Each reg-Istrant also receives a copy of the seminar workbook to take home

Registration is \$595 per person; a \$50 per person multiple registration discount is available as well. For further information, contact Phillips Publishing Inc. at (301) 986-0666.



Top 11 Products Of '84

The answer to that last question might be found among the hottest products of '84, as compiled by the editors of Advertising Age. While some of these are doubtless destined to be flash-in-the-pan fads, others will become billion-dollar billings. You pick 'em.

Take a look around. How many things do you see that didn't ever exist five years ago? How many of these products are advertisers on your station? What do you think vour station's client list will look like five years from now?

#### Here are the contenders:

Pump toothpastes: Analysts are predicting these children's favorites will capture 30% of the \$1 billion dentrifrice market by the end of '85, up from a 15% market share in '84.

Wine coolers: Up from seven million gallons in '83 to a projected 37 million gallons in '85, with an estimated retail value of \$325 million. And the big wineries haven't even trotted out their versions of these low-alcohol, cold bubblies yet.

Swatch watches: Approximately \$18 million in sales in '84 with 200,000 units on backorder, and a 20% advertising-to-sales ratio. Coming up is a new line of scented wristbands (banana, mint, and raspberry, if you simply must know), making this anti-status watch the hippest thing you can wear on your arm .... for now.

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Ibuprofen: The generic name for the first new over-the-counter pain reliever in 20 years. You know it better as "Advil" or "Nuprin" or, in its prescription version, "Motrin." Hovering around a seven percent market share, the product is expected to eventually increase to a 30 share, especially after the patent expires next June and every-

body gets into the act. Hair mousse: A projected \$100-\$200 million in '85 sales, depending on who's getting paid to do the projecting. The \$350 million hair spray market is going to have to spend some money battling this young bunch of upstarts, none of whom commands anything resembling the mane share of the market.

Toy robots: \$360 million in '85 sales - \$200 million of which went to "Transformers" and "GoBots." Several other toymakers are already developing cartoon shows based around their own transformable gizmos,

VCRs: 1984's domestic videocassette recorder sales totalled seven million units. That means there are now 16.5 million VCR owners in the U.S. (20% of the TV households), or twice as many as last year. With low-end units down to around \$300, retailers pocketed \$4.6 billion in '84.

Low-alcohol beers: Still a product in search of a market, even though "Lite" dominates and parent company Anheuser-Busch spends a lot of money. Trouble is, beer consumption is down and sales are - dare we say it? - flat.

Software: \$1.8 billion in '85 sales, a figure expected to double by 1988. Current marketing costs are running between 30-50% of manufacturer's sales dollars, as a slew of companies fight for consumer attention.

Telephones: Spurred by the breakup of Ma Bell, Americans spent \$30 million on telephones in '84. That means 55% of us now own our own phones, up from 10% a few years back. Cordless and high-tech phones (see adjacent article) are expected to be the big sales movers

Cocaine: Not legal, and not exactly a product, but estimated to be one of the largest, fastestgrowing items in the marketplace.



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

#### R&R/Friday, February 8, 1985

## DO PROGRAM DIRECTORS BUY ON-AIR BROADCAST CONSOLES?

## Apparently, most manufacturers don't think so.

Look through the pages of this week's **Radio & Records** (or any other "programmer's" magazine). We're betting that it's probably like last week's and every other issue before, in that you won't see any ads for broadcast boards.

You see, the traditional wisdom is that only engineers understand consoles and make console buying decisions. So, manufacturers save their ad dollars to buy space in "engineering magazines." And their ads usually talk about distortion levels, slew rate, db gain and other technical eccentricities.

#### The Whole Story

As we all know, there's an entire other side to the successful use of a broadcast console. It's the side that the operator sits at. Your disc jockeys, air talent, news and sports personnel have to live with this console 24 hours a day, long after the engineer has bought the board because it met his technical requirements.

Little things, items that may not even have been on the engineer's checklists, become very big things over the months and years of use. Do the buttons "feel" right? Is there a place to rest your hands, or set copy? Does the angle of the meters match the operator's line of sight, or does he have to strain to see them? Is there a sufficient number of input and output busses for all your sources? Is the console truly attractive so you can create a positive working environment?

Make your own checklist with your programming concerns in mind. Chances are, it will contain some very important items that weren't considered before.

#### "Human Engineering"

That's a tired, overused term by now. But it was invented to try to address the operational features that are built into some broadcast consoles. **Some** broadcast consoles. Many boards that spec out beautifully are a nightmare to use. Or at least offer none of the operational benefits that can help your talent use the console to sound better on the air.

#### Our Story

We're Radio Systems. And, obviously, we manufacture a console that we'd like operators to know more about.

Like everybody else, we advertise in engineering magazines—because our board *is* very impressive from an engineering standpoint. In fact, it's got better technical specifications than almost any other board on the market.

But our consoles are also a joy to use from the other side, your side. They're attractive, cleanly designed, and built to assist an operator with programmable, automatic functions.

#### **Our Price**

One thing you should know is that the rules are changing as far as what consoles cost.

In the past, a console that looked and worked the way ours does cost much more than most stations could afford. Programmers wouldn't get the consoles they wanted because of price.

The 10 channel console pictured below is less than \$10,000, and, costs about the same as many of the no-frills compromises you had to live with before. By force of habit, some engineers might not even look in our direction, assuming our style consoles cost much more money.

#### **Our** Ads

Marketing people call this type of advertising going for a "secondary buying influence." But we believe that in many well-run stations, your opinion on equipment is taken very seriously, and is far from "secondary."

If your station is in the market for a console, make sure your engineer is considering a Radio Systems' board. If he needs some encouragement, call our tollfree number or write us for a catalog and users list.

We'll be running ads in **Radio and Records** all year highlighting the operational features of the console. Because your "secondary buy" is of primary importance to us.

**Radio Systems** INC. 5113 WEST CHESTER PIKE • EDGEMONT, PA 19028 800/523-2133 or (in PA 215/356-4700)







## "ALL SHE WANTS TO DO IS DANCE"



BURBANK-They're pickin' up the prisoners and puttin' 'em in a pen • And all she wants to do is dance. dance • Rebels been rebels since I don't know when • And all she wants to do is dance • Molotov cocktail-the local drink • And all she wants to do is dance, dance • They mix 'em up right in the kitchen sink • And all she wants to do is dance • Crazy people walkin' 'round with blood in their eyes And all she wants to do is dance, dance • Wild-eyed pistol wavers who ain't afraid to die • And all she wants to do is-All she wants to do is dance and make romance • She can't feel the heat comin' off the street • She wants to party • She wants to get down • All she wants to do is-All she wants to do is dance · Well, the government bugged the men's room in the local disco lounge • And all she wants to do is dance, dance • To keep the boys from sellin' all the weapons they could scrounge . And all she wants to do is dance · But that don't keep the boys from makin' a buck or two • And all she wants to do is dance, dance . They still can sell the army all the drugs that they can do • And all she wants to do is-All she wants to do is dance and make romance • Well, we barely made the airport for the last plane out • As we taxied down the runway I could hear the people shout • They said, "Don't come back here, Yankee!" • But if I ever do-I'll bring more money • 'Cause all she wants to do is dance and make romance • Never mind the heat comin' off the street • She wants to party • She wants to get down • All she wants to do is-All she wants to do is dance • All she wants to do is dance and make romance • All she wants to do is dance •

© 1984 Kortchmar Music ASCAP Words and music by Danny Kortchmar

## 2nd Single From The LP, BUILDING THE PERFECT BEAST

Produced By: Don Henley, Danny Kortchmar and Greg Ladanyi

AOR Albums Breaker Debut

**Management:** Front Line

GEFFEN RECORDS

AOR Tracks: 3

#### **Davis New Capitol Video VP**

- Dan Davis has been appointed VP/Video Distribution and Sales for Captiol's Record Group Services. His appointment is concurrent with the label's formation of a home video distribution and sales division. Davis has spent 21 years with Capitol, most recently as VP/Creative Services. His background also includes serving as Exec. VP of VSDA and NARM.

#### Tyler Named AIR VP

Bruce Tyler has been tanned as VP/Operations for Active Industry Research (AIR). He has worked at the company since its inception 21/2 years ago, serving as assistant to then VP and now AIR President Alan Smith. Prior to that he was a parttime employee with an independent radio promotions firm.



Bruce Tyle

#### Seidel Directs PolyGram Jazz

Richard Seidel has been elevated to Director, PolyGram Jazz. After serving as GM and Marketing Director at Contemporary Records, he segued to Poly-Gram Classics in 1982 as Promotion Manager, Seidel's most recent post was that of Product Manager.

#### **Blair/Detroit Promotes** Starr, Chichester

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Rita Starr and John Chichester Jr. have been promoted to Office Manager and Sales Manager, respectively, at Blair Radio's Detroit branch. Starr is an 11-year veteran who first joined the Detroit office in 1974 as sales assistant to the Office Manager. Over the years she advanced to Account Executive and later to Detroit Sales Manager. Chichester, a Blair/Detroit AE since 1981, spent two years prior to that with Campbell-Ewald, first as Media Research Analyst and then a spot broadcast buyer. In related activity Ann Patalone has been appointed Account Executive.

#### Seyler Takes KLZI LSM Helm

Scott Sevier is the new Local Sales Manager at KL2I/Phoenix. Most recently Account Supervisor with Boyd & Farmer Advertising, Seyler also worked as an AE at crosstown KNIX-AM & FM.

#### Blair/RAR Taps Angotti

Laurie Angotti has been elevated to Research Manager at Blair/RAR. Prior to joining the company as a Research Analyst last year. Angotti worked with Eastman Radio for nearly three years. Before that she was associated with Buckley Radio Sales.

#### Gersh, Zutaut Shift To Geffen



Tom Zutaut

Tom Zutaut has moved to Geffen Records as part of its A&R staff. During the last four years he was affiliated with Elektra/Asylum Records, where he began as National Singles Sales Manager and later progressed to VP/A&R, West Coast. Zutaut's background includes a work-study post at WEA's Chicago branch in 1977, which led to the Midwest Regional Singles Specialist position in 1979. Also joining the Geffen A&R team is Gary Gersh. He transfers over from EMI America after five years as VP/A&R. Gersh first came to EMI America in 1978 as Director of Album Promotions.

#### **Mavis Creates** Front Page News

Demetra Mavia has established Front Page News, a marketing and promotion firm. Mavis was most recently National Promotion Director for Megatone Records. Front Page News is located at 729 Mason Street, #45, San Francisco, CA 94108; (415) 776-9406



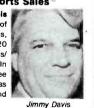
Demetra Mavis

#### **Aristo Moves Into Video Promotion**

Nashville-based public relations/media company Aristo Music Associates, Inc. has formed a video promotion department. Working with President Jeff Walker are Special Projects Coordinator Craig Campbell and Tour Press Coordinator Melissa Shor

#### **Davis Directs KRLD Sports Sales**

KRLD/Dallas AF Jimmy Davis has been tapped as Director of Sports Sales for the facility. Davis, an eight-year KRLD vet, has 20 years' experience in the Dallas/ Fort Worth broadcast market In his new post, Davis will oversee national and local sales of Dallas Cowboys football broadcasts and other sports-related programs.



#### **KWES Appoints Ross, Crawford**

Pat Ross has been upped to Regional Sales Manager at KWES/Odessa, TX. She accepts the newly-created post after serving as the station's General Sales Manager, Succeeding her as GSM is Garry Crawford. He joins KWES from KNFM/Midland, TX, where he was Odessa Sales Manager

#### **Munoz Accepts Bronze VP Post**

Mason Munoz has joined Bronze Records as VP/Marketing. He comes to the label after ten years with Columbia Records. The first four years there were spent in sales, the last six as Director of East Coast Product Marketing.



#### HNW&H Ups Pappas To VP

Elaine Pappas has been raised to VP at Hillier, Newmark, Wechsler, and Howard. Before her pro motion, Pappas was Director of Research, a post she'd held since 1983. Before that she spent three years with Bernard Howard and Company, following 16 years as VP/Director of Research at Metro Radio Seles

#### Pyle Picked As WMAG SM

Kim Pyle has been promoted to Sales Manager at WMAG/High Point, NC. Before moving to WMAG as an Account Executive, Pyle held a similar position at WTQR/Winston-Salem. Her radio background includes the Sales Manager post at WKIX/Raleigh and GM of WOKX/High Point.

#### Smith Steps Into **A&M Dance Post**

Ray Smith has been named National Promotion Director of Dance Music for A&M Records. Before accepting this post, Smith operated his own promotion firm. His music industry career also includes a stint as National Promotion Director for Vanguard.



Ray Smith

#### **Rondor Music Raises Hornell, Bradley**

Stuart Hornell and Tom Bradley have been upped to Managing Director and Senior Director, respectively, of Rondor Music-London; both men will also serve as VPs for Rondor Music International. Hornell and Bradley have spent almost five years with Rondor-London. Prior to that each was affiliated with A&M Records' London office. Rondor is a subsidiary of Aimo Irving Publishing.

Whose new AGC makes your **Optimod** sound even better?

> only the new Harris Ulti-Mate 91 Tri Band AGC! Here's more subtle signal control than you'll get from anything else on the market.

Optimod is a trade name of Orban Associates Inc.

#### 110 dB dynamic range improves any audio source

You'll hear the difference immediately. Put Ulti-Mate in front of your Optimod or other audio processing system for remarkable sound enhancement. With its unprecedented 110 dB dynamic range, not even dig-ital source material is degraded.

Beef up your audio chain Ulti-Mate's phase coherent design insures waveform fidelity and minimizes distortion as signals are ssed and amplified. The linear VCA allows extraordinary proces sing capability to enhance even the purest system. And Ulti-Mate even

#### makes an excellent "final" broadband limiter

#### Stereo ready

When you're ready for stereo-Ulti-Mate 91. It's totally compatible with all broadcast stereo systems. And it can drive your STL, too.

Takes only 1%" of rack space The Harris Ulti-Mate 91 Tri Band AGC slips neatly into 1% of vertical rack space (3% for stere version). Adjustments are deftly concealed but easily accessed through a slide-out drawer. And if unauthorized adjustments are accessed accessed adjustments are a concern, secure nper proofing is easily achieved.

First-rate equipment for first-place ratings Good sound is the currency of Radio; it buys audience. Ulti-Mate gives you better dynamic equalization through the phase coherent Tri Band AGC, for markedly improved signal transmission. At a surpris-indy, low cost ingly low cost

The Harris Ulti-Mate 91 Tri Band AGC. Audio processing has never been this good. For more informa-tion, contact Harris Corporation, Studio Division, P. O. Box 4290, Quincy, Illinois 62305. 217/222-8200.



For your information, our name is Harris.

R&R/Friday, February 8, 1985





JHAN HIBER

## AOR: Another Optimistic Rating

How does it feel to be successfully programming a format that's supposedly dead? If you know someone who programs an AOR station, you might pose that question. About a year ago some observers were draping AOR in black. So let's see what the format's latest ratings checkup indicates in terms of future health.

#### Past Doldrums

The industry landscape is littered with those who have been mourning the passing of AOR as a viable format. In some cases the wake was justified. The AOR that scored a zillion share of teens and 18-24s might have had a sales story in the past, but with the aging of baby boom listeners that story became less noteworthy.

As the available audience shrank, so did the format's Arbitron shares. At the same time CHR began to come on stronger than bear's breath. In some cases, that emergence led to a lemminglike migration to CHR, leaving some markets (New Orleans, for example) without a commercial AOR outlet. In many other metros AOR — like Beautiful Music — is down to just one station.

#### **Current Status**

Ours is an industry where survival often means changing. That's true for Beautiful Music/Easy Listening; this format has seen its outlets dwindle and its music reprogrammed to appeal to those without gray hair.

As Beautiful Music has adapted and subsequently prospered, so too has AOR. From our only-the-strong-survive department it seems that AOR facilities have either been able to successfully appeal to adult 25-40 demos, or meld enough current product into their format to generate some 18-34 numbers. This might mean that there's only a handful of AORs from which to choose (New York has just one major outlet, Chicago two). But those which have adjusted can prosper — both in the books and on the street.

Let's examine a cross-section of fall '84 Arbitrons to see what the numbers have to say.

"AOR facilities have either been able to successfully appeal to adult 25-40 demos, or meld enough current product into their format to generate some 18-34 numbers."

#### Multiple Increases

This week we'll analyze four randomly-chosen markets:

- Denver-Boulder
- Miami-Ft. Lauderdale-Hollywood
- Seattle-Tacoma
- Wilkes Barre-Scranton

We'll not only look at the fall '83spring '84-fall '84 12+ trends, but also at the composite format shares among adults 18-34. As you'll see in the data the news is pretty good for AOR.

In all of the cases, the format's 12+ share was higher than in the spring '84 while in South Florida the 18-34 number was notably higher.

It's important to keep in mind the point cited above about the relatively small number of stations now programming AOR. In the Miami and Wilkes Barre-Scranton areas just one outlet carries the AOR banner. Seattle has two AORs doing battle, while the Denver area is a hotbed with three contestants.

Here are the shares from the three aforementioned surveys, showing the AOR composites for persons 12+ and adults 18-34:

## Week In Review

#### Stations Respond To NAB Idea

Ken McDonald Sr., President of McDonald Broadcasting and the spearhead behind the NAB's Radio Audience Measurement Task Force, tells R&R response to the idea has been overwhelming. As reported three weeks ago, McDonald sponsored, and the NAB board approved, a measure setting up the task force to investigate ratings options for the radio industry. Task force members have yet to be announced, but interested broadcasters may want to call McDonald at (517) 752-8161.

#### **WQXR** Disappears

Classical-formatted WQXR/New York did not show in the fall '84 Arbitron report, causing a furor at the station. Arbitron did not receive simulcast paperwork from the AM station and its sister FM, WQXR-FM, and so treated the AM as an individual entity. As such, it did not qualify to make the book. However, Warren Bodow, GM of the properties, contends, "The stations have been simulcast for ten years — you'd think Arbitron would do a better job in its home market. Now it looks as though there never was an AM station for WQXR when indeed it usually cumes around 200,000 people."

sweep. The same story was true with regard to the adults 18-34 story — consistent improvement over the spring '84 estimates.

Comparing fall '83 to fall '84 numbers, there was a mixed bag. Two of the markets (Denver-Boulder and Wilkes Barre-Scranton) saw essentially the same 18-34 shares for this book versus the fall '83 results. In the Seattle area the 18-34 AOR shares dropped somewhat compared to a year ago,

D	enver-Boi	lder	
	Fall 183	Spring '84	Fell '84
Persons 12+	14.3%	12.6%	13.0%
Adults 18-34	24.7%	22.6%	24.5%
Miami-Ft. (	Lauderda	le-Hollyv	vood
	Fall '83	Spring '84	Fall '84
Persons 12+	3.0%	3.0%	3.8%
Adults 18-34	7.4%	8.2%	10.0%
Wilke	s Barre-S	cranton	
Fall 183	Spring '84	Fall '84	
Persons 12+	6.6%	6.9%	7.1%
Adults 18-34	18.0%	13.8%	17.6%
Se	attle-Tac	oma	-
	Fell '82	Spring '84	Fall 841
Persons 12+	10.2%	7.9%	7.9%
Adults 18-34	17.3%	14.9%	15.5%

- ...

#### Fitter, Trimmer

Based on what I see here, AOR is not going away. The format is now slimmer and trimmer, a more efficient advertising vehicle often aired on just one or two strong survivors. Indeed, just like any other-formatted stations, AOR outlets can score in Arbitron and have robust bottom lines. Although AOR may not be the easiest format to do well, it can be most rewarding when handled with care.

Next week we'll look at Country, another format that's spawning rumors of declining fortunes. See you then!

IN SEARCH OF PROGRAMMING EXCEL	Please send me copy (ies) at \$18.95 pluse \$2.50 each for
over 20 years of major market experience to outline strategies to help you beat the competition. A 60-step The Core Programm	e. What he writes deserves Ucccccccccccccccccccccccccccccccccccc



## SUPERSTAR CONCERT SERIES

February 16th will be New Year's Eve all over again on more than 450 radio stations across America. Westwood One's **Superstar Concert** recording crew traveled to Indianapolis to capture every note as REO Speedwagon rocked in the New Year before a sold-out crowd of 18,000 at the Market Square Arena. This exclusive performance includes the classics that made the band a favorite among American rockers since 1977, as well as hits like "Can't Fight This Feeling" and "I Do' Wanna Know" from REO's current platinum album, <u>Wheels Are Turnin</u>. Make a resolution now to tune in for this rock spectacular. The Superstar Concert Series brings the biggest names in rock music to Westwood One Radio Network affiliates throughout the year with exclusive performances by superstars like The Fixx, Pat Benatar, Billy Squier, Journey, Stevie Nicks and The Cars.

brought to you by



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

## Management

## How To Develop A Winning Strategy: Part II By Char

Rapid changes in radio's competitive environment have increased the need for strategic planning. Because making strategic decisions depends on accurate perceptions of the competitive environment, they should be made by those closest to the battle, ideally without interference from corporate spectators who sit in the detached comfort of their absentee armchairs.

Surveying the environment is the most important element in formulating strategy, and some kind of research must be done in order to expand the possibilities from which strategic choices can be made. It is in creating strategic alternatives that imagination comes into play. The two vital ingredients of imagination, or creativity, are information and intuition.

#### Information

Gathering information can be done externally or internally. If a station goes outside to a reliable research company, like the Research Group or Coleman Research, there are the advantages of knowing that the research will be done under professional supervision, with technical precision and without perceptual bias. Responsible research suppliers also help stations examine a wider range of possibilities than might otherwise be considered.

There are some problems with buying external research. First, it can be quite expensive, and for many stations evaluating the tradeoffs can be painful. Should a station pay \$25,000 for a marketing study or invest that money in a promotion campaign? Next, who's going to interpret the research? Marketing research seldom comes up with absolutely clearcut, black-and-white answers' the data has to be interpreted. It's here that local market knowledge, programming experience, and intuition are important.

For instance, research will always show that all listeners hate "too much repitition" of records. Those inexperienced in programming will interpret this information literally and recommend slowing down music rotation. Knowledgeable pros know this reaction means that people don't



.

want to hear some songs (ones they don't care for or are tired of) repeated often, but they love to hear their favorites over and over.

Research companies, no matter how reputable, are influenced by the preferences and prejudices of their clients — they don't stay in business designing research studies that prove how stupid their customers are. Finally, any research that deals with people's intentions or tries to predict their future tastes and actions (especially if it's based on what people say they're going to do) is worthless.

Nothing can substitute for a thorough, internally-designed analysis of the competition, which includes detailed descriptions of the following elements, as recommended by Harvard Business School professor Michael Porter in "Competitive Strategy":

Future goals — What drives competitors; where do they want to go. Some stations are run by an owner who is often satisfied, complacent, ego-involved with a format, underpriced in rates, and

AMEK

By Charles Warner

stubborn. If you attack this type of station, the owner is apt to hunker down, not promote much, and try to wait you out in a war of attrition because he or she can afford it and is comfortable with a format. Stations financed by money from investment bankers (leveraged buyouts, especially) usually have a gogo outlook and excellent short-term results – bankers allow two or three years to make it, then they get crazy if projections aren't met. Save your money leave. A smart GM will hire a good PD, take intelligent risks and responsibility for setbacks, give the PD credit for winning, and the PD will probably stay around for a while. How good is a competitor's signal, its sales department, and its operating people who organize and executive the competitor do ongoing marketing research, including focus groups? What is the competitor's financial position; can it afford to do research or mount a counterattack? How good is the track record of the parent company. the cornorate owner?

Other questions to consider about your competitors: What are they best and worst at? Are they likely to change what they're doing to react to a competitive assault? How quick is their response to changes and competition likely to be? What is their staying power?

Competition's response profile — Is the competition happy with its current position? What likely moves will the competition make and what strategy, if any, are they likely to respond with? Where is

"The ability to absorb large quantities of research data, synthesize it, and then come up with an unusual approach is at the heart of creative thinking."

in face of an initial push from these invaders and come back strong after they've blown their wad and can't defend themselves.

Assumptions - What is a competitor's perception of its relative position and what are the historical or emotional identifications it makes (with the radio or record business, picking hits, etc.)? It's usually safe to go after a station whose PD has a lot of gold records on his wall. Does the manager have a sales background and are his financial rewards based on one-year profit figures? If so, defending an attack by cutting a commercial load and substantially increasing a promotion budget is unlikely. Does a competitor rely on callout music research or assume that its programmer's gut feel is adequate?

Current strategy — A strategy doesn't have to be explicitly stated; it can be implicit in actions. A competitor's strategy is best described by the major operating policieses in each department and by the management style and values of its key executives.

Capabilities — How good is a competitor's top management? GMs are more critical to a station's success than a PD. A stupid GM won't let a good PD do what must be done to win, will take few risks, will blame the PD for failure, and the good PD will the competition most vulnerable? What will provoke the greatest and most effective retaliation?

Once you have done a detailed analysis based on the above elements, then you can develop a strategy of your own - a game plan. One of the best books to read about adeveloping strategy is Paul Zimmerman's "The New Thinking Man's Guide To Pro Football." Thoroughly analyze, develop a plan, and attack weaknesses in the competition. Go after those who don't do research, don't have enough money to or won't retaliate, who have a track record of ineffective corporate interference, slow to move, are apt to react emotionally, or hire weak people and underpay them.

In developing strategy, it's vital to have a well-organized and thorough competitor intelligence system to collect, compile, catalog, digest, and evaluate information. I remember Bob Pittman staying up all night looking at detailed hour clocks and music rotation charts of every format competitor – he knew his competition better than they knew themselves. That's one of the reasons why he always won.

#### Intuition

The other main reason for Pittman's enormous success is his superb intuition, which is a combination of imagination and experience. However, in order for the creative imagination to function, it must be thoroughly absorbed in the subject — it must have lots and lots of information. The ability to absorb large quantities of research data, synthesize it, and then come up with an unusual approach is at the heart of creative thinking. Imagination comes from thinking of a large number of alternatives, analyzing them, and then making a unique connection.

Imagination also involves taking risks, in doing something new. However, just because something is new, different, or "creative" doesn't mean it's right or will work. What works is keeping up on industry trends and listeners' tastes and then using imagination to give people what they want. Experience is essential in knowing how to interpret research and in understanding what alternatives haven't been successful in the past and why.

#### Strategies

There are two basic overall competitive strategies, differentiation and segmentation. Differentiation is the more difficult as it requires strong marketing ability, creative flair, strong research capabilities, excellent execution of a format, and highlyskilled people. A segmentation strategy is easier to execute, but the focus must be on a market segment, or niche, that is sizable (big enough to make a profit selling time) and measurable (definable by some measurament method). You can't program to blueeyed people because there's no way of finding out how many of them there are.

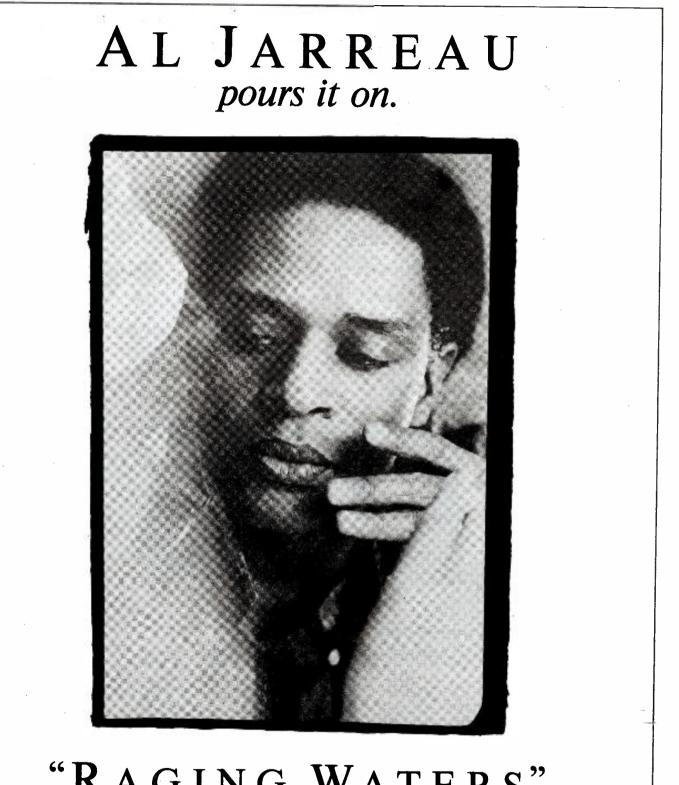
Three initial strategic moves to consider are prior announcement, false announcement, or secrecy. Prior announcements can preempt a competitor's move, test advertiser/competitor reaction, and alert suppliers such as the record industry. False announcements can throw the com-petition off and delay defensive responses (particularly in purchasing advertising). Secrecy cuts the lead time for competitive defensive reaction. Both of these latter moves can harm a station's credibility and allow little time for a sales department to presell changes to advertisers.

Part three of this series will focus on the most important element of strategy – how to execute it

Charlee Warmer is a natio industry veteran whose background includes VPIGM posts with WMBCNeys veters, WMAG & WKOXC/hilego, and GBS Radio Spot Sales, He currently hose in Pelo Aho, CA and Is Director of the Mass Communication program at Mento College. He is also a consultant, apecializing in strategy, management development, and alses training.

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## "R A G I N G W A T E R S" The new single from the album <u>High</u> <u>Crime</u>

Produced by Jay Graydon



On Warner Bros. Records and Cassettes

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### REED BUNZEL

**NETWORK SWIMSUIT ISSUE** 

## Torn Between Two Seasons

For several years now a few well-known consumer magazines have recognized the lull between the football and baseball seasons with an annual pictorial on the latest polyester and lycra swimwear. Conceived with an astounding degree of integrity, this column would never stoop to such consumerism (to say nothing of sexism), except to capitalize on a catchy trend. The only curves in the network industry relate to profit, revenue, and ratings, but they are enough reason to borrow a clever (?) idea and take a preseason (or postseason) look at the gridiron and diamond

#### **CBS Super Sunday**

The game itself is history, the 21-week season is over, the headlines and great debates have subsided, and another set of unbelievably large rings is now being constructed for the world champion San Francisco 49ers. Super Bowl XIX brought a record \$500,000 for :30 of television time and a record audience for radio.

Capping a season of 37 NFL broadcasts, the CBS Radio Sports team converged on San Francisco (and Palo Alto, along with everyone else) on January 20 for The Great Game. Pregame, postgame, and halftime reports were anchored by Brent Musburger, while play-by-play was called by Jack Buck and Hank Stram, the network's primary anchor team throughout the regular season (see R&R 9/7/84). There is nothing regular about the Super Bowl, however, and the CBS Radio network began planning for this sports ritual back during the preseason preparations.

CBS Director/Programming David Kurman claims the greatest difference between its usual Monday night broadcasts and a Super Bowl event is the amount of planning involved. "A lot of this can be seen by our advance and onsite planning schedules," he says. "While we can go in on a Monday and wire the booth for that night's game, our staff must arrive at the Super Bowl four days early to meet with the telephone company, the stadium people, and the local audio crew to arrange all systems. We install wireless equipment at remote locations - something extra we do for the Super Bowl - and wire the booth a day or two early. The Super Bowl is an American institution, and we try to make it something special'

The CBS broadcast itself was blacked out in both San Francisco and Miami owing to NFL rules favoring the local flagship station. The network broadcast did keep the spectators at Stanford Stadium informed and entertained, however, when a lastminute NFL decision was made to "pipe" the game around the perimeter of the stadium and through the surrounding parking lots. While this is a common practice for the World Series and other sporting events, CBS claims it was a highly unusual move for the Super Bowl.

In order to personalize the game for affiliate stations, CBS set up a "Super Bowl Hotline" earlier that weekend. Hank Stram and Jack Buck fielded calls from 60 stations around the country for professional perspectives on the game and expert commentary. Custom promos were provided for the broadcast itself.

For Stram, who won two NFL championships for Kansas City, and for Jack Buck, who's broadcast seven Super Bowls for CBS, the game is just as exciting (and considerably more relaxing) up in the booth as it is down on the field. "Obviously, you've

got a lot more at stake when you're down there on the sidelines," Stram says. "Every play has a chance of being the big one. As a coach or player this is always on your mind, and the game becomes very intense. Up here you can enjoy it more when you can see the whole field and watch the plays unfold. You can separate yourself from the intensity and share that excitement with the listeners, which is what this is all about."

#### STATION-NETWORK PARTICIPATION

## Battle Of The Ban

Throughout 1985 this page will occasionally take a look at what network and program suppliers are doing to battle the growing movement to eliminate beer and wine advertising from the broadcast media (see R&R 1-18). This week, Drake-Chenault President Jim Kefford offers a few suggestions to combat the ban effort

"Radio stations should immediately cease station involvement in events encouraging the use of alcohol," Kefford says. "With this movement to ban alcohol-oriented commercials we are jeopardizing \$750 million in advertising. You hear so often that broadcasters as a whole aren't a tremendous lobbying group, and as an industry we have to raily our forces to defeat this measure. We have to let our local congressmen know our feelings, and each station should inform them of everything they are voluntarily doing to increase awareness about the problems of drinking and driving."

As part of a memo to D-C client stations, Kefford recommended that station personnel should not appear at events such as "nickel beer," "two-for happy hours," and "weekend warm-ups." As alternate promotions he sugcested.

· Sponsoring happy hours that don't promote alcohol, but are tied in with a local band and "after-work hors d'oeuvres."

· Establishing drinking-and driving seminars at local schools, and involving station personalities.

· Developing a "designated driver" program in time for the spring prom, graduation, and summer vacation events. Station reminders could be inserted in all rented tuxes, and "Designated Driver" stickers could alert bartenders to patrons who are nondrinking students.

"We as broadcasters may believe that cancelling cigarette advertising on radio and television did not reduce smoking," Kefford concludes, "but we cannot assume that Congress shares this belief. We must work as an industry to save the beer and wine business. Removing ourselves from blatant promotion of alcohol is a positive step.

## **Network Spots**

#### ABC KidRadio

ABC Talkradio has developed a week "Children's Radio Workshop," airing Sundays at 10:00 (ET). The one-hour program is hosted by Larry Miller, Barbara Rosen, and Barry Fitzsimmons and targets children ranging in age from 6-12. The workshop features radio games that will double as teaching tools, focusing on education topics such as history, auditory comprehension, language instruction, etc. Prizes are awarded throughout the program, but they are not limited to a select few. Every child who calls, with a right or wrong answer, receives a letter and a prize - thus rewarding participation, not winning. The program also features music, poetry, radio soundtracks, anecdotes, and topical discussion for 20th century children.

For further details, call (212) 887-5293,

#### Tax Talk Slips Facts

Washington Broadcast News has signed IRS Commissioner Roecoe Egger, Jr. to host a 13-week series of weekly two-minute programs featuring suggestions on tax preparation. The program, "Tax Talk," will originate in Washington, and will be transmitted via satellite through the facilities of Mutual, AP Radio, and UPI. Non-network stations can access the 13 programs of income tax advice on WBN's free Spotmaster Service by calling (800) 828-8881

#### Six Pack For Max Fix

United Stations has just finished production of its 1985 "Country Six Pack" series, offering stations a heavy dose of Country music, interviews, and entertainment. The package of six 3-hour programs, scheduled to coincide with various holiday veekends throughout the year, presents some of the hottest performers in Country music. Among those featured in this year's series are Loretta Lynn and Emmylou Harris, with topics ranging from "The Award Winners" to "Christmas Around The Country - 1985."

#### Call (212) 869-7444 for more details.

#### Sun Sells Wire Web

The Toronto Sun has sold United Press Canada to Canadian Press, effective January 31. United Press Canada, a service separate from United Press International (but which the latter still held a minor interest in), became the second Canadian wire service seven years ago. At the time of its sale UPC had 90 subscribers and 54 emolovees



Brent Musburger

## Take Me Up With The Ball Game

With major league teams playing in 22 cities throughout the United States and Canada, baseball is a profitable broadcast business - and network natural. Each of the 26 teams in the American and National Leagues has its own baseball network broadcasting most (if not all) of the 162-game season. Whether the team itself or local flagship radio station operates these individual networks, they provide a gre listener and advertiser base. They can also create a logistic headache in the backhaul stage of the broadcast.

Backhaul, simply put, is getting the sig-nal from the stadium to the station, a challenge greatly complicated during away games. If the Los Angeles Dodgers are playing a series in Montreal, getting the game back to KABC and the other network affiliates can be a difficult task yielding dubious results

"Sports Satellite Interconnect" is a new system developed by IDB Communications to greatly alleviate the distribution problems of all baseball network broadcasts. The Los Angeles-based company is locating send-receive earth stations in each of the 22 pro baseball cities, enabling the networks to backhaul their signal via satellite directly to the station or home city. This, in effect,

eliminates the need for land-line communications. It also provides a higher quality audio signal, and in many cases, reduces distribution costs.

"Up to this point backhaul has mostly been done by expensive and inconsistent land lines," comments IDB Director/Marketing Peter Hartz. "Those networks that have been using satellite distribution were going through a variety of brokers and satellite systems. Our new system is the first national interconnect for radio, and we're trying it out with baseball, which has the highest number of away games of any mort !

IDB reports that more than half of the major league networks have bought into the new system, which transmits over Westar III, Transponder 2. National League games are priced slightly higher than American League broadcasts, owing to additional costs for a business phone, sports ticker, and "dry pair" wires to the dugout - all of which the American League already provides.

"Reaction has been fabulous," Hartz says. "We estimate that 18 of the teams will be with us by Opening Day, and we're looking to expand into the remaining cities and other professional sports as well."

R&R/Friday, February 8, 1985

Monday FEBRUARY	18	Wednesda	= 2 4 5	The Week	Of
FEBRUART		FEBRUAR Behind The Music		FEBRUARY 18	-22
Behind The Music Billy Joel	(RKO2)	Stevie Wonder Checkin' In Johnny Paycheck	(RKO2) (RKO2)	Country Closeup Bay Price	(N
Checkin' In Ray Stevens	(RKO2)	Private Session Scandal w/Patty Smyth	(RKO1)	Earth News "That's Dancing"/"Breakin II"/Fore	(WC eigner
Private Session	(RK01)	Solid Gold Country Jim Ed Norman	(US)	Encore w/ William B. Williams Joni James/Teresa Brewer	(WC
Solid Gold Country		Thursday	21	In Concert Los Lobos/Romantics	(W0
Country's Greatest Liars	(US)	FEBRUARY Behind The Music		Live From Gilley's Ricky Skaggs	(WC
Tuesday		Foreigner Checkin' In	(RKO2) (RKO2)	Metalshop Metallica	(MJ
FEBRUARY	19	Exile Private Session Chicago	(RKO1)	Music Makers Johnnie Ray	(NF
		Solid Gold Country Feature Year 1981	(US)	Off The Record Kinks/Survivor/David Lee Roth	(WO
Behind The Music Glenn Frey	(RKO2)	Friday	22	Off The Record Special Peter Wolf	(wo
Checkin' in Ed Bruce	(RKO2)	FEBRUARY	<u>22</u>	Pop Concert Grammy Special	(wo
Private Session	(RKO1)	Behind The Music Steve Perry	(RKO2)	Shootin' The Breeze George Benson/Linda Clifford/Jonzu	(WO)
leffrey Osborne		Checkin' In	(RKO2)		

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## The Weekend FEBRUARY 16-17

l	Budweiser Concert Sheila E	(WO)			
	The Countdown Sade/Nolan Thomas	(WO)			
	Countdown America ( John Leader Journey	With (RKO)			
	Dick Clark's Rock, Ro & Remember Byrds	l, (US)			
	Dr. Demento Dentist Ditties	(WO)			
	The Great Sounds Ray Coniff	(US)			
	Hot Ones Philip Bailey	(RKO)			
	King Biscuit Flower Hor Autograph/Zebra	ar (ABCR)			
	Lee Arnold On A Country Road Statler Brothers/Judds/Johnny C	(MBS)			
	Musical! Robert Klein/ Music Man''/Irving	(WO) Berlin			
	Rare & Scratchy Rock &	Roll (PIA)			
;	Rick Dees' Weekly Top 4	10 (US)			
	Rock Album Countdown Bluffria/Glenn Frey	(WO)			
	Rock Chronicles kong Remains The Same	(WO)			
F	Rock Over London	(RI)			
A	cott Shannon's Rockin merica Top 30 preigner/Hall & Oates/David Lee	(WO)			
	liver Eagle ·	(ABCE)			
Şe Ro	olid Gold Saturday Nigh	t (RKO)			
SA	Uperstars Rock Concert O Speedwagon	(WO)			
	PP 30 USA scals	(CBSR)			
Weekly Country Music Countdown (US) Moe Bandy					



•Susan O'Connell has joined ABC Radio Networks as Manager/ Network Programming. She comes to ABC from CBS, where she held several production and news positions. In her newly-created position at ABC O'Connell will assist in the development of news, sports, and other nonmusic programming. Prior to her work at CBS she was a Producer/Writer/Account Executive for Progressive Radio Network, and was General Manager of WBAU-FM/Garden City, NY.

• Kevin Rider has been appointed Director/Program Operations at United Stations. He will oversee the technical aspects of producing the company's five weekly shows and specials. Rider joined United Stations in 1982 to work on "The Great Sounds," and was promoted to Chief Engineer last September



Also at United Stations, Bonnie Abdeinour has been named Director/Corporate Development. She will be responsible for developing special programs for client companies. Abdelnour comes to the company from WPIX-FM/New York, where she served as National Sales Manager and Director/New Business Development. She also spent four years with WOR/New York, where she was an Account Executive

### **NEWS & INFORMATION FEATURES** FEBRUARY 11-15

Lifestyl	e	Comedy	
Mind Games Imaging (2/11) Face value (2/12) Making them listen (2/13) Mood food (2/14) Phone fright (2/15) Smart Money Home inspection (2/11)	(RKO1) (RKO1)	Daily Feed Time understands/exit polis for '8 still Chernenko/revised State of MX Cusinart Radio Hottine Mom/duty/sexual harrassment/mu close personal friend	of the Union
Overseas fidelity (2/13) Tax savers (2/15) Waldenbooks Review Lisa Bimbach/"Ice Cathedral"/	(WO)	Stevens' & Grdnic's Comedy Drop-Ins Pain reliever/radio juggler/meanwh somewhere else/no news/hurt	
"Eat To Win"/"Lovestrong" General Inform	ation	Laugh Machine Rodney Dangerfield/Steve Martin/ Eddie Murphy/Rowan & Martin	(ASR)
American Focus Milton Friedman (2/10) Computer Program	(FOY) (PRN)	Entertainm	ent
Kitchen appliances/computer gen stock market PCs/Local Area Ed Busch Talk Show Martin Birnbach/job market/home - Sports medicine/junk or antique? ( Health Care Love & Friendship (2/10)	iuses/ Networks (AP) cures (2/9)	Assignment Hollywood Matt Dillon (2/11) Ann. Reinking (2/12) Mel Gibson (2/13) Anita Morris (2/14) Lorenzo Lamas (2/15)	(MBS)
Jim Bohannon Show John Crystal (2/17) Larry King Show Tom Wicker (2/18)	(MBS) (MBS)	Entertainment Coast-To-Coast Lionel Richie/Kool & The Gang/ Pamela Sue Martin (2/15)	(CBSR)
John Block (2/19) Jay Bernstein (2/20) Kate Moody (2/21) News Bilmp Passionate love/shady iadies/ love addlcton/video violence/ schtrophrenik in chligten	(PRN)	Screen Scenes Man Under Suspicion (2/11) Perils Of Gwendolyn (2/12) Mariu's Lovera (2/13) After The Fall Of New York (2/14) Weekend Hits & Misses (2/15)	(SOU)



CBS ASSOC. RECORDS

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and the second second

KCDQ

KCAO





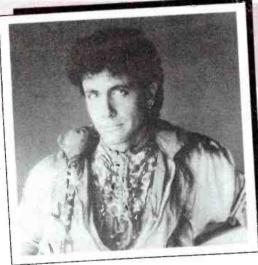
TEENA MARIE "Lovergirl"

## CHR CHART: 20 199 STATIONS 83%

WXKS-FM 19-15 Z100 19-17 WCAU-FM 2-4 WHTX add 21 Z93 27-16

B97 30-20 WHYT 11-8 KBEQ add 24 FM1023-2

KS103 18-6 KITS 14-12 KMF1 3-2 KIIS-FM 15-12 - KPLUS 15-6 KUBE 23-17



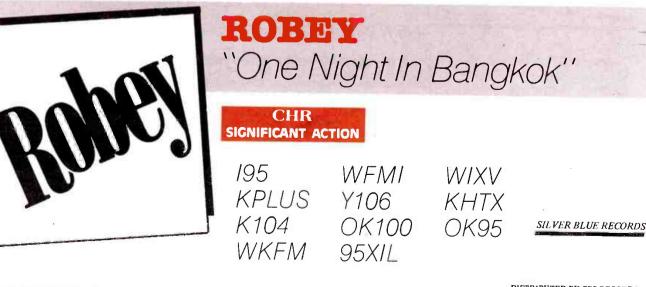
## JOHN HUNTER "Tragedy" CHR CHART: 33 **170 STATIONS 71%**

WXKS-FM 25-19 WNYS 26-20 WBLI add WCAU-FM 31-23 WHYT 24 PRO-FM 31-26

793 25-22 KAFM 17-15 KEGL 16 7799 20

KDWB-FM 18 KWK 20 WLOI-FM 14-11 KPKE deb 29 FM10222

Gell



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Nhen the rain begins to fall THE S JERMAINE JACKSON 🌶 PIA ZADORA with a multi-platinum smash in Europe is now breaking strong in the United States When the rain begins to fall THE featuring the hit single When the rain begins to fall now available on MCA RECORDS hain begins CURB MCA/CURB Records RECORDS ALBUM #MCA-5557 SINGLE #MCA-52521 NEW BELIEVERS THIS WEEK!!! **NEW & ACTIVE** WZYQ KKQV WRQN WFMI WFLY KXX106 Y100 WXKS-FM WJBQ WHSL G100 WHOT WJZR Q100 Q105 CKGM WOMP-FM WCIL-FM KMGX KRGV **WVSR** WZLD WHYT CKOI 99KG WJAD WQUE-FM KHOP WERZ KAMZ ZZ99 Z100 WCGQ K96 Z98 KSKD KSET-FM 93Q KHTX Q104 Q103 **KDON-FM** WCAU-FM **KZIO** WANS-FM WKFM SLY96 KHYT Q101 FM102 WZPL WZYP PRO-FM WRCK KIST WXLK WFBG KWOD WOKI WJXQ WBBQ CFTR Z93 KMEL

## **Street Talk**

In the ongoing "impending sale of **RKO**" story: Three key network executives winged out to Los Angeles last week and were holed up in meetings at the Bel Air Hotel. Checking out a bid by **MOBIL OIL**? "That's bizarre," said one highly-placed source. Looking at a proposal from **WESTWOOD ONE**? "No comment," says President **NORM PATTIZ**. Tune in next week ...

The MCA/POLYGRAM merger rumors are heating up again. More on that as details develop.



Then there's the rumor about ABC O&O's KLOS/LOS ANGELES and KSRR/HOUSTON switching from AOR to CHR with WPLJ/NEW

YORK PD LARRY BERGER acting as National PD. However, all parties involved say it's not true.

Following an 18-month federal investigation of mail fraud, tax evasion, and conspiracy charges, barter programmer WILLIAM B. TANNER pleaded guilty last week to several reduced charges. Tanner, former President of WILLIAM B. TANNER CO., faces a possible \$16,000 fine and four years in prison for mail fraud and tax violations.

As part of plea bargain conditions, the U.S. government has agreed not to prosecute Tanner for additional criminal charges. However, civil actions might still be taken against him, and several related lawsuits filed by private parties are still pending. No date has yet been set for sentencing.

Veteran Bay Area personality **TOM PARKER**, who recently vacated mornings at **K101/SAN FRANCISCO**, has returned crosstown to **KFRC** for afternoon drive. With the departures of PD **JEFF SATTLER** (see Page 1), Parker, and GSM **DICK STEIN** (who left last week), K101 has quite a few shoes to fill.

At **ARISTA**, VP/Promotion **DON IENNER** will soon head all promotion activities for the label, while **TONY ANDERSON** will be named VP/Black Promotion. Details next week in **R&R**.

RHUBARB JONES is picking up his CMA and ACM Personality of the Year awards and moving them to Atlanta for mornings at WYAY. Rhubarb had been with WLWI/MONTGOMERY the last seven years, most recently as PD/MD. WLWI OM DR. SAM FAULK assumes the PD duties, airstaffer GREG MOZINGO takes over as MD, and JACK DONOVAN joins the station for afternoon drive.

## Dog Days In Detroit

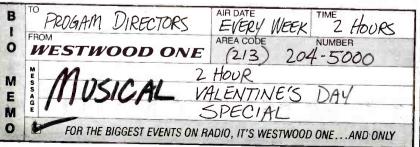
It all began as an innocent prank: WHYT/DETROIT morning man BOBBY MITCHELL put together a takeoff on the song "Grandma Got Run Over By A Reindeer," called "King Boots Got Castrated By Judge Sosny." The song referred to the dog that was recently put on trial for murder and faced a veterinarian's scalpel as punishment.

CAP CITIES management suspended Bobby, and that was that ... until afternoon personality J.J. WALKER took up the cause. J.J. barricaded himself in the studio, demanding that Bobby be reinstated, and continued playing the Stevie Wonder hit "You Haven't Done Nothin'." He put listener calls on-air, and even stopped playing commercials at one point.

The incident made front page news two days in a row in the *Detroit News* and *Free Press*. According to accounts from those papers, **WJR** & WHYT GM **RON PANCRATZ** was relieved of his duties at WHYT (but continues to manage WJR), OM **GARY BERKOWITZ** was suspended until February 26, but no further action was taken against either personality.

Ironically, the Detroit News named Berkowitz "Radio Executive Of The Year." Pancratz, Berkowitz, and Station Manager **MAUREEN HATHAWAY** were unavailable for comment, but night personality **MIKE WAITE** is handling things until Gary's return later this month.

So much is happening at WLLZ/DETROIT that it's hard to keep track, but here goes: BUCK MCWILLIAMS and CHRIS O'CONNOR did not leave WZUU/MILWAUKEE for WLLZ. Instead, they're taking over mornings at KDWB-FM/MINNEAPOLIS. So who is going to WLLZ for mornings? Former KDWB AM driver CHRIS EDMONDS and WQFM/MILWAUKEE's JIM RODIO; the two succeed exiting STEVEN (CLEAN) SEGAL. Chris's partner DON MICHAELS will stay at KDWB with the new title of Asst. PD. Meanwhile, WLLZ Asst. PD JOE URBIEL has jumped crosstown to WRIF in the same capacity. Replacing Joe at WLLZ is Research Director JIM PEMBERTON. Continued on Page 28



## DONNIE IRIS

MAKES ROCK AND ROLL THE OLD FASHIONED WAY

## NO MUSS... NO FUSS



Featuring



~

OR	TRA	ACKS	<b>44</b>
	lbu	ms di	
WYSP WDVE WHJY DC101 WKLS	KQRS KSHE KLOS KDKB 91X	WRXL KISS WOOS WSKS WTUE	WXCS WWWV WRUF WHMD KUFO
WCKO WSHE WNOR WYNF WEBN	KOME KSJO WDHA WPLR WYDD	WWCK KATT KEZO WWCT WIOT	KQWB WBYG KFMQ KSQY WCPZ
WMMS WLVQ WRIF KKCI WQFM	WPDH WAQY WAAF KLAQ WKQQ WQMF	kilo KKDJ KMBY KLPX WQBK WIZN	WZZQ KWHL KFMF KRQU KZOQ KTYD

HME RECORDS

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R&R/Friday, February 8, 1985



## **Best New Artist**

-Rolling Stone Critics' Poll

## Artist Of The Year

 Third Place, **Rolling Stone Critics' Poll** 

## Los Lobos

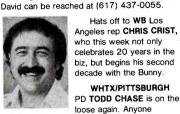


## The New Single

"Will The Wolf Survive?"

Produced and Remixed by T-Bone Burnett and Steve Berlin

From the Slash/Warner Bros, album Records Welcomes KKCS-FM/Colorado **How Will The Wolf Survive?** 



Chris Crist

program or manage should call Todd at (412) 733-2974.

Things change quickly in Florida radio. DOUG MATTHEWS is out as WFYV/ JACKSONVILLE GM after a week and a half, with no replacement named yet. Also, BOBBY KNIGHT was in and out as PD of WOWD! TALLAHASSEE pretty quick. He split after a week, and now BILL NORRIS is acting PD.

**Street Talk** 

following the departure of DAVID GARIANO.

Hats off to WB Los

WHTX/PITTSBURGH

looking for a solid pro to

After a healthy fall sweep, the mood was upbeat at the BURKHART/ABRAMS/ MICHAELS/DOUGLAS & ASSOCIATES Superstars meetings in Miami Beach last week. No course correction or major shifts in direction given; instead, clients were encouraged to continue moving their AORs towards upper demos as the format positions itself as "the new mainstream." The firm also announced that it will be cosponsoring a research study with clients and rep firms to show the purchasing power of the emerging 25+ AOR audience.

**CBS** college rep **GREG** THOMPSON has been named Regional Promotion Manager for the Central/ Cleveland region at CHRYSALIS.

PETER HAMLETT exits the PD post at WNOK-FM/COLUMBIA, SC,

Greg Thompson remaining as corporate Chief Engineer. Also leaving is MD SCOTT SUMMERS, who joins WKZQ/MYRTLE BEACH, SC. Acting PD at WNOK-FM is JEFF CLARK.

WNCI/COLUMBUS and OM/PD HARRY VALENTINE have parted company. Contact VP/GM DALE WEBER for this prime CHR programming opportunity. Handling the programming in the interim is midday personality JOHN L.

JACK FORSYTHE and partner TOM COSSIE are going their separate ways, dissolving Straight Time Marketing & Promotions. Forsythe is forming SILVER NOTE MARKETING & PROMOTIONS, maintaining the same research personnel from Straight Time. You can reach Jack at (412) 366-7461

KLLS/SAN ANTONIO PD CAT SIMON has joined WMET/CHICAGO for AM Drive. leaving the KLLS programming slot open. Serving

as interim PD is Asst. PD DAVE JAGGER, who's moved up from evenings to mornings. Across town, AMERICAN MEDIA'S KWED

will change calls to KTXB-105, and that's got folks in town buzzing about what the new format will be

Other call letter changes include KLPO/LITTLE BOCK to KHGN. KXAS/HOUSTON back to KILT-FM, and KHEP/PHOENIX to KONC.

Legendary air talent "EMPEROR" BOB HUDSON has returned to the morning airwaves at KRLA/LOS ANGELES. During the '60s, the Emperor entertained Southern California at KRLA as part of its all-star lineup that included Casey Kasem, Bob Eubanks, Dave Hull, and Johnny Hayes.



The new morning team at KHIT/SEATTLE is RICK SHANNON and "SUDS" COLEMAN, who join the CHR outlet after four years with crosstown KZOK. They replace MORRY SHANAHAN, who segues to middays.

Rick Shannon "Suds" Coleman

KTFM & KTSA/SAN ANTONIO have nabbed two personalities from WFYR/ CHICAGO, C.K. COOPER will do mornings at KTFM, while TOM RIVERS will cover afternoons at KTSA. In addition, R&R's BRAD MESSER has joined both stations as News Director (see Page 35). WFYR now needs two talented personalities, so contact PD GLEN MARTIN at (312) 861-8130.

Are there more changes on the way at KWK/ST. LOUIS?

WKFM/SYRACUSE PD KEVIN FENNESSY has resigned from the CHR outlet. No replacement has been named. Also out is MD TODD HOLLIDAY.

Best wishes to KSAN/SAN FRANCISCO PD J.D. SPANGLER on his recent marriage to LORI SCHUMANN.

Stork Stops: To EMI AMERICA'S KEN BENSON and PASHA's LYN BENSON, their first, ALISON LYN (2-2) ... To MUSICVISION'S DRAKE HALL and wife Chelsea, BENJAMIN ALEXANDER (1-30) . WDAF/KANSAS CITY Asst. PD/MD DON CRAWLEY and wife Kyoko are proud parents of JONATHON YOSHIO (1-30) WKQS/MIAMI MD JIM RICHARDS and wife Debbie gave birth to daughter FREYA LYN (1-29) . . . And last week, MCA Director/National Publicity ANDY McKAIE and wife Ria welcomed son ALEXANDER RYAN.

KKCS-FM/Colorado Springs

131 Ocean Park Blvd., Santa Monica, CA 90405

@1985 Slash Records



Members Of The Club:

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WCAU-FM WZLD Q100 WERZ WKFM WJZR

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## The first single from THE BREAKFAST CLUB

The original motion picture soundtrack. An A&M Films/Channel Production.

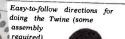
A Universal Picture.

\*Produced by Keith Forsey/David Anderle/Steve Goldstein/Gary Chang On A&M Records, compact discs and BASF chrome cassettes. See the SIMPLE MINDS video on MTV

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Page 30

R&R/Friday, February 8, 1985





**KEN BARNES** 

17

DEE DEE

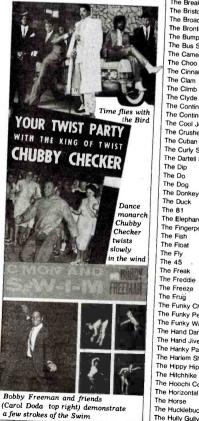
Dee Dee Sharp with a mash appeal hit

## LAND OF A THOUSAND DANCES Time, Pointers Add To Pop's Dance Card

With the resurgence of dance music over the past few years, it's only natural that a key element of that form is coming back – the song built around a specific dance. There are two of those on the Black/Urban chart now: the Time's "The Bird" and the Pointer Sisters' "Neutron

The Time, as veteran dancemasters who've already reintroduced "The Walk," provide specific instructions on doing the Bird. (The Bird was an early '60s dance popularized by Dee Dee Sharp and the Rivingtons, while Jimmy McCracklin's "The Walk" preceded the unrelated Time track by a couple of decades.) The mechanics of actually performing the Neutron Dance are a bit cloudier, especially if you've ever seen a neutron dance (they mostly stand in one place and let their electron partners orbit around them, according to dancers with a degree in advanced physics).

Be that as it may, both songs are part of a pop tradition as old as recorded music itself. Before the rock era, dance crazes ranged from the Bunny Hop to the Black Bottom, the Charleston to the Mambo, etc., etc. Rock's big dance explosion started in 1960 when Chubby Checker revived Hank



Ballard's dance invention, the Twist. Once the Twist caught on, the floodgates opened. Dances immortalized in song include:

The Afro-Strut The Ali Shuffle The Hump The Alligator Boogaloo The Baby Elephant Walk The Jerk The Barefoot Rock The Karate The Barracuda The Beat Street Strut The Bird The Kung Fu The Birdland The Latin Hustle The Bluejean Bop The Latin Skate The Body Talk The Limbo The Boogaloo The Locomotion The Boomerang The Loop De Loop The Bossa Nova The Madison The Boston Monkey The Magilla The Bounce The Majestic The Breakdown The Bristol Stomp-The Meltdown The Broadway Freeze The Mess Around The Brontosaurus Stomp The Monkey The Bump The Monster Mash The Bus Stop The Mouse The Camel Walk The Mule The Choo Choo The Mystery Dance The Cinnamon Cinder The Neutron Dance The Clam The New Continental The Climb The Pachuko Hop The Clyde The Peppermint Twist The Continental The Continental Walk The Philly The Cool Jerk The Philly Dog The Crusher The Philly Freeze The Cuban Slide The Pogo The Curly Shuffle The Pony The Dartell Stomp The Popcorn The Dip The Popeye The Do The Popeye Waddle The Dog The Push And Kick The Donkey Kong The Push And Pull The Duck The Resurrection Shuffle The Robot Walk The Elephant Walk The Rock The Fingerpop The Ronde The Float The Shaq The Shake The Shimmy The Freak The Shing-A-Ling The Freddie The Shotgun The Freeze The Skate The Funky Chicken The Slauson The Funky Penguin The Slauson Shuffle The Funky Walk The Sloop Dance The Hand Dance The Sloopy The Hand Jive The Slop The Hanky Panky The Slow Fizz The Harlem Shuffle The Snake The Hippy Hippy Shake The Soul Makossa The Hitchhike The Soul Shake The Hoochi Coochi Coo The Soul Twist The Horizontal Bop The Soulful Strut The Spank The Hucklebuck

The Hully Gully Twist The Stroll The Stupidity The James Bond Walk The Surfer Stomp The Swim The Switcheroo The Karate Boogaloo The Temptation Wal The Karate Monkey The Thing The Tighten Up The Time Warp The Tubesnake Boogle The Turkey Trot The Twine The Twist The Ubangi Stomp The Waddle The Walk The Mashed Potatoes The Wall Street Shuffle The Watusi The Whin The Wiggle Wohl The Wobble The Wooly Bully The Wrangler Shake The Yankee Dance Barefootin' Breakin Footstompin Mickey's Monkey The Peter Gunn Locomotion Soul Dance -3

- The Safety Dance
- The Shotgun Shuffle

- The Stomp The Strand
  - - •#1 LP: "Blood On The Tracks" Bob Dylan (Columbia)

Pointe Sisters demonstrate the Neutron Dance.

Now that's dancin'. It's not an exhaustive list (there are plenty more), but it sure was exhausting for Sean Ross, Julie Rosenstein, Don Waller, and me to assemble. I.know I've got another contest running (the Gram-my Handicap), but I thought if any of you really want to tax your powers of recall, you might try to connect as many of the dance sensations on the list to artists who originated them. (Origins become fuzzy in many cases - who really invented the Boogaloo?

- so I'll accept any appropriate artist.) No time limit on this one, take it slow. You can come up with a bunch of answers by looking in the index of a Whitburn or Cash Box chart book, but I'm onto that trick; that won't get 'em all. The entrant with the most acceptable artist answers (only one artist per dance counts, but multiple answers to hedge your bets are OK) will win a swell prize, plus the acknowledgement by his peers as Dance King of the Known Universe. The next step's up to vou

#### ONE YEAR AGO TODAY

- •BILL SHERARD, DAVE ROSS, JON PINCH, VIC ADERHOLD PROMOTED AT METROPLEX
- . BOB GOULD NAMED VP/GM AT WMET/CHICAGO

wine Time

- PAT FANT BECOMES STATION MANAGER AT KLOL/HOUSTON
- MIKE BOEN NAMED STATION MANAGER FOR KDWB-AM & FM/MINNEAPOLIS #1 CHR: "Thriller" - Michael Jackson (Epic)
- #1 A/C: "An Innocent Man" Billy Joel (Columbia) (2nd week)
- #1 Black: "Encore" Cheryl Lynn (Columbia)
- •#1 Country: "Roll On (Eighteen Wheeler)" Alabama (RCA)
- •#1 AOR Track: "Jump" Van Halen (WB) (5th week) •#1 LP: "1984" Van Halen (WB) (3rd week)

#### FIVE YEARS AGO TODAY

- NEIL PORTNOW PRESIDENT OF 20TH CENTURY FOX RECORDS
- BRUCE MARR NAMED OPERATIONS DIRECTOR AT KVI/SEATTLE
- . MOON MULLINS NAMED PD AT WDAF/KANSAS CITY
- #1 CHR: "Longer" Dan Fogelberg (Full Moon/Epic) (2nd week)
- #1 A/C: "September Morn" Neil Diamond (Columbia) (2nd week)
- #1 Black: "I Shoulda Loved Ya" Narada Michael Walden (Atlantic) (5th week)
- ●#1 Country: "I'll Be Coming Back For More" T.G. Sheppard (WB/Curb) •#1 LP: "Damn The Torpedos" - Tom Petty (BackStreet/MCA) (3rd week)

#### TEN YEARS AGO TODAY

- JOHN LONG NAMED PD AT KRUX/PHOENIX
- #1 CHR: "Black Water" Dooble Bros. (WB)
- #1 A/C: "Best Of My Love" Eagles (Asylum) (3rd week)
   #1 Country: "Sneaky Snake" Tom T. Hall (Mercury)

## THEY RULE WITH AN IRON MIKE.

#### HUN-D.M.C. HUN-D.M.C. HUN-D.M.C. HUN-D.M.C. HUN-D.M.C. KING OF ROCK KING OF ROCK KING OF ROCK RUN-D.M.C. RUN-D.M.C. RUN-D.M.C. RUN-D.M.C. KING OF ROCK KING OF ROCK KING OF ROCK RUN-D.M.C. RUN-D.M.C. RUN-D.M.C. KING OF ROCK KING OF ROCK KING OF ROCK RUN-D.M.C. RUN-D.M.C. RUN-D.M.C. KING OF ROCK KING OF ROCK KING OF ROCK RUN-D.M.C. RUN-D.M.C

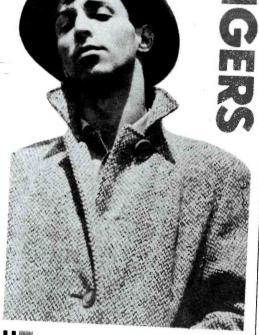


"King Of Rock," the first single from RUN-D.M.C.'s hardhitting new album.

NEW

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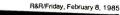


# VANT MF"





DISTRIBUTED BY CBS RECORDS



SEAN ROSS



Datebook

Despite John Taylor's description of 1984 as "one nervous breakdown after another," there's a lot of evidence that the members of Duran Duran are mellowing out. Andy Taylor, who turns 24 on Saturday, took the group through two fairly important thresholds (for teen idols) by being the first group member to get married and

"It's really good," Andy told Smash Hits. "We got a lot of stuff from the fans which was nice. We got a whole roomful of baby shoes and stuff."

Andy and the other Duran members are preparing for an "even bigger" tour of America in 1985. In the meantime, Andy, John, Roger Taylor, Robert Palmer, and (Chic drummer) Tony Thompson have asembled an LP as the Power Station, on which Andy gets to sing on one track. In December, Duran regrouped to start recording a soundtrack to the next James Bond film, "A View To Kill.

#### The Wild Man

Duran's "Save A Prayer" is one of the best recent examples of an "underground" hit. Originally the British bulants save a Frayer is one or the best recent examples or an underground into orginality the ontion follow up to "Hungry Like The Wolf" in summer 1982, "Prayer" went 2½ years without showing up on any American playlist and still managed, by the time the official single came, to insinuate itself into a lot of U.S. gold libraries.

All that really kept Duran off the chart was lack of a single and the presence of other Duran 45s. "I Put A Spell On You" sold — by Screaming Jay Hawkins's estimation — several million copies and never showed up on any national chart. Hawkins' story isn't that unusual among '50s R&B records; besides shaky chart methodology in the early days of rock, a lot of R&B artists claim that their managers delibrately underexaggerated their piece counts so

When Hawkins went into the studio to record "Spell," he intended to come out with a straight MOR ballad. The final deranged recording — a product, Hawkins says, of everybody getting very tanked up — was recorded on Feb-

#### MONDAY, FEBRUARY 11

1965/Ringo Starr and Maureen Cox are married in London.

1967/The Turties' "Happy Together" is released.

1979/One of the first indie punk LPs on the UK charts, Stiff Little Fingers' "Inflammable Material," is released. Gene Vincent would be 50.

#### TUESDAY, FEBRUARY 12

1958/The Monotones' "Book Of Love" released.

1964/The Beatles debut at Carnegie Hall. 1975/Bob Dylan's "Blood On The Tracks" goes gold.

1976/Sat Mineo is murdered in Los Angeles

Birthdays: Ray Manzarek (Doors) 1943, Steve Hackett (Genesis) 1950, Gii Moore (Triumph) 1951. WEDNESDAY, FEBRUARY 13

1961/Frank Sinatra launches the Reprise labei

1980/John Lydon's home is raided by British police for the second time in a month. The cops smash Lydon's door with an axe; he meets them at the top of the stairs with a ceremonial sword.

1981/Amid the home taping controversy, Island announces its new "1 + 1 cassette" line with an LP on one side and blank tape on the other Birthdays: Peter Tork 1944, Peter Gabriel 1950.



#### THURSDAY, FEBRUARY 14

1953/Hank Williams's "Kaw-Liga" hits the Country charts.

1961/The Platters sue Mercury. The label had refused to accept some sides where Tony Williams relegated lead vocal duties to other members of the group. 1972/Steppenwolf Day in Los Angeles

1972/"Grease" opens off-Broadway

1980/Lou Reed married to Sylvia Morales in New York; the marriage becomes the main theme of Reed's "The Blue Mask" LP Birthdays: Eric Andersen 1943, Tim Buckley would have been 38.

FRIDAY, FEBRUARY 15

1964/Dave Clark 5's "Glad All Over" released 1965/Nat King Cole dies.

1970/After Sly & The Family Stone show up late for a show at Washington DC's Constitution Hall and patrons riot, the Daughters of the American Revolution ban rock concerts at the auditorium. Today most rock shows have moved out to the Capitol Center but Constitution Hall has once again become a venue for R&B concerts.

Birthdays: Ex-Motown/Invictus songwriter/producer Brian Holland 1941, Kinks' Mick Avory 1944, Melissa Manchester 1951

#### SATURDAY, FEBRUARY 16

1971/Allan Passaro, the Hell's Angel tried (and acquitted) for killing Meredith Hunter at Altamont, sues the Rolling Stones. Passaro charges that by showing the Hunter murder in "Gimme Shelter," his privacy has been in-

1974/Elton John releases "Benny & The Jets" as a 45.

1979/Eivis Costello plays at the Palomino, the L.A. country/folk club made famous by "Every Which Way But Loose Birthdays: Sonny Bono 1935 (or maybe 1937 or 1940).

#### SUNDAY, FEBRUARY 17

1969/Bob Dylan and Johnny Cash record together in Nashville.

1970/Joni Mitchell announces her retirement but doesn't retire.

1972/A year before its release, Pink Floyd premieres "Dark Side Of The Moon" in concert. 1979/Blondie's "Heart Of Glass" released.

1982/Thelonius Monk dies

Birthdays: Bobby Lewis 1935, Gene Pitney 1941.

## A RECORD YOU'RE GOING TU

# PIECE BY)

from the album, LOVE BOMB

Produced by Todd Rundgren for Alchemedia Productions, Inc.

**BE HEARING A LOT OF.** 

Capitol.

R&R/Friday, February 8, 1985

Page 34



DAN O'DAY

THE JOB-HUNTING SURVIVAL GUIDE—PART TWO

## How To Find Job Openings

The most obvious place to look for jobs is in "the trades"; that is, radio trade publications. Radio & Records is, in my opinion, the best source of fresh openings in major and medium markets. Another good source is the Gavin Report. For small market openings, you should check Broadcasting in addition to R&R and Gavin.

If you're planning to respond to an ad in the trades, do so quickly. The better job opportunities attract upwards of a hundred applicants. With those kinds of odds to beat, it's amazing how many jocks respond to ads that appeared six weeks ago.

Both R&R and Broadcasting accept "blind box" ads, in which the identity of the advertiser is withheld from the reader. In these cases, the job seekers sends the tape & resume (T&R) to the box number in care of the publication, which forwards it to the advertiser.

Why do employers use blind boxes? Obviously, they want to remain anonymous to the general public. This might be because they don't want to be bothered with unwanted phone calls from applicants. Perhaps they're planning to replace a jock who is unaware that he or she is on the way out. Maybe the opening is occurring due to a format change, which the station wants to keep secret from its competitors.

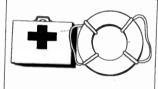
The one obvious danger of replying to a blind box ad is that you might be sending a T&R to your own station ... or to another station in your chain. If your current employer knows you're looking around, then you don't have to worry. But most of us tend to keep you inquiries confidential. For this reason, it's important to read the blind box ad carefully: if the description of the station could reasonably fit your own, it may be wise to forego replying. (Usually the ad will offer some specifics: e.g., market size, format, geographic location.)

#### **Running Your Own Ad**

You can use the trades to place your own ad, too. Gavin and R&R will list you for free. (For a fee, R&R will assign you your own blind box number and forward any replies to your confidence.) Broadcasting accepts paid advertisements only, with or without a blind box. Your ad in Broadcasting is most likely to be read by small market program directors and station managers.

If you run your own "Position Wanted" ad, be sure to indicate what you're looking for in terms of maket size, format, and geographic location. If you're out of work or if your employer knows you're looking, by all means include your name and phone number. A surprising number of ads list only a phone number, and I suspect the average program director isn't fond of calling a number without knowing even the name of the person he's calling. And if there isn't someone available to answer the phone during normal business hours, pick up a cheap telephone answering machine and plug it in.

A secondary method of learning of job openings is through personal contacts. Let your friends in other markets know you're on the lookout for a good opportunity. (But make sure they're your friends before you confide in them; some people just love



spreading gossip.) Local and regional record promoters often are among the first to hear of personnel changes at other stations; make it a habit to ask your promo people, "What's new?"

A third method is to visit stations and markets in which you'd like to work. I know a guy who stopped by a San Francisco station during his vacation. The station manager took him on a tour of the facilities, and at the end of the tour he offered the guy a job doing all-nights. The guy accepted ... and a few months later he became Program Director. And remember, he didn't show up looking for a job: he simply wanted to see what the station was like.

A fourth method involves some time, effort, and expense. But it can be effective, especially in small and medium markets. Decide in which markets you're most interested in working. Select your target stations in those markets. To find out which stations are market leaders, check the ratings reports in R&R. You might also look up the station's listings in either "Standard Rate and Data Service" (SRDS) or the an-

## **Getting To Know Applicants**

The more care and attention a PD devotes to hiring the right air personality, the more likely the personality is to find the "right" employer. K-101/San Francisco Jeff Sattler has an unusual method for getting to know his most promising applicants: "After I've narrowed the field to three or four finalists, I request a personal letter from each. I ask them to make it as long as they like, detailing their hobbies, favorite movies (and why), goals, personal history (where they grew up), musical preferences, etc. I encourage them to be as open and honest as possible.



nual "Broadcasting Yearbook." Check for see which station(s) in your format has the highest advertising rate card; odds are the higher-priced station also are more highly rated.

#### Calling The PD

Next, telephone the station. Because the personnel listings in both SRDS and "Broadcasting Yearbook" often are outdated, you need to find out who the program director is. Do not simply call the station and ask for the program director. First find out the PD's name. Call the station and have the receptionist spell and pronounce the name for you. (Or, to save money, call after 11pm and have the night jock give you the information.) Then, in a separate phone call, on another day, call the program director person-to-person. You call personto-person because:

 You won't have to pay for the call unless you actually reach the PD. Program directors tend to be very busy, and you might call a few times before you get yours on the line.

 Nosy, obstructive secretaries are less likely to demand, "What are you calling in reference to?" when it's a person-to-person call.

So... You've got the PD on the line. "Hello," you begin. "My name is Ed Jock. I'm a jock at KKED in Maple Falls and I heard you might be having an opening for an air personality soon."

The PD might reply, "Where did you hear that?"

"Oh, another jock by the name of (Any Name) mentioned it, but he wasn't sure." Or the PD might reply, "No, I'm afraid there are no openings."

To this you respond, "Oh. Another false lead. While I've got you on the line, do you happen to know of any good openings in the area?" Regardless of the response to this last question, you then thank the PD and end the conversation.

Every now and then, bowever, the PD will answer your original question with, "Yes, we do have an opening." "Great!" you say. "I've been doing mor-

ing drive here for the past two years, and if it's okay with you ''d like to send you my tape and resume."

At this point the PD will either ask you a few questions or simply tell you to send the tape. Don't try to sell yourself during this phone call; you're simply trying to get someone to listen to your aircheck. Here's an example of an annoying phone call, courtesy of KDWB's Dave Anthony:

"Hello, is this the Program Director?" "Yes, I'm Dave Anthony, the Program Manager... What can I do for you?" "Well, a friend of mine said you have an opening and I have a tape that I'd like to get your comments on. I've worked at XXXX and XXXX and would like to apply. I can do it, I know what you want, I know I can make it, I know I can do it."

"Please send me a cassette and resume to P.O. Box XXXX, and I'll get back in touch with you after I review it."

"Oh . . . I thought I could just drive by and talk with you first."

As Dave points out, there's really nothing to talk about until after he's heard the tape.

#### The Aircheck

My survey of program directors indicates an overwhelming preference for cassettes over reels. Typical of PDs' comments are those of Dave Anthony:

"Cassettes are now universal. I haven't had a functional reel-to-reel deck in my offices for years. Go use the production room? Good luck. Either somebody's producing something brilliant or dubbing music to cart (or the engineer's got the room torn up). I have cassette players in my office, at home, in my car, and strapped to my waist."

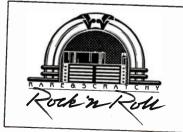
This isn't to suggest that reels won't be listened to. But as WZOZ's Joe Moss points out, "I always listen to the cassette tapes before I get to applicants who send reels." Remember, you want to do everything you can to set the stage for the PD to be in a good mood when listening to work the

good mood when listening to your tape. Quite a few PDs complained of receiving badly dubbed tapes. "Jocks should be very careful of cassette quality." says WOOS's Rick Singer. "A lot of people/stations don't have good quality facilities to dub cassettes. If it's going to sound muffled, distorted, or (and this happens a lot) the cassette runs at the wrong speed, you'd better go for a reel." If you're not trying to keep secret your jobhunting, a local cassette duplication company should be able to run quality dubs for you at affordable prices.

Instead of using a plain, unadorned label with your printed or typed name on it, consider making a classier impression as recommended by Brown Institute Broadcasting Placement Director Mike Kroaforst: "Have some custom cassette labels printed up. It really dresses up the overall package." I agree. If you're going up against stiff competition, you've got to make every aspect of your sales pitch (i.e., your job application) sparkle.

NEXT: What goes into your aircheck ... Resumes ... Cover letters... Auditioning your prospective employer.

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



## AMERICA'S FASTEST-GROWING OLDIES SHOW! Rare & Scratchy Rock 'n Roll

- 3-hour weekly oldies show on a barter-basis
- Now playing in Chicago, New Orleans, Denver, Milwaukee, St. Louis and many more!

## For demos & details call (312) 943-8888

Program Services Group, Inc.

3033 W. Logan Boulevard

CALENDAR



BRAD MESSER

## **Back From** The Boondocks

Personal. In this column in mid-1982 I wrote that I was abandoning the metro rat race and moving to the Blue Ridge Mountains to become an escaped newsman.

I did it. Farmhouse, barn, 27 acres of Heaven. Drove my old tractor, wore Mountain Man plaid shirts, wielded a chainsaw, and did macho back-to-the-earth stuff like that, surviving on syndicated radio and freelanced writing.

The mountains were at first breathtaking, then charming, then just mountains, and finally boring. Forever proving that the grass is always greener on the other side of the fence, I got to lusting after the fast lane and hungering for civilization and challenge and change.

We unloaded the farm. Last month I rejoined my former employer (KTFM & KTSA/San Antonio) and am now happily being a news director again. So it goes.

Back to business. So far, except for that one letter from NBC Radio VP Jim Farley Jr., I've had zero additional response from people who have found uses for a microcomputer in a newsroom. Should I put this subject off for another decade, or are you users and experimenters goin to share some experiences?

Item Two. Am helping put together a panel for major convention in September. Seeking pro newspeople who have met the challenge of creating effective news packages for mostlymusic stations. Programmers, who are the best?

Mail's forwarded to me if addressed to R&R, 1930 Century Park West, Los Angeles, CA 90067, or mail direct to 16615 Fort Oswego, San Antonio, TX 78247, or simply call (512) 655-5500.

#### **Smallest Nation**

MONDAY, FEBRUARY 11 --- The world's smallest nation became an independent country 56 years ago today (1929). The Vatican (officially "The State of the Vatican City") covers 108.7 acres and is completely surrounded by the city of

The "Guinness Book Of World Records" points out an obvious statistic: the world's smallest nation has a birth rate of zero. Forty-four-pound lobster caught 1977. Beatles performed first US concert 1964 (Washington Coliseum). Ruth Stewart

became first black airline stewardess 1958. Caterpillar Club organized 1919 for people whose lives have been saved by

Tina Louise 48. Burt Reynolds 49. Eva Gabor 59. Gene Vincent ("Be Bop A Lula," 1957) would have been 50. Lincoln's Birthday

TUESDAY, FEBRUARY 12 - Abraham Lincoln was born in a Kentucky log cabin 176 years ago today (1809). Lincoln became the 16th President when he was 52. His birthday was made a national holiday on this date in 1892,

Charles Darwin was born in England on the same day as Abe Lincoln (1809). Darwin developed the theory of evolution by natural selection when he was 35.

US Ambassador to Afghanistan Adolph Dubs assassinated 1979. Superman radio program premiered 1940. NAACP founded 1908. Sportscaster Joe Garagiola 59. Lorne Greene 70.

#### Jesse James Turns Outlaw

WEDNESDAY, FEBRUARY 13 - Jesse James pulled his first robbery 119 years ago today (1866). He was 19. His gang robbed the bank at Liberty, Missouri, killed a bystander, and rode away with \$17,000. Jesse James is the most famous outlaw America has ever produced, but his Robin Hood image of stealing from the rich to give to the poor is undeserv-

Merger of Texaco and Getty Oil companies approved 1984. Alexander Solzhenitsyn expelled from USSR 1974. Blondie & Dagwood married in comic strip 1933. ASCAP formed 1914. Mississippi River blocked by ice jam at New Orleans 1784. Boston Latin School (oldest US public school) opened 1635.

Carol Lynley 42. George Segal 51. Operatic Soprano Eileen Farrell 65. Tennessee Ernie Ford (Ernie Jennings Ford) 66

#### Valentine's Day

THURSDAY, FEBRUARY 14 - Americans will exchange around \$500 million worth of Valentine cards today. That's one-fifth of the annual income of the greeting card industry.

40th anniversary of the World War II bombing of Dresden, Germany, in which Royal Air Force incendiary bombs ignited many separate fires, which joined to create the first manmade firestorm. 100,000 to 200,000 people died. The Dresden conflagration of 1945 is the largest and deadliest fire ever started on purpose.

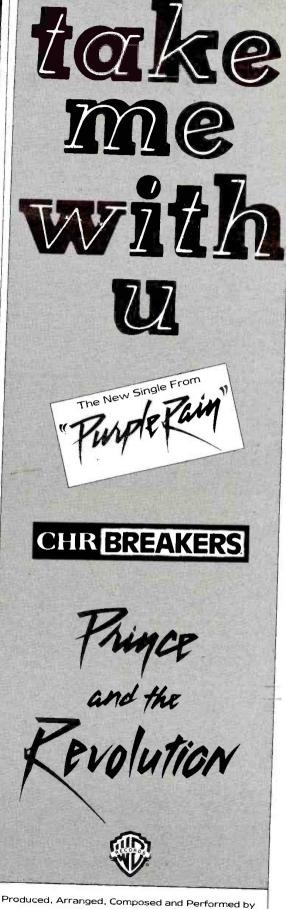
Feature movie "Tarzan of the Apes" premiered 1918. (Short Tarzan serials had begun 1912). Arizone 48th state 1912. Oregon 33rd state 1859. St. Valentine beheaded AD278. Florence Henderson 51 Hugh Downs 64. Sportscaster Mel Allen (Melvin Israel) 72.

#### **Pre-Sunrise Sky Oddity**

FRIDAY, FEBRUARY 15 - An unusual astronomical event before surrise this morning. The two brightest "stars" right beside the thin crescent moon are the planet Venus and Mars, in a rare triple conjunction. Women were admitted to practice law before the US Supreme Court 1879. First ironclad US Navy ship "Monitor" com-

Clair Bloom 54 Harvey Korman 58. Cesar Romero 78.

Tomorrow (2-16) Nylon patented 1937. Silver dollar became legal US money 1878. John McEnroe 26. Sonny Bono 50. Sunday (2-17) First Class postage increases to 22 cents. Comic strip "BC" began 1958. Gene Pitney 44. Jim Brown 49. Hal Holbrook 60.



Prince And The Revolution

© 1985 Warner Bros, Records Inc.

R&R/Friday, February 8, 1985

Page 36



JOEL DENVER

B104 & WMAR FIGHT IT OUT

## Big Battle Brewing In Baltimore

Everyone loves a winner, but when you have two winners in a market within the same format it can sure make for a divided camp. Such is the case in Baltimore's CHR race between long-dominant B104 and Hot Hits rival WMAR. The fall Arbitron dealt B104 PD Steve Kingston and staff a tough hand, as the station dropped 7.5-4.4 12+. Across town at WMAR, PD Ralph Wimmer and staff were rejoicing with the best results since taking a CHR approach: a 3.4-4.2 increase.

So why are both stations winners? Despite B104's decline, it's still ahead, and with the increase at WMAR, the folks there certainly feel like winners. This tight race is beginning to resemble a football game, as

advertisers, record promoters, and the like begin to choose up sides. They've got a beer in one hand, peanuts and popcorn in the other, and they're waiting for the next round to begin.

## Hot Hits Begins To Sizzle

No stranger to CHR programming, Ralph Wimmer joined WMAR last March after programming then-Abell Communications sister station WDOQ/Daytona. Ralph, who began his programming career at WRVQ/Richmond, also launched WQRK/Norfolk (now WNVZ). To put WMAR on a winning course, he needed to call on everything he'd learned.

#### A Tweak Here And There

Upon taking the station over, Ralph walked into a less-than-perfect situation. In a very short time, WMAR had begun to develop a negative image within the market on all demographic levels. "Even the teens weren't thrilled with what we were doing," he admitted.

Ralph described his prescription for a ratings cure. "(Consultant) Mike Joseph did a great job setting us up. It's what happened after he left that caused us the trouble. We needed to clean up the sound, so I eliminated formatics like double-jingles, but we still jingled into and out of stops and in between records. WMAR became more streamlined.

"I gave the air talent more of a chance to become personalities, and lessened the emphasis on delivering promotional information in a liner-card manner. With the ability to relax a bit, they actually sounded like they were having more fun. We also did some selective dayparting. Not much, just enough to make the station sound like it should at any hour of the day."



Ralph Wimmer



#### Looking For Weaknesses

If you're going to ride into battle, you'd better be prepared to aim for your opponent's "Achilles Heel," and that's what Ralph did. "Realizing we had a lighter spot load than B104, we began promoting music sweeps. We stopped the countdowns, with the exception of the 'Hot 10 At 10,' which runs every day. We still use a lot of Mike's philosophy, but we customized it to do what B104 wasn't."

#### **Grabbing The Music Lead**

Knowing that perception is reality, Ralph strived to continue leading the way on the hits. "My Assistant PD/MD Jim Payne and I made a conscious effort to be first with the hits. We became more current than BI04, and stretched our appeal by adding in only a few recurrents, called 'New Golds.' They're updated and replaced quite often so as not to become stale.

"In addition, I formatted our talk sets instead of just having everyone talking just to be talking. A lot of this has to do with jock prep. I really believe the audience can tell if you don't have the situation in hand and un der control. It's hard for them to feel secure about your sound if you come off tentative."

#### **Rubbing Elbows With The Music**

If you're out to be number one, you can't be shy about it, so self-motivation is a necessity. It would seem Ralph has no problems in this area. "I have a great staff with a lot of energy; they don't need to be prodded. We just had to establish winning hab-Continued on Page 38

## Heating Up The Town

As WMAR/Baltimore continues to establish itself, PD Ralph Wimmer explained his station's promotional positioning. "Our whole philosophy is not to tie ourselves into one promotion each book. We are doing a contest called the 'Hot Cash' contest, which is good for money for each title listeners can name out of the last ten played. We're also active in weekly club appearances." Other recent promotions included a "School Spirit" contest, a "HI-Lo" game (fisteners guessed the price of a Mitsubishi Mirage), as well as contests to win CD players and discs and a Honda ATC.

"I strongly believe in weekend promotions, and we've got one going every weekend. An recent 'Pick A Flick' weekend with a theater chain allowed the hourly winner to select the theater and movie. That brought us great response. But what we really like to do is roll out our 1941 Mack firetruck for personal appearances. Driving it down the road attracts a lot of attention, and it fits in so well with our Hot Hits identity.



"As we gear up for the spring, we look to increase our lead in participation with the March of Dimes Walkathon. Unlike other others where there is usually one station acting as host, almost all of the stations play a part in this walk. Visibility will continue to be a key part in our growth in the coming books."



B104 Looks For A Quick Turnaround

When Steve Kingston joined B104/Baltimore as PD, it was like a homecoming after spending a year at the helm of B94/Pittsburgh. This Baltimore-Washington native also has other PDships at WPGC/Washington and WYRE/Annapolis to his credit.

"I always seem to come back to this area because I understand it so well. This part of the country has some of the best CHR in America, and I like the challenge and professionalism of the broadcasters here. It always makes for a competitive situation."

Well, maybe things got a little too competifive, as the results of the Arbitron were made know. "I was a bit surprised." he admitted. "When you have a Hot Hits station that's had minimal impact for a year and a haff, you begin to take them for granted. If anything, I usually give my competition too much credit, but this time I didn't give them enough."

#### **Hungry To Win**

"Finally, WMAR's format began to click in and they carried about half of our teens across the street. That's if you believe the results of only one book, which I find hard to accept. I don't think this is a 4.4 radio station; time will prove otherwise. Since I've been at B104, our Birches have never fallen below a 7 share, and all of our attitudinal and local research discredit the Arbitron results."

The numbers had to have come as a shock to the airstaff as well, but Steve seems to be leading an army of hard-chargers. "We all suffer the effects together. Our



morale is great and not one of us feels down because of the results. Each of them dug in his heels deeper to make sure we turn it all around. We're hungry to prove we're winners."

Continued on Page 38



Steve Kingston

## STARRING

Radio stations can now make RICK DEES a part of their air-staff all week long.

"AMERICAN MUSIC MAGAZINE starring RICK DEES" ... five one hour shows, one for each day Monday through Friday, every week. Ideal for drive time adjacencies, mid-days or early evenings.

Just as TV's Entertainment Tonight lets everyone know what's happening in the entertainment world, "AMERICAN MUSIC MAGAZINE starring RICK DEES" will let your listeners know what's happening day by day in the world of music . . . from Rick's vantage point in Hollywood — the record capital of the world.

You'll find out the WHO, WHAT, WHERE, WHY AND WHEN of videos, tours, new albums and new projects. Who's hot and who's not. "AMERICAN MUSIC MAGAZINE starring RICK DEES" is filled with lots of music, Rick's ingenious wit, his irresistable charm and his entire cast of comedic characters who have made his week-end program a giant success. Drop-ins from the actual stars themselves will complete the program.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

For national sales information call our New York office at (212) 869-7444.

The



United Station

# Hot Hits

its, and as a result, this is very much a team effort here. I'm the conductor of the orchestra, but if my jocks - the players - can't play their instruments, then we sound had, When the numbers came out we held a little celebration. We feel we've won a battle, but not the war. We still have growth to go, so

we aren't sitting back on our laurels. "Jim also puts out an in-house weekly music memo to keep the jocks up to date on what's going on in the music industry notes about the artists, upcoming albums. and anything else the audience might want to know. This contributes to everyone's onair content a lot. We always feed information about our new adds, which allows the airstaff to familiarize the audience with the music faster. Our research program is designed to monitor what the active public wants to hear."

Keeping Mr. Mo On The Team

In any business situation, if you gain ground on the leader, then Mr. Mo (or Momentum to his close friends) has joined your side. The problem with Mo is that he's more fickle in his loyalty than a 12-14 female contest fanatic. Keeping Mr. Mo satisfied is no easy task.

Ralph noted that B104 is already toughening up its act for the next book. "It's obvious they're trying to make a comeback, but we aren't going to go away. (B104 VP/GM) Jim Fox and Steve Kingston are good competitors, so I don't discount their plans at all.

"WMAR has been undergoing a continuous reshaping process that began in the

"I'm the conductor of the orchestra, but if my jocks - the players can't play their instruments, then we sound bad."

- Ralph Wimmer

spring and continued throughout the summer when we felt it start to jell. We have the momentum, and with our visibility, hungry attitude, and leadership role on music, we intend to keep it."



Let's take a quick peek at the last four Arbitrons for B104 and WMAR. and their four most recent Birch monthlies. Who's really showing the true trend?

#### Arbitron

	Fall 83	Watr 84	Sprg 84	Fall 84	
B104	6.8	6.3	7.5	4.4	
WMAR	2.8	3.1	3.4	4.2	
	Bi	rch			
	Aug/Sept	SepelOct	Ocellor	NowDec	
B104	7.0	7.9	7.1	7.9	
WMAR	5.6	5.5	5.3	4.4	

## B104 Quick Turnaround

Continued from Page 36

#### **Every Body's Business Is** Our Business

I've got to credit Steve Kingston with coming up with a statement used to de-scribe his situation at B94 when it was setting its sights to become the number one station in Pittsburgh. "We're in the body business," he told me then. And it seems as if he still is. "B104 is also in the body business. We want to be number one, to dominate all demographic cells. There has been very little format narrowcasting in the market, and to Ralph Wimmer's credit, he's done a good job with this approach. Now he's got to expand. This will be a real test

Ralph indicated he's moved WMAR's presentation into a more personality-oriented direction. However, B104 has a good head start on him. "For instance, our afternoon guy, Willy B, has been with us almost from the beginning, so he's got a lot of market recognition. B104 also has a weekly 90-minute video show running on UHF-TV 54. We call it 'B-TV' which stands for Baltimore's Top Videos. Our on-air people are rotated as hosts, which takes us out of the realm of faceless personalities."

I told Steve that market observers have taken a few verbal swipes at B104's morning team of Brian & O'Brien. Steve was quick to defend them. "I'm very proud of Brian (Wilson) and Don (O'Brien). They'd never worked together before, so they were in a sense married into this team and have developed into a great act. It's like anything new that requires tight timing and

"Our game plan is longterm, and we don't plan to make any kneejerk reactions to this book, just some objective observations." - Steve Kingston

#### execution; it takes work. In fact their ratings suffered least of any daypart. Longterm Game Plan

From some tapes I'd heard of B104, it seemed it was playing more oldies than some of the CHRs which saw increases this book, but Steve didn't see that as a critical factor. "I really don't think it had too much of an effect one way or another, although we may have to readjust our thinking in this area. Our game plan is longterm, and we don't intend to make any knee-jerk reactions to this book, just some objective observations. WMAR is going after the young end of our demographic envelope by narrowcasting, and we must try to protect that end without sacrificing our adults. I predict a quick turnaround for the spring book."

## Showing Off Baltimore's Best

"Raltimore's Best R104" is how the station bills itself, and PD Steve Kingston makes every effort to deliver nothing but the best in promotions. This past book, "we tried to be everywhere," he said. "We put money into TV spots, and we were heavily involved in the Prince phenomenon, giving away ten fantasy vacations to see Prince perform anywhere in the world. The station received lots of outside exposure from our Beach Boys Toys For Tots Concert,' which was a sellout at the Baltimore Civic Cente



"Coming up we'll be doing more TV commercials, giving away 104 trips to Disneyland, and kick off a bumper sticker campaign. B104 is and will continue to be a high-profile station. In this year's March of Dimes Walkathon we plan to be more visible than anyone else There is no expense too great to insure the success of this station. Perception is reality and B104 wants to make the best showing in Baltimore





The new CHR jingle excitement on....



### **Call JAM Creative Productions in Dallas** (214) 526-7080

MORE FROM THE SWIMSUIT SECTION . shoulder" look, tie and all.



FOR ANIMAL LOVERS ONLY - Y108/Denver jumped to the aid of Denver's local Humane Society when the organization found itself running short on animal food. The morning "zoo crew" suggested that animal lovers drop off pet food at the studios on the way to work, and within three hours, over two and a half tons were deposited at the door. Smiling with all the kibble are (I-r) Y108 Zoo members Jon Duane, Chuck Buell, Con Schader, and Geina Horton



WHAT A SONG - Jack Wagner toured the country in support of his EP, single "All I Need, " and just-released single "Premonition." Here's Jack viciting with KCAQ (Q105)/Oxnard-Ventura PD Brian Thomas

### Motion

KITY/San Antonio welcomes Elvis Duran to . Harsha Ramayya is doing parttime air nights . work at WYKS/Galnesville New to Y107/Nashville are Mark Chase from KXX106/ Birmingham, Chris Tyler from KZ103/Tupelo, MS, and Gary Jeff Walker from crosstown KX104. Exciting Y107 is Dr. Dave, who can be reached at (615) 868-3999 John Stoner promoted to MD at WOMP-FM/Wheeling Bonnie Knox leaves KQXR/Bakersfield to join KEZR/San Jose as MD/air personality Rill Crews upped to MD at 94TYX/Jackson.

"Rock America" Satellite Network's Freddie Mertz is the new AM personality at KDVV/Topeka, replacing Jay Roberts ... At Q100/Allen-town, Eddie Munster takes on Music Assistant duties, in addition to Promotion Director/on-air work G100/Mobile's new lineup looks like this: the "G-Morning Crew" of Charlie Ocean & Scott O'Brian; midday personality, Carmen Brown, formerly of WBLX/Mobile; Production Director Tommy Brown, 1-4pm; afternoon host Amy, who's upped from evenings; overnighter Randy G. Rose, who moves to 8-midnight; and weekender Andi McGuire, who takes the overnight shift



A quick glance at the Parallel One Playlist pages will reveal some new logos and lists. These changes are the result of R&R's annual fall Arbitron

Bear in mind that this is only a partial list of the changes to be made. The Parallel Two updates will be announced within the next couple of weeks. Since population shifts pushed the Columbus, OH 12+ metro over the 1,000,000+ mark, the market now becomes a P-1

Here are the new P-1s:

Y108(KRXY)/Denver

PD: Robin Mitchell

(303) 989-1075

Assistant PD: Beau Matthews

WNCI/Columbus, OH

(614) 224-9624

OPS Mgr: Harry Valentine

92X/Columbus

PD: Adam Cook

(614) 221-7811

Asst. PD: Joel Kelly



KEGL/Dallas PD: Randy Brown MD: Joe Folger (817) 457-9700



KKRZ/Portland PD: Gary Bryan MD: Scott Drake (503) 226-0100

P-2s that are now P-1s:

WMAR 106 Hot Hits!

WMAR/Baltimore PD: Ralph Wimmer MD: Jim Payne (301) 377-2222

PD: Jim Collins MD: Kim Welsh (913) 384-9900

Note: KNBQ/Tacoma-Seattle is now a P-2 reporter; WPHD/Buffalo is no longer a CHR reporter

N KIY

ZZ99/Kansas City

TOTAL: 241 CHR Reporters



STAYING IN TOUCH --- RCA'S Daryl Hall & John Oates visited with the KMEL/San Francisco staff and st winners after their recent performances in Oakland. Shown pare (I-r) MD Jack Silver, winner Tish Ciolino, Promotion Director Julie Bruzzone, Hall, winner Lisa Luce, Oates, winner Denise Lombar di, and station photographer Jim McVicker. In front are (I-r) KMEL air personalities Sonny Joe Fox and Howard Hoffm



105 ALBUMS, JUST FOR YOU — WKAU/Kaukauna, Wi invited listeners to keep track of the 105 songs in its year-end countdown in order to win 105 albums. In less than a week, 1895 entries arrived for review. Sitting among the albums are (clockwise, from left) WKAU PD Ron Ross, winner Jenny Schlag with sister Chris and mother Donna, and WKAU MD Kim Bradleigh



WHAT DO YOU THINK ABOUT PREMARITAL SEX? — WPST/Trenton gave away 85 Cabbage Patch dolls in a recent fundraiser for a community hospital. Here's WPST midday man Jay Sorenson getting some reactions from the "adoptees."

ALL HIT

KMEL/San Francisco

PD: Nick Bazoo

MD: Jack Silver

(415) 391-9400



STRUTTIN' IN SAN ANTONE - Sheena Easton met with San Antonio radio folks after a local show. Smilling backstage are (i-r) KITY Programm-ing Assistant Rhonda Bollenberg, KITY Programm-ing Kasistant Rhonda Bollenberg, KITY personali-ty Rick Upton, KONO jock Chris Kelly, Sheena, and KITY Promotion Director Charisse Pappas.



AND NOW FOR A REALLY FUNNY GUY -Entertainer Milton Berle recently visited with WGCL/Cleveland's Hutch In The Morning for fun, games, and more fun.

## Bits

• Who's That Star? - WLS-AM & FM/ Chicago will be awarding lucky listeners over \$40,000 in cash during the next few months in its "Secret Celebrities Contest." Celebrities from all over the world will be singing the WLS jingle. Each day, beginning with Larry Lujack's morning show, a "jingle singer" will debut while various air personalities give clues regarding his/her identity. Upon announcement, the 15th cal-ler will be picked to guess the secret identity. An incorrect guess boosts the \$1000 minimum jackpot by \$100.

· Have I Got A Deal For You - KRBE-AM & FM/Houston, in conjunction with a local jeweler, will be giving away Longines/Wittnauer watches valued at up to \$375 each to listeners who weren't happy enough with their Christmas loot and would 'rather have a Longines!" A timely promotion.

• Here's Lookin' At You, Ronnie! -- KEARTH/Los Angeles honored the results of the Presidential elections by giving away inauguration posters featuring a painted-portrait-turned-poster of President Ronald Reagan. The posters were awarded every hour, and all a lucky listener had to do was call in to win.

• One Last Laugh In 1984 - KMEL/San Francisco honored 1984 with a guffaw when it sponsored a "Holiday Comedy Extravaganza," featuring some of the funniest comedians on the circuit today. The event was held at Wolfgang's, a local comedy club, and hosted by KMEL's Howard Hoffman, who drew the curtain on all kinds of humor. Listeners were treated to drinks, favors, and a helluva lot of laughs.





STEVE FEINSTEIN

GROWING UP WITH UPPER DEMOS

# The Format Comes Of Age

This was the sweep that swept away AOR's doomsayers. After enduring growing pains, AOR has begun to grow up. Continuing to shed teens, it's emerging as the dominant format for attracting young adult males.

The figures indicate that AOR has made great strides in repositioning itself away from a 12-24 skew into an 18+, truly adult format. The evidence lies in examining rated markets with AORs, where the format is #1 with:

 18-34 adults in more markets (57%) than any other format.

• 18-34 males in more markets (83%) than any other format.

• 25-34 males in more markets (60%) than any other format.

 25-49 males in a third of the markets surveyed, including "Top 10" cities such as Philadelphia, Boston, and Detroit.

This last statistic is a particularly pleas-
ing development. AORs with outstanding
25+ strength are essentially pulling the
numbers of a male-skewed A/C station. As
their loyal, adult audience grows up,
tenured AORs grow with it by offering
musical depth and variety, along with
stressing market heritage.

Format flight has left the AOR ranks shrunken but stronger, with smaller 12+ shares but almost universally sturdier demos. The AORs which have stood their ground are now cashing in on their commitment with more saleable demos. May they keep on rocking . . . all the way to the bank.

## Format Scorecard

	Fall '84	Spring '84	Fall '83	
AORs Surveyed	141	192	156	
Surveyed Markets w/AORs (standard/condensed)	100 (95/5)	142 (123/19)	105 (101/4)	
12+ Scores	50% down (71) 45% up (64) 3% flat (4) 2% debut (2)	46% down (89) 47% up (91) 4% flat (7) 3% debut (5)	57% down (57) 39% up (61) 3% flat (5) 1% debut (1)	
#1 Market Shares	14	24	1% debut (1) 12	
Markets With AOR #1 in 18-34 Adults	57% (57)	44% (63)	50% (53)	
Markets With AOR #1 in 18-34 Males	83% (79)	71% (87)	83% (84)	
Markets With AOR #1 in 25-34 Males	60% (57)	46% (57)	(not available)	
Markets With AOR #1 in 25-49 Males	33% (31)	(not available)	(not available)	
Markets With AOR #1 In Teens	16% (15)	24% (30)	36% (36)	

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight. Stations with market-leading shares have 12+ figures in bold.

First or second-place showings in cume and key demos are indicated. *Italics* signify a tie for the position. Under-the-line signals are included in determining a station's rank. Since condensed markets contribute demo figures only for 18-34 adults, amount of markets used in figuring performance percentages for that demo is larger than in other demos.

Consulted stations are noted by (A) for Burkhart/Abrams/Michaels/Douglas & Associates; (B) Gary Burns; (F) Frank Felix; (BP) Beau Phillips; (P) Jeff Pollack Communications; (S) John Sebestian, Co-consultations are also noted.

Stations indicated as such were consulted during the fall '84 Arbitron ratings period. Stations may have begun or terminated consultation since then.

A station that also appears under the line in a neighboring market (e.g., KFOG/San Francisco and KFOG/San Jose-San Francisco) contributes figures only from its primary market towards the format scorecard.

## Fall '84 Station Stats

Station/Market	12+	Cume	Adults	Men	Man	Men	Teens								
			18-34	18-34	25-34	25-49		WXKE/Ft. Wayne	9.2-9.7	_	_	1	2	_	2
WPYX/Albany (A)	12.5-11.8							KKDJ/Fresno (A)	10.1 <b>-11.1</b>	-	1	1	1	1	1
WQBK-FM/Albany	3.1-3.6	-	1	1	1	1	2	WRUF-FM/Galnesville (P)	14.8-16.9	1	1	na	na	na	na
KFMG/Albuquerque (P)	10.2-6.4	-	_	2	2	-	_	WLAV-FM/Grand Rapids (A)		-	1	1	1	2	2
KWXL/Albuquerque (A)	5.2-5.7	-	2	2	2	-	2	WCKN/Greenville-Spartanbu	• • • • • •	-	-	_	-	_	_
WZZO/Allentown (A)	11.3-9.2	1	_	2	2	-	2	WTPA/Harrisburg (A) WHCN/Hartford (A)	11.4-13.3	2	1	1	1	1	1
KNAC/Anahelm-Long Beach	.54	_	1	1	1	1	2	WCCC-FM/Hartford	5.8-6.7	_	2	1	2	-	2
KWHL/Anchorage (P)	17.3-15.1	2	_	_	_	-	_		3.8-4.7	-	1	-	_	_	_
WAPL/Appleton	9.5-13.5	2	1	1	1	1	2	KPOi/Honolulu (A) KSRR/Houston (P)	9.6-11.1	_	1	1	1	1	2
WKLS-FM/Atlanta (A)	6.9-6.7	-		1	1	2	2	KLOL/Houston (A)	5.5-5.3	-	—	1	2	-	_
KLBJ-FM/Austin	14.4-8.8	_	-	2	_	-	2		5.8-4.8	-	-	_	1	_	_
WIYY/Beitimore (A)	6.9-8.0	2	-	1	2	_	-	WFBQ/Indianapolis (A) WFYV/Jacksonville (A)	9.6-11.3	_	1	1	1	1	_
WHFS/Baltimore-Annapolis	.6-1.1	_	1	1	1	1	2	WZXY/Johnson City	14.9-11.4	_	1	1	1	1	-
WGRX/Baltimore (S)	.5.7	_	_	-	-	-	_	KYYS/Kansas City (A)	2.6-1.5	_	_	-	_	-	-
WBCN/Boston	8.6-8.4	_	1	1	_	_	-	KKCI/Kansas City (P)	5.9-5.8	-	1	1	1	-	_
WAAF/Boston-Worcester	1.9-2.6		_	1	1	1	_	KCFX/Kansas City	3.0-2.7	-	-	-	-		-
WGRQ/Buffalo (A)	5.8-5.2	_	1	1	_	_	-	WIMZ/Knoxville (A)	1.5-1.3	_	_	—	_	—	_
WIZN/Burlington	4.0-4.1	_	_		2	-	-	KOMP/Las Vegas (A)	18.6-15.8	2	1	1	1	-	1
WOOS/Canton	10.6-8.1	_	1	na 1	na	na	na	WKQQ/Lexington	9.3-10.4	2	1	1	2	_	2
WOWE/Chattanooga	2.4-2.3	_		1	1	2	_	KMJX/Little Rock	12.2-13.2	-	1	1	1	1	2
WLUP/Chicago	2.8-3.1	_	2	1	_	_	-	KLOS/Los Angeles (P)	11.4-9.6	-	2	1	2	_	1
WXRT/Chicago	2.4-2.6	_	_	2	-	-	_	KMET/Los Angeles (A)	3.5-3.7	-	2	2	2	-	-
WMET/Chicago	2.9-2.3	_	_	2	1	_	-	KROQ/Los Angeles	3.1-3.2	-	-	-	_	_	-
WEBN/Cincinnati (P)	8.0-8.7	_	· 1	1	_	_	_	WQMF/Louisville	2.8-2.5	-	_	-	-	-	_
WSKS/Cincinnati	3.6-4.0	_	_	2	1	1	-	KFMX-FM/Lubbock (A)	10.5-10.3	-	1	1	1	2	2
WMMS/Cleveland (P)	10.4-10.9	1	1	2	1	_	_	WIBA-FM/Madison (F)	12.4-9.5 11.3-10.1	_	_	1	-	-	2.
KILO/Colorado Springs	12.0-13.1			1	1	1	2	KRIX/McAllen-Brownsville (B)		_	1	1	2	-	2
WLVQ/Columbus (A)	12.6-14.9	- <u>1</u>	. 1	1	1	1	1	WZXR/Memphis (A)	10.0-7.9	_	_	1	2	_	-
KNCN/Corpus Christl	11.3-11.3	_	2	1	2	-	2	WSHE/Miami-Ft. Lauderdale	3.0-3.8	_	_	2	_	_	2
KTXQ/Dallas (A)	4.0-4.3	_	-	1	2	_	2	WCKO/Miami-Ft. Lauderdale	1.7-1.8		2	2	2	-	-
KZEW/Dailas (P)	4.5-2.9	_	_		_	-	_	WQFM/Milwaukee (P) (S)	7.2-8.6	_	1	_	_	_	-
WRKI/Danbury (A)	11.2-11.8	1	1	na .	na	na		KQRS-FM/Minneepolis (P)	6.2-6.5	_		1	1	2	1
WTUE/Dayton (A)	13.6-11.5	_	1	1	1	1	na 2	KTCZ/Minneapolis	2.4-3.2	_	_	1	_	-	1
KBCO/Denver-Boulder	4.0-4.5	_	i	1	2	1	2	WZEW/Mobile	1.2-1.3	-		_	2	-	-
KAZY/Denver	4.2-4.4	_	_	1	1	1	_	KFIV/Modesto	9.6-11.4	_	1	1	_	_	-
KBPI/Denver (P) 🐁	4.4-4.1	_	-	_	_	'	_	WKDF/Nashville (A)	9.5-10.2	_	1	1	2	1	2
KGGO/Des Moines	17.4-16.3	1	1	1	1	1	1	WNEW-FM/Nassau-Suffolk-	0.0-10.2	-	r	1	1	_	2
WRIF/Detroit	5.7-5.6	_	1.	1	1	1		N.Y.C (A)	3.0-4.0	_	2				
WLLZ/Detroit	4.2-3.9	_ `	_	2	- 16	_	-	WBAB/Nassau-Suffolk	3.2-3.9	_	_	1 2	1	_	-
KLAQ/EI Paso (A)	11.1-10.6	_	2	1	2	_	_	WLIR/Nassau-Suffolk	1.7-1.5	_		2	-	-	- 1
KZEL/Eugene (A)	14.5-14.2	2	1	1	1	1		WRCN/Nassau-Suffolk (P)	.6-1.4	_	_	-	-	-	-
KZAM/Eugene	• -4.3	_	_	2	2		2	WPLR/New Haven	6.8-6.0	_	2	2	_	-	-
WWCK/Flint (A)	18.1-11.9	2	2	1	2	2		WNEW-FM/New York (A)	3.1-3.9	_	2	2	2	2	2
			-			-	1		0., 0.0		6	· .	∠ Continue		-

Continued on Page 41

## Fall '84 Station Stats

Station/Nertet Continued from Page 40 WNOR-FM/Norfolk KATT-FM/Oklahoma City (/ KEZO/Omaha (A) WUCT/Peoria WWMR/Philadelphia (A) WIOQ/Philadelphia (A) WIOQ/Philadelphia (P) KUPD/Phoenix KDKB/Phoenix (P) KSTM/Phoenix WDVE/Pittsburgh (A)	12+ 10.3-8.0 10.9-9.8 12.2-14.2 10.9-7.9 7.4-10.3 8.2-5.9 4.3-3.7 3.7-2.9 5.4-7.1 7.4-4.1 1.7.8 7.9-7.9 2.2-1.8	2	18-34 1 1 1 1 2 1 		1 25-34 1 1 1 1 1 1		
WNOR-FM/Norfolk KATT-FM/Oklahoma City (/ KEZO/Omaha (A) WDIZ/Orlando (A) WWCT/Peorla WMMR/Philadelphia (A) WIOQ/Philadelphia WYSP/Philadelphia (P) KUPD/Phoenix (P) KSTM/Phoenix (P) KSTM/Phoenix (A)	P) 10.9-9.8 12.2-14.2 10.9-7.9 7.4-10.3 6.2-5.9 4.3-3.7 3.7-2.9 5.4-7.1 7.4-4.1 1.78 7.9-7.9	_	1 1 1 2 1	1 1 1 1 1	1 1 1 1 1	1 2 7 1	-  2
KATT-FM/Oklahoma City (/ KEZO/Omaha (A) WDIZ/Orlando (A) WWCT/Peoria WMMR/Philadelphia (A) WIOQ/Philadelphia (A) WUSP/Philadelphia (P) KUPD/Phoenix KDKB/Phoenix (P) KSTM/Phoenix (A)	P) 10.9-9.8 12.2-14.2 10.9-7.9 7.4-10.3 6.2-5.9 4.3-3.7 3.7-2.9 5.4-7.1 7.4-4.1 1.78 7.9-7.9	_	1 1 2 1	1 1 1 1	1 1 1 1	2 7 1	_
KEZO/Omaha (A) WDIZ/Orlando (A) WWCT/Peoria WMMR/Philadelphia (A) WIOQ/Philadelphia (A) WIOQ/Philadelphia (P) KUPD/Phoenix KDKB/Phoenix (P) KSTM/Phoenix WDVE/Pittsburgh (A)	12.2-14.2 10.9-7.9 7.4-10.3 6.2-5.9 4.3-3.7 3.7-2.9 5.4-7.1 7.4-4.1 1.78 7.9-7.9		1 1 2 1	1 1 1	1 1 1	2 7 1	_
WDIZ/Orlando (A) WWCT/Peoria WMMR/Philadeiphia (A) WIOQ/Philadeiphia WYSP/Philadeiphia WYSP/Philadeiphia (P) KUPD/Phoenix (P) KSTM/Phoenix WDVE/Pittsburgh (A)	10.9-7.9 7.4-10.3 6.2-5.9 4.3-3.7 3.7-2.9 5.4-7.1 7.4-4.1 1.78 7.9-7.9		1 2 1 	1 1	1 1 1	1	_
WWCT/Peoria WMMR/Philadelphia (A) WIOQ/Philadelphia WYSP/Philadelphia (P) KUPD/Phoenix KDKB/Phoenix (P) KSTM/Phoenix WDVE/Pittsburgh (A)	7.4-10.3 6.2-5.9 4.3-3.7 3.7-2.9 5.4-7.1 7.4-4.1 1.78 7.9-7.9		2	1	1		_
WMMR/Philadelphia (A) WIOQ/Philadelphia WYSP/Philadelphia (P) KUPD/Phoenix KDKB/Phoenix (P) KSTM/Phoenix WDVE/Pittsburgh (A)	6.2·5.9 4.3·3.7 3.7·2.9 5.4·7.1 7.4-4.1 1.78 7.9-7.9		1		1		2
WIOQ/Philadelphia WYSP/Philadelphia (P) KUPD/Phoenix KDKB/Phoenix (P) KSTM/Phoenix WDVE/Pittsburgh (A)	4.3-3.7 3.7-2.9 5.4-7.1 7.4-4.1 1.78 7.9-7.9		-	1		1	
WYSP/Philadelphia (P) KUPD/Phoenix KDKB/Phoenix (P) KSTM/Phoenix WDVE/Pittsburgh (A)	3.7·2.9 5.4·7.1 7.4-4.1 1.78 7.9-7.9	-		_		•	_
KUPD/Phoenix KDKB/Phoenix (P) KSTM/Phoenix WDVE/Pittsburgh (A)	5.4·7.1 7.4-4.1 1.78 7.9-7.9		-		2	_	-
KDKB/Phoenix <i>(P)</i> KSTM/Phoenix WDVE/Pittsburgh <i>(A)</i>	7.4-4.1 1.78 7.9-7.9	_		_	-	_	-
KSTM/Phoenix WDVE/Pittsburgh (A)	1.78 7.9-7.9	_	1	1	1	_	2
WDVE/Pittsburgh (A)	7.9-7.9	_	_	2	_	_	_
· · · · · · · · · · · · · · · · · · ·		_	1	-	_	_	
WYDD/Pittsburgh		_		1	1	1	2
KINK/Portland	5.9-6.8	_	1	1	1	-	-
KRCK/Portland (P)	4.8-4.1	_	<u>'</u>	2		1	_
KGON/Portland (A) (F)	5.3-3.5	_	_	_	2	_	_
WHJY/Providence (P)	9.9-9.8	_	1	1	1	_	_
WBRU/Providence (A)	3.3-3.3	_	_	2	2	2	1
WXLP/Quad Cities	10.3-11.8	2	2	1	2	_	_
KFMH/Quad Cities	1.3-1.7	_	_	_	2	_	2
WRDU/Raieigh-Durham (A)	*-6.7		2	1	1	2	-
KOZZ/Reno (A)	12.1 <b>-16.1</b>	1	1	1	1	1	_
WRXL/Richmond (P)	8.7-8.8	_	2	1	i	2	1
KMET/Riverside-L.A. (A)	2.8-3.7	_	_	2	_	_	_
KLOS/Riverside-L.A. (P)	3.0-3.6	_	2	_	_		_
KOLA/Riverside-San Bernard	ino 2.3-2.3	-	_	_	_	_	
KCAL-FM/Riverside- San Bernardino							
WCMF/Rochester (P)	3.2-1.5	-	-	_	_	_	_
KZAP/Sacramento (A)(P)	11.6-8.8	-	2	1	1	2	_
KSHE/St. Louis (P)	8.3-7.5	_	1	1	1	2	_
KMBY/Salinas-Monterey	8.8-12.0	2	1	1	1	2	1
KRSP-FM/Sait Lake City (F)	3.2-3.1	_	-	_	_	-	-
CGL/Salt Lake City	8.9-7.1 1.2-2.5	-	1	1	-	-	2
(ISS/San Antonio (P)	6.3-7.1	2	-	_	_	-	-
(XZL/San Antonio (B)	7.4-6.4	2	1	1	1	-	1
ESI/San Antonio	.7-1.1	_	_	2	_	-	2
(GB/San Diego	9.2-8.9	2	1	1	-	_	_
(TRA-FM (91X)/San Diego	4.4-4.8	_	_	2	1	2	2
(FOG/San Francisco (A)	1.9-2.6	_	2	1	1	-	1
RQR/San Francisco	1.8-2.2	_	_	2	_	_	- 1
QAK/San Francisco	1.6-1.7	_	_	_	_	_	-
OME/San Francisco-						_	- (
San Jose (P)	1.5-1.7	—	_	_	_	_	_ [
SJO/San Francisco-San Jose	1.3-1.3	_	_	_	_	_	_
OME/San Jose (P) SJO/San Jose	4.9-4.6	_	1	1	_	_	2
FOG/San Jose	4.2-3.5	-	—	_	-	_	_ ]
San Francisco (A)							1
	.7-2.7	_	·	2	1	2	_
VRE/Santa Rosa	14.6-12.1	1	1	па	па	na	na
SW/Seattle	2.3-4.4 4.7-5.4	-	_	na	na	na	na
ZOK/Seattle	4.7-5.4 3.2-2.5	_	2	1	2	-	2
EZE/Spokane (BP)	3.2-2.5 8.7-9.7	_	-	-	_	_	-
AQY/Springfield, MA (F)	8.9-8.7	2	1	1	1	2	2
AQX/Syracuse	12.3-7.4	_	_	1	1	1	2
YNF/Tampa	7.5-6.7	_	2		2	2	2
OT/Toledo (A)	9.1-11.2	_	1	ז 1	2	-	2
VFM/Tucson (P)	6.8-6.0	-	2	2	1 2	1	2
PX/Tucson (B)	7.7-6.1	_	_	_		_	-
IOD/Tulsa (P)	7.8-7.7	_	2	1	2	_	-
WDC-FM/Washington (A)	5.3-5.8	_	2	1	2	_	2
IFS/Washington-Annapolis	1.7-1.6	-	_	_	_	_	
(GR/West Palm Beach (S)	2.9-2.5	_	_	_	_	_	21
T/Wichita (A) 11	1.5-10.0	_	2	1	1	2	2
ZX/Wilkes Barre-						-	-
Scranton (A)	6.9-7.1	-	1	1	1	_	_
AF/Worcester 13	3.4-11.8	1	1	1	1	1	1

## SEGUES

WWET/Lafayette, IN switches from A/C to a tight AOR approach as WLZR ("Lafayette's Lasar"). Kay Bradley is PD and can be reached at (219) 583-3000.

John Hutchinson named KLPX/Tucson MD as Bryan Miller steps down to concentrate on his morning duties . . . Russ Mottla upped to WAAF/Worcester MD.

WLLZ/Detroit ups Jerry Lubin to overnights and John O'Leary to middavs.

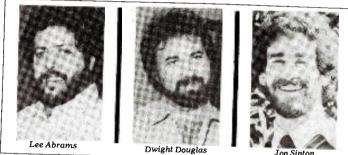
Bob Jenkins joins KRQR/San Francisco as Promotion Director.

Larry Moffitt will be consulting WZZQ/Terre Haute and KFMZ/Columbia. MO

Scott Loftus, ex-WMET/Chicago, is looking for airwork at (312) 461-8233.

## **Consultants Report Card**

The big story on the consultancy front was an impressive sweep for Burkhart/Abrams/Michaels/Douglas & Associates clients. It appears that the firm's advice to emphasize upper demos through "quality rock" and being more selective with heavy metal has been well-heeded. A smaller percentage of clients' 12+ shares rose than did last spring, when two-thirds of B/A/M/D stations were up, but this time the group notched an even higher ratio of first-place showings in all key demos. Most notably, over half of all AORs that placed #1 in men 25-49 were Superstars stations. The group also racked up seven #1 12+ shares.



Jon Sinton

Consultant	Stations	12+	#1's Adult Adult 18-34	#1's Men 18-34	#1's Men 25-34	#1's Men 25-49
B/A/M/D	43	47% up (20) 47% down (20) 5% flat (2) 2% debut (1)	60% (26)	83% (35)	64% (27)	38% (16)
Burns	3	1 up 2 down	0	1	0	0
Felix	4	4 down	3	3	1	1
PhiNips	2	2 up	1	2	1	0
Pollack	26	38% up (10) 62% down (16)	38% (10)	60% (15)	44% (11)	12% (3)
Sebastian	3	2 up 1 down	1	1	1	0



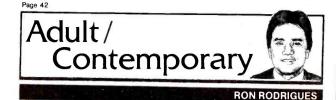
STRETCHING IT - Champagne and a chauffeur-driven limo made two CHOM/Montreal contest winners' trip to see the band Parachute Club smooth and easy. From left, the winners, morning man Terry di Monte, and the driver.



HERE COME THE JUDGES - The panel of judges for WKLS/Atlanta's "Home Cookin' IV" Judges for Wr.L.S/Atlanta's "Home Cookin' IV album were (I-r) Capitol's Stan Gleason, Brass Ring Productions' John Itsel, PolyGram's David St. John, Al Moss of the Wynn Jackson Organi-zation, Judy Leonard of the Atlanta Songwriters Association, Landslide Records' Pam Kent, PD Alan Sneed, EMI America's Chris Hensley, Geoff Parker of Georgia State University, and MCA's Jay McDaniel. Proceeds from the album go to area charities.



UNTOUCHABLES NEST AT KNAC - KNAC/Long Beach sponsored an Untouchables concert at an area college. Mugging it up are (I-r) a band member, GSM Nicki Randolph, three of the Unlouchables, station personality Roland West, PD Jimmy Christopher (standing), and three college representatives.



WINNERS PT. 1

**KOST:** Cracking The Tough Nut

#### Los Angeles

-

Here is radio's land of opportunity. For entertainment professionals of all kinds, it's where dreams can come true. This is the broadcast playground of greats, near-greats, and those who simply want to appear great. Very few in this business don't have a longing to work in Southern California; it's the land of the \$2000 one-minute spot; where each rating point is worth two and a half million dollars; and where each format sinks three, four, even five stations deep,

But woe to the adult programmer. When modern A/C came into being in the '70s, the format found about as much success here as Dan Marino did in Palo Alto. Even the legendary KMPC never enjoyed the degree of popularity its fraternal brothers such as WGN/Chicago or KDKA/Pittsburgh did. From way back, aggressive Top 40 and CHR programmers fought each other for the adult market, leaving only crumbs for the A/C's. At the same time, many of the A/C's were making only halfhearted, and often ill-fated, attempts at the format.

#### **KOST Soars**

Here, however, is a station that's continuing to make a concerted drive towards 25-49 dominance in L.A. KOST has a near-seven share among those adults, the first to seri-

Los Angeles 12+ population: 8,303,600 Rank: 2						
	F83	SM84	F84			
KOST	@3	@4	@7			
KMGG	@3	@3	@4			
KHTZ	@3	@3	@2*			
KFI	@3	@2	@2*			
ource: Arbitro	Mon-Su	n 6a-Mid				



Jhani Kaye



Chris Roberts

ously challenge (CHR) KIIS for the lead in that demo. More impressive, however, is that it's the first A/C FM to rank among L.A.'s top five stations

In the fall of 1982, the Cox outlet placed third among three Beautiful Music stations Looking to change, KFI/KOST PD Jhani (pronounced "Johnny") Kaye recounts, "There were no big niches in L.A. except for Urban, which the company wasn't in-

sound hardened. Suddenly, that small opening became a large one, and here we were

terested in pursuing. We did see the slight-est opening in the A/C market. Our timing

happened to be excellent, because KNX-FM (now KKHR) abandoned its (mellow rock)

format in favor of CHR, and handed one

large chunk of audience away. At the same

time, (A/C) KHTZ changed programmers, which greatly affected the station ... its

M.G. Kelly

sitting there with the only soft A/C sound." Jhani, who worked with consultant Mary Catherine Sneed in putting the station on the air in November 1982, selected the phrase "soft hits" as its slogan. The term is a direct reference to KIIS's usage of "Hot Hits." Said Jhani, "While it truly is a softer version of hit radio, KOST still has an emotion and a mood behind it."

## Music Monitor

Here's a sample midday hour of KOST/ Los Angeles:

"Heart Of Gold" - Neil Young "Out Of Touch" - Hall & Oates Babe" - Styx Caribbean Queen" - Billy Ocean Taxi Dancing" — Rick Springfield "Have You Never Been Mellov - Olivia Newton-John "I Want To Know What Love Is" - Foreigner "Up On The Roof" - James Taylor

"What About Me" - Rogers, Carnes, Ingram "Mrs. Robinson" - Simon & Garfunkel "Careless Whisper" - Wham! "Open Arms" — Journey "Stuck On You" — Lionel Richie

#### Virgin Material

I wondered if playing somewhat bouncy material such as "Like A Virgin" was con-sistent with that "soft hits" image. "We did play 'Like A Virgin,' "he said, "mainly because it was simply such a huge hit here number one for seven weeks. When a record is that huge and you know that the 25-49 year-olds are aware of it, it's difficult not to play it, even on an A/C in Los Angeles

The native Californian admitted his station probably has a more ethnic tinge to it than most soft stations. He pointed out that co-owned WSB-FM/Atlanta, also consulted by Mary Catherine, is more Country-flavored. He also emphasised that artist image has little to do with music selection. release by a well-known A/C artist is not an automatic for us. On the other hand, I have no qualms about playing an artist that might have a problem image, assuming it fits our sound. I'll even play Duran Duran, if they release a ballad and I believe it will be a hit record."

#### **Climbing The Bandstand**

Highly-visible during the fall book was a testimonial commercial from pop godfather Dick Clark. Said Jhani, "We used Dick for two reasons: he made the station credible because he is so credible among listeners. He has such widespread demographic appeal, and he ranks among the five mostrecognized images on television. Secondly, we wanted him to deliver the message that anytime was the right time to listen to Continued on Page 43

# KFI: Big Ship In Shallow Waters

Liz Kilev

No matter what its ratings, no matter what its format, KFI is a big station. As a Class I-A clear-channel at 640 kHz, the station has been heard in Norway, Australia, and South America. It is easily received, without fading, in a 700-mile radius around Los Angeles.

Turning that signal into success, however, has never been easy. Now an A/C, KFI was CHR between 1977 and 1983 (before then it was MOR). In all of its format permutations, the station ran second, or worse, to some other outlet. Now with just over a two-share among adults, OM/PD Jhani Kaye and his associates are searching for ways to keep contemporary music on AM with successful results

One move he has so far resisted is simulcasting the veteran KFI morning team of

Al Lohman and Roger Barkley on sister sta tion KOST. Jhani recalls, "Before we put the KOST format on the air, I had entertained the idea of putting Lohman & Barkley on both stations. The final decision was to keep them on KFI. If they were available on FM, people might have left the AM. With the condition music on AM is in during the '80s, we didn't need to hurt ouselves further.

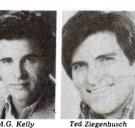
Jhani continued, "There are no perfect answers for AM music radio in the '80s. KFI has always performed well in the outlying areas; its ratings difficulties are in L.A. and (adjacent) Orange County. One of the positive things we've done is to turn the demos around. The true story is not with the 12+ but rather with 25-49, and we're stronger there

I asked Jhani if he intended to add any full-

service aspects to the programming, and his reply was cautious. "By no means have we found all the answers; we're continually considering all kinds of new elements for the station

VP/GM Don Dalton then announced that Kaye will be spending much less time with the AM. "I'm going to pull Jhani off the AM as PD but still have him manage the programming operations of both stations. He'll have a PD for the AM, but as I see the FM getting more successful, I'd rather have him spending more time with that facility. I think there's even more potential than that 4.4 we received.

Indeed, even with KEI's modest numbers its combo figures with KOST make it one of the strongest influences in adult radio in Los Angeles



ELD



## KOST: Cracking The Tough Nut

#### Continued from Page 42

KOST. There had seemed to be a misconception that you had to be in the mood to relax to listen to the station. I wanted to get the message across that KOST is both a background and foreground station. It really depends how loud you turn up the radio."

Asked if the station's former Beautiful Music format contributed to that "back-ground" image, Jhani said, "More than that, I think the term 'soft' is sustaining that image. We use the word 'soft' on our outside advertising because we found that it's the best term. For us, it works better than 'mellow' or 'easy.' On-air, we use it only once per hour. On the TV spot, Dick uses the term, but not when directly describing the station. He'll say, 'KOST plays



I read with interest your column about impor tant dates to remember this year (R&R 1/18). As Advertising & Public Relations Director and on-air personality, I found it useful in planning my promotions and airshifts for '85.

I was shocked, however, to discover the most important day of the year missing from your list! (No, not September 1, Emma M. Nutt Day, which honors the first woman telephone operator.) The date is April 26, National Disc Jockey Day: to recognize, laud and honor the profession of radio personalities in the industry.

I will be glad to send you more for next year's calendar, but I felt this needs to be known in '85

> Keith Carson WRFM/New York

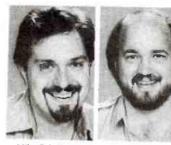
Editor's note: I'd vote for a national holiday, but disc jockeys would have to work it anywav



DOLLS FOR DOLLARS - WFOX/Atlanta Program Manager Dennis Winslow presented a special guest on air recently to raise money for local hospitals. Roxie Trixie was one of 100 cabbage kids auctioned, raising \$7,000



WWMJ ROCKIN' ANNIVERSARY -- More than a thousand guests gathered to celebrate WWMJ/Bangor's first anniversary at an oldes dance hosted by RKO's Dick Bartley. Money raised at the event benefitted the local Ronald McDonald house. Shown are WWMJ staffer Judy Michaels and Bartley.



Mike Sakellarides David K. Jones

soft hits from such artists as . . .,' but not as a slogan reference.

In its efforts to pull in cume, KOST has a tremendous advantage in that it's adjacent to a station with a weekly cume of two mil-lion people. "I love being right next to KIIS on the dial. They're at 102.7 versus our 103.5. The two of us share quite a bit of music, and if people don't have presets on their radio, listeners often reach us before they get to KIIS."

#### All In The Family

Kaye cited his airstaff for contributing towards that "foreground" image. "They know how to say things concisely without eating a lot of time, and they are certainly not just card-readers. Additionally, I've



Bryan Simmons

never seen a station with such a family atmosphere as we've got. The people around here have a genuine liking for each other, and that charisma comes across on the air." He also announced the station's first on-air change since its inception. Veteran M.G. Kelly has been appointed the station's new morning man, replacing David K. Jones, who will stay as Production Director

Does management at KOST have higher sights? "At the beginning, the company told me that a 2.7 with the right demographics would be fine. They said that a 3.0 would be heaven, so with a 4.4 are we higher than heaven? I'm so proud that we're actually beating KIIS in some of the adult demos where they were so strong."



NUN OF THE ABOVE — A very dignified group of women joined a somewhat less dignified group of men over the holidays. It happened at B100/San Diego, where these singing nuns appeared to promote their Christmas album. Flanking the angelic vocalists are (I-r) "B-Morning Zoo" members Rich Brother Frank Anthony, Rich Brother/PD Bobby Rich, Scott Kenyon, and Pat Gaffey.



CAN'T WEIGHT FOR MORE — WTRX/Flint knew it had something big on its hands when Tom "Meat" Mason was hired to handle afternoon drive. To introduce him to the market (not the supermarket, the radio market), Tom lunched at 30 area restaurants his first 30 days on the air. The all-consuming campaign was backed by billboards (above). Shown in inset is Tom. The town reportedly ate it up!



KIFM/San Diego welcomes back Art Good for morning drive duties on weekdays, and "Lites Out" jazz on weekends WCCO/Minneapolis

signs University of Minnesota football coach Lou Holtz for commentaries Bobby Ellerbea joins WE7I(Miami for PM drive from WEZS/ Richmond WBZ/ Boston welcomes Tom Bergeron for weekend talk from local TV. Also joining is engineer Peter Swanson as studio crew



Art Good chief . . . Steve Edwards joins WSNY/Columbus for middays and production from crosstown WNCI

WFBR/Baltimore's new MD is Bob Moke. He replaces Andy Szulinski, who segues to Poly-Gram for local promotion Kelly McCoy is now doing afternoons at WSB-FM/Atlanta from crosstown WOXI . K101/San Francisco picks up Kelly McCormick for overnights from KJ103/ Oklahoma City .... 2WD/Norfolk names PM drive personality BIII Campbell Asst. PD

Steve Austin and Mark Stahr are new weekenders at WRKA/Louisville ..., KGOR/Omaha morning man Dave Winger has left the station. Sliding in is Jeff Spurgeon from middays, while Jack Swanda moves up to middays from PM drive Julio Flores is doing weekends at KSMA & KSMI/Santa Marla, CA . Pat O'Nell joins WNLT/Minneapolis from WMGN/Madison.

KEYI/Austin MD Chris Alan segues to sister station KNOW, and is replaced by Steve Jacobs KLMS/Lincoln hires Brad Williams for news from WYFE/Rockford Congratulations to KWAV/Monterey, CA MD Michael Reading on his promotion to PD . . . Bob Simpson is WBT/ Charlotte's new morning man, from KIMN/ Denver ... Hats off to WMAJ & WXLR/State College, PA on their 40th and 20th birthdays, respectively. The stations would like to hear from former employees . Mike Rancourt is the new MD at WUPE/Pittsfield KEEZ/Mankato, MN promotes Jo Guck Balley to Sales Manager



SURFIN' P-A - Mike Love joined WSNI/Philadelphia for an intimate concert at Veterans Stadium. Shown flanking Love are WSNI air personalities Don Cannon and Hy Lit



SPIDERS & SHIRTS - WYNY/New York morning man Dan Daniel and Spiderman recently bestowed each other with gifts. The station had awarded a cheesecake to a listener who also works at Marvel Comics. Spiderman found the cake so delicious that he visited Daniel and gave him a T-shirt in return.

## AN EXCLUSIVE CONTEST FOR RADIO, OPEN TO ALL PROGRAM DIRECTORS AND MUSIC DIRECTORS...

Louden Swain is eighteen years old, a member on the Thompson High Wrestling Team, and has but one Vision Quest...to lose 23 pounds and beat the toughest wrestler in Washington State!

But the toughest wrestler in the state is a human battering ram named Brian "Shute", from Hoover High, who works out with a seven-foot length of telephone pole between his shoulders and weighs 168 pounds.

His coach thinks he's crazy. His friends are less complimentary. They predict that Louden will wind up in

A B O U T T H E F I L M ...

It takes Louden's self-appointed "half-Indian spiritual advisor," Kuch to put his pal's problem in perspective. Louden, he claims, is on a Vision Quest, an attempt to gain communion with the Everywhere Spirit and find his place in the Eternal Circle.

Louden's sole distraction is Carla, a 21 year-old art student en route from Trenton, N.J. to San Francisco, who has stopped in Spokane just long enough to buy a used car...and get ripped off by the dealership which employ Louden's father.

Coming to her defense costs the senior Swainhs job. Offering a roof over her head, while the relic is being repaired, puts Louden in agonizing proximity to his firs love...and fantasies of sexual fulfilment.

Louden is about to discover the difference between virginal fantasies and joyous reality. That, too, he will knor is a form of Vision Quest...

1. 2. 3. 4. 5.	Coulden Swain is a	r with Carla. MAIL C In e "RED ROCKER"? Los In ow this song was MAIL C In ow this song was	OMPLETED ENTRIES TO: ION QUEST CONTEST o Radio & Records O Certury Park West Angeles, Ca. 90067 TRY FORMS MUST BE VED BY MIDNIGHT, Y, FEBRUARY 25, 1985.	0	
6. 7. 8.	Louden Swain must lose 23 pounds in order to and wrestle against Brian "Shute!"       player with batte plete set of the disc catalogo of Vision Quest!         Louden was thought to be the in the wrestling match between he and "Shute!"       By reading the film above, listenin and correctly filling to Motion Pictu These compact be eligible for the G in which 5 Sony	e summary of the gto the soundtrack gin the answer to listed here, every e the compact disc ack to the Warner re "VISION QUEST." t disc winners will rand Prize drawing fortable. Compact	M.D.	THE SOUNDTRACK DIO "Hungry For Heaven" FOREIGNER "Hot Blooded" SAMMY HAGAR "I'll Fall In Love Again"	o re is s MADONA "Gable "Crty F RED DER "Luftic THE SYLE "Suit 1
	dict that he will end up in trac- tion from his down. Disc Players with the complete Gef catalog will be giv	battery pack, and chry fen compact disc	ZIP	<b>DON HENLEY</b> "She's On The Zoom"	JOHNAIT
10,	The former drummer and lead singer of the Eagles sin from the album?	ngs on what track		Features The New	"Chge"
		TELEPHO	INE	<b>JOURNEY</b> Hit Single	Exere Pr
11.	What is the name of the High School that Louden Swai	n is wrestling for?	-	"Only The Young" (7-29090)	Joi <b>ers an</b> *Neutrial By
No me     Enter     Winner	ddress, zilp code, radio station, titte and phone number on the entry formbelow d Grow QUEST Con TEST Voi Radio & Records 1930 Century Park West Los Angeles, Ce, 90067 Hanila Bill records de artice are permitted, challe Bill records de artice are permitted, ref names are drewn at random. Price winners will be notified by phone.	This contest is open only to program directors a seidents of the United States. Employee, independent contractors, agents or Jampany, Geffen Record, Warner Bros, Record There shallber live Grand Prizes, consisting don tith battery pack, accompanied by 17 Geffen Co fach Grand Prize is approximatively SoGSO. The sand Grand Prize is approximatively SoGSO. The your contract states of the same s	representatives of The David Geffen 6, Warner Bros. Pictures. Radio and 9 portable Sony Compact Disc Player match Discs Stimated retail value onumber of Compact Discs awarded dd. The estimated retail value of each	Winner la responsible for all taxes on prizes     Winner la responsible for all taxes on prizes     Winner la responsible for all taxes on prizes     Geffin Records     Status     St	L985. Blayed entrie

All he needed was a lucky break. Then one day <u>she moved in.</u> 0

SION QUEST:

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A GUBER-PETERS COMPANY PRODUCTION A HAROLD BECKER FILM "VISION QUEST" MATTHEW MODINE - LINDA FIDRENTIND - MICHAEL SCHOEFFLING Director of Photography DWEN ROIZMAN, A.S.C. Music Score Composed and Performed by TANGERINE DREAM Executive Producers STAN WESTON and ADAM FIELDS Based on a novel by TERRY DAVIS Screenplay by DARRYL PONICSAN (READ THE BANTAM BOOK) Produced by JON PETERS and PETER GUBER (SDUNDTRACK AVAILABLE ON GEFFEN RECORDS AND CASSETTES) Directed by HAROLD BECKER

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1.

THEATRES EVERY



## KTSU: A Progressive Alternative

This week's Black/Urban column is the first of a two-part look at alternatives to commercial mainstream broadcasting. We begin with a visit to Texas Southern University's KTSU/Houston, which features a variety of programs presented in a style borrowed from another media counterpart, television. Some industry observers have credited KTSU with not only being a needed alternative to the city's commercial broadcasting facilities, but a leader in progressive programming techniques.

Charles Forter has held the KTSU GM helm for the past five years. His background spans 16 years, with stops at neighboring KCOH and KYOK as News Director. Porter also worked as a news reporter for local television outlets KTRK and KUHT, where he doubled as host of a half-hour talk and variety show. In addition to managing the station, he teaches "Experimental Learning," a senior level communications course at the university's School of Journalism.

#### Fundraising

Porter began the interview by explaining KTSU's university and community status. "We are an auxiliary department of the university. Our situation is similar to student services, the same thing that student athletics comes under. Auxiliary departments are not 100% supported by the state at the university level. We do get a minimal amount of funding from the university because we are one of its departments. Other funds needed to operate the station come from fundraisers."

Comparing KTSU to crosstown college rival KUHF. Porter added, "The University of Houston's KUHF is designated as the NPR station in town, playing jazz fulltime. They are funded 100% by the university, which is nice because they can do a lot of thing we can't. They have a staff of nine, and we have a staff of four. Their announcers are paid employees; ours are volunteers."

"KTSU is a cultural mixture of entertainment and information."

How does KTSU go about raising money? "Each year we sponsor four major fundraising events. In January we do a two-day radiothon, Then we sponsor what we call the 'June Jubilation,' another radiothon. We also have a four-day workshop, hosted by Edwin Hawkins. This workshop draws all of the gospel singers in the area, and they get to interact with Edwin. At the end of the year we have our annual Gospel Awards Concert. That's when we salute the best gospel performers in the Houston area. We present awards in 11 categories like Best Male Gospel Singer and Best Choir.

"We were funded \$91,000 from the school's operational budget. Obviously, this isn't enough to operate a radio station. That's why our fundraisers are so important. Each year we raise approximately \$40-50,000."

#### **Television On Radio**

I asked Porter how he would describe KTSU's format to those who haven't heard it. "It's a cultural mixture of entertainment and information. Some people call us a Black station. But at the same time our



most popular program is a Wednesday travel show called 'Around The World With Esther,' The host happens to be a Jewish lady who has been with us seven months and owns a travel agency. Since that time she has traveled to China; Thusia, South American, England, and Central America. As you can see we are a mixture of good things!"

That programming balance of good things owes much to Porter's TV experience, as he relates: In television, programming consists of entertainment, information, entertainment, information. The entire day is programmed with this philosophy. Similarly, we have music and talk shows. That's how our days are laid out. We've found that a number of people in Houston enjoy that approach. We can't quote any ARB or Birch numbers, but we do quite well with the little we have to work with.

"When I was in news, I always taught my reporters to write 'picture words' to help their listeners visualize the story. If listeners were watching a newscast on television, they would be able to listen to the words and see the action. Radio must have that imagination to make it work. I try to program each shift on KTSU as a picture that people can have in their minds as they listen throughout the day."



WZAK'S BAD MOTOR SCOOTER — WZAK/Cleveland recently teamed up with WKYC-TV to give away a purple motorcycle commemorating Prince's local appearances. Winner Scherri Williams and WKYC'S Tom Sweeney test-drive the 'cycle while OM Lee Zapis locks on.

"We devised an odd-even format clock that would blend our music shows into our talk shows. On the odd hours you play certain records in a predetermined position. These records come from a particular category that the announcers choose. In the even hours you do just the opposite. Once you do that for an hour, it's time for a talk show to break the train of thought. In television this is called 'breaking the viewer's vision,' which has a psychological impact on the viewer. So using this approach in radio would naturally have a psychological impact on the listeners. It should make their minds react and really make them think about what's taking place on the radio at that time. Try it, you'll see that it works."



Porter continued, "I know it works because of the amount of heat I've gotten about comments made on several shows. We have a show on Saturdays from 2-4pm called 'Message To The Black Man,' which is hosted by the local minister of the Nation of Islam, Kuboo Aboo Ca. He doesn't preach hate, but he does tell it like it is through his historical examples. Some people can't take it, but they all admit he does make them think."

All told, KTSU airs 20 talk shows per week. As an example of what the program



DURHAM TRANS-AM — Contest winner Priscilla Evans takes her place in the new 1985 Firebird Trans-AM awarded by WFXC (Foxy 107)/Durham, NC. Shown holding the door are (I-r) PD Alvin Stowe and WFXC's Jae Jackson.

week is like, Porter described a typical Monday offering. "On Mondays at 6:30am we start with 'Morning Fitness," an exercise show hosted by our athletic director John Harvey. Following that at 9:30am is my 30-minute show, 'Porter Potpourir'. It's an analytical look at current events. From 1-2pm noted poel/actor/playwright Thomas Malonzon hosts 'Expressions,' later that night we have a show about blues music, featuring a combination of talk, music, and information."

According to Porter, KTSU's biggest day of the week is Sunday. "Sundays belong to us in this city. When your banker, who happens to be white, tells you that he listens to KTSU every Sunday morning, you've got to pay attention to what he's saying. Rice University did an independent survey of all media in the market and its impact on the metroplex; 13 counties were mentioned. The survey revealed that a number of people who have relocated to Houston were tuning in our station. The survey also said that 40% of our listeners are non-black, and our predominant listeners are 2s-1. If we were a commercial radio station, we would be in a good position to sell just about any product."

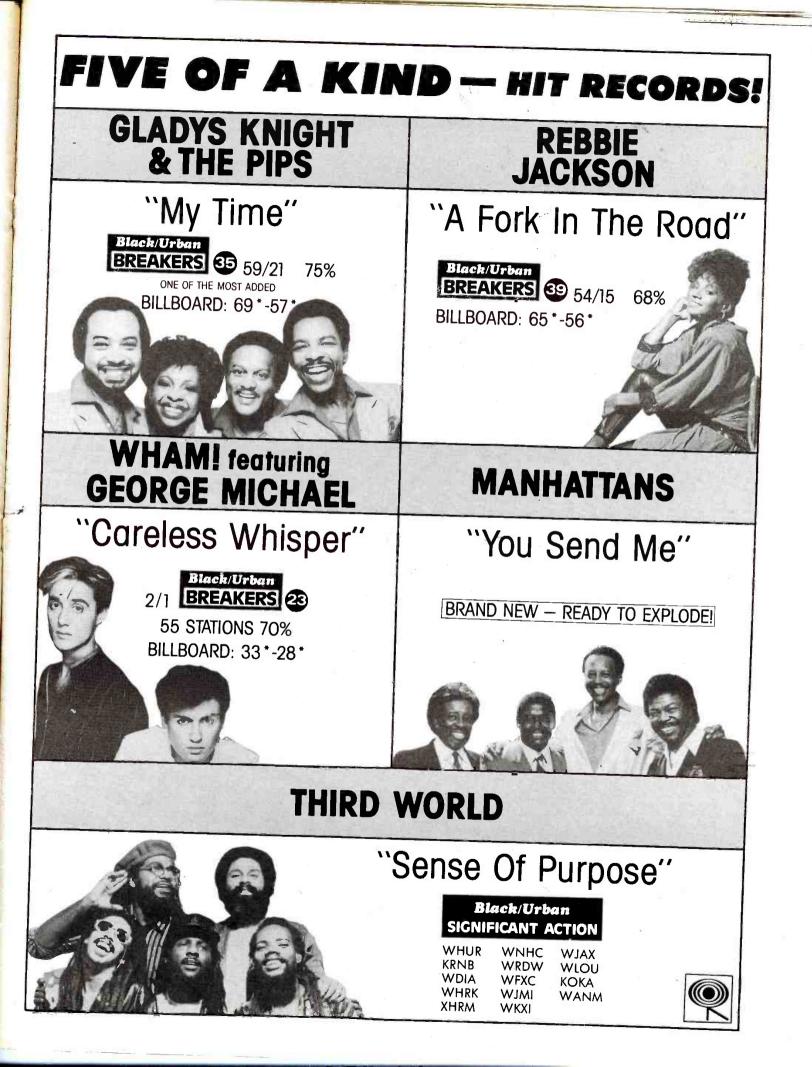
#### **Finding Talent**

I asked Porter to explain how he decides which volunteers earn the opportunity to become a KTSU air talent. "Most of our volunteers have no broadcasting experience whatsoever. After we interview a person, we have some idea if he is really interested in broadcasting and not just in being a "DJ" who talks into a microphone. I've noticed that most people seem to separate themselves into two categories – the serious and the not-so-serious. The interview usually tells us what each individual is best suited to do within our operating structure.

"We have 17 high school students who are announcers and interns. They come in every Saturday and work from 6am-2pm. Two of the great things about these kids are their dedication and thirst for knowledge. Another thing I like about having the kids in here is this: They're all black, white, yetlow, and brown. Isn't that great? If you look at our weekly programming, hopefully you can see the cultural weave that we have in addition to the entertainment/information/entertainment concept we use."

The conversation ended with this final statement. "We are aware of our influence in the market and what makes KTSU unique. We choose what we're going to put on the air, and that's very important."

Next week Sean Ross offers additional information about alternative broadcasting.





VANITY & TOURING MECHANICS — Motown's Vanity recently made the rounds of West Coast radio to promote her new single, "Mechanical Emotion." Shown (I-r) in the first picture: KSOL/San Francisco PD Marvin Robinson, Vanity's friend Mary Samuelson, KSOL's Michael Ericson, Vanity, KSOL's Lee Perkins, manager Hal Ray, and Motown's Jesus Garber. In the second photo are (I-r): KACE/Los Angeles's Rich Guzman, Garber, KACE's Marsha Robinson and E.Z. Wiggins, Vanity, and KACE PD Alonzo Miller.



WHISPERS BACKSTAGE AT BEVERLY — After the Whispers played the Beverly Theater in L.A., radio and record notables greeted them backstage. Pictured (I-r) are KDAY/Los Angeles MD/Asst. PD Greg Mack, group's Watter Scott, and Solar's Herb Trawick; looking on in the background is Katz Hollis's Danny Roberts.

#### K104 On The Beam



TWIN IMAGE LOVES HIM KNOTT — Jeanette (!) and Claudette (r) from Capitol's Twin Image (formerly known as Split Image) recently stopped by KJLH/Los Angeles to visit (c) the station's Leo Knott.

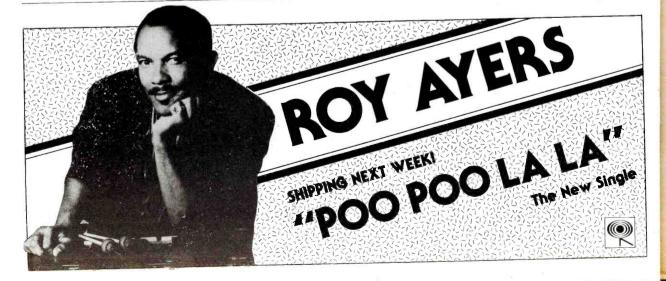


JACKSON CRAWLS BY V103 — Crawling like her proverbial "Centipede," Rebbie Jackson recently stopped by WXYV (V103)/Baltimore. Shown (I-r) are Columbia's Freddie Richardson, Rebbie, WXYV MD Mark Williams, CBS's Marie Sellars, and WXYV PD Roy Sampson.





K104/Dallas has been a hive of activity lately. Shown above are the Gap Band's Charlie Wilson (left) and K104 morning team member Chris Arnold on the set of "The Beam," a new music-oriented TV show for which Arnold is one of the hosts. Below, RCA's Glenn Jones (centler) is pictured on a station visit with MD Terri Avery and VP/Programming Michael Spears.



# WITH HER NEW SINGLE

on the new Melba Moore because in 1985 she's changing her tune and letting it all loose with a new single that sizzles with an urgency and aband only a voice like hers could do justice to. So H you haven't heard Melba Moore in awhile, now's the time to check her out again. She's hotter

You're going to want to get your hands

than over.

STAY TUNED FOR MELBA MOORE'S FORTHCOMING ALBUM, READ MY LIPS

Capitol



PHILLY, DALLAS, NASHVILLE, LOUISVILLE

A Closer Look

Here's a look behind the scenes - and behind the numbers - as PDs in Dallas, Louisville, Nashville, and Philadelphia tell what went on during the fall sweep, and offer programming philosophies.

Philadelphia

25-54 Rank Sum. Fall Sum. Fall WXTU 3.3 37

Comments: Three out of three for PD Larry Coates and GM Dennis Dougherty! In the three ARBs since going Country, it's climbed 2.6, 3.3, and 3.7 12+, and its 25-54 gains have been just as impressive, moving 14th place, seventh, and sixth.

According to Larry, "I'm not doing anything differently than what I've done in any other market I've programmed. I really believe one of the most important ingre dients in this format is experience within the format. Being acquainted with the music for a long time - knowing where it's been and having an idea where it might possibly be going - is indispensable in pro-gramming Country."

Most people believe that to succeed in a Northeastern market you have to tailor your playlist for the region, perhaps skewing A/C. Larry doesn't believe that. "Initially, I thought the music would have to be greatly tailored. But based on what people have said they want to hear and the type of music being played on other stations, there was a tremendous void for good country music. I'm not saying traditional or modern, I'm not labeling it. I'm just playing what country music is today. My current playlist is 95% the same as any other major market Country station, regardless of location.

"We're playing 55 records, and I'll throw in a few album cuts, too, but make no mistake - I feel very strongly about every record I'm playing. This variety is one of the big reasons for our success. My powers

Louisville

Comments: Number 1 12+! Way to go

EREO FM 97

Coyote Calhoun and the rest of the staff at

what has to be one of the premier radio sta-

digits, WAMZ also hit the top spot in the fall

'83 book. While there weren't any dramatic

changes, WAMZ did add a new wrinkle

when it got its first-ever station vehicle.

Coyote utilized the new plaything by having

his jocks make daily appearances around

town, taping people as they said "WAMZ is my kind of Country station." Once an hour

the actualities were replayed. If the person

25-54 Rank

1 1

Fall

Fall Spring

12+

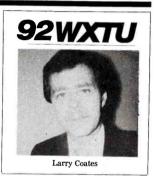
Spring

10.4 11.4

5.8 5.0

WAMZ

WCII



only come up every four hours, which is pretty slow by most major market standards. Therefore, they don't burn out as quick, which means I'm able to stay on records longer. Thus all the records on the stations become very familiar to the listeners. This is one of the big reasons we're the top station in the market for time spent listening. Our turnover rate is less than anybody's in the market, and that's after only ten months on the air."

Concerning the station's sound, Larry explained, "I do personality and informaton in the mornings, while still playing 13 or 14 records an hour with 12 minutes/14 units an hour. The rest of the day we play around 18 records an hour in three-record sweeps. However, we still try to make sure the warmth and personality come through in these long sweeps - we don't want background-sounding on-air people, who are just doing the formatics and mechanics.

Continued on Page 52

W

W



heard himself on the air and called within 15 minutes, he won cash or prizes in the \$100 range.

Coyote emphasized that while the contest falls into the "forced listening" category, he felt the biggest gain came from the jocks meeting and talking with listeners in the marketplace six days a week. He credits that personal contact as a big factor in WAMZ's success

Dallas		
19.4	0.0	

	12+		25-54 Rank			
	Spring	Fall	Spring	Fall		
P	6.3	6.9	4	2(tie)		
5	4.7	5.9	5	2(tie)		
	6.6	4.4	2	8		
	1.7	1.5	21	25		

Comments: WBAP once again proved to be a powerhouse, mixing music, news, and information. Perhaps the most significant thing about this book is that it marks the first time in KPLX's five-year history that it has beaten KSCS, WBAP's Cap Cities sister staion. At one point in the late '70s and early '80s, KSCS - the prototype for the Continuous Country format - led this market with 12+ shares in the upper eights.



It's been a long, tough climb for KPLX, and PD Bobby Kraig told me the station made a conscious effort to solidify its identity. He said, "We felt the audience really didn't perceive much difference between the two radio statons (KPLX and KSCS). To the listeners, there wasn't that big of a choice. What we did was set out to make sure they perceived a difference. We put more fun on the radio; made the station more entertaining between the records. We started by opening up throughout the entire day, but really focused on loosening up the morning show by putting in a few elements that people expect. We hired a guy for sports, and the morning show has grown into a team effort

> Nashville 25-54 Rank 12 +Spring Fall Spring Fall

SM-FM	0.0				
	8.8	11.5	1	1	
VSIX-FM	7.2	6.3	4	5	
SM-AM	6.1	7.2	7	6	
SIX-AM	1.6	1.9	12	15	
JRB-AM	.5	.6	15	16	
JKZ-FM	1.0	.5	14	17	

Comments: WSM is back on top 12+, a spot it also held a year ago. Since WSM does not subscribe to Arbitron, PD Gregg Lindahl was unable to talk about the numbers in specifics. But he was able to relate what has been happening in the marketplace through Birch numbers and his in-house research.

When we talked after the down spring book, Gregg felt that WSM's losses were partially due to a new A/C station debuting in the market, and listeners' inevitable sampling of that outlet. Though the 12+ figure was down in the spring, other key demos showed some growth. So there was really no reason for a lot of concern. Gregg pointed out, "We maintained our consistent, more music approach. We have a nice blend of music and promotional things hap-pening all the time. This keeps us from being a boring Continuous Country. We give away cash every day of the year. Not huge amounts, but every day you can win \$95 on Nashville 95FM."

Perhaps just as gratifying as the FM's return to the top was the AM's growth. The downward trend has been stopped, with WSM-AM moving up the last three books. Gregg told me, "The AM is exceptionally



R&R/Friday, February 8, 1985

"In the other dayparts, instead of playing four in a row as we always had, we started playing two, doing a bit of in-house promotion or talking about fun things and then playing two more records. Opening things up really got everybody fired up as well.

#### Flex Your Plex

KPLX used a new TV campaign this time out, one based around the phrase "Flex Your Plex." Developed by Dale Pon and featuring a mixture of live action and animation, the spots featuring Alabama, Ronnie Milsap, Reba McEntire, Ed Bruce, and the Judds, explaining that to "flex your plex" all you had to do was turn to 99%. KPLX also used billboards depicting country stars with a Popeye-like cartoon arm protruding from their bodies in a flexed position - flexing their plex, of course.

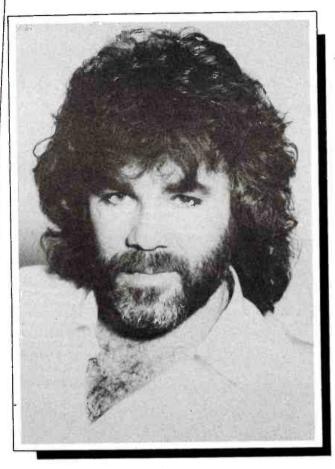
Promotion was also a key to success, as Bobby explained, "We've always been active with ticket and money giveaways, and again this book gave away a considerable amount of cash. We did the 'back-to-back music payoff' as a recycling contest. During morning drive we announced three songs. When listeners heard them played in a row during a specified daypart, the correct caller won the money. We gave away a \$10,000 prize, a \$5000 jackpot, and a number of \$1000 payoffs."

Continued on Page 52

Gregg Lindahl

pleasing to us. It's been a year since we made major programming revisions, and people are responding to them. We streamlined the station and started giving people hard-hitting news without waiting for newscasts to bring it to them. We brought in Al Wyntor, changed hosts on the 'Waking Crew' (the morning show broadcast with a band from the Opryland hotel) while stepping up the pace, cranked up the contesting, and gave the AM some excitement without clutter. We researched it before we made the moves. If the programming is right, people will respond to it. We're just giving people what they told us they want.'

# Thank you for a great year... And what a year it's been!



- \* Off Broadway with Linda Ronstadt in "La Boheme."
- \* My first #1 record "Baby Bye Bye."
- \* My first Country video "Second Hand Heart."
- \* Coming early March "Lasso The Moon," the theme from the new Paramount Pictures release, "Rustler's Rhapsody."

A <u>special</u> thanks to Country Radio, because without you none of the above could have happened!

Jory Morris







### SHARON ALLEN

## **Skaggs Tackles Northeast**

Ricky Skaggs is launching an all-out effort to crack a region that isn't exactly a mecca for country artists – the Northeast. Touring with Mark Gray, Skaggs is backed by an extensive promotional campaign.

Skaggs says there are several markets he doesn't usually play these days, so he's decided to tackle the situation head-on. In the past he played Harvard University, Princeton, etc. (basically the college bluegrass market), and accumulated a number of fans. He said, "Over the past two years I've received an astonishing volume of fan mail from the Northeast region. That combined with it being a highly-populated area with great concert halls, radio stations and newspapers made this region a logical pioneering next step."

The elements of the campaign include two-week radio contests, Country, AOR, and CHR radio time buys, daily newspaper print advertising, in-store appearances at retail locations, an expert country promoter to consult with all Northeast concert promoters involved, radio station IDs, college seminar, television appearances, Contemporary Christian radio, and merchandising contest, Wrangler sponsorships, Martin Guitar merchandising, receptions, and market research.



(I-r) Christy, Kim, Kathy & June Forester

#### Who's New?

The Forester Sisters began singing much the same as many other country artists did in church. The sisters are natives of Lookout Mountain, GA who have put their carereers and educations on hold to devote all their energies to music. Kathy and June have taken leave of absences from their positions as elementary school teachers. Kim and Christy have postponed obtaining their degrees in antropology and sociology, respectively.

With their back-up band, Bear Creek, they have opened shows for other artists including the Kendalis and the Gattille Bros. Their debut single, "That's What You Do When You're In Love," was produced by Muscle Shoat's Terry Skinner and J.L. Wallace. In addition to the quartet's intricate vocal harmonies, Kim handles acoustic guitar for the group and Kathy plays piano.

Who's New is a recurring feature providing information about new artists debuting in **R&R**'s Country New & Active section.



MANDOLIN ROCK — Ricky Skaggs, on a Northeast lour, donated a mandolin to New York City's Hard Rock Cate. It will become part of a extensive artifact collection. Skaggs (right) made the presentation to Eric Crisman, Hard Rock Cafe VP/GM.

#### **Gill In Dutch**

RCA artist Vince Gill has been invited to Holland to appear on radio station KRO's "Country Time" program . David Frizzell and his wife Judy are the proud parents of a baby boy. Johnathan David was born on Christmas Eve . . . The song "Breakaway" from Gail Davies's album "Where Is A Woman To Go?" has been chosen to-appear on a movie soundtrack. No details as yet ... Johnny Rodriguez and Willie Nelson plan to go into the restaurant business. What kind of eateries will they open? Mexican, of course ... Bill Anderson's wife Becky is home from the hospital after a near-fatal auto accident in October. She's expected to fully recover in six months.

#### **Pride Of The Skies**

Charley Pride has just purchased his third airplane, a Convair 580 which seats 38. Charley performed over 220 shows in 116 cities last year, so it's a sure bet his new plane will accumulate a lot of mileage ... The Nitty Gritty Dirt Band, Ricky Skaggs, and Vince Gill were among the artists who raised over \$12,000 for the Red Cross Ethionian Drought Fund/Famine Relief Pro-

pian Drought Fund/Famine Relief Program at the "Concert for Humanity" in Nashville. ... Keith Whitley 's hometown of Sandy Hook, KY will be throwing a homecoming celebration in his honor on Labor Day.

Bits & Pieces: The Nitty Gritty Dirt Band is recording a song for the soundtrack album for Paramount Pictures' forthcoming release "Rustlers Rhapsody," starring Marilu Henner and Tom Berenger... George Strait's third album for MCA, "Right Or Wrong," is his first to go gold ... If you were considering a cruise to the Bahamas you may want to make reservations on the "Super Duper Country Cruise" April 29. The cruise will feature Johnny Lee, Moe Bandy, and Lane Brody. Livet thought word like to heave!

Just thought you'd like to know!



MIAMI, ALABAMA — WKQS/Miami recently hosted an Alabama concert. Shown after the show are (I-r) KISS-FM PD Mac Allen, personality Steve Brady, Jeff Cook, MD Jim Richards, Mark Herndon, Collins in the Morning, and Teddy Gentry.



NIGHT OUT IN DENVER — Following a concert in Denver, the Judds and RCA staffers called a meeting of the city's Country radio contingent. Present were (I-I) KLZ MD Steve Lewis, RCA's Carson Schreiber and Randy Goodman, KYGO talent Chuck Leary, KYGO PD Bob Call and MD Rick Jackson, Wynonna Judd, KBRQ MD Jim Stricklan, Naomi Judd, and RCA's Joe Galante.



LA. MOVES — KZLA & KLAC/Los Angeles invited selected listeners to a party after a Hank Williams Jr. performance. The man himsell was also in attendance, signing autographs and chatting with the partygoers. Pictured at the festivities are (I-r) KZLA personalities Barbara Barri, Tom Storey and Jim Rose, Hank, and KZLA & KLAC PD Bill Mayne.



PROMOTION 101 — Call Lee Shannon for the details, but somehow he convinced the WQIK/Jacksonville management that he should join the winners of a station contest on a cruise, featuring entertainment by George Jones, John Anderson, and Leona Williams. Chatting with the winners are George Jones and Lee (lar right). Bon voyage, big guy?

### Philadelphia

Continued from Page 50

"We like to do contests that have a major impact on the audience and marketplace. I don't give away albums, and very seldom will we give out tickets. We gave out a \$15,000 Jeep in the summer book, and the recent prizes have included trips to Hawaii and the Bahamas as well as a \$3000 mink coat."

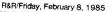
Just how well WXTU will ultimately do is anybody's guess. For Larry, the success to date is "really very gratifying; not only in having a successful radio station, but in succeeding despite those in this market who - based on past performances - did not think it was going to work." Dallas

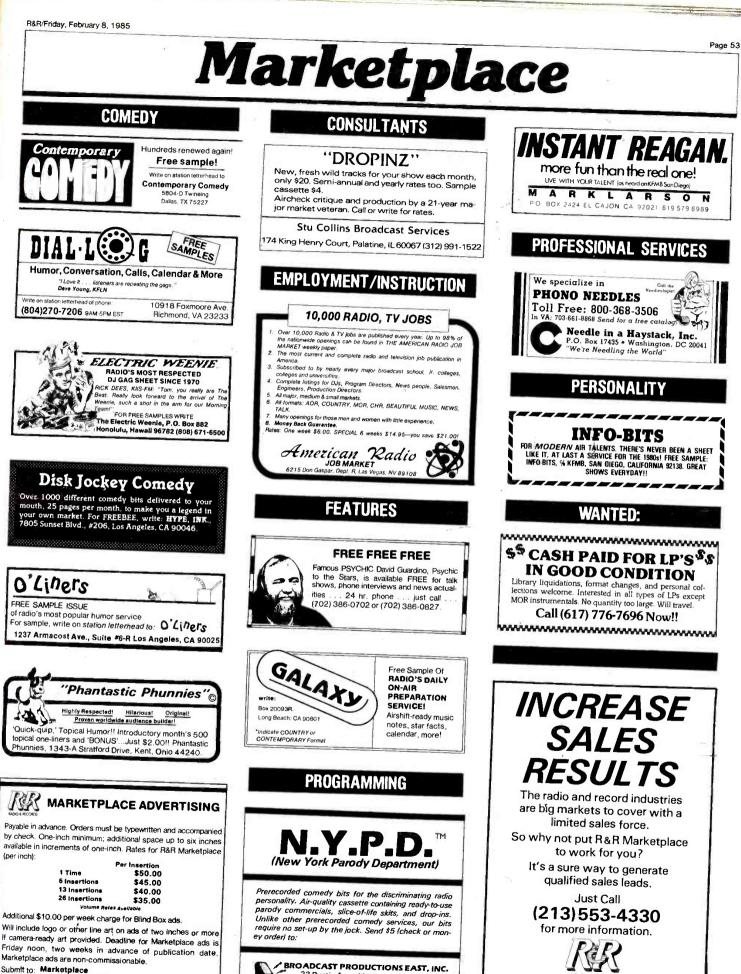
#### Continued from Page 50

As you might expect, this book brought a great deal of satisfaction to the folks at KPLX. However, as always, reality is just around the corner. "It sure felt good when I first saw the advances," Bobby said. "Just a couple of seconds later I started to think, "This is when the real work starts.""

The last few months brought some changes across town as WBAP & KSCS OM R.T. Simpson announced his resignation. WBAP is looking for a PD with full-service credentials, while Andy Holt remains as PD of the FM.

Country News Next Week's Guests: CHARLEY PRIDE @ JOHN CONLEE 131 Ocean Park Bivd., Santa Monica, CA 90405 (213) 392-8743





RADIO & RECORDS 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330

(per inch);

23 Rustic Ave., Medford, NY 11763 (516) 286-8125



sultation firm looking for aggressive news directors, anchors, and reporters to be placed with our clients in the top 50 markets. Formats include N/T. A/C, CHR and Country. To explore the possibilities, send T&R to: Frank N. Magid Associates. One Research Center, Marion, Iowa 52302

EOE M/F 

#### RM LOWRY & CO.

Client stations need Program Directors. Must be very strong on detail, follow-through, people skills: Send resume and station composite to: Lowry & Co., 5888 E. Onyx Ave., Scottsdale, AZ 85253. No calls, EOF M/ F

PD/OPERATIONS MANAGER Experienced, aggressive, organized. hard working PD/Ops Manager sought for Urban powerhouse in top 60 market. Send us a tape, resume, track record, and letter telling us who you are, how you think, how you program: Radio & Records, 1930 Century Park West, #918, Los Angeles, CA 90067. EOE

#### If you think you're in the same league as

APMAN RON CHAPMAN RON CHAPN OWENS LOREN OWENS LOREN OWE Y BRINE WALLY BRINE WALLY BRINE SIMON CAT SIMON CAT SIMON ARDNER BILL GARDNER BILL GARD K KNAPP CHUCK KNAPP CHUCK KN RY DIXON LARRY DIXON LARRY DIX UCK RILEY CHUCK RILEY CHUCK RIL EG AUSTIN GREG AUSTIN GREG AU CHRISTIAN MAGIC CHRISTIAN MAG

Please send sample tapes to Reg Johns.



#### \*\*\*\*\*

Looking for talent to fill Country and A/C openings

Send a tape of your best local relatabilitiv:



SHANE MEDIA SERVICES 7703 Windswept Lane, Houston, TX 77062

### EAST

WTSV/WHDQ seeks news person for future opening. C&R/ sample: Bob Lipman, Box 1230, Clairemont, NH 03743. EOE M/F (2-1)

Three openings for parttime maintenance engineers. FCC General License needed, Resumes: G.C.I., Box 683, Armonk, NY 10504. EOE M/F (2-1)

.....

#### PROGRAM DIRECTOR

NYC vicinity A/C looking for a PD with major market experience. Strong music and research background and the ability to motivate a must! Replies will be held in strict confidence. T&R to: Radio & Records, 1930 Century Park West, #907, Los Angeles, CA 90067. EOE 

News Director AM/FM combo in south central PA. Manage & direct two person staff. T&R: Box 479, Chambersburg, PA 17201. EOE M/F (2-1)

Here's a chance to grow - we'll make you a pro! A/C market leader in small Northeastern town is looking for an entertaining morning personality. Minimum one-year experience. Send cassette and resume to Radio & Records 1930 Century Park West, #910, Los Angeles, CA 90067. EOE

#### \*\*\*\*\*

Philadelphia's "LOVE SONG" station needs an adult-oriented morning person. Minimum 5 years experience. A stable secure environment, competitive major market salary. Tapes and resumes to Kris Chandler, KISS 100, 1001 Baltimore Pike, Media, PA 19063. EOE M/F

\*\*\*\*\*

## DIRECTOR WNBC - NEW YORK

WNBC Radio/N.Y. has an exceptional opportunity for an aggressive and creative professional to be responsible for supervising and participating in all aspects of WNBC Local News and Community Affairs Department operations. This will include on-air newscasts, budget preparations, and management of our

ongoing license retention program. Background should include a

Bachelor's degree (or equivalent), 3-5 years' directly related radio broadcast and strong leadership qualities.

benefits package, and opportunities to grow within this high visibility position. For prompt consideration, please direct your resume and audition tape to: John P. Hayes, Jr., VP/GM WNBC, Room 293, 30 Rockefeller Plaza. N.Y., N.Y. 10020 NBC is an equal opportunity employer M/F

### SOUTH

Immediate AOR/CHR opening for eager jock with pipes & pro-duction skills. Stable, competitive FM close to New Orleans, T&R: WHMD, Box 1829, Hammond, LA 70401. EOE M/F (2-8)

### ND opening for WOVV. Last ND is now in Chicago. T&R: Bil James, Box 3032, Fort Pierce, FL 33448. EOE M/F (2-8)

NUMBER ONE

#### 100,000-WATT CHR In large North Carolina market, now accepting T&Rs for rare PM drive opening. No beginners or screamers. Immediate opening. Profession-als with proven records send best to: Radio & Records, 1930 Century Park West, #921, Los Angeles, CA 90067. EOE

**50KW AM COUNTRY** 

Dominant 35+ needs upbeat personality for PM drive/Music Director. Country experience

required. T&R immediately to: Radio & Records, 1930 Century Park West, #916, Los Angeles,

B100 FM/Wilmington looking for great male & female A/C talent for opanings soon. Rush T&R: Bill Johnson, Box 696, Burgaw, NC 28425. EOE M/F (2-8)

99.5 KRIX needs a good woman. Rare opening for a dedicated female night rocker with creative production. T&R: Box 5166, Brownsville, TX 78520. EOE M/F (2-8)

Wizard!

We're looking for creative, experienced production directors for two radio stations in our group. Multi-track experience necessary. Ex-

ceptional compensation and state-of-the-art

530 Beacon Parkway West, Suite 600 Birmingham, Alabama 35209

A Capitol Broadcasting Corporation

Lite 106 needs a reporter/afternoon drive anchor for A/C FM in 100,000 + market. Rush T&R/writing sample: Bill Morris, KTLT, 4245 Kemp Rd., #820, Wichita Falls, TX 76308. EOE M/F (2-8)

Possible AOR/CHR openings in music, promotion, & research with air shifts in competitive New Orleans area market. T&R: WHMD FM, Box 1829, Hammond, LA 70401. EOE M/F (2-8)

WFOX

working environment

T&R, Bill Thomas, WMJJ,

..... Production

CA 90067 FOF

FOX 97, WFOX/Atlanta - Looking for Highprofile, warm, fun morning person for uptempo A/C. If you've got an AM drive success story to tell in a medium to major market. we can offer top money plus great working conditions with one of the nation's best broadcast groups. Tapes and resume (no calls) to: Dennis Winslow, Program Manager, 2000 Riveredge Parkway, Suite 797, Atlanta, GA. 30328 EOE



## **NEWS &** COMMUNITY AFFAIRS

and community affairs experience,

WNBC offers an excellent salary and

Page 55



#### Openings

Top 10 market accepting T&R for future openings: John Michaels, KLUV, 5217 Ross Ave., Merchant's Bank Bidg., Dal-las, TX 75206. EOE M/F (2-8)

Presently working in Charlotte radio? Like to move up to the highest reted station? Rush T&R: Bill Martin, WBCY, 1 Julian Price PI., Charlotte, NC 28208. EOE M/F (2-8)

Class A FM looking for informative, reliable. & aspiring AM per-sonality who is a team player. T&R: Mitch Adams, Box Z103, Cheraw, SC 29520. EOE M/F (2-8)

Central FL opportunity as sales manager for aggressive rising star at turn-around suburban Orlando station. Resume to: Box 1535, Middleburg, VA 22117. EOE M/F (2-8)

Coestal community Country FM looking for on-air talent & pro-duction voice. Send air check, production tape & resume: WWQQ, Box 5157, Wilmington, NC 28403, EOE M/F (2-8)

#### WSSP-FM

New 100,000-watt, mellow-formatted FM for Orlando, FL looking for air talent. Personable people with good production skills a must. T&R to: Allen Jackson, P.O. Box 3845, Cocoa Beach, FL 32924, EOE

Needed: Nighttime rock & roller. Big voice, top-rated station in the market. T&R: Alan Dupreiat, WHHY, Box 2744, Mont-gomery, AL 36105. EOE M/F (2-1)

North TX Country & CHR seeking qualified ND, able to run one person department. C&R: MacMurphey, Box 4647, Wichita Falls, TX 78308. EOE M/F (2-1)

Currently 80 degrees . . . CHR looking for current parttime & possible furture openings. T&R: John West, WAIL 95, 7 Mc-Donald Ave., Key West, FL 33040. EDE M/F (2-1)

SW A/C needs top-notch entertainer for drive position. 7&R: Paul Conrad, Box 189, Cape Coral, FL 33910. EOE M/F (2-1)

News Director, morning shift. Write, edit, produce & air a veriety of newscests. T&R: Jim Lord Chaplin, Box 3032, Ft. Pierce, FL 33448. EOE M/F (2-1)

Sun & fun on the beach. Need nighttime energy for Savan-nah's top CHR WIXV/195. No acreamers please. T&R: Scott Reynolds, Box 676, Savennah, GA 31498, EOE M/F (2-1)

WKRE 50kw Country station needs morning jock. T&R: Jack Gillen, Box 220, Exmore, VA 23350. EOE Milf (2-1)

KHOO-FM looking for experienced 7-midnight air talent with good production skills. T&R: John Elliott, Box 21088, Weco, TX 76702. EOE M/F (2-1)

### MIDWEST

Country announcer needed for 100kw region south of Tulsa. Become part to a growing team! Contact Carol Dunn: (918) 652-3308 EOE M/F (2-8)

#### Openings

Growing SW radio company keeps promoting! We need a news/sports PBP announcer for regional 100kw FM south of Tulsa. Call Randy Prichard: (918) 756-3980 EOE M/F (2-8)

Pros needed! Salespeople who want to go & grow with Super Hit 97. Resume: WAHC, D.P. Murphy, Box 707, Neensh, WI 54956. No calls please. EOE M/F (2-8)

#### TOP 25 A/C STATION

Group-owned, needs hilarious morning personality or team. Also mature, topical midday, afternoon, and evening jocks, and authoritative ND/morning newsperson. We have the money to build a winning team . . . please take some of it. T&R to: Radio & Records. 1930 Century Park West, #920, Los Angeles, CA 90067. EOE M/F

Evening announcer needed for top-rated A/C station. Must have two years experience. T&R: Jane Walker, KAT FM, Box 688, Dubuque, IA 52001. EOE M/F (2-8)

The new Zip 104, South Bend's hottest new CHB. looking for evening jock to compliment an already great team. T&R: J.J. Duling, Box 644, Mishawala, IN 46544. EOE M/F (2-8)

### NEEDED YESTERDAY

High-profile, afternoon drive CHR personality to join pros on the North Coast of America. Only quality need apply. No wimps. Excellent bucks. Send tapes & resumes to: Tom Jeffries, PD, WGCL Radio, 1500 Chester Ave., Cleveland, OH 44114. EOE

Hot Midwest CHR needs talent now! Strong production a must, T&R: Gary Bandy, Z103. Box 1667, Joplin, MO 64802. EDE M/F (2-8)

KOIL-1290 has KOIL-1290 has an opening for a top-flight news/anchor. T&R: Terry Mason, 3000 Farnam St., Omaha, NB 66131, EDE M/F (2-8)

Top 50 Market Eastern Midwest Applications to: Radio & Records, 1930 Century Park West, #915, Los Angeles, CA 90067. EOE M/F

## **TOP 5 MARKET FUNNY STUFF**

We are the leading A/C in a top 5 market looking for the best radio comedy writer/impressionist in the country for our already dominant morning show.

We are prepared to offer a top income level, if you understand topical humor and satire, backed up with a variety of characters and impressions. We are a major group operator and promise total confidentiality. No background calls will be made without prior permission.

We have perfect creative environment for the perfect person who can offer us truly funny stuff. T&R and writing samples to: Radio & Records, 1930 Century Park West, #917, Los Angeles, CA 90067. EOE M/F

#### Openings

Personality for top-rated AM. Country experience, good produc-tion & community involvement for this group station. Call Rob at WMAY/Springfield: (217) 629-7077 EOE M/F (2-8)

KFM2/Columbia, a killer top-tracks, is looking for a creative pro-motion-minded PD. T&R: Contemporary Media, Inc., Box 459, St. Charles, MS 63302. EDE M/F (2-8)

KEYN/KQAM is looking for a lifestyle reporter with two to three years experience. T&R: Steve Allan Brooks, 2829 Seline St., Wichita, KS 67204. No calls. EQE M/F (2-8)

### WMBD NEWSWATCH!

300,000 metro needs a news pro to join our 15-person AM/FM/TV news department as a radio reporter/anchor. We offer good pay solid benefits, excellent facilities, the chance to advance. We need a contemporary writer/reporter/ thinker that lives news and loves to dig. Send tape, resume, writing samples: Duane Wallace WMBD-AM-TV, 3131 University, Peoria, L 61604. EOE M/F

## Possible future openings at WRIG. Top-notch AM stereo & new acilities with growing organization. Production a must. C&R: leff McCarthy, 529 3rd St., Wausau, WI 54401. EOE M/F (2-8)

KEYN is looking for a CHR personality. No card readers please. T&R: Steve Allan Brocks, 2629 Salina St., Wichita, KS 87204. No calls. EDE M/F (2-8)

KIOA/Des Moines wants sharp, take-charge programmer with AM savvy & track record, T&R: GM, 215 Keo Way, Des Moines, IA 50309. EOE M/F (2-8)

Morning communicator needed in beautiful capitol city. Power-ful A/C FM offers unusual opportunity. T&R: Bill Vancil, WMGN, Box 2058, Madison, WI 53701. EOE.M/F (2-8)

Our news director left after eight years. Can you fill his shoes? T&R: Bob Allen, Box 1379, Sioux City, IA 51102. EOE M/F (2-8)

Take charge Operations Manager/ Morning Personality. Must be a people-oriented, motivational selfstarter. Must be creative and promotion-minded. State of the art facilities, a number one rated Midwest Class C powerhouse, a top compensation package, and an opportunity to grow and develop can be yours if you qualify. Rush aircheck and complete resume along with a detailed statement of your management and motivation philosophies to Radio & Records, 1930 Century Park West, #911, Los Angeles, CA 90067. EOE/MF

Top 50 CHR wents to hear some morning personality. Present format unimportant. Rush T&R: Box 2346, Kettering, OH 45429. EOE M/F (2-1)

#### BROADCAST PRODUCTION DIRECTOR

Excellent opportunity in top 20 market for strong, dramatic male voice. Good production very helpful. State-of-the-art studios, benefits. salary, limitless opportunity. Send T&R (record/concert spots preferred): Radio & Records, 1930 Century Park West, #908, Los Angeles, CA 90067

Small market station has night opening. Good for refining skills. T&R: Ron Philips, WTCJ, Box 397, Tell City, IN 47588, EOE M/F (2-1)

Aftermoon drive needs creative, seasoned, mature announces for stable AM. Immediate opening. T&R: Brad Hartman, KFOR, Box 80209, Lincoln, NE 68501 EOE M/F (2-1)

Sharp ND for AM/FM Rock combo, Personable delivery, females & minorities encouraged to reply. T&R: Les C. WIQ8, Box 8605. Ann Arbor, MI 48107. EOE M/F (2-1)

Personality, needed: PM drive entertainer for WOHO-AM. Ex-perienced, creative team player. T&R: Terry Sullivan, 2965 Pickie, Toledo, OH 43616. EOE M/F (2-1)

Openings

### TOP-RATED CHR FM

Is still looking for the right morning person or team! This market can be blown away if you're creative, bizarre, slightly off-center and can entertain while playing a lot of music. Send T&R immediately! Radio & Records, 1930 Century Park West, #924. Los Angeles, CA 90067, EOE

News reporter/enchor needed for expanding news depart-ment. Excellent opportunity for growing experience. T&R: John Shrawsbury, Box 1652, Eldorado, AR 71730. EOE M/F (2-1)

Can we tak? If your taients lie somewhere between Joan Rivers & Walter Cronkits, then we should taik. Bill Klaus, WNIR: (216) 673-2323 (2-1)



Contemporary Morning Crazy No puke ... not T&T. An entertainer ... and NOW! Send T&R to: John Wetherbee, 9292 N. Meridian,

Suite 206, Indianapolis, IN 46260, EOE

Flint's top A/C station needs weekend people immediately. T&R: Michael W. Key. Box 1080, Flint, MI 48501. (313) 743-1080 EOE M/F (2-1)

Fulttime newspeople for possible openings. T&R: Gary Was-cott, WSPT, Box 247. Stevens Point, WI 54461. EOE M/F (1-26)

### WHERE HAVE ALL THE NEWS PROS GONE?

Upper Midwest group has three news positions Upper Midwest group has three news positions available in various markets. Strong on-air re-latability is the key! An equal opportunity employer. T&R to: Radio & Records, 1930 Century Park West, #923, Los Angeles, CA 90067.

### WEST

Stereo Country needs drive talent. Females encouraged for ra opening in great location. T&R/photo: Chuck Gilespie, KFM 1120 San Juaquin. Stockton, CA 95202. EOE M/F (2-8) KEMR

Hot Rock 102 needs you if you can do incredible production. believable morning news or weekends. T&R: Jay Walker, 2437 E. Orangeburg, Modesto, CA 95355. EOE M/F (2-8)



Denver's #1 CHR needs air talent/ production pro for major airshift and production director duties. Personable, entertaining delivery, plus creative and multi-track ability is required. Send tape and current resume to Mark Bolke, KPKE, 8973 E. Kenyon Ave., Denver, CO 80237. EOE M/F

Need newsperson at KDKO/Denver. Females encouraged with one to three years experience. T&R: Jay Johnson, 7880 E. Berry PI., Inglewood, CO 80111. EOE M/F (2-8)

50 kw Country cooker needs smart, team-playing together partimer. Good place to grow. T&R: Dawn, KERR, Rt. 1, Box 48, Poison, MT 59860. EOE M/F (2-8)

PD with air, music, news & management capabilities needed for mountain station. Resort market background a must. T&R: Vaii Connection, Box 2963, Vaii, CO 81658. EOE M/F (2-8)

KXGO needs heavy duty announcers immediately. No begin-ners please. T&R: Mr. Neily, Drawer QQ, Arcata, CA 95521. (707) 822-3666 EOE MrF (2-8)

Country PD



#### Openings

Page 56

Dynamic personality needed! First opening in three years. T&R: Rich Terry, 95 Alive, Box 670, Pocatello, ID 83201. EDE M/F (2-8)

Friendly people. fun station & great scenery. Medford DR's new MDYL station needs great air talent, T&R: Rick Kymala, Box 1400, Cave Junction, OR 97523. EOE M/F (2-8)

Regional sports station needs Sports Director. Includes PBP, airshift and production. Send T&R to John Kelley, KLMR, Box 890, Lamar, CO 81052. EOE M/F



Afternoons In San Diego! Gannett's KS103 FM has an afternoon drive position open now. Rare opportunity for a personality-oriented pro at the #1 CHR in America's finest city for America's premier broadcast group! Phones and fun a plus! Over-night tapes, resumes and references to: Mike Preston, Program Director, KS103 FM, P.O. Box 103, San Diego, CA 92104. No calls! EOE M/F

Major Northwest Country station has opening for PD. Minimum two years programming history of success. Send resume to R&R, 1930 Century Park West, #922, Los Angeles, CA 90067 FOF M/F

#### THE SEARCH IS ON

For CHR morning personalities. Top 5 market. Killer facility and opportunity. Rush resume to Radio & Records, 1930 Century Park West. #919, Los Angeles, CA 90067

### KNEW 91 AM San Francisco/Oakland

A Malrite Station Rare opportunity at Bay Area's #1 Country music station for production director. Creative production and voice skills a must. Minimum 5 years experience, AFTRA position. No phone calls; T&R to: Bob Guerra, PD, P.O. Box 910 Oakland, CA 94604. EOE M/F/H

#### **AOR/CHR PROS**

Needed for future openings. Morning and afternoon drive personalities especially encouraged to apply. If you can do more than read liner cards, if you have the ability to communicate and entertain, then great pay and benefits await. Rush tape & resume to: Radio & Records, 1930 Century Park West, #919, Los Angeles, CA 90067. All replies are strictly confidential. EOE M/F

#### KIK-FM

Group-owned Country station in Orange County. Southern California looking for experienced PD. Salary open. Good benefits. Possibility for National PD position. Tape & resume to: Jim Votaw, 2 City Blvd., East Orange, CA 92668. (714) 835-1300. EOE M/F

#### Openings

The special person who makes listeners feel excited, happy and enthusiastic about his fun radio station. Bright, up voice, with warm. caring style. Live AM country; Alive-sounding FM adult rock. Exceptional pay available for the exceptional person. Let's prosper together. T&R to Dennis Brown, KSTC, Sterling, CO 80751 FOF

#### **Positions Sought**

Pop/Country radio personality with seven years experience looking. Have great pipes & production. Will travel. (412) 627-5017 (2-8)

Young, personable female DJ with three years experience at college level seeks first on-air gig, AOR/CHR preferred, WENDY; (312) 485-5633 (2-8)

Hot lady DJ seeks CHR/AOR. Experienced. Sunbelt please. (305) 229-3754 (2-8)

# ........

- If you believe in personality radio, how-
- about 16 of 'em? Abused as a child, multi-ple personality looking for ratings chal-
- lenge in major market. 16 personalities for the price of one. Guaranteed more fun
- than Sybil before she got straightened out.
- For immediate tape and resume call (312) 828-0197

#### ----------------.

15+ years experience in CHR & A/C. Dependable, production-minded DJ. Greater Cincinnati/Dayton area. (513) 528-5793 (2-8)

College MD with degree seeks to expand into your music department. Diligent & flexible. JIM BENSON: (216) 433-4381 (2-8)

Central CA morning personality wants to move up. Have great production skills. MIKE: (209) 383-3146 (2-8)

Rare bird: 47 year-old personality wants back in. Automation victim. I talks a bit. Funny, interesting, both or neither. Many mornings. (702) 871-7595 (2-8)

#### **Outrageous Mornings**

Like Letterman? Like Brandmeier? You'll like me too. One of America's best now available. Not expensive but well worth it. ROGER CARY, KS103/San Diego, KZZP/Phoenix, KOY/Phoenix (619) 282-8000

PD wants to come home to the Northeast. Have winning track record, multiple formats & understand the bottom line, JOHN: (703) 885-8044 or 949-8271 (2-8)

Female middey CHR & A/C natural, Strong production with eye on management for West Coast medium market. Three years CHR experience. Class act. DEBBIE: (916) 244-2377 (2-8)

Major market news anchor, formerly with KFWB, KFRC & WNEW, seeking similar position. (602) 266-9229 (2-8)

Tired of cutting hair; need to cut loose. Ex-KNBA midday min looking for fulltime gig on West Coast. FRANK BUTERA: (415) 223-1534 (2-8)

Copywriter/Production Director ready for sun & salary! '85 RAB & '82 TAB award winner. Character voices & creativity. Phoenix would be fine. SHARDAN: (501) 922-1355 (2-8)

Six year moming pro A/C, CHR, MOR, Talk, production, sports, career & family seeks challenge & stability. Now employed. MIKE: (317).659-3917 (2-8)

College grad in music/broadcasting seeking position with music station. Over 20 months parttime experience with CHR. Inter-est in programming. ED: (402) 477-4696 (2-1)

For sale: one five-year pro currently doing afternoon drive/MD CHR gig. Looking for a new challenge. JAY: (512) 576-9784 (2-8)

17 year pro looking for a challenging programming &/or on-air position. Will relocate. Currently at WSB/Atlanta. BRENT ALBERTS: (404) 794-5007 (2-8)

California broadcaster with 12 years on air experience seeks work in CA, OR, or NV in MOR, Country, or A/C. TOM KENLON: (707) 839-4551 (2-8)

Professionally-oriented grad with positive, ambitious attitude Reliable combe operator with good all around skills. perform at AOR station. JC: (408) 724-7153 (2-8) nd skills. Ready to

Conversational personality seeks AOR or A/C. Creative, tight production, enthusiastic, versatile, dedicated team player & en-joys radiol JOHN: (419) 729-3262 or 878-7583 (2-8)

Seeking PD or sales position at medium/large market A/C or Country station, preferably Midwest. RON DENNINGTON: (314) 428-3132 (2-8)

#### **Positions Sought**

PD/áfternoon drive personality available in Upper Midwest. Great pipes & lots of experience in medium market. MARK: (612) 252-5611 (2-8)

Enthusiastic knowledgeable sports director with strong PBP delivery & sales experience looking for opportunity to move up. Tapes sent on request. (316) 672-7786 (2-8)

Position sought in announcing. Columbia grad, sharp, talented & hard-working, LISA: (412) 461-0310 (1-25)

Experienced on-air. good production. writing with eight years entertainment management wants West Coast position. RICK: (818) 353-1717 (2-8)



etc. Big ratings. Major market talent, currently doing mornings, seeks mornings or personality slot in top 50 market. Call J.R. (813) 365-2946

Energetic sports announcer seeks director position in medium/large market. PBP background, strong delivery, college grad, & relocatable. NICK: (818) 335-5419 (2-8) Morning drive winner. For details, call MICHAEL after 2 pst: (206) 533-6002 Void where prohibited, (2-8)

Afternoon drive/Production Director looking to move back to medium market CHR in the South. Interest in first PD position. SHAWN: (505) 722-9025 or (713) 728-1348 (2-8)

ty. formerly with KAZY, KTCL, KPKE, & KSSR. AUR personality, formeny with KA27, KTCL, KPKE, & KSSH, lookin' to rock, Format experience includes ABC/Pollack, Super-sters & others. GREG FITZGERALD; (713) 445-2255 (2-8)

Will go anywhere for first job. Success-oriented with diverse background, warm personality, mature, dependable, creative & BA degree. Many skills. DARRELL: (219) 883-9337 (2-8)

Announcer with tight, concise, creative delivery. Exciting on air personality with intense desire to move. DUKE: (316) 672-7144 (2-8)

All pro relocated to Bay aree. All formats, prógramming & music personality| Billboard award winner. Need money & more work] (408) 737-9240 (2-8)

cience expert with extensive radio/TV experience Nutritionist including KABC. Capable of simplifyi host position. (213) 476-7044 (2-8) sifying health info. Seek talk

Experienced three year sports pro wants to relocate immediate ly. Have excellent PBP & am currently employed. ROBERT ly. Have excellent PBI (512) 275-9111 (2-8)

L.A.'s DAN SPRINGFIELD, Transtar, KHTZ, KS103, bas a new road show. Looking for hard-hitting CHR or progressive A/C. Majors only. (901) 989-5886 (2-8)

Six years on-air experience looking for work in PA. Open to any format. STEVE DAVIES: (802) 728-3676 (2-8)

Experienced air talent with good production skills & acting & music background. Will relocate. ARTHUR: (213) 472-4166 (2-8)

Started in radio 13 years ago at WDAS. Collect R&B classics. Had a bad accident, but well now. Seeking southeast PA or NJ. KENNY DAVIS: (213) 644-7138 (2-8)

Creative, medium/major market MD/announcer seeks similar position in New England. Knowledge of all contemporary for-mats. For T&R call STAN: (617) 252-4715 (2-8)

Black air personality seeks opening preferably in FL or GA. Ex-perienced in Country, A/C, CHR & Urban formats. Good produc-tion skills. JOHN McINTOSH: (305) 647-1668 (2:8)

News anchor/reporter ready to accept new challenges in new location. Also experienced with Arbitron book & terminology JAY: (301) 484-8615 (2-8) terhead

TERRY MORGAN is in search of a CHR or A/C station that needs a personality. Ten years experience in all aspects, seeks future with strong company. (317) 966-2077 (2-8)

Need challenge with successful team in medium/major market. Six years experience with good numbers in CHR, AOR & A/C plus research background. DAN: (517) 366-9051 (1-25)

#### Changes

#### RADIO

Randi Feilich appointed Account Executive KWNK/Simi

Wendy Wish promoted to Account Executive KRLD AM/

Rene Evans joins KLZI FM/Phoenix as Account Executive

John Kardzionak named Account Executive WBBM AM/ Chicago. John Frost appointed Account Executive KENI/Anchorage

Helen Ratterman joins WKJJ FM/Louisville as Account

Patty Hansen promoted to Senior Account Executive KJJYFM/Des Moines.

#### Changes

#### RECORDS

James Edwards promoted to Director of Marketing Sys-tems for CBS Records/New York

Charles PotUzak joins CBS Records/New York as Director

Carl Fraser appointed Manager of Financial Analysis for CBS

Donna Raybuck named Accounting Manager for CBS

Waldemar Clark joins RCA Records/New York as Director

Luis Mendez promoted to Director of Marketing & License

Anthony Camardo appointed Marketing Coordinator for

Judith Barahal promoted to Singles Specialist/Special Pro-jects Coordinator for WEA/Chicago.

Fook-Wai Lee named Assistant Controller, Accounting Operations for CBS Records/New York.

Paul Guzman appointed Director of Financial Analysis & Budgets for CBS Records/New York.

Bernard Bushkin promoted to Director of Procedures & Controls for CBS Records/New York.

William Bagarazzi named Assistant Director of Financial Analysis & Budgets for CBS Records/New York.

George Blair promoted to Manager of Billing & Disburse-ments for CBS Records/New York.

#### INDUSTRY

Lynn McAdams joins Blair/RAR Inc./Chicago as Account

Jenna Sergent promoted to Account Executive for Blair/RAR Inc./Dallas. Ronald Hyams named Account Executive for Blair/RAR

Stacey Hill joins Christal Radio/Dallas as Account Executive. Elisa Hart appointed Account Executive for Christal

Daryl Leoce named Account Executive for Christal Radio/New York.

Dates appearing at the end of each listing

**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 let-

Deadline

To appear in the following week's issue, we

must receive your ad by Thursday 12 noon

**Display Advertising** 

Display: \$30 per inch per week (maximum 35

Blind Box: \$45 per inch per week (maximum

**Payable In Advance** 

Display & Blind Box advertising orders must be typewritten or printed and accom-

panied by check mailed to our office in ad-

For Opportunities you may place your free

listings by phone only on Wednesday,

Thursday & Friday 9am-5pm (PST) (213)

553-4330 or mail to: R&R Opportunities.

1930 Century Park West, Los Angeles, CA

tage/handling.

and logo.

words per inch). Includes border

35 words per inch). Includes

border, box number and pos-

(PST) prior to issue date

vance.

90067

signify first week listed.

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# The Music Section

National Music Formats Added This Week

### Satellite Music Network

George Williems (214) 343-9205

#### The Starstation

DIONNE WARWICK with GLENN JONES "Finder Of Lost Loves" COMMODORES "Nightshift" KIM CARNES "Invitation To Dance" JOHN HUNTER "Tragedy" ERIC CARMEN "I Wanna Hear It From Your Lips"

#### **Country Coast-To-Coast**

JOHNNY LEE "Rollin' Lonely" DAVID ALLAN COE "She Used To Love Me A Lot" JUDDS "Girls Night Out"

#### Rock 'N' Hits

JOHN PARR "Naughty Naughty" JOHN HUNTER "Tragedy" BRYAN ADAMS "Somebody" MICK JAGGER "Just Another Night" MADONNA "Material Girl" PHIL COLLINS "One More Night"

### TM Programming

Cel Cesey (214) 634-8511 Stereo Rock

BILLY JOEL "Keeping The Faith" BRYAN ADAMS "Somebody" DAVID BOWIE with THE PAT METHENY GROUP "This is Not America" DURAN DURAN "Save A Prayer" JOHN PARR "Naughty Naughty"

#### TM A/C

COMMODORES "Nightshift" PHIL COLLÍNS "One More Night" ANNE MURRAY "Time Don't Run Out On Me"

### **TM Country**

DOLLY PARTON "Don't Call It Love" REBA MCENTIRE "Somebody Should Leave" ANNE MURRAY "Time Don't Run Out On Me" RAY CHARLES with WILLIE NELSON "Seven Spanish Angels" GEORGE JONES with BRENDA LEE "Hallelujah, I Love You So" SHELLY WEST "Now There's You"

### BPI

John Sherman/Bob English (206) 624-8651 Adult Contemporary

KIM CARNES "Invitation To Dance" JANEY STREET "Under The Clock" ERIC CARMEN "I Wanna Hear It From Your Lips"

### Modern Country

NITTY GRITTY DIRT BAND "High Horse" JOHNNY LEE "Rollin' Lonely" SYLVIA "Fallin' In Love" RESTLESS HEART "Let The Heartache Ride"

### Peters Productions, Inc.

Debble Weish (619) 565-8511

### **Country Lovin'**

BARBARA MANDRELL & LEE GREENWOOD "It Should Have Been Love By Now" DAVID ALLAN COE "She Used To Love Me A Lot" SHELLY WEST "Now There's You" ALABAMA "There's No Way"

#### The Great Ones

PHIL COLLINS "One More Night" TOTO "Holyanna" BARBARA MANDRELL & LEE GREENWOOD "It Should Have Been Love By Now"

### **Concept Productions**

Dick Wagner (916) 782-7754

#### CHR

MICK JAGGER "Just Another Night" PHIL COLLINS "One More Night" TEENA MARIE "Lovergirl" ANIMOTION "Obsession" PRINCE "Take Me With U"

#### Country

NICOLETTE LARSON "Only Love Will Make it Right" DARRELL CLANTON "I Forgot I Don't Live Here Anymore" CHARLY McCLAIN "Radio Heart" EDDIE RABBIT "Warning Signs"

### Media General Broadcast Services

#### ACtion

PHIL COLLINS "One More Night" JOHN WAITE. "Restless Heart" ASHFORD & SIMPSON "Solid"

### **Your Country**

JOHN FOGERTY "Big Train (From Memphis)" REBA MCENTIRE "Somebody Should Leave" EVERLY BROTHERS "The First In Line" SYLVIA "Failin' In Love" SAWYER BROWN "Step That Step" FORESTER SISTERS "(That's What You Do) When You're In Love"

### **Hit Rock**

TEENA MARIE "Lovergir?" SURVIVOR "High On You" DURAN DURAN "Save A Prayer" BILLY JOEL "Keeping The Faith" MICK JAGGER "Just Another Night" MADONNA "Material Gin" PHIL COLLINS "One More Night"

#### Drake-Chenault Bob Laurence (818) 883-7400 XT-40

MADONNA "Material Girl" PHIL COLLINS "One More Night" ERIC CARMEN "I Wanna Hear It From Your Lips" PRINCE "Take Me With U" FRANKIE GOES TO HOLLYWOOD "Relax" BRYAN-ADAMS "Somebody"

#### **Contempo 300**

POINTER SISTERS "Neutron Dance" PHIL COLLINS "One More Night"

#### **Great American Country**

MICKEY GILLEY

"I'm The One That Mama Warned You About" **REBA MCENTIRE** "Somebody Should Leave" **BARBARA MANDRELL & LEE GREENWOOD** "It Should Have Been Love By Now" **DAVID ALLAN COE** "She Used To Love Me A Lot" **SHELLY WEST** "Now There's You"

### **Century 21**

Greg Stephens (214) 934-2121

#### The Z Format

MICK JAGGER "Just Another Night" PHIL COLLINS "One More Night" MADONNA "Material Gin" AUTOGRAPH "Turn Up The Radio" PRINCE "Take Me With U" ANIMOTION "Obsession" BRUCE SPRINGSTEEN "I'm On Fire" CHICAGO "Along Comes A Woman"

#### The A/C Format

PHIL COLLINS "One More Night" POINTER SISTERS "Neutron Dance" CHERYL LYNN "At Last You're Mine" CARS "Why Can't I Have You?"

#### Super-Country

REBA MCENTIRE "Somebody Should Leave" EDDIE RABBITT "Warning Sign" SYLVIA "Falling In Love" CHARLY McCLAIN "Radio Heart

### **Radio Arts**

John Benedict (818) 841-0225 Country's Best

BARBARA MANDRELL & LEE GREENWOOD "It Should Have Been Love By Now" ALABAMA "There's No Way" REBA MCENTIRE "Somebody Should Leave" EDDIE RABBITT "Warning Sign" SHELLY WEST "Now There's You"

#### Soft Contemporary

BILLY JOEL "Keeping The Faith" ERIC CARMEN "I Wanna Hear It From Your Lips" PHIL COLLINS "One More Night" KIM CARNES "Invitiation To Dance"

#### Sound 10

CARS "Why Can't I Have You?" PHIL COLLINS "One More Night" DURAN DURAN "Save A Prayer" DAVID LEE ROTH "California Girls" KIM CARNES "Invitation To Dance"



BREAKER

#### THINK PINK

A&M Records proudly announces another milestone for the Minneapolis sound. The first single and album from the debut of former Time guitarist and "Jungle Love" co-author, Jesse Johnson. The Single

## **BE YOUR MAN**

7-inch AM2702 and special 12-inch SP-12122 From The Album JESSE JOHNSON'S REVUE SP-6-5024

### ALCORDS

On A&M Records, Compact Discs, and BASF Chrome Cassettes. Produced by J. Johnson for J.W.J. Productions Inc.



## BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

## JESSE JOHNSON'S REVUE Be Your Man (A&M)

65% of our reporting stations on it. Rotations: Heavy 3/0, Medium 24/4, Light 40/16, Total Adds 20 including WWIN, WAMO, WDIA, WTMP, WBLZ, WDMT, WFXC, WJMI, K94, WDAO. A Most Added Record. Debuts at number 31 on the Black/Urban chart.

#### PATTI LABELLE

#### New Attitude (MCA)

84% of our reporting stations on it. Rotations: Heavy 3/0, Medium 24/1, Light 39/19, Total Adds 20 including KNOK-FM, WHRK, WDMT, WJLB, WLUM, XHRM, KSOL, KQXL, WXOK, WWWS. A Most Added Record. Debuts at number 33 on the Black/Urban chart.

#### **GLADYS KNIGHT & THE PIPS**

#### My Time (Columbia)

75% of our reporting stations on it. Rotations: Heavy 2/0, Medium 26/6, Light 31/15, Total Adds 21 including WDJY, KNOK-FM, WYLO-FM, WBMX, WZAK, XHRM, KDKO, KUKQ, WANT. A Most Added Record. Oebuts at number 35 on the Black/Urban chart

#### **REBBIE JACKSON**

#### A Fork In The Road (Columbia)

68% of our reporting stations on it. Rotations: Heavy 1/0, Medium 25/4, Light 28/11, Total Adds 15 Including WWIN, WDAS, WDIA, WLUM, WRDW, KOXL, WXOK, WTOY, WOKS, WVKO: Debuts at number 39 on the Black/Urban chart.

#### **ROCKIE ROBBINS**

We Belong Together (MCA)

62% of our reporting stations on it. Rotations: Heavy 0/0, Medium 21/2, Light 28/7, Total Adds 9, WDAS. WENN, WQMG, WJJS, KHYS, WANT, WTOY, WKWM, WTLC. EVELYN "CHAMPAGNE" KING

### **Out Of Control (RCA)**

61% of our reporting stations on it. Rotations: Heavy 4/0. Medium 24/2, Light 20/7, Total Adds 9, WDJY, WYLD-FM, WZAK, WJLB, WZEN-FM, KQXL, 293, JET94, KOKA, Debuts at number 40 on the Black/Urban chart.

## **NEW & ACTIVE**

DAZZ BAND "Heartbeat" (Motown) 47/11

DALZ DANU HOBITOBET (MOLOWNI) 4//II Rotatons: Hoey 610. Medium 2614. Light 15/7, Total Adds 11, WILD, WVEE, WDIA, WYLD-FM, WNHC, WFXC, WPDQ, WORL, WPLZ, KOKA, WTLC. Heavy: WWIN, WGCI, WZAK, KDAY, WJMI, KIIZ, Medium: WDAS, WAOK, KKDA-FM, KNOK-FM, KYOK, WTMP, WBMX, WDMT, WJLB, KMJM, WZEN-FM, KACE, XHRM, KSOL, WRDW, WENN, KAPE, WANM, WOKS, WKWM, WWWS,

WTMP, WBMX, WDMT,WJLB, KMJM, WZEN-FM, KACL: XHMM, KSUL, WHUW, WENN, NAFE, WAINN, WGNA, MARKA, KKOL, DWINN, WGNA, MARKA, KKOL, MURA, WGNA, MARKA, KOKO, DENISA I MURA, MARKA, WALA, W

### LUTHER VANDROSS " 'Til My Baby Comes Home" (Epic) 46/43

Arthur Value (1993) - Till thij baby comes nome tepicy covers Jatelins: Heavy 2/2, Medium 16/14, Light 26/27, Total Adek 34 including WWIN, WXYV, WILD, WRKS, WDAS, WAOK, KKDA-FM, KNOK-FM, KYOK, WHRK, WEDR, WYLD-FM, WDRQ, KMJM, WZEN-FM, KACE, KDAY, KSOL, WYOL

WVEE, KKDA-FM, KNOK-FM, KYOK, WHRK, WEDR, WYLD-FM, WDRD, KMJM, WZEN-FM, KACE, KDAY, KSOL, WYOL WHISPERS ''SOME KIND ('Lover'' (Solif Flektra) 15/17 Rotations: Heavy 20, Medium 18/3, Lipht 25/14, Total Adds 17, WILD, WDAS, WHUR, KKDA-FM, WHRK, WYLD-FM, WGC, XHRM, WRDW, WATY, WENN, 235, WONG, WKXI, WHOL, WWOK, KUKA, Heavy, WACK, KDAY, Medium: WUSL, WTMP, WZAK, WDRO, KACE, KSOL, WFXC, KIIZ, KICB, WBLX, WANT, KAFE, WANN, WDAO, WWWS, GRANDMASTER FLASH ''Sign Of The Times'' (Elektra) 44/8 Rotations: Heavy 30, Medium 17/1, Light 24/7, Total Adds B, WWIN, KKDA-FM, KSOL, K94, KAFE, KOKA, WVKO, KDKO. Heavy: WHD, WJAX, WGDK, WAGA, WAGA, KNOK-FM, KYOK, KRB, WDIA, WTMP, WDRO, WJLB, WKNO, WROW, WATY, WEN, WJAX, WGDK, WOAO,

MENN, HOAA, WOLK, HOAD. ROCKWELL "He's A Cobra'" (Motown) 44/8 Rotationa: Heavy 4/0, Medium 13/0, Light 27/8, Total Adds 8, KMJQ, KYOK, WJLB, WOMG, WJJS, KOKA, WQKS, WVOI, Heavy: WAMO, KSOL, WJMI, KDKO. Medium: WWIN, WILD, WAOK, WRDW, WPEG, WFXC, WPOQ, KAPE, WEAS, WANM, WDAO,

### DARYL HALL & JOHN OATES "Method Of Modern Love" (RCA) 44/5

DARYL HALL & JOHN OATES "Method Of Modern Love" (RCA) 44/5 Rotations: Heavy 13/0, Medium 26/2, Light 5/3, Total Adds 5, KYOK, WGCI, WDRQ, WJLB, WLOU, Heavy: WDJY, WZAK, KACE, WXOK, JETs4, WZXC, WJAX, WPOA, KILZ, WQDK, KS4, WANN, WGKS, Medium: WWIN, WXYV, WDAS, WUSL, WHUR, KKDA-FM, KNOK-FM, WHIK, WHIZ, WDMT, WLUM, KDAY, XHRM, WNHC, KQXL, 293, WJMI, WJJS, WBLX, KDKA, WWOM, WKWM, WWWS, Moves 33-30 on the BlackUrban chart. WHODINI "Freaks Come Out At Night" (Jive/Arista) 43/8 Rotations: Heavy: 11/0, Medium 18/1, Light 14/7, Total Adds 8, WWIN, KKDA-FM, KMJQ, WDIA, WBMX, WPEG, WFXC, WQKS. Heavy: KYOK, WZAK, WJLB, KMJM, WKND, WRDW, WATV, WKXI, WQGK, WDAO, WWWS. Medium: WXYV, WDAS, WUSL, WAMO, WDJY, WYEE, KNOK-FM, WHRK, WDMT, WDRQ, KJLH, WENN, WONG, WLOU, K94, WTOY, KUKQ. Debuts at 38 on the BlackUrban chart.

the Black/Urban chart. DIONNE WARRWICK & GLENN JONES "Finder Of Lost Loves" (Arista) 42/9 Rotations: Heavy 1/0, Medium 11/1, Light 30/8, Total Adds 9, WILD, WAOK, KNOK-FM, WGCI, KSOL, WQKS, WVKO, KDKD, KUKO, Heavy: WZAK, Medium: WDIA, WTMP, WDMT, WZEN-FM, KDAY, WPDO, KAPE, WKWM, WWWS, WANM. PENNYE FORD "Change Your Wicked Ways" (Total Experience/RCA) 40/2 Rotations: Heavy 7/0, Medium: 19/0, Light 14/2, Total Adds 2, WUSL, WORL, Heavy: WDAS, KRNK, WDIA, WXOK, WENN, WJAX, WANT. Medium: WWIN, WLD, WHRK, WDMT, WZAK, WJLB, WNRL, WAYV, Z93, WFXC, WQMG, WPDO, KJCB, WLOW, WAAK, KHYS, WTOY, WEAS, WTLC, WQQK. E. LEV. 0, 14CDED & LET EX "Wite And Tall" (CBS Associated) 37/8

ELSLEY, C. JASPER, M. ISLEY "Kiss And Tell" (CBS Associated) 37/8 Rotations: Heevy 4/0, Medium 13/2, Light 20/6, Total Adds 8, KMJQ, WJLB, KDAY, KSOL, KOXL, WQMG, WANM, WVKO. Heevy: WFEG, WJMI, WKXI, KOKA. Medium: WAMO, WAOK, WVEE, KRNB, WZEN-FM, KJCB, WQQK, WORL, KAPE, WAAA,

WILC: RAY, GOODMAN, & BROWN "Who's Gonna Make The First Move" (Panoramic) 37/8 Rotations: Heavy 2/0, Medium 12/0, Light 23/8, Totel Adds 8, WHUR, WYLD-FM, WORQ, WLUM, KACE, WENN, WEAS, WTLC, Heavy: WHHC, WPDQ, Medium: WWIN, WXYV, WILD, WBMX, KSOL, WKND, WRDW, WPEG, WFXC, WQMG, KOKA, WWWS.

KURTIS BLOW 'Basketball' (Mercury/PolyGram) 37/3 Rotations: Heavy 9/1, Medium 16/0, Lipht 12/2, Total Adds 3, WUSL, JET94, WOKS, Heavy: WVEE, KKDA.FM, KNOK.FM, WDIA, WBDW, WATV, WFEG, WWSK, Medium: WWIN, WDAS, KYOK, WHRK, WEDR, WOMT, WZAK, KMJM, WQMG, KJCB', K94, KHYS, WANT, WANM, WKWM, WVOI.

PORCE MD/55 "Forgive Me Girl" (Tommy Boy) 36/6 Rotations: Heavy 7/0, Medium 14/0, Light 15/6, Total Adds 6, WWIN, WJLB, WNHC, WOMG, WTOY, WWDM. Heavy: KRNB, WDIA. KDAY, KJCB, WPIZ, WOKS, WWWS, Medium: WXYV, WILD, WVEE, KYOK, WDMT, WLUM, WATV, WKXI, KIIZ, WANT, MESS, WAR, MAND, WZZ, WOKS, WWWS, Medium: WXYV, WILD, WVEE, KYOK, WDMT, WLUM, WATV, WKXI, KIIZ, WANT,

WEAS, KUNA: KUNA: WIZAK. ROXANNE SHANTE "ROXanne's Revenge" (Pop Arts) 32/10 Rotations: Heavy 5/1, Medium 11/2, Light 16/7, Total Adda 10, WAMO, WDIA, WGCI, WATV, WENN, WPEG, WLOU, WANM, WTLC, KUKO, Heavy: WRKS, WDAS, KDAY, WPLZ. Medium: WUSL, WVEE, WHRK, WDMT, WZAK, KMJM, KHYS, WANT,

TRUDA::: LONNIE HILL "Hard Times" (Urban Sound) 31/7 Rotational Heavy 4/0, Medium 14/3, Light 13/4, Total Adds 7, KSOL, WRDW, WFXC, KJCB, KAPE,WANM,KOKO, Heavy: WXOK, WENN, WLOU, KHYS, Medium: WAMO, KRNB, WEDR, WATV, WPEG, WPDQ, WBLX, WORL, WTOY, KOKA, WWDM.

### MOST ADDED .

LUTHER VANDROSS (43) 'Til My Baby Comes Home (Epic) GLADYS KNIGHT & THE PIPS (21) My Time (Columbia) S.O.S. BAND (21) Weekend Girl (Tabu/CBS) JESSE JOHNSON'S REVUE (20) Be Your Man (A&M) PATTI LABELLE (20) New Attitude (MCA MARY JANE GIRLS (20) In My House (Gordy/Motown)

#### RUN D.M.C. "King Of Rock" (Profile) 29/13

KUN DJ.M.L. "KIIIG UT HOCK" (PTOTHE) 29/13 Rotalions: Heavy 5/1, Modium 10/2, Light 14/10. Total Adds 13, WDAS, WAMD, KMJQ, KYOK, WHRK, WNHC, WATV, WKXI, KIIZ, WBLX, WEAS, KOKA, WTLC, Heavy: KRNB, WZAK, KDAY, WQOK, Medium: WVEE, WDIA, WEDR, WDMT, WENN, WFEG

### JENNY BURTON "Bad Habits" (Atlantic) 27/19

Learning Protections: Heavy 1/0, Medium 5/2, Light 21/17, Total Adds 19, WWIN, WXYV, WRKS, WUSL, KKDA-FM, KNOK-FM, KMJQ, KKNB, WEOR, WGCK, KMJM, XHRM, WNHC, WRDW, WPDQ, WTOY, WDAO, WTLC, WVOI. Heavy: WOQK. Medium: WTMP, WLOU, WANM.

NARADA MICHAEL WALOEN w/PATTI AUSTIN "Gimme, Gimme, Gimme" (WB) 26/10 Rotations: Heavy 0/0, Medium 9/2, Ught 18/8, Total Adds 10, KRNB, WDIA, WEDR, KACE, WNHC, WOMG, WJMI, WKXI, WANM WZAK, YHRM KSOL W WEYE HOARDA

WISH #/DONOA RAE "TOUCH Me (All Night Long)" (KR/Personal) 26/3 Rotations: Heavy 4/0, Medium 10/1, Light 122, Total Adds 3, XHRM, WMC, WTOY, Heavy: WDAS, WBMX, KACE, WLOU. Medium: WAOK, KRNB, WEDR, WDMT, WLUM, WFXC, WOMG, KIIZ, WWDM.

## SIGNIFICANT ACTION

### LILLO THOMAS "Settle Down" (Capitol) 24/14

THUMAS Settle JOWN (LESPTUD, 249 1+) s: Heavy 0(), Medium (3), Light 17/11, Total Adds 14, WXYV, KRN8, WDIA, WDMT, WKND, WNHC, WRDW, WLDU, KDKA, WANM, WAAA, WDAO. Medium: WTMP, WFXC, WWWS.

ANGELA BOFILL "Let Me Be The One" (Arista) 22/7 Rotations: Heavy 0/0. Medium: 60. Lipht Ho7, Total Adds 7, WXYV, WNHC, WPEG, WJJS, WBLX, WTOY, WWWS. Medium: KKDA-FM, WDIA, WRDW, KOXL, WJMI, WANM. S.O.S. BAND "Weekend Girl" (Tabu/CBS) 21/21 Rotations: Heavy 0/0. Medium:

S.O.S. BAND "Weekend Girl" (Tabu/CBS) 21/21 Rotations: Heavy 0/0, Madum 6/6, Light 15/15, Total Adds 21, WXYV, WILD, WHUR, WAOK, KYOK, KRNB, WYLD-FM, WGCI, WBLZ, KDAY, WXOK, WENN, WFEE, WJMI, WKXI, WORL, KOKA, WWDM, WANM, WOKS, WDAO. JEFF LORBER featuring AUDREY WHEELER "Step By Step" (Arista) 21/11 Rotations: Heavy 0/0, Medium 5/2, Light 16/9, Total Adds 11, WVEE, WDIA, WGCI, WZAK, KMJM, KACE, XHRM, KSOL; WFXC,

WANM

WDRU, WICL, MORNIN, WILW, WORN, WARN, MARY JANE GIRLS 'In MY House'' (Gordy/Motown) 20/20 Rotations: Heavy 0/0, Medium 4/4, Light 16/16, Totel Adds 20, WWIN, WDAS, WOJY, WHUR, KKDA FM, KNOK-FM, WHRK, WGCI, KMJM, KACE, KOAY, KSOL, WKNO, WENN, KIZ, KJCB, WWWS, WVOI, KDKO, KUKQ, WHRK, WGCI, KMJM, CACE, CACH, KSOL, WKNO, WENN, KIZ, KJCB, WWWS, WVOI, KDKO, KUKQ,

MAGNUM Work, KMAN, KAVC, KMAN, KBUL, WKNU, WENN, KIIZ, KJUB, WWWS, WVOI, KDKO, KUKO, MAGNUM FORCE "Cool Out" (Paula) 20/1 Rotations: Heavy 2/0, Medium 13/0, Light 5/1, Total Adds 1, WDAO, Heavy: KOKA, WWWS. Medium: WWIN, WILD, KYOK, KRNB, WBMX, WDRO, WZEN-FM, KDAY, WKND, WXOK, WLOU, WOQK, WKWM.

SHALLAMAR "MY GITLLOVES ME" (Solar/Elektra) 19/13 Rotations: Heavy: 0/0, Medium 8/4. Light 1/19, Total Adds 13, WDAS, WUSL, WEDR, WBMX, WZAK, KACE, WRDW, KOXL, WORL, KAPE, WAAA, WTLC, KDKO, Medium: WYLD-FM, WDRO, KDAY, WANM.

SIEDAH GARRETT "Do You Want It Right Now" (Qwest/WB) 18/10 Rotations: Heavy 0/0, Medium 4/0, Light 14/10, Total Adds 10, KMJM, KACE, WNHC, WRDW, WXOK, WJMI, WKXI, KOKA, Rotations: Heavy 0/0, Medium 4/0, Light 14/10, Tot WANM, WTLC. Medium: WADK, WDIA, WJLB, KSOL.

WANM, WTLC: Medium: WADK, WDLA, WLIB, KOL. ALEXANDER O'NEL! 'Innocent'' (Tabu/CBS) 16/13 Rotations: Heavy 1/0, Medium 5/3, Light 10/10, Total Adds 13, WDAS, WHUR, KNOK-FM, WHRK, WDRQ, WJLB, KMJM, KQXL. WXOK, WATV, KAPE, WWDM, KDKO, Heavy: WQQK, Medium: KKDA-FM, KOAY. THRD WORLD 'Sense Of Purpose' (Columbia) 14/5 Rotations: Heavy 0/0, Medium 3/0, Light11/5, Total Adds 5, WHUR, WDIA, XHRM, WRDW, WLOU. Medium: WFXC, WJMI, WKXI.

Notations: Heavy Vol, Medium 3/0, Light 5/1, Total Adds 5, WTW, WUX, ATRIN, WTW, WLW, Medium: WFAL, WJM, WAAL CONTROLLERS with VALERIE DENECE "Just For You" (MCA) 14/1 Rotations: Heavy 2/0, Medium 7/0, Light 5/1, Total Adds 1, KACE, Heavy, WATV, VENN, Medium: WILD, KKDA-FM, WTMP, Rotations: Heavy 2/0, Medium KSOL, WBLX, WANM, WDAO,

KYM YANCEY "Determination" (Critique) 13/3 Rotations: Heavy 0/0, Medium 1/0, Light 12/3, Total Adds 3, WENN, WOMG, WKXI, Medium

Hotations: Heavy 0/0, Medium 1/0, Light 12/3, Total Adds 3, WENN, WQMG, WKXI, Medium: KRNB, MICHAEL WYCOFF "Gonna Chase You (Till You Catch Me)" (Valley Vue) 13/2 Rotations: Heavy 0/0, Medium 4/0, Light 19/2, Total Adds 2, WENN, WAAA, Medium: KRNB, WLUM, KHYS, WTLC. PRINCE "Take Me With U" (WB) 12/12 Rotations: Heavy 1/1, Medium 1/1, Light 10/10, Total Adds 12, WDJY, WHUR, WAOK, WBLZ+KACE, KSOL, WRDW, WENN, KHZ, WANT, WWDM, WVKO.

ROXANNE with UTFO "The Real Roxanne" (Select) 12/9 Rotations: Heavy 0/0, Medium 4/2, Light B/7, Total Adds 9, WILD, WUSL, WDJY, KRNB, WDIA, WHRK, WDMT, KIIZ, K94

NEW JERSEY MASS CHOIR "I Want To Know What Love Is" (Savoy) 12/3 Rotations: Heavy 1/0, Medium 4/0, Light 7/3, Total Adds 3, WDMT, WJLB, WENN. Heavy: WPOQ. Medium: WWIN, WXYV, WYEE, WGCI

CI CI "(You Got Me) Hypnotized" (Creative Funk) 12/0 Rotations: Heavy 0/0, Medium 7/0, Light 5/0, Total Adds 0. Medium: WW WWIN, WXYV, WPEG, WKXI, WPDQ, WBLX, WANT.

Rotations: Heavy 0/0, Medium 7/0, Light 5/0, Total Adds 0, Medium: WWIN, WXYV, WPEG, WKXI, WPDQ, WBLX, WANT, SHERYL LEE RALPH "You're SO Romantic" (New York Music) 11/5 Rotations: Heavy 0/0, Medium 10, Light 10/6, Total Adds S, KRNB, WDIA, WXOK, WKXI, WTLC, Medium: KOKA, SHAKATAK "Down On The Street" (Polydor/PolyGram) 11/4 Rotations: Heavy 2/0, Medium 2/0, Light 7/4, Total Adds 4, WDAS, KMJM, JET34, WWWS. Heavy: WGCI, WTLC, Medium: XHRM, KUKQ. FOREIGNER "I Want To Know What Love Is" (Atlantic) 11/1.
 Rotations: Heavy 5/0, Medium 4/0, Light 2/1, Total Adda 1, WPLZ. Heavy: WOJY, WBLZ, KACE, WJAX, WJJS. Medium: WUSL,
 WHRK, WLUM, JET94.

MTML, MLDW, JETSA. STYLISTICS "Some Things Never Change" [Streetwise] 11/0 Rotations: Heavy 0/0, Medium 7/0, Light 4/0, Total Adds O. Medium: WILD, WUSL, WZAK, KDAY, KOXL, WJMI, KAPE.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations, New & Active records are receiving airplay at 25 or more stations, Records in significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

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HOTTEST

NEW EDITION (40)

Mr. Telephone Man (MCA)

DIANA ROSS (33) Missing You (RCA) PHILIP BAILEY with PHIL COLLINS (21)

Easy Lover (Columbia)

UTFO (20) Roxanne, Roxanne (Select) KOOL & THE GANG (19)

Misled (De-Lite/PolyGram)

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## Black/Urban

## Regional Adds & Hots

WRKS/New York Tony Quartarone SOUTH KNOK-FM/Ft. Worth Kenny Byrd WATV/Birmingham Ron January KIIZ/Killeen Bill St. John WBLX/Mobile B.J. Taylor WWIN/Baitimore KAPE/San Antonia MIDWEST WVEE/Atlanta Scotty Andrew LUTHER VANDROSS JENNY BURTON Bottest: UTFO MADONNA Ron January ROXANNE SHANTE R RUN D.M.C. ALEXANDER O'NELL LILLO TOMAS WHISPERS GLADYS KNIGHT LUTHER VANDROSS HOTLEST GAP BAND NEW EDITION KOOL & THE GANG PRINCE JEPFREY OSBORNE LUTHER VANDROSS BAROLD PALTEMETER Mike Kells LUTBER VANDROSS JESSE JOHNSON RUN D.M.C. J. BLACKFOOT ANGELA BOPILL GREG PHILLINGAN Bottest: DIANA ROSS CHAMPAIGN JOHNNY GILL PATTI LABELLE WBMX/Chicago Lee Michaela WILTON PELDER SAMSON & DELILAH GLADYS KNIGHT SHALAMAR JESSE JOHNSON HAROLD FALTEMEYE: UTFO GLADYS KNIGHT ROCK MASTER SCOTT ALEXANDER O'NEIL LIMIT Lee Michaels CHERYL LYNN GLADYS KNIGHT SHALAMAR VANESSA HOLMES MICK JAGGER SHEENA AKSTON HHODINI HOTLEST: DIANA ROSS ROOL & THE GANG NEW BOITION GWEN GUTHRIE FAUL BARDCASTLE PRINCE MARY JANE GIRLS LUTHER VANDROSS RLIQUE ANDON MARY JANE GIRLS JENNY BURTON GRANDMASTER FLASE PORCE MD'S LUTHER VANDROSS WHODINI WHOMI JANICE CHRISTIE VANESSA HOLMES REBBIE JACKSON BOCLEAS! SHALAMAR TIME DENROY MORGAN GRANDMASTER FLASH ALEXANDER O'NEIL RLIQUE LUTHER VANDROSS DEBARGE LUTHER VANDROSS DAZZ BAND LIMIT MADONNA DIANA RO LUTHER VANDROSS ROXANNE & UTFO TEDDY PENDERGRAS: RUN D.M.C. JESSE JORNSON LIMIT MARY JANE GIRLS JAK J. BLACKFOOT JENNY BURTON READY FOR THE WOR WUSL/Phila Jeff Wyatt LIMIT JEFF LORBER MICK JAGGER L.L. KOOL JAY JESSE JUMPSON Bottest: BALL & OATES UTFO PHILIP BAILEY WILTON FELDER LUTHER VANDROSS J. BLACKPOOT LONNIE HILL Hottest: JEPFREY OSBORNE GAP BAND COMMODORES GEORGE BENSON TINA TURNER MICK JAGGER L.L. KOOL JAY Hottest: UTFO SHEENA EASTON NEW EDITION ROCK MASTER SCOTT EUGENE WILDE SBIRLEY BROWN JEFFREY OSBORNE KLYMAXX ROXANNE & UTFO SBALAMAR JENNY BURTON KURTIS BLOW PENNYE FORD COMMODORES JENNY BURTON WARWICK & JONES BILLY OCEAN PATTI LABELLE EUGENE WILDE Hottest: WILTON FELDER POINTER SISTERS KURTIS BLOW NEW EDITION REBBIE JACKSON Bottest: PAUL HARDCASTLE NUANCE DIANA ROSS MALCOLM MCLAREN COMMODORES WQQK/Nashville WENN/Birmingham Michael Star KLYMAYY Jeff Mathew Michael Star ROCKIE ROBINS JESSE JOHNSOMMIS NOTANNE SHANTE RAY GOODANA & BR MICHAEL WYCOFF LUTICE VANOROSS SOS BAAD EUGENE WIDE EUGENE WIDE RUSEN MICH MISPERS ROTALST ROT KJCB/Lafayette Beatrice Evans TEMPTATIONS KLYMAXX none WGCI/Chicago Graham Armstrong WAOK/Atlanta Larry Tinsley Bestice Evans REBBIE JACKSON LONNIE RILL THELMA HOUSTON MARY JANE GIRLS BOTTEST NEW EDITION DIANA ROSS GAP BAND JEPPREY OSBORNE STEVIE WONDER WYLD-FM/M Dell Spence WEAS/Savannat WILLPHRING UT Graham Armstrong MAZE HALL & OATES" MARWICK & JONES MARY JANE GIRLS JENNY BURTON SOS BAND ROXANNE SHANTE WHISPERS JEPF LORBER NOLAN T WHAM I VANLTY THOMAS WQMG/Greensboro Don Jones WXYV/Baltimore Roy Sampson PRINCE LUTHER VANDROSS RUN D.M.C. RAY GOODMAN & BR INTRIGUE PENNY TYLER L.L. KOOL JAY Hottest: NUANCE WGMG/Green Doc Foster CBAKA KHAN ROCKWELL J. BLACKFOOT SAMSON & DELILAB WDAS/Philadelphia Joe Tamburro MALCOLM MCLAREN LUTHER VANDROSS ALAN GORRIE JENNY BURTON SOS BAND MIDNIGHT STAR ROCKWELL REBBIE JACKSON PATTI LABELLE JOHNNY GILL FORCE MD'S WHISPERS ROCKIE ROBBINS KYM YANCEY JAK SOS BAND WARWICK & JONES BELTONS NOLAN THOMAS HOTLEST: NEW EDITION MADONNA LUTHER VANDROSS WHISPERS SHALAMAR JEFF LORBER Hottest: READY FOR THE WOR DIANA ROSS KOOL & THE GANG JEFFREY OSBORNE NEW EDITION SHALFACK SHALFACK MARY JANE GIRLG: MARY JANE GIRLG: RORALE JACKSON WAR RUBENE WILDE RUBENE WILDE RUBENE WILDE RUBENE WILDE RULANE SHAATAK ROLANES SHANTE ROLANES SHALFY READY FOR THE WOR READY FOR THE WOR ALION HARRISON BOYANES SHALFY NUANCE DIANA ROSS POINTER SISTERS NEW EDITION EUGENE WILDE MIDNIGHT STAR SADE JEFF LORBER PATTI LABELLE D'LA VANCE MADONNA VANESSA HOLMES ANGELA BOFILL LILLO THOMAS BOTLEGT KYM YANCEY ISLEY, JASPER & NARADA MICHAEL WLOU/Louisville Tony T. Fleids MADONNA STEVIE WONDER MIDNIGHT STAR POINTER SISTERS NARADA MICHAEL Hottest: EUGENE WILDE NEW EDITION JEFFREY OSBORNE KOOL & THE GANG PHILIP BAILEY KOKA/Shreveport B.B. Davis WHAMI JOBNNY GILL GLADYS KNIG WBLZ/Cincinnati Brian Castle B.B. Davis TEDDY PENDERGRASS LITTER VINDROSS SITTER VINDROSS SVELTW KING GREC PHILINGANES SIEDAN GARETT GRADWASTER PLASH ROCKMELL DAZZ BAND DAZZ BAND DAZZ BAND SESTER OSBORNES PHILIP BALLEY DIANA ROSS GEORGE BERSON WRDW/Augusta Charlotte Logan GLADYS KRIGHT THIAD WORLD PATTI LABELLE KEVIN WELLS JAN LESLIE HOLMI BALL & OALENS WHISPERS KOXANNE SHANTE LILLO THOMAS BOOLES WILDE BOOLES WILDE JANET JACKSON NEW EDITION WILST WORLS LILLO THOMAS Bottest: DIANA ROSS NEW EDITION GEORGE BENSON CRAKA KHAN POINTER SISTERS KLYMAXX PRINCE JESSE JOHNSON JOURNEY SADE SHEENA EASTON LILLO THOMAS WWWZ/Charleston Marc Little K94/Norfolk Bruce Dowdy KYOK/Houston Steve Hedgewood MOJO SHALAMAR KEVIN WELLS LONNIE HILL WHISPERS JESSE JOHNSON JENNY BURTON SOS BAND GWEN GUTHRIE REO SPEEDWAGON PATTI LABELLE EVELYN KING GREG PHILLINGANE WHISPERS RUN D.M.C. HALL & OATES LUTHER VANDRO TIME JEFFREY OSBORNE COMMODORES Hottest: PRINCE KOOL & THE GANG PAUL HARDCASTLE SHEENA EASTON DIANA ROSS WZAK/Cleveland Lynn Tolliver WILD/Boston Elroy R.C. Smith LUTHER VANDROSS NAYOBE LARESIDE ROCKWELL GREG PHILLINGANES REO SPEEDWAGON BOTLEST: BEAT BOX BOYS RUN D.M.C. READY FOR THE WOR UTFO JEFFREY OSBORNE MICK JAGGER PATTI LABELLE JESSE JOHNSON WILTON FELDER ROXANNE & UTFO GLENN PREY GRANDMASTER FLASH CHAKA KHAN HOTLEST: Alion Harrison ROXANNE SHANTE RUN D.H.C. JESSE JOINSON FAMAKI & VARIATIO BOLTERE GEORGE BERSON NEW EDITION PATTI LABELLE KLYMAXX POINTER SISTERS Eiroy R.C. Smith JONZUN CREM DAZZ BARN ROZANNE & UTPO ROZANNE & UTPO ROZANNE & UTPO ROZANNE & UTPO ROZANIE & VADROSS MISPERS THELMA HOUSTON HISPERS THELMA HOUSTON HISPERS THELMA HOUSTON HISPERS JERMAINE JACKSON READY FOR THE WOR WENDEN. WHISPERS Hottest: DIANA ROSS GEORGE BENSON PHILIP BAILEY JEPFREY OSBORNE GWEN GUTHRIE JENNY BURTON REBBIE JACKSON JORNNY GILL THIRD WORLD PRINCE MADONNA KLIQUE SIEDAH GARRETT WJJS/Lynchburg JEFF LORBER GLADYS KNIGHT Hottest: PBILIP BAILEY ROOL & THE GANG TEENA MARIE HALL & OATES POINTER SISTERS WORL/Orlando Earl James WPEG/Charlotte Mike Rossi NUANCE ROCKWELL ROCKIE ROBBINS ANGELA BOFILL GLADYS KNIGHT SHIRLEY BROWN SADE KLIQUE CHAMPAIGN EVELYN KING THELMA ROUSTON SHALAMAR Hottest: WHODINI UTPO SIEDAH GARRET Hottest: PHILIP BAILEY WHAM! KURTIS BLOW GAP BAND UTFO ROXANNE SHANTE LUTHER VANDROSS WHODINI SOS BAND JOHNNY GILL EUGENE WILDE ANGELA BOPILL JESSE JOHNSON BOLLESS WWDM/Sumte Mays/Hart UTFO FAT BOYS Hottest: NEW EDITION JEFFREY OSBORN WDJY/Washington Dan O'Neil KMJQ/Housto Brute Bailey Maysman. LUTHER VANDROSS PRINCE GLADYS KNIGHT FORCE MD'S SOS BAND ALEXANDER O'NEIL REBBIE JACKSON MIDNIGHT STAR ROTLESE: Dan O'Neil PARINGE FADORNA MARY JANE GIRLS EVELVN KING GLADYS KNIGHT READY FOR THE WOG GLADYS KNIGHT READY FOR THE WOG PACKANNE & UTFO ZADORA & JACKSON JELLYBEAN EASTON PHILIP BAILEY PHILIP BAILEY UTFO WHORWASHINGTON JEFPREY OSBORNE KOOL & THE GANG DIANA ROSS PRINCE KRNB/Memphis Jerry Mason DUTE balley DUTE balley ELSLEY, JASPER & RUN D.H.C. TINA TURNER WAR MAR HHODINI COMMODORES COMMELL SCOTWELL SCOTWELL NOLAN THOMAS NEW DITION PAUL HARDCASTLE READY FOR THE WOR UTFO Carl Haynes KQXL/Baton Rouge Gaylord Boyd INTRIGUE L.L. KOOL JAY READY FOR THE JESSE JOHNSON LUTHER VANDROS WKND/Hartford Jordan/McLean WHODINI UTFO PHILIP BAILEY WHAM! SHEENA EASTON WDMT/Cieveland JESSE JOHNSON Hottest: NEW SDITION GWEM, GUTHRIE UTFO NOLAN THOMAS READY FOR THE WOR WOR NOLAN THOMAS LILLO THOMAS MARY JANE GIRLS Bottest: PAUL RARDCASTLE WHODINI PRINCE UTFO WILTON PELDER POINTER SISTERS JENNY BURTON NARADA MICHAEL WA BONNIE POINTER SHERVIL LEE RALPH GLADYS KNIGHT ALFONSO RIBIERO GREG PHILLINGANES 22 MIDNIGHT STAR Hottest: DIANA ROSS EUGENE WILDE UTFO READY FOR THE WOR FREESTYLE MTUME READY FOR THE NOLAN THOMAS EVELYN KING SHALAMAR LUTHER VANDROS SOS BAND GLADYS KNIGHT THELMA HOUSTON DAZZ BAND PENNYE FORD SHALAMAR Dean Dean CHAMPAIGN PATTI LABELLE NEW JERSEY MAS: PHILIP BALLEY JESSE JOHNSON LILLO THOMAS ROXANNE & UTFO Bottest: UTFO JET94/Chattanooga WILTON FELDER ALEXANDER O'NEIL ich Phillips KLIQUE KLIQUE LUTHER VANDROSS REBBIE JACKSON ISLEY, JASPER I PATTI LABELLE LILLO THOMAS HOTLEST: NEW EDITION DIANA ROSS MOOL & THE GANG PAUL HARDCASTLE EUGENE WILDE WXOKHERD ROUGE KLIOU Hottest: NEW EDITION JAK SOS BAND ROXANNE & UTFO WANM/Tallahassee GLENN FREY STEVE PERRY KURTIS BLOW EVELYN KING PATTI LABELLE GLADYS KNIGHT SHAKATAK CAROL LYNN TOWNES HOTLEST: SHEFNA PASTON WNHC/New Haver James Jordan Joe Bullard LUTHER VANDROSS SNAMTE SNAMTE SNAMTE SIEDAH GAREFT NARADA MICHAEL SIEDAH GAREFT NARADA MICHAEL JAVID SIMONS LILLO THOMAS JAN LESLIE ROLMI L.L. ROOL JAY LALL CONTES HALL CONTES FOINTER SISTERS GEORGE BENSON RAY PARKER JE. MADONNA STEVIE WONDER KLYMAXX KOOL & THE GANG ROXANNE & UTFO LILLO THOMAS FATBACK Hottest: DIANA ROSS GAP BAND POINTER SISTERS WHUR/Washingto NUANCE LILLO THOMAS Libby Lawson LUTHER VANDROSS READY FOR THE WG GLADYS RNIGHT JESSE JOHNSON REBBIE JACKSON NARADA MICHAEL W GWEN GUTHERLE SIEDAH GARETT SOS BAND UTFO HOTLESI: TINA TURNER SADE EUGENE WILDE WPLZ/Petersburg WHISPERS FREDERICK Hardy Jay Hardy Jay AL JARREAU EUGENE WILDE LITTLE BENNY FOINTER SISTERS FOREIGNER GLADYS KNIGHT DAZZ BAND CRERYL LYNN JOBNNY GILL Hottest: KLYMAXX CHAKA KHAN ROCK MASTER SCOT DAZZ BAND LUTHER VANDROSS TIME RAY GOODMAN & BR THOMAS MCCLARY MARY JANE GIRLS ALEXANDER O'NEIL READY FOR THE WOR NEW EDITION KLYMAXX LUTHER VANDROSS BELTONS NARADA MICHAEL U PORCE MO'S JENNY BURTON RUN O.M.C. ANGELA BOFILL SIEDAH GARRETT HOOTEST: MADONNA GAP BAND KOOL & THE GANG TEENA MARIE SADE SADE GEORGE BENSON HOTTEST: SHEENA EASTON CHAKA KHAN TIME WHAM! WVKO/Columbus K.C. Jones PAUL HARDCASTLE SADE WDIA/Memphis Bobby O'Jay WXOK/Baton Rouge Al Wallace SOS BAND PRINCE MIDNIGHT STAR Bobby O'iny ROXANE SIANTE LILLO TEOMAS DAZZ BAND BUTCH SAM & THE S REBBIE JACKSON JESSE JOHNSON REVIN WELLER RALPH SEFF LEE RALPH SEFF LEE RALPH MHODINI NARADA MICHAEL WA JANICE CHRISTIE GREG PPILLINGAMES THEO WOELD PAUL HARUCASTLE SADE WONDER & WARWICK PRINCE REBBIE JACKSON MARADA MICRAEL WA WHISPERS GRANDMASTER PLASB ISLEY, JASPER & JESSE JOHNSON WARWICK & JONES READY FOR THE WOR Hotteast: LUTHER VANDROSS SOS BAND ALEXANDER O'NEIL PATTI LABELLE JAK REBBIE JACKSON ROCK MASTER SCOTT MIDNIGHT STAR THIRD WORLD DAVID SANBORN FAT BOYS Hottest: SADE MADONNA KKDA-FM/Dallas Terri Avery MARY JANE GIRLS JENNY BURTON GARA KHAN ROCK MASTER SCOTT GAP BAND UTFO EUGENE WILDE PHILIP BAILEY CHAKA KHAN WHISPERS GRANDMASTER FLASH LUTHER VANDROSS MADUNNA COMMODORES TINA TURNER PAUL HARDCASTLE WTMP/Tampa Michaels/Moore ROCK MASTER SCOT REO SPEEDWAGON SHERYL LEE RALPH SIEDAH GARRETT JESSE JOHNSON LUTHER VANDROSS WHODINI Hottest: PRILIP BAILEY KURTIS BLOW DIANA ROSS JUNIE MORRISON ROCK MASTER SCOTT WKXIJJackson Tommy Marshall KYM YANCEY SIEDAR GARRETT SHERYL LEE RALPH JAR SOS BAND GREG PHILLINGANE WAR KHY S/Port Arthur Mark Petry KLYMAXX The following stations reported a frozen JESSE JOHNSO Hottest: NEW EDITION KLYMAXX PENNYE FORD DIANA ROSS EUGENE WILDE GAP BAND NEW EDITION JESSE JOHNSON Hottest: NEW EDITION DIANA ROSS GAP BAND JEFFREY OSBORNE GWEN GUTHRIE PATTI LABELLE KLIQUE TIME ROCKIE ROBBINS playlist this week: WJAX/Jacksonville TIME SHEENA EASTON PRINCE WAR THIRD WORLD HOTLEST: JEFFREY OSBORNE GAP BAND NEW EDITION TINA TURNER DIANA ROSS WHRK/Memphis Stone/Smith KJLH/Los Angeles (2nd week) WQQK/Nashville ROCKIE KOBBING Bottest: EUGENE WILDE NEW EDITION TEMPTATIONS DIANA ROSS KOOL & THE GANG WFXC/Durham Alvin Stowe PRINCE WDAO/Dayton Lankford Stephi LILLO THOMAS MAGNUM PORCE WAR LILLO THOMAS KEVIN WELLS WOKS/Williamsburg Steve Crumbley WEST DAZZ BAND KLIQUE WHISPERS RUN D.M.C. LUTHER VANDROSS NARADA MICHAEL KUKQ/Phoenix Jay Stone MAGNUM FORCE SOS BAND LUTHER VANDROSŞ JENNY BURTON UTFO ROCK MASTER SCOTT SADE KDKO/Englewood Jey Johnson KACE/Los Angeles Miller/Robinson LUTHER VANDROS JESSE JOHNSON ROSS TINA TURNER WANT/Richmond Kirby Carmichael MADONNA POINTER SISTERS LONNIE BILL WHODINT Jay Stone NUANCE WBISPERS MARY JANE GIRLS GLADYS KNIGHT MADONNA ASBFORD 4 SIMPSO ROXANNE SBANTE SADE MARWICE : LOWER KURTIS BLOW FRANKIE GOES TO B DEBBIE DEB WHODINI WARWICK & JONES NARADA MICHAEL JEFF LORBER DAVE GRUSIN LUTHER VANDROSS SHALAMAR TINA TURNER ROBERT WHITE ARTHUR BLYTHE MANHATANS PRINCE Sione/Smith ROXANEE & UTFO FATT ILABELLE MILSPERS LADDE FOATTE MODE LADDE FOATDE SOATTE MODE MARY JANE GIRLS ALEXANDER O'NEIL ROUT DA CIRLS ALEXANDER O'NEIL ROUTEST: ESS ECHIDE MADOWN MEDRYMISMI Jackson/Jones LLLY BOONN BILLY OCEAN LONNIE BILL NARADA MICHAE Hottest: NEW EDITION GAP BAND KLYMAXX SADE STEVIE WONDER PRINCE PATTI LABELLE SADE JESP LORBER JESSE JOHNSON Hottest: READY FOR THE WOR VANITY NOLAN THOMAS PAUL HARDCASTLE NEW EDITION WHODINI REBBIE JACKSON WAR Hottest: NEW EDITION GEORGE BENSON DIANA ROSS KOOL & THE GANG PHILIP BAILEY PATTI LABELLU WHAM! GLADYS KNIGHT ROCKIE ROBBINS WEAMI SHALAMAR GLADYS KNIGHT MARY JANE GIRLS GRANDMASTER FLASE WARWICK & JONES ALEXANDER O'NEIL JOYCE KENNEDY WARWICK & JONES ROCKWELL GLADYS KNIGHT REBBIE JACKSON DURAN DURAN LUTHER VANDROSS MADONNA ROCKIE ROBBINS LEVERT TINA TURNER Hottest: JEPFREY OSBORNE DIANA ROSS GNEN GUTHRIE PAUL HARDCASTLE NEW EDITION SADE WARWICK & JONES PAT BOYS MICK JAGGER Hottest: UTFO WPDQ/Jacksonville Bob Scott MADONNA SOS BAND FAT BOYS Hottest: HALL & OATES WHAM! SHEENA EASTON UTFO NOLAN THOMAS PRINCE SIEDAH GARRETT MARY JANE GIRLS CONTROLLERS RAY GOODMAN & BR JEFFREY OSBORNE NOLAN THOMAS CASEMERE CHAKA KHAN TIME LUTHER VANDROSS LUTHER VANDROSS WAR OHIO PLAYERS EUGENE WILDE DA2Z BAND JENNY BURTON KOOL & THE GANG HOTLEST: TINA TURNER COMMODORES PATTI LABELLE GAP BAND BALL & OATES WJLB/Detroit James Alexander UTFO NUANCE PAUL HARDCASTLE WILTON FELDER ROCK MASTER SCOTT CHAKA KHAN PATTI LABELLE ALEXANDER O'NI WHAMI RAY GOODMAN & B. Bottest: KLYMAXX PAUL BARDCASTLE SHEENA EASTON SADE PHILIP BAILEY WTOY/Roanoke KSOL/San Francisco ALEXANDER O'NEIL WHANI COMMODORES HALL & OATES ISLEY, JASPER & EVELYN KING KLIQUE NEW JERSEY MASS C FORMELL OKTESID'S BREEMA EASTON MADONNA TEENA MARIE DIANA ROSS UTFO Robinson/Moody EIL Marx Myrick ROCKWELL J. BLACKFOOT LUTBER VANDROSS JENNY BURTON JORZUN CREW MARY JANE GIRLS BOLTEST: EUGENE WILDE FAUL HARDCASTLE SHEENA FASTON JEPFREY OSBORNE KDAY/Los Angeles Jack Patterson XHRM/San Diego Duff Lindsey WISH TINA TURNER CHERYL LYNN ISLEY, JASPER LUTBER VANDROS GLADYS KNIGHT WISH THIRD WORLD WHISPERS WAAA/Winston-Si Jack Patterson MARY JANE GIRLS REVIN WELLS LUTHER VANDROSS SOS BAND ALFONSO RIBIERO ISLEY, JASPER & Hottest: READY FOR THE WO EUGENE WILDE LUTERS VANDER S LUTERS VANDER S GRANDWASTE SASE PATTI LABELLIAS VARHICK LONES MARY JANE CIRLS LONNIE HILS LONNIE HILS JEFP LORBER PRINCE HOLTESI: KLYMAXX TEMPTATIONS POINTER SISTERS POINTER SISTERS SHEEMA BASTON ELLY BROWN L.L. KOOL JAY Eric St. James CHERYL LYNN JENNY BURTON JESSE JOHNSON PAT BOYS REBBIE JACKSON ROCKIE ROBBINS TEDDY PENDERGR. FORCE MD'S PATTI LABELLE ANGELA BOFILL HOTLBEL L.L. KOOL JAY KLIQUE NARADA MICHARLI MIDNIGHT STAR JENNY BURTON CHERYL LYNN SRALAMAR POINTER SISTERS LUTHER VANDROSS HOTLESE: KOOL & THE GANG GAP BAND NEW EDITION GEORGE BENSON KJLH/Los Angeles MICHAEL WYCOFF LILLO THOMAS Jim Maddox WHISPERS JEPF LORBER PATTI LABELLE DAVID SANBORN LILLO THOMAS THELMA HOUSTON LUTHER VANDROSS SHALAMAR DODE Hottest: NEW EDITION KLYMAXX WHAM! SHEENA EASTON WHODINI WJAX-FM/Jack Chris Turner KLIQUE JENNY BURTON Hottest: KLYMAXX SHALAMAR Hottest: DIANA ROSS NEW EDITION PHILIP BAILEY PAUL HARDCASTLE RLYMAXX HÖLLEST: PRINCE SHEENA EASTON GEORGE BENSON RICK SPRINGFIELD FOREIGNER KLYMAXX SHEENA EASTON UTFO Hottest: PAUL HARDCASTLE JEFFREY OSBORNE KOOL & THE GANG PAUL HARDCASTLE NEW EDITION DIANA ROSS NEW EDITION KOOL & THE GANG EUGENE WILDE

GEORGE BENSON GWEN GUTHRIE

R&R/Friday, February 8, 1985

WDRQ/Detroit

Jim Snowden

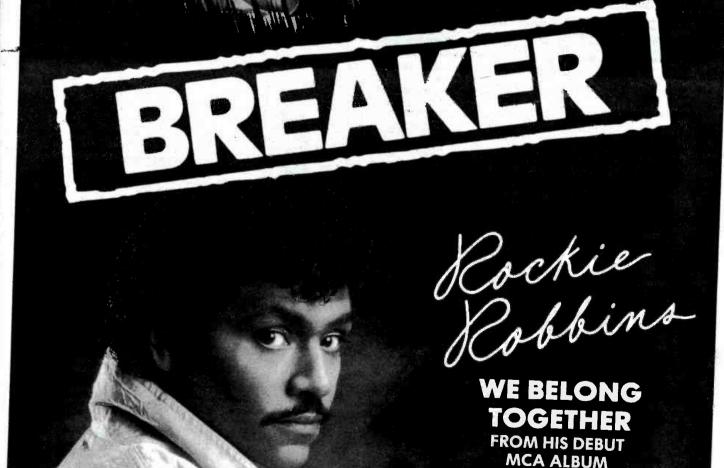
Stations are listed by region. Hots are listed in order of their airplay activity.

> Jim Snowden PREDERICK HALL & OATES ALEXANDER O'NEIL COMMODORES LUTHER VANDROSS RAY GOODNAN & BR WHAH HIAH: BOLTEST: PHILIP BAILEY SHEENA EASTON UTFO UTPO DIANA ROSS WHODINI WKWM/Gran Frank Grant BLLLY OCEAN CASHMERE INTRODERS JESSE JOHNSON GLADYS KNIGHT PATTI LABELLE OHIO PLAYERS NOCKIE ROBBINS LUTHER VANDBOSS LUTHER VANDBOSS BOLTES: NEW EDITION PAUL HARCASTLI PHILIP BAILEY SHEENA EASTON WTLC/Indianapolis Jay Johnson LUTHER VANDROSS SHALAMAR JEFP LORBER SIEDAH GARRETT RUN D.M.C. ROCKLE ROBBINS JENNY BURTON SHERNY LEE RALPH SHERNA EASTON ROXANNE SHANTE NEW EXPERIENCE RAY GOODMAN & BR KOPFIF RAY GOODMAN & BR KOFFIE DAZZ BAND J. BLACKFOOT HOTLEST: NEW EDITION PHILIP BAILEY DIANA ROSS JEFFREY OSEORNE ROCK MASTER SCOTT WLUM/Milwaukee Jim Brown JIM BROWN ASHFORD & SIMPSON REBBIS JACKSON PATTI LABELLE RAY GOODANN & BR HOTLEST: FOREIGNER DIANA ROSS READY FOR THE WOR COMMODORES RED SPEEDWAGON WWWS/Saginaw Kermit Crockett A MARY JANE GIRLS MARY JANE GIRLS ANGELA BOFILL LUTIEN BOFILL LUTIEN BOFILL CHEPTL LYNN FATBACK FARATAL SHECKA EASTON J. BLACKFOOT HOITESE SHEEMA EASTON DIANA ROSS GMEN, GUTHRIE PHILLP HAILEY ASHPORD & SIMPSON ASHPORD & SIMPSON KMJMISL LOUIS MARY JANE GIRLS MARY JANE GIRLS CHARA RHANDER GIRLS CHARA RHANDER GIRLS JENNY BURY BONGOS ALEXANDER GINER JENNY BURY GINER ASHFORD & SIMPSON BELTONS SIDDAR GARENT BOLLEAL BOLLEAL BILLOY FOR THE WOR READY FOR THE WOR ROLANGE SHARTE WZENSL LOUIS WZEN/St. Louis Doug Harris DIANA ROSS LUTHER VANDROSS LUTHER VANDRC LEVERT EVELYN KING HOTEST: TEMPTATIONS BILLY OCEAN NEW EDITION EUGENE WILDE READY FOR THE NO WVOI/Toledo Maxx Myrick



NEW ATTITUDE THE NEWEST SINGLE FROM THE GOLD BEVERLY HILLS COP SOUNDTRACK





MCA RECORDS

Page 62	R&R/Friday, February 8, 1985
NATIONAL AIRPLAY/30	STOST ADDED  HOTTEST JAMES WILLIAMS (15) Alter Ego (Sunnyside) DAVE GRUSIN (13) DAVE GRUSIN (13) Why Not! (Columbia)
February 8, 1985     SOTT COSSU/Islands (Windham Hill)     PAQUITO D'RIVERA/Why Notl (Columbia)     DAVID SANBORN/Straight To The Heart (WB)     A PAT METHENY/First Circle (WB)	DAVID SANBORN (11) Straight To The Heart (WB) MILT JACKSON/K. BROWN/C: WALTON (8) It Don't Mean A Thing (Pablo) ARTHUR BLYTHE (7) Put Sunshine In It (Columbia) Straight To The Heart (WB) DAVID SANBORN (11) DAVID SANBORN (11) Straight To The Heart (WB) DIANE SCHUUR (9) DIANE SCHUUR (9)
<ul> <li>Bit Crore FELDMAN/Fiest (Palo Atto)</li> <li>VICTOR FELDMAN/Fiest (Palo Atto)</li> <li>BOB THOMPSON/7 In 7 Out (Rainbow)</li> <li>GRONEY JONES/When You Feel The Love (Timeless/Zebra)</li> <li>GEORGE BENSON/20/20 (WB)</li> <li>GEORGE BENSON/20/20 (WB)</li> <li>GEORGE BENSON/20/20 (WB)</li> <li>GEORGE BENSON/20/20 (WB)</li> <li>SKYWALK/Silent Witness (Zebra)</li> <li>LAUREL MASSE/Alone Together (Pausa)</li> <li>LAUREL MASSE/Alone Together (Pausa)</li> <li>DIANE SCHUUR/Deedles (GRP)</li> <li>SHADOWFAX/The Dreams Of Children (Windham Hill)</li> <li>IN SYNC/Sync Or Swim (Silver Seven)</li> <li>GE FITZGERALD/D. ELLINGTON/Stockholm Concert, 1966 (Pablo Live)</li> <li>FAT BLAKEY &amp; JAZZMESSENGERS/Album Of The Year (Timeless/Zebra)</li> <li>JOF FARRELL/LOUS HAVES QUARTET/Vim 'N' Vigor (Timeless/Zebra)</li> <li>JOF FARRELL/LOUS HAVES QUARTET/Vim 'N' Vigor (Timeless/Zebra)</li> <li>DEBUT</li> <li>ARTHUR BLYTHE/PU Sunshine In It (Columbia)</li> <li>CLAUDE BOLLING TRIO/Jazz A' La Francaise (Columbia)</li> <li>CLAUDE BOLLING TRIO/Jazz A' La Francaise (Columbia)</li> <li>CLAUDE BOLLING TRIO/Jazz A' La Francaise (Columbia)</li> <li>CCAUDE BOLLING TRIO/Jazz A' La Francaise (Columbia)</li> <li>CACHIE BERACH/Elegy FOB IIE Evans (Palo Alto)</li> <li>CALVE BOLLING TRIO/Jazz A' La Francaise (Columbia)</li> <li>CACHIE BERACH/Elegy FOB IIE Evans (Palo Alto)</li> <li>CACHIE BERACH/Elegy FOB IIE Evans (Palo Alto)</li> <li>CACK WLIK/MS(Cantin BILWE (Generge (Elektra))</li> <li>ZA RACK WLIK/MS(Cantin BILWE (Generge (Elektra))</li> <li>ZA KK WLIK/MS(Cantin BILWE (Generge (Elektra))</li> </ul>	<ul> <li>BARRY MANLOW ''2:00 AM Paradise Cafe'' (Arista) 7/3</li> <li>Rotstone: Heavy 21, Medlum 21, Light 31, Extra Adds 0, Total Adds 3, WBC, VLOQ, WFSS, Heavy: KKGO, Medlum: KLUHE, DUKE ELLINGTON &amp; HIS ORCHESTRA ''(Paul Gonsalveg'' (Fant, 97, 72)</li> <li>Rotstone: Heavy 20, Medlum 21, Light 31, Extra Adds 0, Total Adds 2, WBC, VLOQ, WFSS, Heavy: KKGO, Medlum: KKSU, BOR MAGNUSSON QUINTET ''Song For Janet Lee'' (Discovery) 7/2</li> <li>ROB MAGNUSSON QUINTET ''Song For Janet Lee'' (Discovery) 7/2</li> <li>ROB MAGNUSSON QUINTET ''Song For Janet Lee'' (Discovery) 7/2</li> <li>ROB MAGNUSSON QUINTET ''Song For Janet Lee'' (Discovery) 7/2</li> <li>ROB MAGNUSSON QUINTET ''Song For Janet Lee'' (Discovery) 7/2</li> <li>ROB MAGNUSSON QUINTET ''Song For Janet Lee'' (Discovery) 7/2</li> <li>ROB GARLAND ''So Long Blues'' (Galaxy) 6/5</li> <li>RTU Mattom: heavy 20, Medium 71, Light 11, Extra Adds 2, Total Adds 5, WBGO, WRTI, KSAX, WNOP, WUWM. Heavy: WAGO.</li> <li>RTU Mistone: heavy 20, Medium 17, Light 12, Extra Adds 2, Total Adds 5, WBGO, WRTI, KSAX, WNOP, WUWM. Heavy: WGGO.</li> <li>Rotstone: Heavy 10, Medium 41, Light 10, Extra Adds 0, Total Adds 5, WBGO, WRTI, KSAX, WNOP, WUWE, KKC.</li> <li>Rotstone: Heavy 10, Medium 41, Light 10, Extra Adds 0, Total Adds 5, WBGO, WRTI, WDEF, WKSU, WVPE, KKC.</li> <li>Rotstone: Heavy 10, Medium 41, Light 20, Extra Adds 0, Total Adds 5, WBGO, WRTI, WDEF, WKSU, WVPE, KKC.</li> <li>Rotstone: Heavy 10, Medium 430, Light 20, Extra Adds 0, Total Adds 5, WBGO, WRTI, WDEF, WKSU, WWPE, KKC.</li> <li>Rotstone: Heavy 10, Medium 430, Light 20, Extra Adds 0, Total Adds 5, WBGO, WRTI, WDEF, WKSU, WWPE, KKC.</li> <li>Rotstone: Heavy 10, Medium 30, Light 20, Extra Adds 0, Total Adds 5, WBGO, WRTI, WDEF, WKSU, WWWE, KKC.</li> <li>Rotstone: Heavy 10, Medium 30, Light 20, Extra Adds 0, Total Adds 5, WBGO, WRTI, WDEF, WKSU, WWWE, KCC, KIFM, Medium: KTCJ, Moteris Adds 0, Total Adds 0, Heavy: KOSC, KIFM, Medium: KTCJ, COUNTRY ''Sound</li></ul>
DEBIT © L. SUBRAMANIAM & S. GRAPPELLI/Conversations (Milestone/Fantasy) Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.	Regionalized Adds & Hots           Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denoises commercial station.           EAST         SOUTH           Waterwater         SOUTH
BARGENE AND ALL OF ALL OF A DATA AND AND A DATA AND AND A DATA AND A DATA AND AND AND AND AND AND AND AND AND AN	Description         Description <thdescription< th=""> <thdescription< th=""></thdescription<></thdescription<>
Decisions" (Timeless/Zebra) 11/3 hotations: Heavy 21, Medium 4(1, Light 5/1, Extra Adds 0, Total Adds 3, WKSU, WUWM, KRVS. Heavy: KLCC. Medium: WGBH, WJSr, KXPR. WYLONS "One Size Fits All" (Open Air) 10/1 Rotations: Heavy 500, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 1, KRML. Heavy: WMOT, WLO0, KTCJ, KKGO, KLCC. MORGANA KING "Pontraits" (Muse) 9/1 Bratisms: Heavy 10, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 1, KRML. Heavy: WMOT, WLO0, KTCJ, KKGO, KLCC.	Borna warrange warrang a structure warrang of case.         Borna warrange warrang a structure warrang of case.         The following stations called in a frozen playlist: warrang a structure playlist.           Borna of the structure warrang of case.         Will a structure warrang a structure warrang of case.         Will a structure warrange of case.           Borna of the structure borna of the structure of the structure of the structure warrange of case.         Will a structure Will a structure warrange of the
ACKESON/BROWN/WALTON/ROKER DUARTET 'I tooi Adds 1, KRVS, Heavy, KLCC. Medium: WYRS, WKbD Motions: Heavy 33, Medium 00, Light 1/1, Extra Adds 4, Total Adds 4, MKDP, WBBY, KTCJ, KJZZ, KJAZ, KPLU, KBML, W Antonions: Heavy 30, Medium 00, Light 1/1, Extra Adds 4, Total Adds 6, WKDP, WBBY, KTCJ, KJZZ, KJAZ, KPLU, KBML, W Antonions: Heavy 00, Medium 5/3, Light 3/2, Extra Adds 0, Distal Adds 6, WKDP, WBBY, KTCJ, KJZZ, KJAZ, KPLU, KBML, KKRR, KLCC, Market 1, Unit	MULTICATION CONTRACTOR CONTRACTON
The Call That Gets	And store and st
It AIII RADIO & RECORDS (213)553-4330	Week; their playlists were frozen:         *           Week; their playlists were frozen:

300



## **NEW & ACTIVE**

ReBA McENTIRE "Somabody Should Leave" (MCA) 92/50 Rotations: Heavy 2. Medium 27. Light 63, Total Adds 50 including WGNA. WKYG, WILO. KASE, KXYL, KYKX, WGKX. FORESTER SISTERS "(That's What You Do) When You're..." (WB) 87/12 Rotations: Heavy 2. Medium 28. Light 57, Total Adds 12. WVAM, WNYR, CHOW, WTVY, WESC, WTGR, KCJB, KXXY, KRST, JOHN FOGERTY "Big Train (From Memphis)" (WB) 81/17 Rotations: Heavy 1, Medium 26. Light 54, Total Adds 17. Including WGNA, WALV, WILO, WZL, KYKX, WSM, KYXX, WSLR, KIK-FM, KKS, KMAK, Heavy: WTSY, KKC, Debuts at number 48 on the Country chart. JOHN FOGERTY "Big Train (From Memphis)" (WB) 81/17 Rotations: Heavy 1, Medium 26. Light 54, Total Adds 17, Including WGAO, WALR, WILO, WEZL, KYKX, WSM, KYXX, WSLR, EVERLY BROTHERS" "The First In Line" (Mercury/PolyCarm) 80/7 Rotations: Heavy 1, Medium 38. Light 41, Total Adds 7, KEAN, WSM, WRNL, WGHK, KCJB, KKAL, KKCS. Heavy: KIGO. Medium: VCAO, WBCW, WYPOR, KKK, WUYK, KTTS, KUGN, Moves 49-45 on the Country chart. SYLVLA "Fallin" In Love" (RCA) 69/38 Rotations: Heavy 1, Medium 18. Light 52, Total Adds 38 including WGBE, WNYR, WILO, WYIR, KASE, KILL, WCMS, WIRK, KBMR, WGEE, WTOD, KVOO, KYEG, KCCY, KGA.

Nome, Wiley, Avec, Ruce, RULT, KGA.
MOE BANDY & JOE STAMPLEY "Daddy's Honky Tonk" (Columbia) 63/7
Rotations: Heavy 1, Medium 28, Light 34, Total Adds 7, WXTU, WPOR, KEAN, WUSY, WLWI, WIRK, WSLR. Heavy: KKYX.
Medium: CHOW, WYR, KSO, KEBC, KTTS, KUZZ, KRSY, KCKC.

Medium: CHOW, WYN, KSO, KEBC, KTTS, KUZZ, KRSY, KCKC. NICOLETTE LARSON "Only Love Will Make It Right" (MCA) 60/19 Rotatione: Heavy 1, Medium 9, Light 50, Total Adds 19 including WVAM, WSNO, WNYR, WIXY, WVMI, WEZL, WUSQ, WAXX, KTTS, WTOD, KUGN, KMAK, KWJ, KTOM, KCKC. CHARLY MCCLAIN "Radio Heart" (Epic) 56/39 Rotations: Heavy 2, Medium 9, Light 45, Total Adds 39 including WTSV, WYII, WXBQ, WSOC, WNOX, WGKX, WKIX, WTGR, WOW, KTTS, KFDI, KYAK, KKAL, KSOP, KCUE: MAINES BROTHESS RAND ("Exception for the state of the st

 WTOR, WOW, KTTS, KEDI, KYAK, KKAL, KSOP, KCUE:

 MAINES BROTHERS BAND "Everybody Needs Love..." (Mercury/PolyGram) 55/16

 Rotations: Heavy 0, Medium 18. Light 37, Total Adds 16, WGNA, WAJR, WIXY, CHOW, KASE, WEZL, KPLX, KYXX, WAXX,

 NARVEL FELTS "Hey Lady" (Evergreen) 52/4

 Rotations: Heavy 1, Medium 13, Light 39, Total Adds 4, WPOR, WWVA, WAXX, KCJB. Heavy: KKYX. Medium: WVAM, WBGW,

 WYII, WEZ, WTYV, WESC, WDXE, WSLR, WWJO, WTOD.

 PODE RABBIT: "Warning Sign" (WB) 51/48

 Rotations: Heavy 2, Medium 9, Light 40, Total Adds 48 including WBGW, WYRK, WDSV, WUSY, KIKK, KXAS, KYKX, WMC,

 WKSJ, WCUZ, KXXY, WIL, KNIX, KTOM, KSOP.

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ZELLA LEHR ''You Bring Out The Lover In Ma'' (Compleat/PolyGram) 25/6 Rotations: Heavy 0, Medium 3, Light 22, Total Adds 6, WGNA, WIXY, KRRV, WWOD, WOKK, KRKT. Medium: KKYX, KSOP,

KIGO. Light: KVOO. SIERRA "The Almighty Lover" (Awesome) 25/2 Rotations: Heavy O, Medium 2, Light 23, Total Adds 2, KKAL, KTOM. Medium: WIXY, WYII. Light: KRRV, WWOO, WCMS, KBMR, WOW. KFDI.

WOW, KHOL SIMON & VERITY "We've Still Got Love" (EMI Americe) 21/4 Rotations: Heavy 0, Medium 3, Light 18, Total Adds 4, WGNA, WDXE, KUGN, KEIN. Medium: WOKK, KKYX, WCUZ, Light:

WWVA, WAAXI KUV. KEITH WHITLEY "A Herd Act To Follow" (RCA) 19/15 Rotations: Heavy 0, Medium 2, Light 17; Total Adds 15 including WYII, KRRV, WLWI, KBMR, KWMT, WGEE, WOW, WWJO,

KRK, KSDF. CARLETTE "Any Way You Want Me" (Dak) 18/7 Rostions: Heavy 0, Medium 1, Light 17, Total Adds 7, KRRV, WGTO, WESC, KLLL, WWOD, KWMT, WOW. Medium: KMML.

MARGO SMITH "Take Your Memory When You Go" (Bermuda Dunes) 17/7 Rotations: Heavy O, Medium O, Light 17, Total Adds 7, WVAM, WBGW, WOW, KTTS. KVOO, KEIN, KTOM. Light: KRRV, KSO,

KRST. GAIL DAVIES "Nothing Can Hurt Me Now" (RCA) 16/16 Rotations: Heavy 0, Medium 3, Light 13, Totel Adds 16 including WVAM. WSNO, WDXE, KRMD, WIRK, WCUZ, KMAK, KQIL,

KTOM, KSOP. ADAM BAKER ''I Can See Him In Her Eyes'' (Signature) 14/3 Rotations! Heavy 0, Medium 1, Light 13, Total Adds 3, WCA0, W6GW, KRSY. Medium: KIGO. Light: WYII, KRRV, KBMR, KFDI. BILL ANDERSON ''Wino The Clown'' (Swanee) 13/3 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 3, WWVA. WIRE, KV00. Medium: WITL, Light: WLWI, KKYX, WOW, KTTS, KFDI, KSOP

KFLR, KSUP. MARK GRAY & TAMMY WYNETTE "Sometimes When We Touch" (Columbia) 11/11 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 11 including WBGW, WSN0, WTSV, WGT0, WDXE, WKSJ, KRMD, WCUZ,

EDDIE EASTMAN "Dreaming All Over Again" (Artisan) 11/1 Rotations: Heavy 0, Medium 4, Light 7, Total Adds 1, Küll. Medium: WBGW, CHOW, KRWQ, KIGD. Light: WSNO, WYII, KRRV,

VIOU, KRST. LOBO "Arn I Going Crazy" (Evergreen) 10/5 Rotations: Heavy O, Medium O, Light 10, Total Adds 5, WVAM, WYII, WDXE, WCMS, KEIN. Light: KRRV, WGTO, KRMD, K8MR,

ROT. RODWELL "In A New York Minute" (Epic) 9/9 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 9, WBGW, WSNO, WGTO, WTVY, WUSQ, WTQR, WCUZ, KUZZ, KWJJ.

Rotations: Heavy 0, Medium 2, Light 7, Total Adds 9, WS0W, WSNO, WGT0, WTVY, WUSQ, WTQR, WCUZ, KUZZ, KWJJ. MASON DIXON "Only A Dream Away" (Texas) 9/4 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 4, KLVI, KKYX, KBMR, KEGO, Light: KMML, WTVY, KRMD, WOW, KVOD. LEON RAINES "It Happens Every Time" (Atlantic America) 9/1 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1, WAXX. Medium: KLVI. Light: WSNO, KRRV, WKSJ, WCMS, KRMO, KVOO, KTOM.

## COUNTRY ALBUM TRACKS

cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

JOHN CONLEE/Working Man (MCA)

Album Title

Blue Highway

## SIGNIFICANT ACTION

KEITH STEGALL "California" (Epic) 45/20 Rotations: Heavy O, Madium 6, Light 39, Total Adds 20 including WCAO, KRRV, WGTO, KYKX, WOKK, WSM, WQYK, WOW,

KUGN, KGA. **TONY ARATA "Sure Thing" (Noble Vision) 45/10** Rotations: Heavy 0, Medium 11, Light 34, Total Adda 10, WTSV. WXL, WLWI, KSO, WAXX, WITL, KCJB, KTPK, KFDI, KRKT, **TERRY GRÉGORY "Pardon Me, But This Heart's..." (Scotti Bros./CBS) 45/2** Rotations: Heavy 1, Medium 9, Light 35, Total Adda 2, WOBE, CHOW. Heavy: WYII, Medium: KKYX, WUSO, KBMR, WWJO, KEIN KRSV, KKO

DARNELL CLANTON "I Forgot That I Don't Live..." (WB) 42/2 Rotations: Heavy 1, Medium 7, Light 34, Total Adds 2, WOW, KFRE. Heavy: KKYX, Medium: CHOW, WILO, WYII, WITL, KRKT,

NETIX, ND 7. BENNY WILSON "Acres Of Diamonds" (Columbia) 41/7 Rotations: Heavy 1, Medium 5, Light 35, Total Adds 7, WCAO, WESC, WWOD, WIRK, WITL, KEIN, KSOP. Heavy: KKYX. Medium:

WURK, KEBC... MARIE OSMOND "Until I Fall In Love Again" (Capitol/Curb) 35/12 Rotations: Heavy 1, Medium 7, Light 27, Total Adds 12 including WCAO, WTSV, CHOW, WYII, WWOD, KSO, KTYS, KTPK, KFDI,

TARI HENSLEY "1'm The One Who's Breaking Up" (Marcury/PolyGram) 27/3 Rotations: Heavy O. Medium 4, Light 23, Total Adds 3) WLWI, KFDI, KGA. Medium: KFGO, WTOD, KIGO, Light: WBGW, WSNO, WCMS, KKXX.

GEORGE STRAIT/ADV Old Time /MCA)	
GEORGE STRAIT/Any Old Time (MCA)	Does Fort Worth Ever
GEORGE STRAIT/The Fireman (MCA)	Does Fort Worth Ever
JUDDS/Drops of Water (RCA/Curb)	
GEOROF IONIEC (BARRADA DA MANTER	Why Not Me
GEORGE JONES w/BARBARA MANDRELL/Daisy	Chain (Epic) Lady's Choice
JANIE FRICKE/Another Man Like That (Columbia)	The First Word in Man
SHELLY WEST/['ll Dance The Two-Step (Viva)	The first word in wiemory
Diory of a control in Dance The Two-Step (Viva)	Don't Make Me Wait
RICKY SKAGGS/Country Boy (Epic)	Country Boy
EARL THOMAS CONLEY/Love Don't Care (RCA)	
ALABAMA/Earth Llaw Marth (DOA)	Treadin' Water
ALABAMA/Forty Hour Week (RCA)	40 Hour Week
GAIL DAVIES/Break Away (RCA)	Where is A Mamon To
SHELLY WEST/Don't Make Mo Wait On the Mann	Where is A Woman To
SHELLY WEST/Don't Make Me Wait On the Moon	(Viva) Don't Make Me Wait
GOS HANDIN/ What we Gonna Do (RCA)	Wall Of Tears
JUDDS/Bye Bye Baby Blues (RCA/Curb)	
STEVE WARINER/Heart Trouble (MCA)	Why Not Me
STETE TOTAL AND CALL I FOUDIE (MCA)	One Good Night Deserves
REBA McENTIRE/Before   Met You (MCA)	My Kind Of Country

HIBERNE A Guide To Radio Ratings And Research by Jh	an Hiber	Birch Radio - background, methodology, comparison with ARB Chapter 10 Sales Research - a key to better revenues Chapter 11 Sales Breakouts
tere's what you get in simple, easy to read and useable for Chapter 1 <b>Radio Research Overview</b> — a history of research Chapter 2 <b>Focus On Focus Groups</b> — Definition, use, do-it-yourself Chapter 3 <b>Telephone Studies</b> — strengths/weaknesses, do's and don'ts Chapter 4 <b>Other Market</b> <b>Research Techniques</b> — Mail, in-person, when/how to	rm: Chapter 5 A Look Inside Arbitron - Intro and production Chapter 6 The Almighty Diary - evolution, longevity, history Chapter 7 Diary Analysis - how to get the other 75% of information Chapter 8 Quarterly Measurement - how to succeed, history and problems	Computer options, types of breakouts     Order Now Final Pre-Publication Price Offer     Please send mecopies at \$39.95 of     Hibernetics, A Guide to Radio Ratings and Research.     NAME

DND) Coscolation

NAY WUDDY NA	Februar			/50
Three Two Last		y o,	1303	
	Totai Reports/Adds	Heavy	Medium	Light
<ul> <li>8 6 2</li> <li>BARY MORRIS/Baby Bye Bye (WB)</li> <li>15 12 5</li> <li>EXILE/Crazy For Your Love (Epic)</li> </ul>	158/1	134	18	6
11 9 3 DAN SEALS/My Baby's Get Good To the State	160/0	126	32	2
Child States/Wy Baby's Got Good Timing (EMI Amorica)	157/0	123	28	6
- Contraction Deleta A Lady Like Tou (Atlantic America)	162/0	125	33	4
The model and S (10) Her Blue leans On (Capital)	153/0	130	15	
	156/0	116	35	8
	161/1	106	47	5
24 19 13 O STEVE WARINER/What I Didn't Do (MCA)	161/1	83	70	8
		74	74	8
16 14 12 CUS HARDIN W/EARL THOMAS CONLEY/All Tangled Up In Lo	ve (RCA) 151/1	89		9
BOIL WILLIAWS/Walkin A Broken Heart (MCA)	163/1	57	47	15
19 16 14 VERN GOSDIN/Slow Burning Memory (Complete/PG)	153/2	72	96	10
20 17 15 C MICHAEL MARTIN MURPHEY/What She Wapts (EMI America)			65	16
35 27 20 W RAY CHARLES W/WILLIE NELSON/Seven Spanish Apoela (Calu	mbia) 152/10	67	71	20
S C BRUCE/ YOU JUIN ME ON (Like A Radio) (PCA)	132/0	59	75	18
1 1 4 16 OAK RIDGE BOYS/Make My Life With You (MCA)		86	30	16
23 21 19 W LACY J. DALTON/If That Ain't Love (Columbia)	126/0	80	27	19
28 24 22 U JOHN SCHNEIDER/Country Girls (MCA)	148/2	47	76	25
32 26 24 EARL THOMAS CONLEY/Honor Bound (BCA)	159/3	32	104	23
26 23 21 W JOHN ANDERSON/Eye Of A Hurricane (MB)	160/3	28	104	28
38 32 25 WITTY GRITTY DIRT BAND/High Horse (M/B)	135/1	39	75	21
40 34 29 C BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	156/4	30	93	33
33 28 26 BEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	161/7	25	100	36
36 29 27 3 JANIE FRICKE/The First Word In Memory Is Me (Columbia)		29	85	26
37 30 28 JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	150/6	28	87	35
9 7 6 26 EDDY RAVEN/She's Gonna Win Your Heart (RCA)	156/7	24	94	38
41 37 31 3 ANNE MURRAY/Time Don't Run Out On Me (Capitol)	116/0	81	24	11
38 O ALABAMA/There's No Way (RCA)	149/9	20	90	39
- 42 33 JUDDS/Girls Night Out (RCA/Curb)	151/31	13	75	63
39 36 32 DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	147/11	11	81	55
47 39 34 ODLLY PARTON/Don't Call It Love (RCA)	127/6	23	64	40
3 4 17 32 T.G. SHEPPARD/One Owner Heart (WB/Curb)	141/11	11	77	53
44 41 36 S WAYLON JENNINGS/Waltz Me To Heaven (RCA)	109/0	51	38	20
- 45 39 GEORGE STRAIT/The Cauter Dide	133/11	12	79	42
	132/16	11	66	55
<ul> <li>Moves (WR/Curb)</li> </ul>	134/10	10	70	54
The stand of a stand of a stand of the stand	106/0	48	30	28
Somethin' Else (WB)	88/1	32	35	20
Checking the one warned you About (Enic)		7	66	59
	(MCA) 125/9	5	67	59 53
SHELLT WEST/Now There's You (Viva)	110/13	4	59	47
Children Vie Down Easy (Noble Vision)	78/0	26	33	
REAKER 2 RESTLESS HEART/Let The Heartache Bide (DCA)	, .	20	33	19

**MOST ADDED** • **REBA McENTIRE (50)** ebody Should Leave (MCA) EDDIE RABBITT (48) Warning Sign (WB) CHARLY McCLAIN (39) Radio Heart (Epic) SVI VIA (38) Fallin' In Love (RCA) SAWYER BROWN (36)

R&R/Friday, February 8, 1985

Step That Step (Capitol/Curb) ALABAMA (31) There's No Way (RCA) KEITH STEGALL (20) California (Epic) NICOLETTE LARSON (19) Only Love Will Make It Right (MCA) JOHN FOGERTY (17) Big Train (From Memphis) (WB) GAIL DAVIES (16) Nothing Can Hurt Me Now (RCA) GEORGE STRAIT (16) The Cowboy Rides Away (MCA) MAINES BROTHERS BAND (16) Everybody Needs Love.. (Mercury/PG)

### HOTTEST

MEL MCDANIEL (95) Baby's Got Her Blue Jeans On (Capitol) GARY MORRIS (63) Baby Bye (WB) RAY CHARLES w/WILLIE NELSON (55) Seven Spanish Angels (Columbia) THE STATLERS (51) My Only Love (Mercury/PolyGram) EXILE (44) Crazy For Your Love (Epic) DAN SEALS (39) My Baby's Got Good Timing (EMI America) GLEN CAMPBELL (33) A Lady Like You (Atlantic America) OAK RIDGE BOYS (32) Maky My Life With You (MCA) LEE GREENWOOD (29) You've Got A Good Love Comin' (MCA) KENNY ROGERS (28) Crazy (RCA)

most adds nationally, and the songe sported "hottest" complied from all our reporters. The number in paren-theses immediately following the songe in Most Added & Hottest indicate the total number of Country reporters noting that th



The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 2-4-85.

19

53

63

72

41

54

23

57

13

13

#### SAWYER BROWN

DEBUT FORESTER SISTERS/(That's What You Do) When You're In Love (WB)

15 35 49 MERLE HAGGARD w/JANIE FRICKE/A Place To Fall Apart (Epic)

BREAKER @ RESTLESS HEART/Let The Heartache Ride (RCA)

DEBUT . C REBA McENTIRE/Somebody Should Leave (MCA)

LUEUD V CHARACENTINE/Sumebody Should Leave IniCAI BREAKER S SAWYER BROWN/Step That Step (Capitol/Curb) - - 49 EVENLY BROTHERS/The First In Line (Mercury/PG) DEBUT S JOHN FOGERTY/Big Train (From Memphis) (WB) 29 31 40 47 RAY STEVENS/Mississippi Squirrel Revival (MCA)

45 43 41 50 JOHNNY PAYCHECK/I Never Got Over You (AMI)

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#### Step That Step (Capitol/Curb)

On 61% of reporting stations. Rotations: Heavy 1, Medium 27, Light 72, Total Adds 36 including WCAO, WYRK, WXTU, WNYR, WSOC, KHEY, WESC, WUSO, WMNI, WIL, WTOD, KYGO, KW-JJ, KTOM, KCKC. A most added record. Debuts at number 44 on the Country chart.

#### **RESTLESS HEART** Let The Heartache Ride (RCA)

On 61% of reporting stations. Rotations: Heavy 3, Medium 43, Light 53, Total Adds 10, WESC, WIRK, WMNI, WAXX, WQHK, WITL, WBCS, KKCS, KLZ, KYGO, Heavy: WOKK, KKYX, KRKT. Medium: WQBE, WDSY. Moves 47-42 on the Country chart.



99/10

92/50

100/36

80/7

55/1

87/12

44/0

51/1

81/17

3

q

2

11

12

33 43

27

27

38

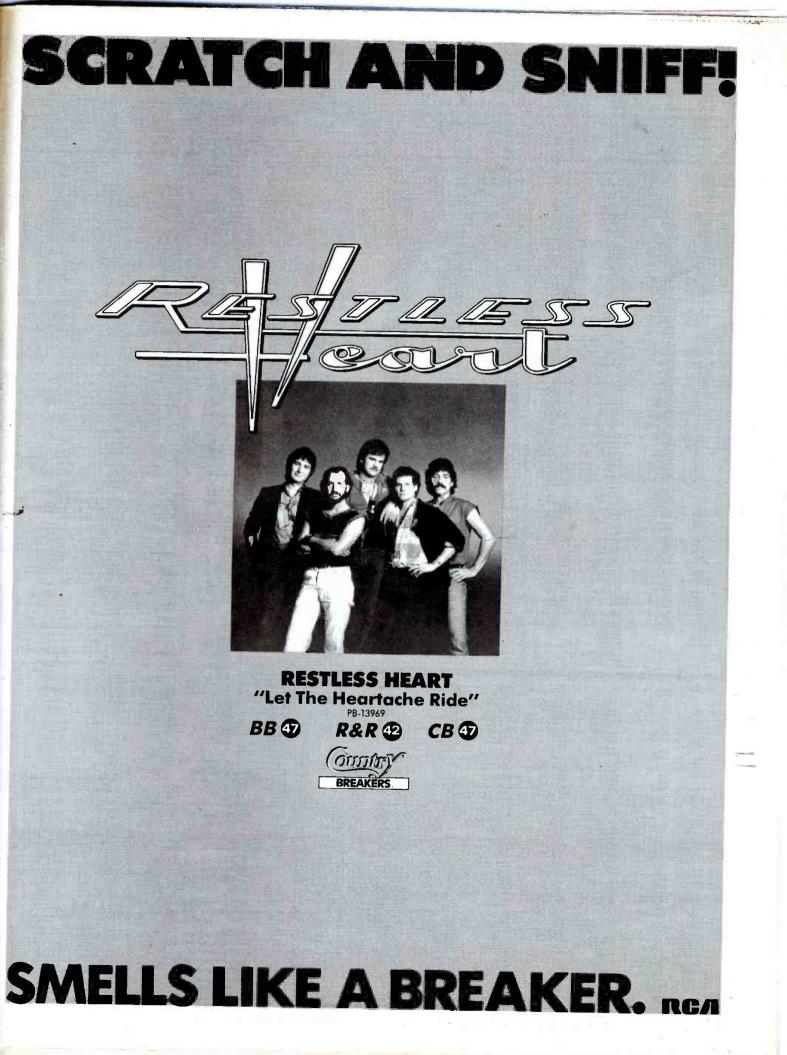
26

23

28

20

26





# Regional Adds & Hots

R&R/Friday, February 8, 1985

	TADDED			-		-	_		_			
Reba	McEntire (MCA) Rabbitt (WB)		HOTTEST Daniel (Capitol V Morris (WR)	MOST ADDED Reba McEntire (MCA)	MIDWEST	HOTTEST McDaniel (Capitol)	MOST ADDED	SOUTH	HOTTEST	MOST ADDE	WEST	HOTTEST
	er Brown (Capitol/Cu	rb)	y Morris (WB)	Eddie Rabbitt (WB)		Gary Morris (WB)	Eddie Rabbitt (WB Sylvia (RCA)	8) Mei Ray Charles w/Willie	McDaniel (Capitol) Nelson (Columbus)	Eddie Rabbitt Sawyer Brow	(WB) n (Capitol/Curb)	Mel McDaniel (Capitol) Gary Morris (WB)
EA	ST WING	With New York, NY	WSENAM									_
WORLA		New York, NY Alson Jobs schereto TT DOB NTLLIAN		WSLA	MAZZ ORACIO		WFMS-FM Indianapolis, IN	WWJO St. Cloud, MN	SOUTH	WBOC-FM Charlolle, NC	KXAS-FM Heating, TX	with Hestolia, Th
RIELA I MATURE O INCHI I RIEBA INC	GALL DAVIES SHOTHERS & CAAT 5 WITH VERY ROWST 8 MCDC	AIBCH JOHN ECHNEICO TT DOU WILLIAM NOT CONTACT WRILE MOCANC TTE CRYPTAL GATLE CRYPTELC GATLES CRYPTERCES SAY CRARLES	RAFE WILLIA GROADE STRA SHELLY WEST Rottest;	Altron, OH	TOFT AARTA CHARLY MICLASS SDOIE RANSITT ALARAMA		Notest : Actual KFKF	REITH MEINGET REMA RECOTING EDDIE RAMBITY SICOLETYS LARSON	Abiliano, TX JODOR NUTORELL & CREME MARSAN	CHARLY MCCLASH CHARLY MCCLASH SANYER MICHER Bot Look :	BELLARY MOTION BETTY CRETT DEF BODIE MADITY BOTORS :	SETTY GREAT DERY JOHN FOREST ESHIT HOADEN STRUE HAADEN LACT J. 2011/01 JOHN SCHWEITER
Rottant Rottant Rottant Rottant Rottan Rottan Rottan Rottan	FM RECOLUTE ALL ALL ALL ALL ALL ALL ALL ALL ALL AL	SAY CHARLES WIXL-FM Howton, NJ	E Extremt : OAX RIDGE IN MEL RCDART IN STRTLE IS GLES CLAPSEE VERI GOED IN	NANDRELL & CREEK	CEDARLIE HORY CEDARLIE HORY Bottest : DAS MEALS	DAMNY DAVIS BOXLORI GAN SIGGE BOYS MCL MCDARIEL SD BANCE T.G. SERPEAND GARY MONDIS	Kanasa City, MO KENNY BOGRAS BELLARY BROTHERS	RICOLETYX LARGON BOLLARS: GARY HERRIG BRILS BTRYE BOARDER BAY CRANTER	ALABARA TVERLT SROTHERE SRELLY WEST GROWGE STRATY	COMPANY THETTY CAMPANY THETTY CAN STORES MOL HICKARY MILL CAN'T MILLS	NOIS NUMBER Notes: ID BANCH ME WCCART M. GART HORES M T.G. STARYAND COMMAY WEIPT	SETTE STREAM
VENI CO	IDD DA DA BLAS REE PTEVE VARIA WYRK	FR PAY CHARLES REPA NOTIFIE TONY ARETA	KIX 106 Washington,	DC GLER CARPETT	EDDIE NAMBITY ALARAMA BERA MCENTING CREATING HORE ROOTING JOERN GREAK JOERN JORE AFOR NOON DAY D ALLAN DOB 470 NEON DAY D ALLANS	ED BRECE T.G. BREPAND GART HORES WKIMF	JOHNNY LEE HANK WILLIAMS JR Bottest: GLEH Chargeri	WIL-AMFM	RANDT & FTANPLEY BANTES SHOW BOLLOSI : ETILE ME: MCDART EL GART MEMBIS	WUSY Chatteriooge, TH	WNOX Knowlin, TH	Bottest : DAR HIDGE BOTH T.G. SHEPPARD RD BEDGE
Alberry.	Buttalo, NY	BAY         CHARLES           REDA         References           YORY         ANGEVIA           YORY         ANGEVIA           YORY         ANGEVIA           YORY         ANGEVIA           YOR         ANGEVIA           YOR         ANGEVIA           YOR         ANGEVIA           YOR         NOTEVIA           YOR         ANGEVIA           YOR         ANGEVIA           YOR         ANGEVIA           YOR         ANGEVIA	JANUR PRICE RARL THORE BRLANT RECT DOLLY PARTER	RENS KONNER	RAJY Des Moines, IA	Film, Mill RAY CHARGES	NAVE WILLIAMS JR. BOTENEL GLEN CAMPAELL NEL RCAMPAEL BOTEL RLEAP DAX RICOL HOTS T.G. SEEPTARD WIDAF	St. Louis, MO Jobs Pockety EC018 Rubsty dawyer Jions	HE ACTANCEL GART MUNICE SAT CHARLES LEE GREENWOOD	BANDY & BURANTS BODYE HARD IT Bottest :	CHARLY ROCLASS REDIT HANDLY ROLL OF I	COMULT THITTY WEX-FM Hostwills, TN
ALAGAMA ACAPTERO BOLL AND BAY STR BEL BIJ STR G JUDOS	THE DOLLY PARTON DOLLY PARTON STREE SAME WILLIAN MILE RAME WILLIAN SCIENCE AND THE BOILS AMOUNT BOILS AMOUNT BOILS AMOUNT BOILS AND THE	HE HOATSE ALCEY STARCS M JR. DAN MALE S BELLART STOTES T JOIN AUSTRON	INCLUT FAFTON ROLLOSE   T.G. SUCHTAN GAX SIGE SO HEL HODARTHE STATLEND	P SYLVIA	VE IN GOLDEN CHORE STRATY RANTER BROWN HICKNY GILLET BRLAAT BROWN	JCDDS DOLLY PARTON Nottest : SX112	Kanaas City, MO	Notteet: ND ANCE HEL HCCANTEL GARY HCHATE	KRAV Alexandria, LA	BARDY & SHAMPLE HODIE HARDITE Bottest / MEL HODARIEL STATLE HE GLEF CHARLES BAY CHARLES	CHRARY HOLLAIS REDIZE ANALYT HOLLEAST CARY HOUSE CARY HOUSE NEL HOLDAY BL JOIN SCHWEIZER JORDS	ALADAMS
MAY CHA	GAN BIDGH BO	73 WKYQ Parkeraburg, W	WMZO Washington, i	CLIPTON JANSET	GEORGE BYTRALD BANTER BROMM HIGHEN GILLET BELGART BROMM BOLLY PARTON ROLLANT BROMM HOLLY ANTO ANT HEALS LEX GEORGED ELIZE	AMTE MOUBAY JUDOS DOLLY PARTON Noteen : Stile DTATLE MO MEL NOTATIEL XEMMY BOORDS PAT STEVENS	WITL-FM	K102	CRARLY SUCLASS SELVE WEITLEY SYLDYA REITE STRONGL THEAL LEVE	WCOS-AM/FM Columbia, SC	WDXE	GEORGE ST BATT DOLLT FAITUR HOLESE : CAX RIDGE BOTS
JOHNET ALCORY	WOBE WOBE	ALOA MELETING	None Roti est :	CART MORELS EXILS RAY CRARLS SITEY CRITTY DIRT ALABAMA	WWWW-FM	KWNIT Fort Dodge, JA JOHN POCEPTY REFA ROCEPTY	SANYER BICHN Refiling Jos Ny Bury Vilson Nadier Boyness Tofy Area Resa McEntres	SL Paul, MN WATLON JERNINGS JUDIOS	CARLETTE Rott unt i ROL HCDAILE GART HCBULE DAS SEALS	RANK WELLIAMS JR MANDRELL & GAMMA Rottant :	GALL DAVIES GALL DAVIES GANT WORP JIN COLLORS	Nottent: GAX RIDGE SOTS GAN SEALS NEL MCCART ML RAY CHANLES JURDE
STATUT N. STATLS	JORNEY PATCH		CHOW Wellend, ONT	WUSN	Detroit, MI BELLARY BROTHER JARIE FRICES	NAINES BROTERAS B	REPARCENT SUCTIONS OF THE SUCTION OF	JUCCOM JUCCOM BAY CHARLES NOTA 444 ; HEL. NCDANIEL GART AMMOTO GLEN CARPHELL	KAY GRATZES STEVE WARDER KIMME Amerilio, TX	BANDONLL & GROOM Bottant: GAT RINGE BOYS DAS BRALS MERLE ENGLARD CHURCH LAND	EDD IS NAME OF BIDGS & VERYTY GALL GATIES JUN COLLING LOBO GRAY WERP JUN COLLING LOBO GRAY & WINEYY BOLING BOLING ENDY DOCUME ANY COLLING ENDY DOCUME	WCMS-FM Horfolk, VA MEAA RESERVING STUTIA
WVAM Altoone,	PA NERAMA	WXTU Philadelphia, PJ	REA NOTICE	JANTE PRICES JOBERT LES WATLEN JEREINGS	NACE PRICES BOLLOS SLADOS GENE WATSCH CHTSTAL GATLE NEL HCLANE EL RAT STEVENS	HALL MCDANISL STRTLE SE RAY CHARLES KINNY ROCERS HITTY GRITTY DIST	REDA HCENTING BOLLAND, HCENNELD, GARY HCENELD STERTLE NG ADDR HURSAY JUDIS	WTHIFM	Botteet : nome	WGTO Cypress Gardens,	ELTTY CRITTY OINT	STLVIA LOBO CRARLY HCCLADS BOLLARS: DAX RIDGE HOTE
GAIL DAV BODIZ AA MARGO BH LOBO	INS TERRY CHEORY BOITY GEORGE STRAIT BOITY BOLLAST : INE GARY HOREIS GARY HOREIS	ALARADA MADRIEL & CREE SANDY 6 MTANPIS SANTES BROME Extracts	NARTE GENORD Rottagt: Y BRILE STATLERS	Nottest: OAR RIDES SOVS REL HUDARIEL 7.G. SHEFYAND STATLERS	MAT STRUCKS WCXIFM Detroit, MI	WOHK Ft. Wayne, IN	WTSO Medison, Wi	Terre Hause, IN REFA MERMITER GANTER BROWN BYLVIA	KASE Austin, TX CRARLY NCLADI	DOLLY PARTON EDDIE BARRITY GRAY & WINEFYS BYLITS	Little Rock, AR HERA REEFILME STUVIA	T.G. SHEPPARD ECDY RAVER COS BLADJR VIATLENS
LONG GARY MOL TOM JORE NOLVERIN POMORTER	STREETS COS BARDIN	OAK RIDGE NOTE	CAN BETLE TAILERS STAILERS LAR GREENHOOD CAVID ALLAR O GUE SLEDIN	WUBE-FM Cincinnall, OH	CARL JACTOON	DAVID ALLAN COR GRONGE STRAIT RUCKET GILLAT EVERLT BROTHERS RESTLEME NO. RF	SAWYER BROWN RITM RECENTION HADIES MOTHERS B BRELLY MERT NOTEMET REL MCDARTER, GLEN CAMPACL, STUT		CRARLY RECLAIN REAA NGENTIAR REDIR NARRITT STLVIA NAINER REPORTERS 0	ROBALE HEDOWELL SETTE STEGALL RECOLSTYN LANSON CARLETTN	CHARLY RECLAME BAY CHARLES	KYXX Odman, TX
HI COLETT CRARLY H Bottest: GARY HOR HEL HCOL BUTLE		BD SRC2 REL MCDARTEL REBIT ROGERS RAT CRARLES WDSY Pittsburgh, PA	WWVA Wheeling, WV	ALABAMA DOLLY PARTON	DORN WILLIAMS STILL STATUS NG STILL STILL DORN WILLIAMS	RENTLEME HEART HOLLOW HEART HOLLOW HEART KENNY HOGERS EXILS	NEL HODARIEL GLEH CAMPBELL EXTLE ANNE HODEAY GAN BEALS	No. A Contract of Contract of No. 1 Contract of Contr	NUCLEOR : NUCLEOR : NUCLEOR : NUCLEOR : SUBJECT : SAT SATURE : SATURE : SAT	EDDIE MAMEYY GRAY & WYNERYM SYLVEA SOURCE HEDOWELL SETTE STEGAL ECOLECTY LANCH CAPLETY LANCH SETLE SETLE JOBE ANDERSON NAY OMAKEN YNYLCH JEMELSON	Notifies Bernin Hol. NCDART EL CART HODRETS CART GREENBOCCD CANTO ALLAN COM DAN - MEALS	ALARAMA JOBH POLERTY MADRIE SHOTELAS B REDA RESPICES
GLER CAR	ALS CRAY & MY RETHY CRAFLY SECTARS IN BODIE RARRIES DELL MART OF CRAFTS FORT AND ROLL WALS CAN MEAS RAY CRAFLES RAY CRAFLES	STUDIE RAMPITY STUDIE RAMPITY STUDIE WAYLON JENNINGS	RABVEL PELTS MADIE OSHCHD BTLL ANDERSCH FOLLAT	ACABARA ALABARA LEE GREENWOOD XEREY INCERS ALABARA	DOM WILLIAME WKKG-AMFM Duluth, MN	нол са на постава - кинит во са ез вклив Line спремносо вталлено иссыла не WCUZ-AMATIM	WBCS Milwaukee, Wi	WTOD Teledo, OH	BITANE MARINER WYNK Baton Rogue, LA	KPLX-FM	KYKX Longview, TX	Not est : NE. NTAKIE.
WCAO Beltimore	MD CAN MEALS RAY CHARLES FWTLERS CHE CHARLES CHE CHARLES CHE CHARLES		AN INVEL PELINE MARKE ORIGIN BILL ANDEROU HEDELART LATE GREENHOLD EA REL THENES CO HITTY GREEN TO BILLART REDUCTOR ARE HEDELAY	NLA CANAGA CAN BIDGE BOTS NE WGAR-FM	BOOID RAMPITT LAN CREENWOOD BOLLest ;	Grand Rapids, MI	METTLESS NOA MY GROUGE MY MAIT JORN FOGERTY Rottest :	ALABAMA KRITH STEGALL CRARLY MCCLAIM STLVIA SAVVIA SECON	ANN'S HORRAY JORDMY LES HANDHILL & CHICKNY HANK WILLIAMS JR.	DelicaFt. Worth	EDD TH DAMATYY GALL, GWT BS ERITH STROML NUMA NORWTING JOBS POCHERY	NAT CRANES
ANYTER BU MARTE CHA SELTER STI BERNT WILL ADDAN BART HI COLATTE	NOT WONO	to sature	WYX Willemeport, M	Cleveland, OH GEON/2E JOINE ZARL THORN CORLE	HOLLARL, ECOY RAVEN GLEN CARVENILL T.G. SREPAND REMAY ROGERS AGE, NCRANTEL	EGGIE RAADSTT GATL DAVIES GRAT & WINETTE STELLY WINT TOTHESE SATURDE ROWLE RECOMPLE	NOT SET T MEL MEDWET HL DAN HEALS HE THE STEVE HRAINER LAT CREENNED	ANY 3: SECOND HI COLLEY'S LARCON HOT LARC: CARY XCRUS HI CALLS. NOTIONEY FIRTLENS DOG WILLIAMS ANY 5 MOREAY	HANT WILLIAMS JR. BORTAGE: MEL. MCOART H. CAN MEALS BAY CRARLES LAT CRARLES LAT CRARLES LAT CRARLES LAT CRARLES	JUDOS MAINED SOCTWEIS B AMER NURBAY Notlest, EDO SAVES ED BRUCK GLAN CLAPPEL. ME. POLATIN	Josef Podersy Rottest Garry Hongros MEL Norman S. DOLLY PARTON RLANNA RAY CHARLES	Parsonne City, FL. Dobe Birttaat : noae
JOBN POCH Beitset : OAX BIDGH GANY HORD DAN MEALS HEL NODAN	PTT .	NARVEL PELTS ALASARA BANDY & STANFLEY	SANTER SROWN REEA HOENTIRE LOBO MACO STATE	Control of the second s	KRRK E. Grand Forks, M	NUMI E ACDONELL GRONGE STRALT BOLLAST BELANT BROTHENS BAY CHARLES	Whee, Mitwaukee, Wr	STATLENS DON WILLIAMS ANN'S MURRAY	LARE GROCEMEND STEVE MARLERS KLVI	WITH GOED IN	DOLLY PARCH RLANNA RAY CHARLES WAMZ-FM	WKDX Refelgh/Durham
ME HOLE	NICRAEL HORPETER	ALASAM ALASAM BARTA PELATA BARTA NORMELS BARTA SOLVET BEL HOLASTE GART SOLVETE BALASE BAT SOLVETE BART SOLVETE BART SOLVETE BARTALE HE	LOBO MACO SYLVIA XXITA MBIELSY SROPE MARIE CENCHO CRARLY MCCLAIN	NEL HCTANT BL GAX BIDGE BOTH DAN MEALE	JUCCH WATLCH JENHTINGS ALABAMA Bottest;	BAY CRANES DOLLY PARTON KENNY ROCENS WGEE	Not Least , Sources	KTPK-FM Topeks, KS	BROUTS NAME IT BICKET GILLET	Denville, KY	Louisville, KY	STLUTA CREATE MCCLADS STEAL MCREATER BOTT ANT :
ANTE HERE	MD Hershey, PA	WHYR	BOLLANT : NEL NELANTEL BD BRIER GART NORMES	White Columbus, OH	ALARMON BOLLSER, MEL MCDANT ML GART MCMAILE DAM SEALS COS MARCA STRULE ME	Groon Bay, W7 MEAL NOISTINE RAY CHANLES CHARLY RECEASE REITS WEITLEY	Minneepolla pose Bottest : pose	EDDIS RAMDITY RETA HESTRIB AUSEI GANGHO JOHN FOORFTY TOFF ANDRA Bottost ; NGL HESTRI CLEI CAMPTEL ED ANDRE	NDOIS HAMBITY NGCORF CILLEY HANGE DILLEY HOLL HECHATEL HEL HECHATEL HYNTLES IN R. TROMAS CERLS GLAR CHAPMENLL JEDOR	NICKET CILLET BAT CHARLES NOTARE: NUT. NEXANZ IL GART NORIS STATLES JOHN REMATING	NGNO Hottost ; STATU MALINEM HARY UTLLINEM JR. ZLANAR CHORGE STIMUT	RTLVZA CHARLY HICELADA NORA HICELADA BOCCHERC : RIVELADA CANY HIMELA DA BALGANO HE COMMUNICO HE ANDER
Rafik WILL Bott est - OThTLENS GARY HUND COST MUNIC	I AGE MOLES INCLUSE I AGE MOLESE, I ANN JR. ISONY ROGENS STATLING GLAY CANPORTS. BUL ROAMST S. STOYE WLAIPER	RANTER GEORGE BERA MACHTER BYLVYLA FURMATER SLOTERS RECOLUTER SLOTERS RECOLUTER LANDER	GANT MODELS DAN SPALS STRILEDS	TODIS AUMEITT SAWER SHOW REALESS CONF REALESS CONF REALESS FOLSE UNE WOOMER CONFERENCE CONFERENCE CONFERENCE CONFERENCE	WAXX Enu Claire, WI	CHARLY HOLLAN REITH HELLAY STLVIA Rottest :	KCJB Minot, MD	TUFF ADDYA Rottest ; MEL WOMET SL GLEB CAMPUELL ED SACOR	GLEE CHAPMELL JODE WVIII Mast, 605	STATLENS SCHE ACRESSED WYVY	KLLL Lakkack, TX	Without VA
HAT CHARL	WAR Norganization	FURDATER STOTERS RECOLETTE LANDON Nottant   NEL NUTATEL	WEG Williamaport, PA	MRL HCDARESL GLES CAMPARLL GDG BARDIS STRTLENS STRTLENS STR	TONY ARMYA MICREY GULLEY RESTLESS NON RT BLOTER STONE NI COLETTE LARGO	ATTI MULTLAY ATTIYA Notlest : FRE MCDARTE, DTWILENS OLEN CLAPSELL GARY MORES FREIS	GROACE STRAIT HATCHEL & CHEVEN EVERLY MOTHERS FORSTER SINTERS	ED SAUCH CAX RIDGE MATH EDDY NAMES	STLUTA EL COLITITA SANT EL DECHI MENA RECEVITES	Dothon, AL	MANAGE MATLOR JEMETHON MANAGEMENT & CHEMING CAMANYIN	SHELT HEF
Banger, St	M.A.Ballet	RECOLUTIN LANCE Net est : NE HOLMETEL RECOLUTION GART HORESE GART HORES GAR REALS 9 GAR REALS	BAWTER SROW BTLYLA ROTLOG JEMEING JOBE FOORNT Not test : RICET REAGES GART REALES WER PAREN HETY MAINER COMMAY THISTY	WONE Dayton, OH	NI COLUTIVE LA MODE JUST MALLEY ALABAMA ENDIE MARBITE SERA RADOTTA LADOR MARBITE RETYN (FROMAL) AAWEL, FROM MARES MOTHERS & CORNEL FROM SERA RAD FROM RAD FROM RAD FROM RAD FROM	WINE Indianapolis, IN	ALADAM GUDDGG FFALLY WREALY MOVED IN FORSTRE SLOVEN IN JOIN FORSTRE SLOVEN MAY SHOW TOUT THE SHOW TOUT THE SHOW TOUT AND AND AND COLLEGE CARE MORELY MOTAL INSL.	KVOO Tules, OK	NELA RESTILL Bottost: GLES CAMPARIL CON ENDIN LGE CONSENSO REET BOORDS RECENCE REPORT	Рокатта адаттан Конса ластоника Сала аластика Сала аластика Сала с Аластика Сала с Аластика Сала с Аластика Биссана Аласта на Эланат Радониск На Асолет на Робот радониск Ката сполета Ката сполета Ката сполета Ката сполета	ALALAN NATURAL A CHEMIN CARAFTE MARKEL A CHEMIN CARAFTE MARK CHEMIN CHEMIN STRUCT STRU	BALLA BALLA FINTLAND LAR CALLA FINTLAND LAR CALLAND ANY CALLAND JUNI SCHEDUCT
STOTO DAM GAIL CHVTI SCHWEIS HOT GALT & HYT MARIN GOOT ADAM SAXES	OWELL JOH POCENY RATER MOVIEM HTD BALLOOK BOYS NEW RICKS MOVES BUILD AND STOCK BUILD AND STOCK	WEXY Springfield, MA HUNDER BOTHERS II	NATE OF A STANDS	BUTLEY WORT MARANA WATLON JENNINGS	LECH HANKES KETTH STRONG. MAINTEL FELCH MAINTEL HECTHERE & COMPLY HECTHERE	COMMAN THEFT GARY HOMES LACT J. OALTON VERS CONDEN COS BARDON	GART HORSES DAN SHALS HICELAR, HORSERY GLES CANFEREN	STLFLA KEITE METLEY CHARY HOLASH BILL ANDERGH EDDIS MARITY MARDO (HETS)	WZZK-FM	NUMBER PATCHER ME. BCOMMUN. STEVE UNITING RAY CONSERVE	STREET WATE Bottast; Junt Street Link Constants Const June	KRYX Ben Antonia, TX Charles Hockani Mina Hocketing
Bettest : GARY HIMEL Des BELLS GLIN CLINE PTINE BAR JOIN SCHEFT	BICKT SKADOS BO SHOCH BTATLENS BL	STRELLY MENT	COMMAY TWITTY	BUTLY HONY ALABAMA WATLCR JINGSISCO JOBETT BOCKNOCI HITYY GALTYY DEAT FRENT BOCKNOC GANY MODIES BAT (TANTES	CHARLY HECLARD Not test : NEL HECLARD STRTLENS GARY HERRIS EXTLE BAY CELARD	COM RANDIN RECENT GILLEY NICEARE, MYSPHEY DILL ANYE MICH BOLLY PARTON BOLLY PARTON ROLEY RATON RAY CREATER	Oklahoma City Or	CONTRACT DESCRIPTION	Binningham, AL	KHEY EI Paso, TX	Johney Life synve sharings WWOD Lynchingg, VA	STRATA
2000 90000		NULA LED NETA LED REALSON REALSON REALSON RATION RATION RATION RATION		AAT CHARGES HEL HCDART IL	RAY CEASES	ANNY MURARY RAT CHLETRE	MEAN MORNTING HEDIX RANDITY DOLLY PARTON FOREFTER DISTRIN FOREFTER DISTRIN	Sectors () ME, ACCARTS, ANT CORRESS IN AL THOMAS CORR. HUTT DENY GROWAS STRAIT	WXBQ-Fis Bristol, VA	BYLWIA SAMTIR HICHH Bottost ; MR. HCCHAR F. EXIL	MARIE CREATE	Mettage ; Met Homet gr. Galf Homet gr. Day states VTHE CORD IN NAT CHARLES
		NITTY CRETY DORY NATLON JENNINGS JORN BOMBIDER					FORGERSTER BISTRES ROLL HOLDARY ME, GARY MEMBER CORE MANY MEMBERS RAY CHARLES ALABANG		ALAMAN MATLAS JENETHOUS GOUGE SPRAIT CTARLY HOLLAD BODIES RAMITT BOLLAN; EDOT RAVEN STUTE MARINE STUTE MARINE STUTE MARINE	WFNC Feystleville, NC	STLVIA ERICA INTE STUDIE MAGNE EDDIE MAGNITY CARLETTE BOLISCE	VEN COLO IN INT CAMPLES KRAD-AMPRE Shromport, LA
WEST	KUZZ Bekerafield, CA	KLZ Detwar, CO	KQR. Grand Junction, C	KNIX-FM	ктом	KSAN	KEBC-FM Oklahome City, OK	KWEN Tutsa, OK Mutateli a Caterior	NOLLOW ; NOCT RAVEN STEVE WARINER MELLO MEL WORMEL M.	None Rottest ; None	Notiest: Finisis GLER CANFARLL GAS RIDGE 2019 GAST REMOTE RICHAEL HOWFREY	
KRKT Alberty, OR	NAT STEVENS ROBAT & RECOMPLE	ALARAMA, RAT GRADZE GROWCE STRAIT RESTLESS MEAN ROTLESS MEAN ROTLESS	GAIL DAVIES		Salinas, CA 20018 RAN ITT CRANT ROCLAIM SANTER BROW	Sen Frencisco, CA	WOW-AMFM	BETTY GRETTY DERT DOLLY PARTON Rottest: OAK SIDGE BOTS	KXYL Brownwood, TX	WESC-AMFN Grossville, SC AMPLIERS EXART SANTER HOUR	WINC-AM Monophie, TN	SDDIE BAMBITT GALL DAVIES WOLWHOLS CANTON GALT & WREPTE SAULAS GALT MORIES RICOLL WORKES RICOL WORKES RICOL WORKES
SAWTER SHOW SHEAT LEW BEITH WHITLE STUTA	Hotteati VSHIGOSDDH #X10.8	NEATLISS NEATT Notices ; LES GREENHOOD DOLLY PARTON	JOHN BORNEIDER	RAY CRANCES ECCLE AASSITT Bottest: Dam Meals Free Montpying ECCT Anyth DCT Anyth	GAIL DAVIES	ARTE NORLAT GEORGE STRAIT NOL GEORGE STRAIT NOL GEORGE R. OLA BLA 30 SHUCE GLAS CAMPAREL KART NO GRAS	Ornaha, MB REAA RCENTING CARELY MCCLAIN CARELL CLARTON CARELL CLARTON CARETTE REITH STREAML	CALF HEARTS CALF HEARTS CALF HEARTS EXHIFT ROOM BOTS EXHIFT ROOM BOTS NUMBER NAT CHARLES	JUDDA REBA NCENTIRS STLVIA ROLLOSE :	SANTER SHORP RENT VILLOU FORSTER SISTERS CARLETTE Bottont	EDDIE INJUEIT Bottest; Bottest; Refl. Rodater; 7.6. Smersan Ritty Grifty Dir? Chonge Starty	CLAN CHARACLE
STLVIA JOBS POCESTY GATL DAVIES EDDIS RANN 17 TONY AREA		оса славнута транут постяя алих нолоду и.алия КУСО-FM	STATLESS BAY CRAMINS ALASANDA KEIN Groat Fails, MT	NUM WILLIAM STEVE WARLING KWJJ Portland, OR	NICOLATTE LABOR SIERRA HARGO BRETH Rotrest: GARY HUNRIS JARES FRICKE GROWER JONES	KRIMAY HOGENS KRIPM Tecome, WA	TTTT IN ANY OF ANY	KPDFAM/FM Wichits, KS	NOT SET STATEMENTS	CARL BE ARCHE FORESTER A SEPTEMB CORRETER SEPTEMB GOLEMALS Rotenals Rotenal	T.G. SHEFFARD RETTY GROWT DERT GROWGE STRAFT WGKX	Tompo/St. Poto, FL
TONT ABORA Hottest: LRE GREENHOO AMPE HORBAI GAMY HORBAS DOM WILLTANS BAY CHARLES	Billings, MT	Denver, CO SAMYER BROWN REPLICE REAT	and the second sec	NUO IN NAMESTY CHARLY NOCLADE WI COLFFTE LARGE	RAY CRARLES NEL HCDANIEL KSOP-FM Salt Lake City, UT	REALBANK Rottest: STATLINS REL HODANIEL	BYLYA BYLYA BO BRUCH D BRUCH Bottast i RD RUCH Bottast i RD RUCH RAT CHARLES VIEW	CHARLY RETLAT	JOHN POCK PTY	KIKK-FIS Houston, TX	Memphis, TN	ALABAMA GENER STALT KARS WILLAMS JR. STAVIA EXITS STECAL BOLLAS: ME. MCDART R. STATLEJR EXA STYVEN
RAY CHARLES KRST-FM Albuquerque	KJOT	REBA MORNTINE Notteat : NORM KUGN-FM	NTLYIA NY COLETTE LANGUE AREA RETUTER STRUM & VERITY BROWY WILLOW LOBO NARGO SHITE	CRUGET RECEASE MICOLETTE LA MOCH ELMETER BOOMEL ROTHER HECOMELL ROTERE : GART HOUSIE GLEN CLASSES CLEN CLASSES	CHARLY HECTATH	KMPS-AM/FM Seattle, WA	SD SACE RAT CRAJES JUDG ALASAMA	HOCCAR : OAK SIDGE BOYS HOL HODARTEL STRTLESS BAY COMPANY	NAINES MOTHERS S REDA RECEVISE STEVEA CHART RECLASS MICOLOGYTE LASSON	MOLE PARALYT	NI CREY CILLEY CHARLY HICKLIN MERA RESIVILE Exclusit: NTRYE MANDER NTRYE MANDER NTRYE MANDER	NAT CHARGE AND A CHARGE
SYLVIA FORESTER SIGN	CAVID ALLAN COR SRELT WEST RAWYIN BROWN	Eugene, OR RETTR METLEY RECOLUTION LANSON	GARY HORKIS KRINY HOCKIS RAY CHARLES	RFTN Provo, UT	GAIL GAVIES HENY WILSON TON JONES GANY WOLF NAY GOLFF	hone Nottest: Done	WXCL Reads N	RAY CRAPLES RAY STEVERS	Bottest:		RAT CRAJES	WRK-FM West Palm Beach, FL
FURTHER SIGN RATES SACHE REBA HEBHTIRS BOTTON RAT CHARLES REL HETHAT M. STRTLENS	ONVID ALLAN COR THE SHOLL WELL ANYIE BROWN Notlest : SHILE LEE CARTENOCO CUE RCARTENO CLEE CARTENOL ETATLE 23	KRITH MEITLEY BICOLATTE LARSON BEBA MERMYINE SINGH 6 WERTT KRITH MICOAL CRARLY HOLADS Rotler:	KITTY GRITTY DIRT BRLAMY BROTKERS KVEG Las Vegas, NV	MADNES BROTHERS B SCOLE RAMBITT HOLESSE: MEL MCDARES. ED SPUCE	TON JOHES GANT HOLP NAY GRIPP FRITE WRITLEY ROLLER: ED BROCK GART HORBIN HE. MIDBAIN	KGA Spokane, WA REBA RCENTIAL GRAELY RCHARE	NONE NOLLEST : TITLE RAY STRVENS STRTLENS EDDY RAYES		NAY STRAFT BULLEN MEL ACTANT BU STATLENS RAY CRARLES			CHRALT MITLADS REBA RESERVER STLATA RESTR STEGALL BANDI & STANDARY
KIK-PM Anahalm, CA	KVOC Casper, WY	CROALY BECAUD NOT NOTARIAL OAR STORE NOTA GART HORE NOTA GART HORE NO RAY CRASSER		ED BRUCH GART HORRIG EDDY RAVEN DAM SEALS	GART HERBER MEL HEDAKE EL STATLE NS GLEM CHARPHELL KCKC	PERA ROENTIAN CHARLY NCCLARM RETURN STROALL SYLVIA TARL HENGLEY Bottest;	Davenport, IA	1 154	63 Reporters Current Reports		JERA BARENTING KRITH STROAL INLA LENE Bottast Gare Horsis Amer Moris Tom Williams	XXAN ANGUNTUA XXIVTA KATTE STCOLL BANDY & MTANGLAT BANDY KULGON KATLANJER CALL MAYIES CALL MAYIES CALL MAYIES CALL MAYIES CALL MAYIES CALL MAYIES CALL MAYIES CALL MAYIES CALL MAYIES CALL MAYIES SALANJE ANGUNE SALANJE ANGUNE KANANJE ANGUNE
ANN'S NURBAY	NO JOEN MORRON	KFRE	CROACE STALLY EDDIE SAMBITT ALAMAN STALLA ST			TARE HEREIS Botten; KE. HERLIE, VERH CORODY STRTEAS INTERNE INCLARY INCOMING INCLARY INCOMING	ALABAGA JUDDA BOW SEGER BORtest;	The following sta in their ro	ations reported n tations this wee	o change	DON WILLIAM RATLOS JUNICIS RENNY ROCESS RENNY ROCESS RENNY ROCESS	Nottest: Lik GRADINGOD NEL HCLARIEL BELLARIE SKOTERNO
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ALABAMA CHARLY ROCLAIM BAWTER BROW HOTTER: GLEW CHARTCLL STRATERS RICHARL MORPHE RAY CRARLES RAY STRATERS	KUUY Chayanaa, WY	Freeno, CA	GEORGE JONES RITTE GRITTY DIST JOSSEY LEE BELLANT MOTHERS M.A.BANG BOTTORY   REL HELANTEL EITES	Reswell AM	KCBQ	JOHN FORENTE JOHN FORENTE MART WILLIAMS JR. SAWER BROWN SOLLARS	EDDIE RAEDITT CHARLY NCCLAD SYLVYA HKDA HGENYIRS EDTLest:	The following st	ations failed to r	eport this	WICSJFM Noble, AL	RECONSTRUCTION CONSTRUCTION SAVERS BOXNE SAVERS BOXNE SAVERS BOXNE Motions, J Motions, J Motions, J Mark Michael, S Mark Michael, S Michael, S
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## BREAKERS

#### **PHIL COLLINS One More Night (Atlantic)**

72% of our reporters on it. Rotations: Heavy 6/0, Medium 52/21, Light 41/28, Total Adds 49 including WPIX, Y97, WLTT, WSB-FM, 2WD, W101, WCLR, WLLT, WNIC, WISN, WMYX, KMJI, KKLT, KGW, B100, and 34 more. Debuts at number 22 on the A/C chart.

### **DIONNE WARWICK & GLENN JONES**

### Finder Of Lost Loves (Arista)

61% of our reporters on it. Rotations: Heavy 3/0, Medium 48/3, Light 33/4, Total Adds 7, WCLR, KMJI, WAEB, KRNT, WLTE, WTNY, K99. Debuts at number 25 on the A/C chart.

## **NEW & ACTIVE**

KIM CARNES "Invitation To Dance" (EMI America) 67/7 Rotations: Heavy 4/0, Medium 38/3, Light 25/4, Total Adds 7, KVIL-FM, WGY, WING, WAHR, KFSB, WXUS, KKLV. Heavy: WKBW, WEIM, WCHV, KALE: Medium: WFBR, WISN, WAEB, WRIE, WBT, CK101, WMAZ, WRVA, KIOA, KRNT, WMGN, WHNN, KOUK, KSL, WWNR, WKNE, WSKI, WVPA, KORD, WCKD, WGSV, WAGE, WKYX, WZLQ, WFFX, KTYL, WJBC, WCIL, KEEZ, WJON, KTWO, K99, KQSW, KRSB, WMGQ.

JANET STREET "Under The Clock" (Arista) 59/11 Rotations: Heavy 0/0. Medium: 29/4. Light 30/7. Total Adds 11, WSB. KGW, WSFL, WRVA, KOIL, KBOI, KWAV, KSL, KFSB. WJON, KFQO. Medium: WCCO, KFMB, WRIE, WKYE, K106, WMAZ, KRNT, WMGN, WWNR, WEIM, WKNE, WSKL, WGSV, WAHR, WFFX, KTYL, WJBC, WCIL, WXUS, KWEB, KTWO, KQSW, KRSB, KMGQ, KALE.

POINTER SISTERS "Neutron Dance" (Planet/RCA) 56/6 Rotations: Heavy 16/0, Medium 26/1, Light 14/5, Total Adds 6, WTAE, KBS-T, WIVY, WMGN, KORO, KBOI- Heavy: KVIL-FM, KMGG, B100, KJR, V100, WPJB, WKJJ, WSFL, KKUA, WWNR, WSKI, WWPA, WCKO, WCHV, KRLB, KKLV, Medium: Y97, 2WD, WNIC, WOMC, KLSI, KEZR, WAEB, WKYE, CK101, WHAS, WRKA, WTRX, WENS, KWAV, WTNY, WSKY, WKYX, WZLQ, KTYL, KFSB, KEEZ, KQSW, KMGQ, KALE.

CARS "Why Can't I Have You" (Elektra) 46/6 Rotations: Heavy 2/0, Medium 18/1, Light 26/5, Total Adds 6, 97AIA, 8100, WRKA, KOIL, KORO, WSKY. Heavy: WKBW, KALE: Medium: WFBR, WMAZ, WSFL, WMGN, WWNR, WEIM, WSKI, WCKQ, WCHV, KRLB, WKYX, WFFX, KTYL, KEEZ, WJON, KKLV, KOSW.

TINA TURNER ''Private Dancer'' (Capitol) 46/2 Rotations: Heavy 4/0. Medium 25/1, Light 17/1. Total Adds 2, 2WD, WRKA. Heavy: KLSI, KEZR, WMGN, KRSB. Medium: WFBR. WOMC, WAER, V10D, WKYE, WrgB, KEY103, WMAZ, WSFL, KWAV, WSKI, WWPA, WSKY, WCKQ, WCHV, KRLB, WKYX, WFFX, KTYL, WCIL, KKLV, KTWO, KQSW, KMGQ.

HONEYDRIPPERS ''Rockin' At Midnight'' (Es Paranza/Atlantic) 46/1 Rotations: Heavy 5/0, Medium 27/0, Light 14/1, Total Adds 1, CK101. Heavy: WKBW, KJR, WWNR, WCKQ, KALE. Madium: WFBR, WTAE, KVIL-FM, KBEST, KEZR, WICC, V100, WKYE, WPJB, WKJJ, WAVE, KRNT, KKUA, KWAV, WSKI, WWPA, WSKY, WCHV, WKYX, WFFX, KTYL, WJBC, WCIL, KFSB, KEEZ, KKLV, KQSW.

JOHN WAITE "Restless Heart" (EMI America) 45/6 Rotation5: Heavy 0/0, Medium 23/2, Light 22/3, Total Adds 6, KVIL-FM, WICC, WRIE, WKGW, WRVA, KWAV, Medium: WFBR, WMAZ, WSFL, WHBC, WMGN, KKPL, WWNR, WEIM, WKNE, WSKI, WSKY, WFFX, KTYL, WCIL, WJON, KKLV, KTWO, KQSW,

JOHN HUNTER "Tragady" (Private I/CBS) 45/2 Rotations: Heavy 7/0, Medium 20/0, Uight 14/2, Total Adda 2, V100, WSFM. Heavy: KLSI, WKYE, WCKO, KTYL, KKLV, KOSW, KRSB. Medium: WCCO, KEZR. WRIE, KEY103, WMAZ, WSFL, WAVE, WNAM, WHBC, WMGN, KDUK, KKPL, WKNE, WSKI, WWPA, WSKY, WCHV, WZLO, KWEB, KALE.

## **ROTATION BREAKOUTS**

		and the owner where the party of the local division of the local d		-	-
	Total Reports/Adds	Heavy	Medium	Light	
O WHAM!					
2 FOREIGNER	135/0	129		0	
3 STEVE PERRY	128/0	109		2	
REO SPEEDWAGON	128/2	96		2	
DIANA ROSS	127/4	73	46	8	
BILLY JOEL	112/1	82	29	1	
7 CHICAGO	124/2	67	48	9	
KENNY ROGERS	109/0	70	36	3	
JULIAN LENNON	121/5	62	48	11	
10 ELTON JOHN	127/17	24	86	17	
GEORGE BENSON	100/2	56	40	4	
12 STEVIE WONDER	106/0	56	42	8	
B PHILIP BAILEY W/PHIL COLLINS	100/2	48	43	9	
14 BARBRA STREISAND W/KIM CARNES	84/3	47	27	10	
DARYL HALL & JOHN OATES	91/0	38	44	9	
16 CULTURE CLUB	94/11	32	49	13	
	96/2	30	58	8	
1B JACK WAGNER	106/8	13	-73	20	
B ANNE MURRAY	82/0	16	55	11	
ERIC CARMEN	96/0	19	68	9	
21 RAY PARKER JR.	96/12	13	66	17	1
2 PHIL COLLINS	76/0	19	45	12	
23 MANHATTAN TRANSFER	99/49	6	52	41	ġ
24 JERMAINE JACKSON	70/0	19	45	6	1
DIONNE WARWICK & GLENN JONES	60/0	9	36	15	
SIGNIC TRATTICK & GLENN JONES	84/7	3	48	33	

### MOST ADDED .

PHIL COLLINS (49) One More Night (Atlantic) DOLLY PARTON (33) Don't Call It Love (RCA) MANHATTANS (27) You Send Me (Columbia) DEBARGE (19) Rhythm Of The Night (Motown) DAN HARTMAN (19) Second Nature (MCA) DENNIS DeYOUNG (18) Dear Darling (A&M) CHERYL LYNN (18)

At Last You're Mine (Private I/CBS)

BARBARA MANDRELL/LEE GREENWOOD "It Should Have Been Love By Now" (MCA) 44/7 Rotations: Heavy 1/0, Medium 17/1, Light 26/6, Total Adds 7, WAEB, WGY, WHBY, KOLL, KBOL KEOD, KALE, Heavy: KSL Medium: WISN, WCCO, WBT, WMAZ, WRVA, WRNT, WWNR, WEIM, WTKO, WKNE, WSKI, KORO, WAHR, WJBC, WCIL, KRSB

JOHN FOGERTY ''The Old Man Down The Road'' (WB) 44/2 Rotations: Heavy 13/0, Medium 21/0, Light 10/2, Total Adds 2, WLTF, KJR. Heavy: KEZR, V100, WKYE. WSFL. WAVE, WNAM, KWAV, WWNR, WEIM, WSKI, WCKO, KRIB. KKLV. Medium: WTAE, KVIL-FM, KGW, WICC, WPJB, WKJJ, WEZS, KRNT, WTRX, WENS, KOIL, WMHE, KKUA, WSKY, WAHR, WFFX, KTYL, KFSB, KEEZ, KGSW, KALE.

DAN HARTMAN "Second Nature". (MCA) 43/19 Rotations: Heavy 0/0, Medium 13/4, Light 30/15, Total Adds 19, WKBW, WISN, WCCO, WKYE, K106, WSFL, WHBC, KIOA, KRNT, WMGN, KKPL, WSKY, KRLB, WZLQ, WJBC, WCIL, WXUS, WBOW, KKLV, Medium: WFBR, WWNR, WSKI, WCKQ, WCHV, KTVL, KOSW, KRSB, KALE.

CHERYL LYNN "At Last You're Mine" (Private I/CBS) 43/18 Rotations: Hasiy 0/0, Medium 6/4, Light 37/14, Total Adds 18, WKBW, WPIX, WOMC, WCCO, WRIE, WAVE, KIOA, WTNY, WWPA, WCKO, KRLB, WFFX, WJBC, KFSB, KWEB, WBOW, KTWO, KALE, Medium: WMA2, WSKI. DURAN DURAN "Save A Prayer" (Capitol) 42/8 Rotations: Heavy 0/0, Medium 19/2, Light 23/6, Total Adds 8,

Rotations: Heavy 0/0, Medium 19/2, Light 23/6, Total Adds 8, B100, KEZR, WKYE, WMGN, WHNN, KWAY, KFSB, WBOW. Medium: WKBW, KEY103, K106, WMAZ, WWNR, WEIM, WSKI, KORQ, WSKY, WCKQ, WAGE, KRLB, WKYX, KTYL, WCIL.

ALAN GORRIE "Diary Of A Fool" (A&M) 40/15 Rotations: Heavy 0/0, Medium 9/4, Light 31/11, Total Adds 15, WFBR, WRMM, WICC, K106, WRVA, WHBY, KSL, KKPL, KORQ, WCKQ, WCHV, KRLB, WBOW, KTWO, KMGQ, Medium: WCCO, WMAZ, WEIM, WKNE, WSKI.

ASHFORD & SIMPSON "Solid" (Capitol) 40/6 Rotations: Heavy 9/1. Medium 20/3, Light 11/2. Total Adds 6, WTAE, W101, B100, WK.JJ, WCIL, KFSB, Heavy, 97AIA, 2WO, KMGG, KOST, KFI, WWFA, KRL8, WKYX, Medium: Y97, WSB-FM, KVIL-FM, WSNY, WICC, V100, WSFL, WAVE, WENS, KWAV, WWNR, WSKI, WCHV, WFFX, KTYL, KRNO, KQSW.

### KOOL & THE GANG "Misled" (De-Lite/PolyGram) 40/2

Rotations: Heavy 6/0, Medium 23/1, Light 11/1, Total Adds 2, WLLT, WSFM. Heavy: V100, KEY103, WSFL. WSKI, WWPA, WCRQ. Medium: KVIL-FM, 97A/A, WLTF, WSNY, KLSI, KEZR, KJR, WPJB, WKJJ, WMAZ, WNAM, WMGN, KWAV, WEIM, WCHV, KRLB, WKYX, WFFX, KTYL, KKLV, KQSW, WSKY.

DAVID LEE ROTH "California Girls" (WB) 36/9 Rotations: Heavy 6/1, Medium 14/1, Light 16/7, Total Adds 9, WFBR. WOMC, KUDL, B100, WAVE. KOIL, KKUA, WEIM, WSKL Heavy: WPJB, WKJJ, WMHE, WWPA, WCKQ. Medium: KVIL-FM, 97AIA. KMGG, KBEST, V100, WSFL, WEZS, WENS, KWAV, WWNR, WSKY, WJDN, KKU,

DOLLY PARTON "Don't Call it Love" (RCA) 33/33 Rotations: Heavy O(0, Medium 4/4, Light 29/29, Total Adds 33, WFBR, WCCQ, KFMB, WAEB, WKYE, WBT, WSFL, WHBY, KIDA, WHNN, KSL, WEIM, WTKO, WKNE, WSKI, KORQ, WSKY, WGSV, WAHR, WAGE, KRLB, WKYX, WJBC, WCIL, KFSB, WXUS, KEEZ, KWEB, KKLV, KQSW, KRSB, KMGQ, KTYL.

GLENN FREY "The Heat Is On" (MCA) 31/3 Rotations: Heavy 8/0, Medium 17/0, Light 6/3, Total Adds 3, GLEINE FREE THE HEALTS UTTIMULAY STAS Rotations: Heavy 8/0, Medium 17/0, Lipt 4/3, Total Adds 3, WSNY, WICC, WNAM, Heavy: KMGG, KEZR, WKJJ, WSFL, WENS, WWPA, WCKOL KRILB. Medium: KVIL-FM, 2WD, B100, V100, WPJB, WRKA, WAVE, WMGN, WSKY, WCHV, KTYL, KFSB, KEEZ,

## SIGNIFICANT ACTION

MANHATTANS "You Send Me" (Columbia) 27/27 Rotations: Heavy O/O. Medium 4/4, Light 23/23, Total Adds 27, WFBR. WPIX. WICC, WKGW, WHBY, WHBC, KIOA, WTRX, WLTE, K60I, WWWR, WEIM, WTKO, WKNE, WSKI, WSKY, WCHV, WGSV, WFFX, KTYL, WJBC, WCIL, KEEZ, WJON, KTWO, KGSW, KALE.

## DAVID BOWIE & PAT METHENY GROUP "This Is Not America" (EMI America) 27/10 Rotations; Heavy 0/0, Medium 5/1, Light 22/9, Total Adds 10, WAEB, WHNN, KWAV, WSKI, WCKQ, WGSV, KKLV, KTWO, KOSW, KRSB, Medium: WSFL, WWNR, WEIM, WWPA.

DON HENLEY "The Boys Of Summer..." (Geffen) 27/1 Rotations: Heavy 8/0, Medium 16/1, Light 3/0, Total Adds 1, WTAE. Heavy: 97AIA, 8100, WPJB, WHAS, WKJJ, WAVE. KKLV, KOSW. Medium: Y97, KVIL-FM, WLLT, KLSI, KEZR, KJR, WICC, V100, KEY103, WTRX, WENS, WMGN, KKUA, KRLB, KTYL.

DIANE SCHUUR "New York State Of Mind" (GRP) 23/2 Rotations: Heavy 0/0, Medium 9/0, Light 14/2, Total Adds 2, KIOA, WWPA, Medium: WCCO, WMAZ, WRVA, WEIM, WAHR Hotations: Heavy 0/0, Medium WCIL, KWEB, KRSB, KMJQ.

JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 22/2 Rotations: Heavy 0/0, Medium 7/0, Light 15/2, Total Adds 2, KORQ, KTWO. Medium: WKYE, WWNR, WEM, WKYS WJON, KRSS KYX, KEEZ.

DENNIS DeYOUNG "Dear Darling" (A&M) 21/18 Rotations: Heavy 0/0, Medium 2/0, Light 19/18, Total Adds 18, WCCO, KFMB, WTRX, WHNN, WWNR, WEIM, WKNE, WSKI, KORO, WSKY, WCHV, KRLB, KTYL, KEEZ, KTWO, KOSW, KRSB, KALE, Medium: WCKO, WKYX.

DEBARGE "Rhythm Of The Night" (Motown) 19/19 Rotations: Heavy Olo, Medium 1/1. Light 1a/18, Total Adds 19, Y97, 97AIA, WARM98, V100, WRKA, WHBC, KWAV, WWNR, WCKQ, WGSV, WKYX, WZLQ, WFFX, KTYL, KFSB, WXUS, KEEZ, WBOW, KQSW.

BILLY OCEAN "Loverboy" (Jive/Arista) 18/1 Rotations: Heavy 5/0, Medium 8/0, Light 5/1, Total Adds 1, WRKA, Heavy: KMGG, WKJJ, KRLB, KTYL. Medium: KVIL-FM, 2WD, V100, WHAS, WENS, KKUA, WWNR, WTNY.

EUROGLIDERS "Another Day In The Big World" (Columbia) 17/1 Rotations: Heavy 0/0, Medium 4/0, Light 13/1, Total Adds 1, WSFL. Medium: WGY, WMAZ, WKNE, KALE.

PAUL HARDCASTLE "Rain Forest" (Profile) 16/2 Rotations: Heavy 5/0, Medium 4/0, Light 7/2, Total Adds 2, WOMC, WKYE, Heavy: 97AIA, KOST, KFI, KWAV, WEIM. Medium: WCC0, B100, KTYL, KRNO.

ROB TRO "Who Do You Love?" (Jamex) 14/3 Rotations: Heavy 0/0. Medium 0/0, Light 14/3, Total Adds 3, WKNE, WJON, KRSB.

ROBERT FORMAN "The Only One" (Scotti Bros./CBS) 13/10 Rotations: Heavy 0/0. Medium 1/1, Light 12/9, Total Adds: 10 WCCO, KOST. WAEB. WSFL, WWNR, WTKO, WGSV, WXUS, KRNO,

BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 12/12 Rotations: Heavy 0/0, Medium 4/4, Light 8/8, Total Adds 12, WPIX, WRMM, WARM98, KEZR, WICC, WAVE, WNAM, WSKY, KRLB, KTYL, KTWO, KQSW.

. TOTO "Holyanna" (Columbia) 12/3 Rotations: Heavy 0/0, Medium 4/1, Light 8/2, Total Adds 3, KVIL-FM, WEIM, KEEZ. Medium: WCHV, KTYL, KOSW

PRINCE "Take Me With U" (WB) 11/7 um 4/3, Light 7/4, Total Adds 7, KVIL-FM. KEZR, V100, K106, WMGN, WCKO, KRSB. Medium: WSFL.

NEW EDITION "Mr. Telephone Man" (MCA) 11/1 Rotations: Heavy 2/0, Medium 5/0, Light 4/1, Total Adds 1, KUOL, Heavy: WCHV, WVBS, Medium: KLSI, K106, WWPA; KKLV.

WHAM! (115) Careless Whisper (Columbia) FOREIGNER (88) Want To Know What Love Is (Atlantic) STEVE PERRY (64) Foolish Heart (Columbia) **REO SPEEDWAGDN (53)** Can't Fight This Feeling (Epic) DIANA ROSS (45) Missing You (RCA) CHICAGO (41)

HOTTEST

You're The Inspiration (WB)

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#### Page 68

# **Regional Adds & Hots**

A/c	Regional Aa	RAR/Friday, February 8, 1
EAST     Stratering     Stratering       Parallel One     Stratering     Stratering       With Stratering     Stratering     Stratering       Stratering     Stratering     Stratering </td <td>DOLLARS:     DOLLARS:     DOLLARS:</td> <td>SOUTH         Millingson         Millingson         Millingson         Millingson         Millingson           Ar         Parallel One         Millingson         <td< td=""></td<></td>	DOLLARS:     DOLLARS:	SOUTH         Millingson         Millingson         Millingson         Millingson         Millingson           Ar         Parallel One         Millingson         Millingson <td< td=""></td<>
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Gold Mountain

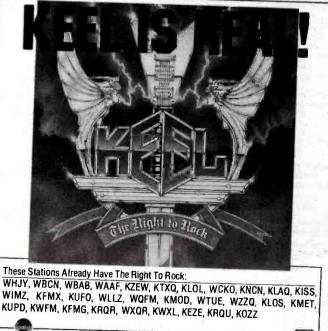


## February 8, 1985

#### **152 AOR REPORTERS**

Total Hot Medium Adds All Reports Rotation Rotation

14.			-			Reports	Rotatio	n Rotatic	n Rotati
1.0		1 1	U U	JOHN FOGERTY/Centerfield (WB)	"Rock And . " (134) "Old Man !! (403) 10				
		2 2		DON HENLEY/Building The Perfect Beast (Geffen)	"Rock And" (134) "Old Man" (121) "Centerfield" "Sunset" (126) "All She" (111) "Summer" (49)	(23) 150	= 140	- 10	
1.	-	3	(3	BRYAN ADAMS/Reckless (A&M)		148-	+ 124	- 24	+ 2
	-	UT	> @	VISION QUEST/Soundtrack (Geffen)	"Somebody" (136) "Love" (52) "Run To You" (23)	142 -	- 134	+ 8	
3	3	4	5	FOREIGNER/Agent Provocateur (Atlantic)	"Only The Young" (139) "Hungry" (22)	140	121	18	2
-		5	6	DAVID LEE ROTH/Crazy From The Heat (WR)	"Yesterday" (124) "I Want" (75) "Tooth" (21)	142-	108		
5	5	6		BEVERLY HILLS COP/Soundtrack (MCA)	California (117) "Easy" (78) "Gigolo" (19)			- 21	
10	6	7	8	REO SPEEDWAGON/Wheels Are Turnin' (Enic)	rhe neat is On" (128)	129-	105	- 24	= 0-
7	8	9	Э	DEEP PURPLE/Perfect Strangers (Mercury/PG)	"Can't Fight" (107)		93-		-
14	12	10	0	SURVIVOR/Vital Signs (Scotti Bros./CBS)	"Knocking" (104) "Perfect" (40) "Nobody" (24)			- 57-	
12	7	8	11	JULIAN LENNON/Valotte (Atlantic)				= 38-	
26	17	14	Ð	CARS/Heartbeat City (Elektra)	"Too Late For Goodbyes" (109)			- 33-	
-	-	16	Ð	LRB/Playing To Win (Capitol)	"Why Can't Have You" (117)				-
11	10	11	14	PAT BENATAR/Tropico (Chrysalis)	"Playing To Win" (134)		53+		
6		12	15	KINKS/Word Of Mouth (Arista)	"Ooh Ooh" (101) "Diamond" (19) "Balana" (10)	134+	25+	108+	- 5-
	11		16	GillEEPIA/Ciuttaia (Creational)	Living (78) Dolt (42)	116-	49-	67+	0-
L	14		17	GIUFFRIA/Giuffria (Camel/MCA)	"Do Me" (61) "Call To" (58)	109-	47-	59-	6+
		-	17.	JOHN PARR/John Parr (Atlantic)	"Naughty" (65) "Magical" (40)			61+	6+
10	15		18	TRIUMPH/Thunder Seven (MCA)		94+	40-	47+	10+
-		19	Ð	GEORGE THOROGOOD & THE / Maverick (EMI America)	"Gear Jammer" (97) "I Drink" (16)	103+	24-	76+	6+
		18	ΖŲ	AUTOGRAPH/Sign in Please (RCA)		110+	13+	94 -	
		23	20	JOHN WAITE/No Brakes (EMI America)	"Turn Up" (77) "Girlfriend's" (20)	92 -	21-	71=	
30	24	24	23	MARTIN BRILEY/Dangerous Moments (Mercury/PC)	"Restless Heart" (95)		13+		
24	27	31	9	BRUCE SPRINGS [EEN/Born in The II S A (Columbia)	"Dangerous" (88)	88+		77-	
9	13	21	24	FRILIP BAILEY/Chinese Walls (Columbia)	"I'm On Fire" (65)			48+	
19	18 '	20	25	ROGER HODGSON/In The Eye Of The Storm (A&M)	"Easy Lover" (58)	63-			31+
35	29	28	20 :	SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	"Jeopardy" (64) "Dream" (10)			22 - 54 -	2+
I DE	BUT		Ø I	ROMAN HOLLIDAY/Fire Me Up (Jive/Arista)	"Beat Of A Heart" (61)				1-
_	22	25	28	HALL & OATES/Big Bam Boom (RCA)	"One Foot Back" (68)			47+	3-
	28	27	29 F	FRANKIE COES TO ANAL	"Method" (41) "Bank On" (22)	69	4	60	11
20		22	30 7	FRANKIE GOES TO /Welcome To The (ZTT/Island)	"Relax" (51)	58 -	29-	29-	2+
28		20	24 (	······································	"The Price" (58)	59-			5-
	BUT	20	an c		"Tenderness" (49)	59 -	9	50-	1-
				HUNDING WUSS NU PUSS (HIVIE/ RS)	"Injured" (64)	54 -	25 -	29-	2-
		34	eg r	OBIN GEORGE/Dangerous Music (Bronze/Island)	"Heartline" (56)	64	4	56	11
18 2		30	34 L	J2/The Unforgettable Fire (Island)	"Wire" (21) "Homeson 1 (11)	59+	6+	50+	7-
	BUT		🕒 S	SPANOS/Looks Like Trouble (Enic)	"Wire" (21) "Homecoming" (17) "Unforgettable" (13)	47-		28-	2-
		17	🤓 D	DURAN DURAN/Arena (Capitol)		63+	-	50+	24-
23 3	1 3	33 3	37 L	OS LOBOS/How Will The Wolf Survive? (Sleeh M/P)	"Save A Prayer" (58)			48+	4-
	- 3			UTIN FIAT I/Warming Up To The Ice Age (Coffee)	"The Wolf?" (36) "Don't Worry" (26)			35+	
21 2			39 0	OKKEN/Tooth And Nail (Flektra)	rne Usual" (29)	48+		37+	8+
33 3	3 34	6 4	40 A	NGEL CITY/Two Min 4 144	'Just Got Lucky'' (43)	45-	-		7-
-	-	-	-	(MCA)	'Underground'' (48)	48-	/-	38 -	1-



PRODUCED BY GENE SIMMONS



#### VISION QUEST Soundtrack (Geffen)

Soundtrack (Lighten) 92% of our reporters on it. 140/2 with adds at: K97, KSPN. Debuts at #4 on the Albums chart.

TRACKS — Track airplay data for songs from all configurations, including albums, EPs and 45s. Shows four-week trend of chart movement. Records showing significant upward momentum are buileted. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (~), or equal (=) reports compared to last week's figures.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are builteted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are BOLDED. Current week's total reports; hot and medium rotation-reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.





AOR ALBUMS — Album airplay data, with four week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

AOP BREAKERS — A record is a breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.



		-					_	-	_
	Week	Two Wee	aks Wee	*	152 AOR REPORTERS	fotal	Hot	Mediur	n
	-	_	5	0	MICK JAGGER/Just Another Night (Columbia)	151+	123+	26-	_
	6	4	2		BRYAN ADAMS/Somebody (A&M)		125+		_
	14	8	4	ē	JOURNEY/Only The Young (Geffen)	139 =	121+	18-	-
	-	21	9	Õ	FIRM/Radioactive (Atlantic)	146+	81 +	62 -	-
	1	1	1	5	JOHN FOGERTY/The Old Man Down The Road (WB)	121 -	114 -	7=	=
	-	-	15	0	PHIL COLLINS/One More Night (Atlantic)	140+	78+	57-	-
	19	10	8	Ø	JOHN FOGERTY/Rock And Roll Girls (WB)	134+	75+	<b>59</b> =	=
	4	3	7	8	GLENN FREY/The Heat Is On (MCA)	128 -		24 =	=
	5	5	8	9	DON HENLEY/Sunset Grill (Geffen)	126			
-	3	2	3		DAVID LEE ROTH/California Girls (WB)	117-			
	-	30	16	-	D. BOWIE w/P. METHENY/This Is Not (EMI America) FOREIGNER/That Was Yesterday (Atlantic)	138+	57+	80 -	
	16 11	12 9	12 11		<b>REO SPEEDWAGON</b> /Can't Fight This Feeling (Epic)	124+ 107-	74+ 91-	50 + 16 -	
	10	8	10		JULIAN LENNON/Too Late For Goodbyes (Atlantic)	107-	78-	31 -	
	17	14	13		SURVIVOR/High On You (Scotti Bros/CBS)	110-	76-	34-	
	36	28	19		DON HENLEY/ All She Wants To Do Is Dance (Geffen)	111+	61+	49+	
	29	20	18	_	LRB/Playing To Win (Capitol)	134+		108+	
	34	23	17	-	CARS/Why Can't I Have You (Elektra)	117-	51+	66-	
		-	24	-	ALAN PARSONS PROJECT/Let's Talk About (Arista)	130+		101+	
	12	11	14	20	DEEP PURPLE/Knocking At Your Back (Mercury/PG)	104 -	51 -	53-	
	21	17	20	21	PAT BENATAR/Ooh Ooh Song (Chrysalis)	101 -	43-	58+	
	2	7	Z1	22	FOREIGNER/I Want To Know What Love Is (Atlantic)	75 -	66 -	8=	;
	-	51	37	-	CARS/Breakaway (Elektra)	81+	27+	49+	
	57	38	32	-	JOHN WAITE/Restless Heart (EMI Americaa)	95 +	13+	81+	
	28	27	28	-	G. THOROGOOD & THE/Gear Jammer (EMI America)	97	11+	84 -	•
	-	-	45	-	DAVID LEE ROTH/Easy Street (WB)	78+	31+	43+	
	15	19	23	-	JOHN PARR/Naughty Naughty (Atlantic)	65 -	38 -	27-	
		33	31	-	KINKS/Living On A Thin Line (Arista)	78+	29+	47-	
		22	27	_	AUTOGRAPH/Turn Up The Radio (RCA)	77-	19-	58-	
0	42 9	34	33	31	MARTIN BRILEY/Dangerous Moments (Mercury/PG) GIUFFRIA/Cail To The Heart (Camel/MCA)	88+ 59	8+	77-	
	_	13 807	22	-	SANTANA/Say It Again (Columbia)	58 85	32 - 8	26- 54	
		15	28	_	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)	58-	37-	20-	
		29	35	-	BRYAN ADAMS/It's Only Love (A&M)	52-	29-	23-	
		16	25	-	DON HENLEY/The Boys Of Summer (Geffen)	49-	42-	7-	
	_	-	58	30	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)	65+	17+	41+	
1	58	43	39	Ť	TRIUMPH/Follow Your Heart (MCA)	65+	13+	<b>48</b> =	
1	- "	49	42	38	ROMAN HOLLIDAY/One Foot Back In (Jive/Arista)	68+	4+	6 <b>0</b> +	
	52	41	38	39	SCANDAL f/PATTY SMYTH/Beat Of A (Columbia)	61 -	14 =	46+	
ĺ	-	-	59	-	SIMPLE MINDS/Don't You (Forget About Me) (A&M)	68 +	9+	49+	
	26	25	30		ROGER HODGSON/In Jeopardy (A&M)	64 -	11 -	53-	
	25	24	29		TWISTED SISTER/The Price (Atlantic)	58 -	8-	50-	
I	-	-	47	_	GIUFFRIA/Do Me Right (Camel/MCA)	61+	14+	44+	
		~	49	-	DONNIE IRIS/Injured In The Game Of Love (HME/CBS)	64+	4+	56+	
		50	46	-	FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)	51+	18+	30-	
I		32	40		DEEP PURPLE/Perfect Strangers (Mercury/PG) GENERAL PUBLIC/Tenderness (IRS/A&M)	40- 49-	23- 22=	17- 27-	
1		36 18	41 34		KINKS/Do It Again (Arista)	49-	22 = 24 -		
1			50		ROBIN GEORGE/Heartline (Bronze/Island)	42 - 56 +		17- 47+	
1	~	_	51	-	DURAN DURAN/Save A Prayer (Capitol)	58+	10+	47+	
		BUT		-	SPANOS/I'd Lie To You For Your Love (Epic)	58+		45+	
			44	-	HALL & OATES/Method Of Modern Love (RCA)	41-	27-	14-	
			36		DOKKEN/Just Got Lucky (Elektra)	43-	6-	37-	
	DE	BŲ⊺			ELLIOT EASTON/(Wearing Down) Like A (Elektra)	52+	4+	39+	
	45		48	55	ANGEL CITY/Underground (MCA)	48	4+	44 -	
	DE			60	GREG KIHN/Lucky (EMI America)	53	3	34	
	DE	_		57	PHIL COLLINS/Man With A Horn (Import)	28+	13+	15+	
	DE			<b>S</b>	JOHN PARR/Magical (Atlantic)	40+	4+	27+	
1	DE	-			LOS LOBOS/Will The Wolf Survive? (Slash/WB)	36+	12+	21+	
-	DE	<u>BUT</u>		9	LOUDNESS/Crazy Nights (Atco)	39+	0 =	36+	
1									-

### MOST ADDED .

SANTANA (84) Say It Again (Columbia) GREG KIMI (53) Lucky (EMI America) TUBES (39) Piece & Piece (Capitol) BRUCE SPRINGSTEEN (36) I'm On Fire (Columbia) DAVID LEE ROTH (36) Easy Street (WB) SIMPLE MINDS (30) Don't You (Forget About Me) (A&M) ELLIOT EASTON (26) (Wearing Down) Like... (Elektra)

### MOST HOTS

BRYAN ADAMS (125) Somebody (A&M) MICK JAGGER (123) Just Another Night (Columbia) JOURNEY (121) Only The Young (Geffen) JOHN FOGERTY (114) The Old Man Down The... (WB) DAVID LEE ROTH (106) California Girl (WB) GLENN FREY (104) The Heat Is On (MCA)



#### SANTANA Say It Again (Columbia)

56% of our reporters on it. 85/84 including adds at: WBCN, WHJY, KSRR, WNOR, WMMS, KKCI, KBCO, KLOS, KFOG. Debuts at #32 on the Tracks chart.

Tote Add

3-

3+ 1-

3-

0= 10-5-

0-

1 =

1+ 9-6-

1= 1+ 1-11-5-2-23-1+ 1+ 2+ 22-9-2-36-2+ 6-3+ 7= 0= 84 1= 3= 1+ 36+ 10 = 10-3-30-1-1-15-11 -5-3+ 3= 1+ 7\_ 5-23-1 = 1-26~ 2= 53 10+ 22+ 10-10+

CARS

#### Breakaway (Elektra)

53% of our reporters on it. 81/22 including adds at: WIYY, DC101, WQFM, KUPD, KISS, KFMG. Moves 37-23 on the Tracks chart.

> DAVID LEE ROTH Easy Street (WB)

51% of our reporters on it. 78/36 including adds at: WNEW, KZEW, WEBN, WRIF, KGB, KLAQ, KKDJ, Moves 45-26 on the Tracks chart.

## **NEW & ACTIVE**

Adds: KZEW, KORS, KGB, WRCN, WAQY, KLAQ, WIQB, Hots: 0. Mediums: 26 include WEBN,
KDKB, KFOG, KOME, WFYV, KISS, WLAV, KATT, KFMG, KKOJ. DWIGHT TWILLEY "Keep On Working" (Private I/CBS) 39/2 (38/8)
Adds: KKCI, WCPZ. Hots: 1 KRQU. Mediums: 37 include KTXQ, KLOS, WZZO, KLBJ, KATT.
GARY O' "Shades Of '45" (RCA) 32/17 (19/12)
Adds include WBCN, KSRR, WSHE, KBCO, KNCN, KEZE. Hots: 2 KLBJ, WIZN. Mediums: 22 include WHJY, WKLS, KTXQ, KISW, WCMF, KILO
JOHN HUNTER "Tragedy" (Privete I/CBS) 30/5 (27/3)
Adds: WXRT, KBPI, WRXL, KGGO, KZOQ, Hots: 8 include WLUP, WMMS, WIMZ, WIQB, KSPB, Mediums: 20 include WYSP, KSHE, KBCO, WCMF, WRUF, KLYV.
JOHN HIATT "The Usual" (Gaffen) 29/5 (28/8)
Adds: WCKO, WSHE, WAQY, KFMG, WCPZ. Hots: 3 CITI, KILO, KSPN. Mediums: 22 include KYYS, KGON, KGB, WAAF, KLBJ, KKDJ.
TRIUMPH "Killing Time" (MCA) 25/6 (20/4)
Adds: WQFM, WCCC, KQDS, KWXL, KILO, KUFO. Hots: 2 WLVQ, KKDJ. Mediums: 23 include KTXQ, KYYS, WAAF, KLAQ, WTUE, KOMP.
DEEP PURPLE "Nobody's Home" (Mercury/RolyGram) 24/12 (10/6)
Adds include WNEW, WYNF, WRIF, KUPD, KISW, KICH, Hots: 12 include WYSP, WHJY, KSHE, KISS, WLAV, KILO. Mediums: 9 include WBAB, KZEW, KGB, WOUR.
TOTO ''Holyanna'' (Columbia) 24/2 (26/10)
Adds: KDKB, KCAL. Hots: 4 include WTKX, WCPZ, KFMF, Mediums: 20 include WMMS, KSHE, WCMF, WRXL, KGGO, WWWV, KLYV.
JOHN FOGERTY "Centerfield" (WB) 23/4 (21/1)
Adds: KSRR, KOME, KFMG, WCPZ, Hots: 13 include WXRT, WMMS, KAZY, WOHA, WWWV, KTYD.
Mediums: 10 include KYYS, WPYX, WAAF, KEZO. DIO "Hungry For Heaven" (Geffen) 22/22 (0/0)
Adds include KSRR, KISW, WDHA, WRCN, WOUR. Hots: 5 WHJY, WRIF, WCCC, KNCN, KISS.
Mediums: 12 Include KTXQ, KZEW, KGON, WIOT, KFMG. FOREIGNER "Tooth And Nail" (Atlantic) 21/4 (24/3)
Adds: WMMS, WAAF, CITI, KWHL. Hots: 11 include KGON, KISW, WAQX, WTKX, KISS, WLAV.
Mediums: 10 include WBAB, WKLS, WLLZ, KGB, KLBJ, WRKI. JOHN FOGERTY ''I Saw It On T.V.'' (WBI 21/3 (23/1)
Adds: WNEW, DC101, KAZY. Hots: 9 include WMMR, KTXQ, WCCC, WDIZ, KILO, WWWV. Mediums:
11 include WKLS, KZAP, KLBJ, KQDS. WIDOW "Bitch" (CBS Associated) 21/3 (23/11)
Adds: KCAL, WXCS, WZZQ. Hots: 0. Mediums: 20 include WIYY, WHJY, KZEW, KYYS, KGON, KISW, KLAQ, KISS, KZEL.
MICK JAGGER "Turn The Girl Around" (Columbia) 20/16 (4/4) Adds include DC101, KZEW, KQAK, WWTR. Hots: 9 WBAB, WNEW, WHJY, KTXQ, WXRT, 91X,
KFOG, WCCC, KZEL. Mediums: 9 include WKLS, KLDS, WPYX, KATT, WIOT, WRKI. AUTOGRAPH "My Girlfriend's Boyfriend's Not Me" (RCA) 20/7 (15/5)
Adds: KLDS, KCAL, KGB, WDHA, WWWV, KUFO, KTYD. Hots: 2 WKQQ, KISS, Mediums: 17 include
WAQX, WOUR, WKDF, KWHL.
BILLY JOEL "Keeping The Faith" (Columbia) 20/5 (17/2) Adds: WKLC, KMJX, WRXL, WBLM, KFMQ, Hots: 5 WDHA, WRDU, WIQB, WRKI, WHMD, Mediums:
13 include WBCN, WMMS, KLAQ, KGGD.
PHIL COLLINS "Susuddio" (Import) 19/6 (14/4) Adds: WNOR. 91X. WKLC, WDHA, WDIZ, WIZN. Hots: 11 include WNEW, WMMR, WXRT, WXKE.
Mediums: B include WBAB, KSRR, WLUP.
WHAMI "Careless Whisper" (Columbia) 19/1 (20/2) Adds: KBCO. Hots: 12 include WLUP, WMMS, WKLC, KMJX. Mediums: 6 include WRCN, WCKN,
WBLM, KSPN.
DAVID LEE ROTH "Just A Gigolo" (WB) 18/B (10/10) Adds: CF0X. CHEZ. WRDU, WBLM, WHMD, WXQR, KSPN. KFMF. Hots: 8 include KTXQ, KCAL, WTKX. Mediums: 9 include WAQX, WCPZ.
FLASH AND THE PAN "Midnight Man" (Epic) 18/3 (17/5)
Adds: WSHE, KROQ, KUFO, Hots: 5 KBCO, WLIR, WCPZ, KSPN, KRQU. Mediums: 10 include WXRT,
91X, KOAK, KNCN. U2 "A Sort Of Homecoming" (Island) 17/5 (14/4)
U2 "A Sort Of Homecoming" (Island) 17/5 (14/4) Adds: WSHE, WPLR, WAQY, WRKI, WBLM, Hots: 6 KBCO, 91X, KOAK, KMBY, WIZN, KTYD.
Mediums: 10 include KGB, WHCN. KEEL "The Right To Rock" (Gold Mtn./A&M) 17/4 (16/4)
Adds: KWXL, KEZE, WXQR, KRQU, Hots: 1 KLOS, Mediums: 14 include WHJY, KZEW, WQFM, WAAF, KISS.
ERIC CARMEN 'I Wanna Hear It From Your Lips'' (Geffen) 17/3 (16/3) Adds: KSHE, WZO, WQBK. Hors: 4 include CHUM, WMMS, KRQU, Mediums: 13 include KAZY, WIMZ, KGGO, KLYV.

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RE	EG	]@[				R		GT	]V[[=	ΓY
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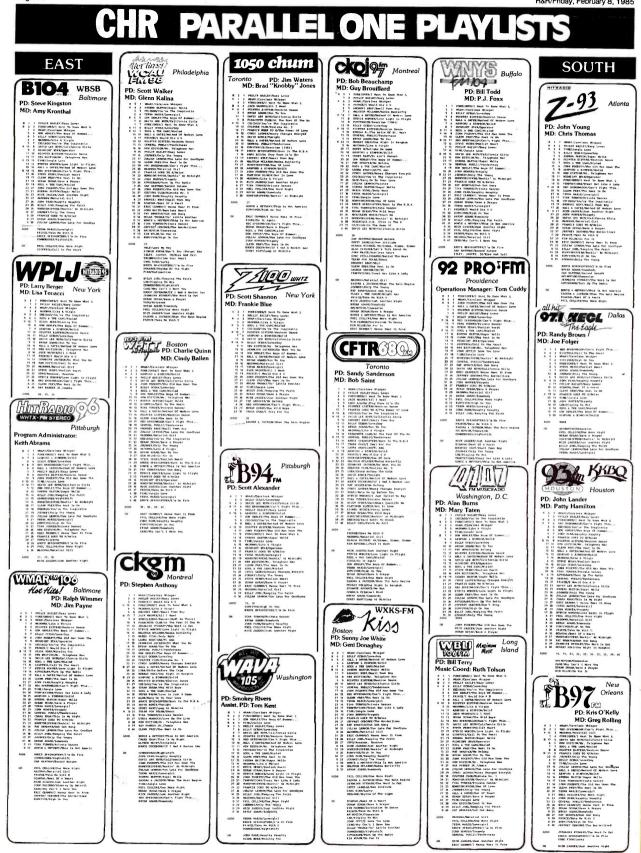
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## R&R/Friday, February 8, 1985

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R&R/Friday, February 8, 1985

### EAST

Most Added . Hottest Bruce Springsteen Mhaml Prince **REO Speedwagon** Greg Kihn Foreigner

EAST

Parallel Two WFLY/Albeny, NY Todd Martin

Todd Marún TERIA MARIE JEFFREY OBRORNE JEFFREY OBRORNE TOTO DAN RAFTAAN BRÚCK SPRINGSPEEN STEVE MILLER BOLTAGAN 3-2 POINTER SISTERS 10-6 DAVID LEE ROTE 19-11 JOURNEY 23-13

100/Allentown, PA

Q82/Rochester, NY Stevens/Messner

SEVENDARMEASURE BILLY JOLL ASHFORD & SIMPSON NADOWNA JOGN NAITE LOB ORLANS AND ANTE FORIGNES 4-1 FORIGNES 4-1 FORIGNES 4-1 FORIGNES 4-1 SURVIVOR 15-12 KOUL 4 THE GANG 22-13

SEPXY/Rochester, NY Tom Mitchell

BRUCE SPRINGSTEEM DAN BARTHAN ISLEY, JASPER, IS BOLTENTI WHAMI 3-1 RED SPEEDWAGON 4-3 JORN FOGERTY 5-4 DAVID LER ROTH 8-7 SBEENA RASTON 16-9

WGFM/Schenectedy, NY Tom Perker

IDM Perker BRUCS SPRINGSTEEN ASHPORD & SIMPSON GREG KINN Hotteat: FORBIGNER 1-1 WHAM 3-2 DAVID LEE ROTH 15-4 RED SPEEDWAGON 15-4 GLENN FREY 19-9

WKFM/Synecuse, NY Kevin Fennessy

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93Q/Syracuse, NY Laird/Dunes

WRCK/Utics, NY Jim Reitz

WKRZ-FM/Wilkes-Barre, PA Don Hallett

WHTF/York, PA Michael Serzynski

MICK JAGGRR PHIL COLLINS

Bryan Geroema Bright Jong, Greg Tight Jong, Greg Tight Jong, Greg Tight Jong, Torio String Academic Deamage Lean Comparison Bottest; Want 5-1 POINTGE SISTERS 10-5 POINTGE SISTERS 10-5

WBEN-FM/Buttalo, N Roger Christian Roger Christen ARUCE SPEINGSTEEN RADONA COMPOORS LAR GUTOGRAFH BOILTESIN MEAKI 1-1 ASHPORD & SIMPSON 7-6 DAVID LEE ROTH 9-7 RELLIZ COERN 10-8 RED SPEEDWAGON 11-9

WVSR/Charleston, WV Chris Balley

Chris Balley DERAGUS ALAN PAREONS ALAN PAREONS ISLEY, JASPER, GS ANTENA BOLEGEL: POSICIGAE 2-1 POSIC

K104/Erle, PA BIN Shannon BH Shannon Cargo Springsten BROES Springsten BROES Springsten Cargo State NURRAY BEAD POEY Bottest: RALL 4 DATES 2-1 GLENN FREE 3-3 FOINTER SISTERS 17-9 ROD SPREDACOM 19-10 ROMETORIPPERS 22-11 UNEDFLOORS HU

WERZ/Exetor, NH Scott MacKey

Scot MacKay BRYAM AGANS SIMPLAE HINGS (dp) PRINCE HINGS (dp) PRINCE SPRINCSTERM GREG KIMM BROCE SPRINGSTERM BROCE SPRINGSTERM FOREIGNER 1-1 SEERM AGTON 9-7 KODL 4 TRB GANG 13-8 DAVID LER KOTT 13-11 RED SPREDMAGON 22-12

Land/Dures BRUCS SPRINGSTEEN COMMODORS SPRINGSTEEN COMMIDDARS SCANDAL NOLAM TYDORAS SCANDAL NOLAM TYDORAS SCANDAL NOLAM TYDORAS SCANDAL POINTER SISTERS 10-6 NEW EDITION 11-7 ERD SPREDWAGON 18-11 WPST/Trenton, NJ Tom Taylor WTIC-FM/Hertford, CT Mike West

TOM TYPE BEARGE ALAN PARSONS BENCE SPEINGSTEEN JERNINE STEMART HOLLEST. FOREIGNER 2-1. WHANI 3-5 RED SPEEDMAGON 9-5 JOHN POGEMATY 19-12 ASRFORD 4 SIMPSOM 21-15 none Bottest: POREIGNER 2-1 WHAM1 3-2 SREENA EASTON 7-6 TEENA MARIE 16-11 REO SPEEDWAGON 18-14

WKEE/Huntington, WV Gary Miller PRINCE

FRIM DAN BARTMAN JERMAINE STEMART BOLTEBE: WHAM | 2-1 RALL & OATES 3-2 POINTER SISTERS 5-2 NIDWIGHT STAR 8-5 RBO SPEEDWAGON 12-6

Jim Reitz BRUCE SPRINGSTEEM ALAN PARSONS PRINCE SANTARA JOHN RANAN GENERAL STATUM TEVE MILLER TRIGMEN (AD) Rotteat, FOREIGRE 2-1 GLERN FRET 8-6 GLERN FRET 8-6 CLERN FRET 10-6 ROS SPREDNAGON 12-7 JOHN FOGERTY 12-8 WLAN-FM/Lancester, PA Jerry Michaela PHIL COLLINS HADOBNA BRUCE SPRINGSTEEN ANIMOTION ISLEY, JASPER, IS ALPHAVILLE GREG KIMN DON HENLEY HOTH HENLEY 1-1 DON HENLEY 1-1 DILLY CORTES 5-5 RALL & CATES 5-5 RED SPECDWAGCN 6-6 KOOL & THE GANG 10-10

ALFRAVILLE GREG KIMN 431 DENARGE BOLTEGE: TOREIGNER 2-1 DOM BANLEY 4-2 NALL & OATES B-3 GLENN FREY 10-5 KOOL 4 THE GANG 19-16 The Construction of the co KC101/New Haven, CT Stef Rybek

Stef hydex BRUCE SPRINGSTEEN KOOL & TRE GANG NOLAN THOMAS HOLLES: POREIGNES 1-1 WHAMI 3-2 REO SPERDMAGON 5-3 DAVID LEE ROTE 9-3 DURAN DURAN 25-18

Z106/Philedelphie, PA Davie/Tiller Q106/York, PA Mark McKenzie Mark McKenzie Pointer Sisters Skrema Asston John Pocerty Assford & Simpson Phil Collins Hottsit Forsioner 1-1 Whani 5-2 Reo Speedbagon 8-5. Glenn Pher 10-8 David Lee Roth 25-9 DeventTher PRIME COLLINS BRUCE SPRINGSTEEN MURRAY HEAD ANIMOTION Hottest: Whati 1-1 PANKIE GOES TO 8 22-15 TEMPTATIONS 21-18 MADOWN 4-30 WSPICPoughkeepsis, M Dayton/Anthony

Dayton/Anthony ERIC CAMBEN AlterOvander Parlog Scanda Hottest: ForeIcalest: ForeIca Parallel Three

WFBG/Altoons, PA Stove Kelsey SLOVE KLEBEY TERMA HARRESON BADCE SPATNOSTER DEBARGE BROMSKI BEAT BROMSKI BEAT BROMSKI ABAT DOKKEM (dp) DOKKEM (dp) Rottest FOREIGRER 1-1 DAVID JESE MOTH 14-6 CHICAGO 12-17

WZON/Bangor, ME Michael O'Hara Michael O'Hara John Maitz Arimotion Greg Righ Phil Coclins Bauce Springsteen David Lee Roth 21-10 Don Estler 28-21 Julian Lengon 30-22 Joiner 33-23 Reo Sprechagon 37-25 WigyRath Mf

WIGY/Beth, ME

NEW EDITION BRUCH SPRINGSTER JOHN PARR Hotteel: WEAMI 3-1 Reg Sprendagon 4-3 DAVID LES MOTE 28-14 ASSPORD LE SIMPSON 38-16 MIDHIGET STAR 40-18 103CIR/Becklay, WV Bob Spencer

PRINCE BRUCE SPRINGSTERN ALAN PARSONS (dp)

WOAY/Beckley, WV Jim Martin

WZVQ/Frederick, MD Kemosebi Joa

OK100/Ithecs. NY

WKHI/Ocean City, MD Jack Gillen

NotesW IN

Paratlel Two ALAN PARSONS (dp) Eottest: POREIGNER 1-1 HALL & OATES 7-3 WHAM1 9-6 REO SPEEDMAGON 13-9 SHEEMA EASTON 17-12 WBBQ/Auguste, GA Bruce Stavens

BRUCE STUNDER BRUCE SPAINGSTEEN ANIMOTION DERARGE BOLTEGEI TEENA MARIE 7-1 PRILIP BAILET 7-2 FORSIGNER 6-4 REO SFECUNGEN 19-8 NEW EDITION 12-10

SOUTH

Jim Martin ALAR PARSONS ANIMOTION (dp) GREG FIBH PRIMCE SARTANA JACE MAGNER JACE MAGNER HEAMI 1-1 ANIONIGET STAR 2-2 FOREIGNER 3-3 REG SPEREWAGON 7-5 DAVID LEE BOTH 17-8 KHFI/Austin, TX Waylon Richards NONE BOTTEST: POREIGNER 1-1 WBAMJ 2-2 RALL & OATES 7-3 PRINCE 8-6 POINTER SISTERS 10-9

WIKZ/Chambersburg, PA Matthews/Alexander REVCE SPRINGSTERN PRINCE GREG RIBN BOTLAME: RED BREEDHAGON 10-2 NEW EDITION 21-9 JORN FOGERTY 13-10 DAVID LEE ROTB 16-11 ASNFORD & SINFSON 35-26 WFMF/Baton Bouge, LA Rice/Ahysen

ADORNA JOBN FOGERTY BRIAN ADAMS PRIL COLLINS HOLLOSI FOREIGNER 1-1 HEAMI 4-2 BILLY OCEAN 8-4 PRILIP BAILEY 2-6 REO SPEEDWAGON 15-7

RENGERINGSTERN: BRUCE SPRINGSTERN: GEMERAL PUBLIC JOHN HUNTER BOTLEAT: FOREIGNER 1-1 WHANI 2-2 JOHN FOGERTY 8-4 REO SPRENARCON 13-7 DAVID LEE ROTH 12-9 KWIC/Basumont TX Garlend/Perry Garland/Parry COMMODORES (dp) PRINCE RATAR FARMA BOLIDAY (dp) ROMAN BOLIDAY (dp) ROMAN BOLIDAY (dp) ROMAN BORNAS (dp) ROTE FIN ROTE FIN POREIGNER 2-1 MARMI 6-2 CLENN FREY 14-10 AGTOGRAPH 20-14

WQCM/Hagerstown, MD Will Kauffmen WHI Kaufiman TERKA MARIE ALAN PARSONS GREG KINA SINPLE KING BAUCE SPHINGSTECH BAUCE SPHINGSTECH BAUCE SPHINGSTECH CARLAGE ROLEARE 1-1 KEANY ROCERS (dp) ROLEARE 1-1 KEANY ROCERS (dp) ROLEARE 1-1 VEAN 1-2 FRANKIE GOES TO # 16-12

KZZB/Beeumont, TX Jerry Loustney JULIAN LENNON

LAB DEBAAGE ALAN PARSONS JOHN MAITS TRIDMPS (dp) BOLEGS: BILLY OCEAN 3-2 REO SPECIMACON 13-3 TEERA MARIE 11-6 JOURNEY 23-15 DURAN DURAN 27-17

WQID/Bilaxi, MS Mickey Coulter MICKAY Couler JEFFFET COSBONE JACK MAGNER JOHN ADARS JOHN ADARS CARS RUMFER FRANKIE GOES TO B BOLLEAS BOLEASI HEANT 1-1 BEO SPEEDMAGON 10-7 DAVID LEE BOTH 20-15 PHIL COCLINS D-37 MADONNA D-38

BH Weston CARS DEBARGE AUBRAY HEAG AUBRAY HEAG AUBRAY HEAG AUBRAY PEINCE TEENA MARIE HOLLES TEENA MARIE HOLLES TEENA MARIE AUGEST -1 JOHN CLAFFERTY & 13-2 RALL & OURSEN 7-4 R

Jack Gillen FIGM BANKOTION JOHN PARE (dp) GREG RING ALAN PAREN ALAN PARSONS HOLLest FOREIGUER 1-1 REO SPREDMAGON 13-6 DAVID LER BOTK 17-10 JOURNET 31-20

KXX106/Birmingham, AL Gaither/Balley 95XIL/Parkersburgh, WV Paul DeMille Gaither/Balley JEFFRAY OSBORMS PHIL COLLINS ROUGES IN BEAT NOTES IN BEAT NOTES IN BEAT POINTER SISTERS 5-3 FRO SPEEDWAGON 17-7 FOUNTER SISTERS 5-3 FRO SPEEDWAGON 5-7 FOUNDER SISTERS CARS ROBARGE SANTAMA BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN HOTEST: FOREIGNER 1-1 RED SPEEDMAGON 6-2 FOINTER SISTERS 9-4 DAVID LEE ROTH 12-5 BILLY JOEL 19-8 WJBQ/Portland, ME

R

the song was dropped from the playlist then re-added.

TSENA MARIE

WSQV/Willia Cruz/James

ADDS & HOT

BRUCE SPRINGSTEEN

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates

WSSX/Charleston, SC Phillos/Allen PhoenicD'Nei DEBARGE BARGE SPRINGSTEEM BARGE SPRINGSTEEM SARTNA FADDRA 4 JACKSON BOCTERT MBANII-1 RED SPREDWAGOR 8-4 BILLY CCEAN 6-5 JOHN FOGGRETT 7-6 DAVID LEE ROTH 17-13 PHNIDWANN BROUGE BERLNGSTEEN CARS DAN BARTMAN JOHN PART STEVE HILLER STEVE HILLER STEVE HILLER STEVE HILLER BOLLEY OCEAN 4-2 TIME 5-4 REO SPEEDWARGON 11-6 IRCOL 4 THE GANG 10-8 WOMP FM/Wheeling, WV Bonda/Stoner

WBCY/Cherlotte, NC Bill Martin DII MACDA PRINCE TERNA MARIE BRUCE SPRINGSTERM BONIE & HERTRENY UEBARCE BOLLEY L BILLY OCEAN 3-3 JORRIGNER 2-5 RED SPERDMAGON 17-7

TEENA MARIE FIAN DAN BARTMAN PRINCE PRINCE Colores Carora Lackson Hoteret: Cricago 1-1 Poreigner 2-2 Wilami 7-3 Reg Speedmacon 14-6 Time 16-9 WJZR/Charlotte, NC Chrysler/Daniele

CRUE/Jernee PAINCE BROCE SPRINGSTEEN FIRM MORMAY HEAD GREG RINN LAB BENEELS BENEELS FOREIGAER 4-2 BILLY OCEAN 5-3 FOOL & THE GREG 9-3 ROOL & THE GREG 9-3 ROOL SPREDNAGON 13-9 Chryster/Danies Alam parkons Santaka. Simple Hinds Dan Barthan Desarge Histor, Jasper, IS Bosteati Forstioner 1–1 Kooli 1 the Game 4–2 Barlo Les Rofe 13–8 Bosteadur 1–8 Barlo Les Rofe 13–8

WSKZ/Chettanooge, Th Chese/Pags Chese/Paga DORAM DURAM MICK JAGGR JORN BUNTER NADORMA JORN PARR BOttest: FOREIGNER 1-1 GREIGNER 1-1 GENN FREY 4-3 RED SPESUMAGON 0-5 WMANI 13-7 DAVID LEE ROTH 26-15

WNOK-FM/Columbia, SC Jeff Clark CARS BRUCK SPRINGSTEEN DAW RAGTMAM JORN MAITE BKONSKI BEAT BOLLEAT FOREIGNER 3-1 WIRAHI 5-2 BILLY OCEAR 8-3 BILL & CARES 11-5 SBEENA EASTON 22-15 WZLD/Columbia, SC Hunter Henring

Hunter Henring BRUCE SPRINGSTEEN DEBARGE GREG KIMN TRIUNHB VELS ISLEY, JASPER, IS IANDRA LACKBOM FIRM REAL SIMPLE NINDS SIMPLE NINDS HEAD SPECTANGON 12-2 GLERN FREY 11-7 JOOBMET 15-8 SURVIVOR 30-22

KZFM/Corpus Christi, TX Cersor/Gineburg

CHRONGINEDLY RED SPREDWAGON GUTD LRX BOTH DATTD LRX BOTH BOTA-1521. FOREIGHER 4-1 HAAL 1-2 HAAL 1-2 FORTER SISTERS 19-5 RED SPEEDMAGON D-14 WDCG/Durham-Releigh, NC

FreemanWright BONEYDRIPPERS ARDCE SPRINGSTERN CARS LARB TOMO BOLCEAL: MRAMI 2-1 BILLY OCEAN 6-3 BALL & OATES 7-4 POINTER SISTERS 6-3 RAD SPEEDNAGON 11-6

KAMZ/EI Paso, TX Bob West

Bob West FRANKIE GOES TO R PRINCE DRANGE ISLET, JASPER, IS SCANDAL (dp) BOLTESEL: WIGAN 1-1 FOREIGRER J-2 BLLY OCEAN 9-4 BLLY OCEAN 9-4 POINTERS SISTERS 17-12 POINTERS SISTERS 17-12 KSET-FM/EI Paso, TX Crosno/Rodriguez

CrosnoRedriguez Jodg Harry PEINCC: PARADA HICHARS MA ALAM PARSONS ROCKWELL DEBARGE HOCKWELL BEARGE HOLLEGE: FOREIGNER 3-1 WARL 4-3 FOREIGNER 1-9 ENCL & TRE GARG 17-10

ALAN PARSONS PRINCE ANIMOTION KIM WILDS Bottast: POREIGNER 2-1 WIANI 4-2 POINTRE SISTERS 10-4 DAVID LEE ROTH 16-7 GLENN FREY 18-8 WZYP/Huntaville, AL Steve King Steve King GREG KINH DEBARGE GREG PHILLINGANES JADORA & JACKSOM PHILLINGANES JACKSOM JAC S4TYX/Jeckson, MS Chick/Crews ADORHA PRYAR ADAMS BRYAR ADAMS BOWLE & RETRENY PBLLC COLLINS FORTEST FOREIGNES 1-1 PORIGNES 1-1 POLINGE SISTERS 5-4 RED SPEEDWAGON 10-6 WQUT/Johnson City, TN Stave Taylor TINA TURAER FRANKIE GOES TO B DURAN DUGAN Botteat: Forsicher 1-1 Mrani 9-2 David Lee Bote 20-9 Kool 4 The Cang 20-17 Reo Speedwagon 39-20 WOKI/Knoxville, TN Gary Adkins CRIC CARMEN GREG KIGH DEDARGE SANTANA ALAE PARCOME HADDEA & JACKDON HADDE SPAINGSTREN TAIUMPH ISLEY, JASPER, IS BIGEY, JASPER, IS POREIGNER 1-1 BILLY OCCAN 6-1 SHEENA BASTON 17-6 NEX BOILTON 16-7 SOUL & THE GANC 15-10 WFMI/Lexington, KY Fox/Mosley FoxMousing PAUL OF ADDOASTLE VELS SIMPLE S TIME JULIAN LENNON BOTEGEL: POREIGNER 1-1 RED SPEEDWAGON 6-2 WEAKI 10-5 RALL 6 OATES 15-8 DAVID LEE ROTH 21-15 FM100/Memphis, TN John/Conley John/Conley DURAN DURAN Hottest: PORBIGMER 2-1 PRILIP BAILEY 5-4 BILLY OCEAN 6-5 HALL & OATES 8-6 REO SPEEDMAGON 11-8 WABB-FM/Mobile, AL Fram/Fuller Profity-tumer MADORNA BADCE SPRINGSTEEN SURVIVOR BOCTOST FOREIGRER 2-1 BILLY OCEAN 4-3 WRANI 5-4 RES SPREDWATON 9-7 FRANKIE GOES TO U 18-14 G100/Mobile, AL Griffith/Ocean GriffindCeen SCANDAL ARCE SPRINGSTEEN ARCE SPRINGSTEEN ARCE SPRINGSTEEN ARCE SPRINGSTEEN ARCE SPRINGSTEEN (dp) PAT BENACKA (dp) BALLY OCEAN 7-3 BALL & OATES 6-4 FUINTER STERS 10-6 GLENN FREY 13-8 WHHY-FM/Montg Aug Dupriset Pril Collins Hadonna Autograph Terna Marie Mick Jacobr Bottest: Foreigner (-1 Weam: 6-2 Bill Cocan 5-3 Foimper Sisters 10-5 Eals (-0.5 Bill 10-5 Bill 10-

WANS-FM/Greenville, SC Rod Mette NICK JAGGER PHIL COLLINS PHIL COLLINS PRINCE SPRINGSTEEN ATTOGRAPH (dp) BOLLER ALLEY 2-2 WHAN1 3-3 REO SPEEDWAGON\_11-7 TIME 17-12 KRGV/McAllen-B Parne/Molenc

KBFM/McARen-Bro

naville TX

Perry/Moleno Jone murrer Baic Casen Alixotto Casen Nativotto Bottest: PORFICHER 2-1 WEAH 3-2 PORFICHER 2-1 HEAN 3-2 ASS Spector 3-1 ASS Specto MULDAY/COOK BRUCE SPRINGSTEEN ALAN PARSONS SANTANA GREG KIM JEFFREY OSDORME NOTEAL: RED SPEEDWAGOM 1-1 PEILIP RAILEY 4-2 DAVID LEE NOTH 8-5 JOHN FOCGETY 12-7 JOHN FARR 13-9 WEKS/NGADULA

WZKS/Nashville, TN Larry Martino

JULIAN LÉNNON Bottest: FOREIGMER 2-1 JOBN FOCERTY 3-2 PHILIP BAILEY 1-4 WHAM: 7-5 DAVID LEE ROTE 18-6 WQUE-FM/New Orleans, LA Kevin McCarthy

REWIN HACENTRY PRINCE SURVIVOR GENERAL POBLIC COMMONDES ZADURA & JACKSON HOTUSIC VBANI 2-1 BILLY OCEAN 4-3 MADONNA 5-4 DAVID LEE ROTH 12-9 DURAN DURAN 29-19

WRNO/New Orleans, LA Costello/Watkine CostBoWatkine Thin TURNER MERCE SPHINGTEEN ANIMOTION NEW EDITION Las DAN HARTNAR Rollegel: Rolle BJ105/Orlando, FL Casey/Wright

Casey/Wright NEW EDITION HICK JAGGES TO H TESMA MARE DODOM CORAM FORMATION FORMATION AND AND FORMATION AND AND ALL & OWNES 8-4 RED SPEEDMAGON 14-8 POINTER SITERS 15-21 VIDENCIAL TO AND VIDENCIAL TO Y108/Orlando, FL Stacy/Steal STECYSTER DESARGE BROCE SPRINGSTEEN ROBEY COMMONORES BOWLE & METBENY BOLL & METBENY WEANT 1-1 POREIGNE 4-2 REO SPEEDMAGON 5-3 RALL & OATES 8-7 MADONNA 37-27 WRVQ/Richmond, VA Bob McNell

JOB ML.M. JOBN HUNTER COMMODORES HOTESELE HOREIGUER 1-1 BILLY OCEAN 4-2 WHAMI 5-3 TIME 19-14 DAVID LEE ROTH 21-36 KITY/Sen Antonio, TX McGee/Upton

MADONIA PHIL COLLINS MICK JAGGER (dp) SCANDAL (dp) LRB (dp) Hottest: POREIGNER 2-1 WHANI 5-2 BILLY OCEAN 3-3 BILL 4 OATES 4-4 REO SPEEDMAGON 13-6

KTFM/San Antonio, TX Thorman/Owene

PAUL HAROCASTLE PAUL HAROCASTLE PAUL COLLINS LIRB BRONSKI BEAT DEGARGE SURVIVOR BOTTLOE ROSSELGUER 2-1 ROS SPERUNGGOR 16-8 POLYTER BISTERS 15-12 TIME 21-16 DAVID LEE BOTH 25-21 DAVID LEE BOTH 25-21

296/Tampe, FL Johnny Walker none Rottest: WRAMI 1-1 PORBICHER 3-3 REO SPEEDWAGON 4-4 DAVID LEE ROTH 12-12 FRAMKIE GOES TO H 21-21

KQIZ-FM/Ameriko, TX Stewart/Troy BROCE SPRINGSTEEM MADONNA GREG KIBN HICK JAGGER FIAM (dp) COMMCOGNES (dp) BOEtest: COMMCOGNES (dp) BOEtest: PIAMINGS 1-1 MEAMINGS 1-1 PIALY OCEAR 6-3 BALL & OCHAES 7-4 RED SPEEDNAGON 11-5 WKSF/Asheville, NC John Stevens

WSEZ/Winaton-Salem, NC Rob Lsonard

JULIAN LENNON BOLLAR: REO SPEEDWAGON 12-6 BILLY OCEAN 14-6 POINTER SISTERS 22-12 DAVID LEE ROTH 23-15 KOOL & THE GANG 25-19

Parallel-Three

None Rottest: PBILIP BAILEY 1-1 REO SPEEDWAGOW 4-4 JORN PARE 12-12 GLENN PREY 13-13 AUTOGRAPH 14-14 WJAD/Beinbridg

WEIGHOLDBOOMS BEDROCZ BEDROCZ GREG EIGH (dp) SIMPLE MINOS ISLEY, JASPER, IS PATTI LABELLE (dp) JEMALNE STEWART BOLTERL: WINMI J-CAME 4-2 POLITER SISTERS 7-1 DAVID LER ROTH 20-7 TJME 19-9

WCGQ/Columbus, GA Ralph Carroll

Rajoh Carrol MADOWIA ATOCH JAGGER PELL COLLINS DOFREM (GO'RHATK BRONGST: BOAT ARODA & JACKSON CARD CARD EPELNGSTEEM GREG RING DERARTER DERARTER DERARTER DERARTER SILLY COLLERS 5-2 FORLIGHT ETAR 3-5 PRELIGHT ETA

K/SR/Ft Smith Rick Hayes GREC KIBN PIAM BROCES SFRINGSTEEN Botteat: WHAN1 3-1 Billy OCEAN 5-4 FOINTER SISTERS 9-6 REO SPEEDRAGON 15-8 DAVID LEE ROTH 15-11

0104/Gadaden, AL Gaither/Davia

GATOPHILEVES BROCE SPRINGSTEEN DERARGE JEFPREY OSHORNE JEFPREY OSHORNE JEFPREY OSHORNE JEFREY AND ALLEY 2-1 TERNA MARE 5-4 REO SPREDMAGOR 15-7 DAVID LEE NOTM 16-6 COMMODORES 23-14 COMMODORES 23-14 WYKS/Gain-Lou Patrick

Lou Patrick GREG KIHH CCASS PRINCE ANIMOTION DAN MARTHAN ROTECTIC PORFICIERE 1-1 WEAMI 3-2 BILLY OCEAN 5-3 BILLY OCEAN 5-3 RALL & OATES 7-4 RED SPEEDWAGON 22-9 KTDY/Lafayette, LA

StevensDiarry THA TURBER MADDNEA PAINCE CAN KARTWAR FIRM (dp) AGRO FILMING (dp) BOCCE SPAINSSTERN BOCCE SPAINSSTERN BOCCE SPAINSSTERN BOCCE SPAINSSTERN DORN FORCENT 12-8 DAVID LEE ROTH 13-10 DIVIDAGED 13-10

Q101/Meridien, AL Tom Kelly

PRIL COLLINS GREG KISN

GREGA KIAW ISEEN, JASPER, IS ISLEY, JASPER, IS TRIUMPE (dp) ZADORA & JACESON (dp) Bottest: WRAM1 1-1 REO SPEEDWAGON 7-2 GLENN FREY 10-6 BILLY JOEL 15-8 KOUL & THE GAMG 11-9 KNOE-FM/Mor Rick Knighten nroe, La

BRUCE SPRINGSTEEN PRINCE BOTLEST WRAMI 3-1 PHILIP SAILEY 2-3 BILLY OCEAN 6-4 REO SPREEDMAGON 11-8 GLENN PREY 10-9

SOUTH Most Added . Hottest Bruce Springsteen REO Speedwagon DeBarge

Wham! Greg Kihn Foreigner

> KWES/Midland-O TY an

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JOHN PARK (dp) PBIL COLLINS PRINCE HOTCHST: WHANH 1-1 REO SPEEDWAGON 17-6 DAVID LEE BOTH 13-0 AVTOGRAPE 24-17 NACOMNA 28-23 TS4/Pename City, FL Sta Patterson

Su Paterson CARS SATTAMA SATTAMA BROCK SPRINGSTERN DOM SARTMAR DEGARGE HOLLESS FOREIGNER 1-1 ASBRORD & SIMPSON 9-8 JOHN POCRETY 12-10 DAVID LEE SIMPSON 9-2 AFINOTION 32-24 AFINOTION 32-24

WPFM/Paname City, FL Thomes/Devis BRUCE SPRINGSTEEN GREG KINN ISLEY, JASPER, IS CONNODORES VELS

COMMOGORES VELS FIRM MURRAY HEAD BOILCELL FOREIGHER 2-1 MHARI 1-2 RED SPEEDMACON 17-9 JOHN PARR 26-20 TREMA MARIE 38-25

WXLK/Roenoke, Don O'Shee

TERNA MARIE BRUCE SPRINGSTERN JOHN PARR (dp) SANTANA PRINCE HOLLEST BALL 4 OATES 9-6 KOOL A THE GANG 17-10 NOWFTONFPRES 20-11 REO SPREDMAGON 24-14 WDCV/Sevenneh, GA Scott Reynolds

Scott Reynolds DEDARGE SANTANA ROBEY NURANY HEAD ANIHOTION HARANA NICRAEL NA ANIHOTION BOCCE SPERINGSPER BOCCE SPERINGSPER BOCS SPERINGE DISTING AND SPERING DISTING SCOTTON 24-29-17 NEW SDITION 24-29-17 N

2102/Savannah, GA McGraw/Sommers

MCGTRW/Sommers ARTOGRAPE SCRODS/RINGSTE2N SCRODS/RINGSTE2N SCRODS/RINGSTE2N JEDET, JASPER, IS DEBARGE HOTEGEL: POREIGNER 1-1 FOREIGNER 1-1 FOREIGNER 1-1 GEO SPREDMAGON 19-6 BALL 4 CONTES 10-7 GLENN FRET 15-10 TEENA MARIE 27-11

WGLF/Tallahasses, FL Rick Sprinkles

Rick Sprinkles BARDES Sprinkles BARDES Sprinkles DAN BARTMAN ANIHOTION (dp) CARBORONES ROSLOSE: WHANI 2-1 TIPE 11-5 RED SPREDWACON 14-7 DAVID LEE ROTH 20-13 TERNA MARIE 30-21

KKQV/Wichits Falls, TX MacMumby

MacMurphy AGORMA PRILCOLLINS ALAN PARSONS SANTANA PRILCOLLINS ALAN PARSONS SANTANA GREG KIBN DESARGE BOLLEORE POLEIONER 2-2 BILLL COREAN 5-4 BALL & CORTES 5-5 POLNIDAGL-DE ELL TY ENINAGL-DE ELL TY

KNIN/Wichita Felle, TX Barry Michaela

TEENA MARIE BILLY JORL PEIL COLLINS MADOWMA PRINCE BOSTECT PRILLP MALLEY 1-3 REOS PREDEMACON 15-4 BILLY OCRAM 4-5

WHSL/Wilming Stewart/Stone

SINPLE NINDS

SINDLE WINDS SAWTANA ALAW PARSONS ALAW PARSONS GREC PHILINGAMES HURAR WEAD GRES HEAD GRES LIAN GRES LIAN GOTTAL COSDORNE JOTTAL COSDORNE FOREICHER 1-1 WEAMI 4-2 BILLY OCTAR 6-3 REC SREEDWAGON 26-5 DAVID LEE ROTH 21-9

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## MIDWEST

## Most Added Hottest

Prince Madonna Bruce Springsteen

MIDWEST

Parallel Two

WKDD/Akron, OH Matt Patrick

FRANKIE GOES TO H BRUCE SPRINGSTEEN DAN HARTMAN PIRM JACK WAGNER ALAN PARSONS (dp) EUROGLIDERS (dp) EUROGLIDERS (op) Hottest: FOREIGNER 2-1 RED SPEEDMAGON 10-5 POINTER SISTERS 8-6 SURVIVOR 17-11 BRYAN ADAMS 30-22

WAHC/Apple Chris Caine

PHIL COLLINS SCANDAL SURVIVOR BOWIE & METHENY Rottest: REO SPEEDWAGON 5-1 CHICAGO 1-2 FOREIGNER 3-3 FRANKIE GOES TO H 8-5 AUTOGRAPH 33-23

WKAU/Appleton-Oshkosh Ross/Bradleigh

FIRM PRINCE Hottest: WHAMI 1-1 REO SPEEDWAGON 15-9 DAVID LEE ROTH 18-13 TIME 22-19 FRANKIE GOES TO H 31-26

KIIK/Devenport, IA Jim O'Here

MADONNA MICK JAGGER ANIMOTION GREG KIBN JEPFREY OSBORNE BRUCE SPRINGSTEEN CARS Hottest: TIME 15-12 REÓ SPEEDHAGON 18-13 TINA TURNER 29-20 PHIL COLLINS D-24 FRANKIE GOES TO H 34-28

WGTZ/Dayton, OH

MADONNA MICK JAGGER PHIL COLLINS JULIAN LENNON TEENA MARIE Hottest: TEEMA MARIE Hottest: WHAMI 1-1 HALL & OATES 3-2 REO SPEEDWAGON 6-3 DAVID LEE ROTH 12-5 FRANKIE GOES TO B 26

KZIO/Duluth, MN Barry Knight

AUTOGRAPH (dp) ISLEY, JASPER, IS PRINCE DEBARGE GREG KIHN ZADORA & JACKSON (dp) ZADDRA & JACKSON (dp Hottest: WHAM 4-1 REO SPEEDWAGON 9-5 KOOL & THE GANG 17-8 DAVID LEE ROTH 21-10 JOHN FOGERTY 27-18

WKDQ/Evansville, IN Bruce Clarke

JULIAN LENNON MADONNA PRINCE JOBN WAITE JORN WAITE Hottest: BILLY OCEAN 3-1 WHAMI 4-2 REO SPEEDMAGON 8-5 MIDNIGHT STAR 14-11 SREENA EASTON 15-13

WSTO/Evensville IN Tevior/Lindsey Taylo/Lindsey JULIAN LENNON Hottest: STEVE PERRY 10-7 GLENN PREY 11-8 FOINTER SISTERS 14-10 DAVID LEE ROTE 15-11 JOHN PGGERTY 19-15

WMEE/Ft Wayne

RENCE ANTOGRAPH ANIMOTION HOLTEST: POREIGNER 1-1 WHAMI 5-3 REO SPEEDWAGON 8-5 OAVID LEE ROTH 15-7 TIME 20-14

WGRD/Grand Ra Swart/Stevens

WHITSHEAR HADONNA BRUCE SPRINGSTEEN BRYAN ADAMS Hottest: FOREIGNER 2-1 HHARI 4-2 RED SPEEDWAGON 10-6 GLENN FREY 14-10 DAVID LEE ROTH 18-12

**CHR ADDS & HOT REO Speedwagon** Music. Key: (DP) indicates the song is getting play during certs the song was dropped from the playlist then re-added. Wham David Lee Roth WZPUIndianapolis, IN Jim Milm Jim Miles BRUCE SPRINGSTEEN STEVE HILLER GREG KIHH ZADDRA & JACKSON (dp) Hottest: REG SPEEDHAGON 2-1 WHIAH 1-2 PHILLP BAILEY 1-3 OAVID LEE ROTH 9-4 BILLY OCEAN 6-5 WRON/Toledo, OH Schaffer/Mitchel WJXQ/Jackson, MI Ryan/Cheeks Ryan(Checks SANTANA (dp) ALAN PARSONS (dp) BRUCE SPRINGSTERH (dp) GREC KIHN (dp) MADOWA (d) SIMPLE MINDS SIMPLE MINDS ISLET, JOSERA, IS (dp) HOLTESL: POREIGNER 3-1 REO SPREDMAGON 11-3 BILLT OCCAM IG-10 PF 11-5 SAN IG-21-7 Bottest: WHAMI 4-1 GLENN FREY 11-7 FRANKIE GOES TO JOURNEY 32-27 SURVIVOR 34-28 KAY107/Tulsa, OK Blain/Stephens WKER/Kelamazoo, Mi BRUCE SPRINGSTEEN Weinecht/Chaoman Hone Hotlest: FOREIGNER 1-1 PHILIP BAILEY 2-2 GLENN FREY 12-12 REO SPEEDWAGON 15-15 DAVID LEE ROTH 18-18 WVIC/Lansing, MI Reed Kittredge SANTANA BRUCE SPRINGSTEEN SANTANA ALAN PARSONS GREG KIHN STEVE MILLER DEBARGE BRIC CARMEN MADONNA PRINCE PRINCE SPRINGSTEEN GREG KINN JEFFREY OSBORNE HOLLES: WRAH: 2-1 FOREIGRER 3-2 BILLY OCEAN 6-4 POINTER SISTERS 10-5 KOOL & THE GANG 9-7 KKRD/Wichits, KS Oliver/Williams 2104/Medison, WI Little/Hudson SCANDAL SCANDAL MADONNA BRYAN ADAMS BOWLE & HETHENY Hottest: DAVID LEE ROTH 7-1 RED SPEEDWAGON 15-4 BILLY OCEAN 11-6 POINTER SISTERS 13-8 GLENN FREY 14-9 WZUU/Milwaukee, Wi John Driscoli JULIAN LENNON HALL & OATES MADONNA BILLY JOEL SURVIVOR SURVIVOR Hottest: CHICAGO 2-1 POINTER SISTERS 11-3 FOREIGNER 14-5 WHAM 1 16-7 BILLY OCEAN 18-9 KJ103/Oklahoma City, OK Bill Cahili ASHFORD & SIMPSON ASHFORD & SIMPSON AUTOGRAPH TIME DEBARGE ANIMOTION (dp) JEFFRET OSBORNE BRUCE SPRINGSTEEN HOTTOSIL FORSIGNER 1-1 FORSIGNER 1-1 FORSIGNER 1-1 FORSIGNER 1-1 FORSIGNER 1-1 FORSIGNER 1-1 FURD SPEEDWAGON 10-3 FRANKIE GOES TO H 17-JULIAN LENNON 24-18 NEW EDITION 25-19 Jeff Tobin KOFM/Oklahoma City, OK Miller/Coope DEBARGE PRINCE SANTANA JACK HAGNER Hottedt: HHAHI 5-3 BILLY OCEN 7-4 RED SPEEDWACON 8-5 JOURNEY 16-11 FRANKIE GOES TO H 24-16 KQKQ/Qmahe, NE Taylor/Dean TayloriDean NADONNA CARS CARS BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN Hottest PORGONE 2-1 TIME SPEDMACON 6-4 AVID LEE ROTH 15-7 FRANKIE GOES TO B 31-16 KZ93/Peoria, IL Edwards/Malon NEW EDITION PHIL COLLINS MICK JAGGER MADONNA Hottest: FOREIGNER 1-1 WHAMI 3-2 REO SPEEDWAGON 9-4 HALL & OATES 6-6 WBWB/Bloomi Bob Leonard

WZOK/Rockford, IL Kipper B. McGee Hottest: WHAN1 5-5 RALD'4 0ATES 7-7 GLENN EREY 9-9 POINTER SISTERS 11-11 STEVE PERRY 12-12

WCIL-FM/Carbondale, IL South Bend. (N US2Kouth Bend, (N J.K. Deming JULIAN LENNON Hottest: WHAM1 5-1 POINTER SISTERS 14-10 REO SPEEDNAGON 20-11 GLENN FREY 23-13 DAVID LEE ROTH 22-15 PAUL HARDCASTLE ZADORA L JACKSON VELS TIME (dp) JOHN PARR (dp) ASHPORD L SIMPSON (dp) Rottest: REO SPEEDWAGON 1-1 POREIGNER 3-2 PHILIP BALLEY 5-3 MADONAN D-14 PHIL COLLINS D-18 Schaffer/Mitchell GREG RIHN (dp) SANTANA (dp) BRUCE SPRINGSTEEN (dp) ALAN PARSONS (dp) HADONNA (dp) COMMODORES (dp) SIMPLE MINDS (dp) BOTLORE, IS (dp) KOCR/Cedar Repide, IA Gary Dixon Gary Dixon TEENA MARIE ANIMOTION (dp) SURVIVOR GREG KINN DEBARGE HOTLMET: REO SPEEDMAGON 9-1 WHARI 4-2-3 GLENN FREY 3-3 DAVID LEE ROTH 18-7 PHIL COLLINS D-33 KCMQ/Columbia, MO Tuthn/Baker AUTOGRAPH PHIL COLLINS SCANDAL PRINCE CARS PRINCE CARS NOTERS: WINH 3-1 SWEENA FASTON 21-16 TIME 22-17 JOURNEY 30-23 FRANLE GOES TO H 34-29 VALESCON Tuttin/Bake ANIMOTION Hottest: PHILIP BAILEY 2-1 BILLY OCEAN 6-3 REO SPEEDWAGON 13-8 GLENN FREY 26-20 DAVID LEE ROTH 30-23 KEYN-FM/Wichita, KS Y94/Fargo, ND Collins/Anderson CHICAGO BRUCE SPRINGSTEEN ISLEY, JASPER, IS ANIMOTION (dp) GREG KIHN DAN HARTMAN HOLLEST: DEBARGE Hottest: WHAMI 3-1 REO SPEEDWAGON 15-6 GLENN FREY 11-8 DAVID LEE ROTH 14-11 TEENA MARIE 37-29 DAN HARITAN HOLLEST: FOREIGNER 1-1 WHAM: 4-2 POINTER SISTERS 6-3 REO SPEEDWAGON 9-6 JOURNEY 27-15 Offer/Williama PRINCE ANIMOTION GREG KINN JEPFRRY OSOGNE Hottest: FOREIGNER 2-1 WEAM1 4-2 HALL & OATES 6-3 BILLY OCEAN 7-5 REO SPEEDMAGON 17-8 KKXL-FM/Grand Forka, ND ne/Right Nordine/Right PHIL COLLNS PRINCE ITEENA MARIE (dp) BOWIE & METHENY SOWIYOR MADONA SIGNIYOR MADONA SIGNIYOR MADANA SIGNIYOR MANA SIGNIYOR MANA SIGNIYOR MANA SIGNIYOR MAL & OATES 8-3 TIME 10-8 REO SPEEDWACON 14-10 GLENN FREY 13-11 WHOT/Youngstown, OH Dick Thompson Dick Thompson MADONNA MICK.JACCER GEEG KIM BRUCE SPRINGSTEEN PRIL COLLINE SIEVE MILLEN SIEVE MILLEN SIEVE MILLEN SIEVE MILLEN DAN HARTMAN HOLLEST: MIAMI 2-DARCON 12-4 ELENN FREY 10-6 FRANKIE GOSS TOH 12-6 DON HENLEY 20-16 WAZY-FMilafavette, IN STACFULOUIDON PRINCE DAN HARTMAN DEDANGA DEDANGA ALAN PARSONS SIMPLE MINOS HOLTESI: BILLY OCEAN 2-2 REO SPEEDWAGON 7-6 GLENN FREY 18-8 POINTER SISTERS 17-9 SKEENA EASTON 14-10 DEDANGALONS WYFM/Youngstown, OH Jeff Tobin JOHN FOGERTY MADONNA PHIL COLLINS HOTEST: FOREIGNER 1-1 REO SPEEDHAGON 9-4 DAVID LEE ROTH 8-8 MIDNIGHT STAR 11-10 HONEYDRIPPERS 16-15 KFRX/Lincoln, NE Tracy Johnson Tracy Johnson MADONNA ASHFORD & SIMPSON JOHN PARR (dp) PRINCE ALA PRINCE ALA PRINCE MARTSAN Dotteal: FOREIONER 2-1 WHAMI 5-2 BILLY OCEAN 4-3 REO SPEEDWAGON 19-8 TIME 25-16 Parallel Three KFYR/Bismarck, ND Brennen/Hardt WRK BiRacine Mih Pat Martin DAN BARTHAN BRUCE SPRINGSTEEN PHIL COLLINS MADONNA Rothess: Rot preservation 10-6 Rot Different 12-7 AUTOGRAPH 15-9 SURVIVOR D-15 Par Martun SURVIVOR PRINCE BILLY JOEL Hottest: REO SPEEDWAGON.11-1 WHAN 11-2 NEW EDITION 3-3 DAVID LEE ROTH 9-4 MADONNA 19-12 KKLS-FM/Repid City, SD WBNQ/Bloomington, IL Justin/Robbins Sherwin/Piper JOHN HUNTER NEW EDITION CARS PRINCE JOHN WAITE Hottest: ASHFORD & SIMPSON ANIMOTION PRINCE (dp) SANTANA (dp) GREG KIRN (dp) HOTERE: FOREIGNER -2-1 BILLY OCEAN 3-2 WHAM: 4-3 HALL & OATES 5-4 GLENN FREY 6-5 FOREIGNER 1-1 BILLY OCEAN 4-3 REO SPEEDWAGON 12-7 DAVID LEE ROTH 13-11 JOHN FOGERTY 23-18 99KG/Salina, KS Denny Collier BILLY JOEL FIRM (dp) COMMODORES MADONNA ANIMOTION PRINCE ALAN PARSONS DEBARGE HOTTEST: FOREIGNER 3-1 JOHN FUGERTY 11 JOHN FUGTER 19-REO SPEEDMAGON DAVID LEE ROTH FIRM (dp) COMMCOORES GREG KINN ALAN PARSONS SIMPLE MINDS ZADGRA & JACKSON DEBARGE HOLLEST: FOREIGNER 1-1 NIAM: 7-3 DAVID LEE ROTH 22-11 GEMERAL PUBLIC 16-13 REO SPEEDWAGON 26-17 11-7 9-14 N 23-16 H 22-17

KKRC/Sioux Fails, SD Dan Kieley Den Kleiev JOHN RUMFER PHIL COLLINS HADONNA BOHIE & METHENY BALL & OATES 4-2 POINTER SITERS 8-5 GLENN FREY 10-7 DAVID LEE BOTH 15-11 TIME 26-18 KWTO-FMISpingfield, MO Mike Schmidt MIKe Schmidt BRTAN ADAMS COMMODORAPH (dp) PRINCE PRINCE TERMA MARIE TERMA MARIE HIANI 6-3 DAVID LEE ROTH 13-8 REO SPEEDMAGON 18-9 HONEYORIPPERS 21-15 FRANKLE GOES TO H 30 WDBR/Springfield, IL Moore/Lawley MODINIA PADONIA PATINCE SANTANA GREG KIHN ALAN PARSONS DAN HARTMAN BRUCE SPRINGSTERN SIMPLE MINDS (dp) TRIUMPH (dp) TRIUMPH (dp) SIMPLE MINUS (dp) TRIUMPH (dp) Hottest: WHAM1 2-1 POINTER SISTERS 5-3 John FOGERTY 12-8 REO SPEEDWAGON 17-10 DAVID LEE ROTH 21-11 WSPT/Stevene Point, WI Bouley/Tracy Bouley/Tacy BRUCE SPRINCSTEEN PRINCE JEFYREIO GEOGRARE DIFYREIO GEOGRARE DIFYREIO GEOGRAFE ANIHOTION (dp) Hotteat: FOREIONER 2-1 FOREIONER 2-1 JOHN FOREWAGON 6-3 JOHN FOREWATY 16-12 DAVID LEE ROTH 32-20 KDVV/Topeka, KS RabaUPermely DEBARGE (dp) BRUCE SPRINGSTEEM PRINCE ALAN PARSONS ROMAN HOLLIDAY TEENA MARIE HOLTERI: RED SPEEYARGON 1-1 TEENA MARIE HOLTERI: JOHN FOCERTY 18-11 DAVID LEE ROTH 28-17 SURVIVOR 32-19 Rebat/Parmely (dp) KFMW/Waterloo, IA Mark Potter ISLEY, JASPER, IS DAN HARTMAN PRINCE ALAN PARSONS ANIMOTION (dp) COMMODORES COMMODORES Hottest: FOREIGNER 1-1 REO SPEEDWAGON 11-3 DAVID LEE ROTH 16-10 MIDNIGHT STAR 29-18 FRANKIE GOES TO H 33-23 WEST Parallel Two KNMQ/Albuquero ShuckeriBountre Suckar/Rountee Greg Rin Pat Benatar Maddina Jeffrey osborne Animotion Hottest: Winni 13-0 Glen Prey 8-5 Glen Prey 8-5 Guestar Content Path Colling 38-28 KKXX/Bakersfield, CA Soulres/Kamper Squires/Kemper TEENA MARIE PBIL COLLINS HOLTEST: WHAMI 1-1 POREIGRER 2-2 BILLY OCEAN 3-3 DAVID LEE ROTH 8-4 REO SPEEDWAGON 15-8 KQXR/Bakersfield, CA Ronnie Knox BORNE KNOX BRUCE SPRINGSTEEN Hottest: TIME 10-3 DAVID LEE ROTH 19-11 JOHN FOCERTY 20-15 REO SPEEDWAGON 22-17 AUTOGRAPH 26-18 KF95/Boise, ID Doss/Gregory Designed PHIL COLLINS CARS PRINCE ALAN PARSONS BRUCE SPENDSTEEN BRUCE SPENDSTEEN BRUCE SPENDSTEEN BRUCE SPENDSTEEN NAMI 2-NAL 4-OTES 7-4 HALL 7-4 HALL 7-4 HALL 7-4 HALL 7-4

KKFM/Colorado Springs, CO Finney/Anderson Len E. Mitchell FINITEYARABEAN MADONA JEPFREY OSBDRNE CARS BRÜCE SPEINGSTEEN DEDARGE HOITESTE HUITOTION HOITESTE HUITOTON HUITOTON HUITOTON HUITOTON HUITOTON HUITOTON HUITOTON BURNIVOR 29-9 GLENN FREY 18-12 KBOS/Freeno, CA Kris Van Kamp AUTOGRAPH DAN HARTMAN ALAN PARSONS GREG KIHN BRONSKI BEAT SANTANA PRINCE PRINCE Hottest: PHILIP BAILEY 1-1 WRAM! 2-2. FOREIGNER 4-3 FRANKIE GOES TO H 15-8 DAVID LEE ROTH 20-10 KMGX/Fresno, CA Carey Edwards Carey Edwards GREG KIRW PBIL COLLINS JEFLART OSBORNE DOMAN BOLLIDAY (dp) ZADDRA & JACKSON (dp) HOLTEST: HHAM1 1-1 FOREIGNER 5-3 TEENA MARLE 6-4 HHODINI 10-6 SHEENA EASTON 18-11 KYNO-FM/Fresno, CA Walker/Davis JERMAINE STEWART JERNAINE STEWART ANIHOTION BOWIE & METHENY JOHN PARF ERIC CARMEN DAN HARTR HOLTER HILLP BALLEY 1-1 WHAMI 2-2 FOREIONER 9-4 STEVE PERF 8-5 POINTER SISTERS 12-KIKI/Honokulu, HI Kong/Shishido COMMODORES PHIL COLLINS MANHATTANS ISLEY, JASPER, IS GREG PHILLINGANES GREG PHILLINGANES Hottest: WHAM: 1-1 FOREIGNER 2-2 PHILIP BAILEY 4-3 STEVE PERRY 15-11 REO SPEEDWAGON 19-14 REO SPREDUNGON 19-14 KOMOJHONGUN, HI KIMO AKAME ERIC CARMEN BRUCE SPRINGSTEEN GREG KINN DERMAINE STENART ISLEY, JASPER, IS SIMPLE HINDS HOLTEST: PHILIP BAILEY 4-3 PHILIP BAIL KLUC/Las Vegas, NV Richards/Christian Hicharda(Christian BRUCE SPRINGSTEEN DAR MARTMAN PIRM (dp) BOWIE & HETBENY MADONNA HOLTERL: TIME 12-6 REO SPEEDMACON 15-9 DAVID LEE ROTH 20-13 JOHN PARK 21-17 ASHFORD & SIMPSON 26-KO93/Modesto, CA Mike Novak Mike Novak Debarge Greg Kihn Alan Parsons Isley, Jasper, Is Hottest: Billy Ocean 2-1 Pointer Sisters 3-2 David Lee Roth 30-24 John Waitz 29-25 Toto 32-26 KHOP/Modesto Stockt David Krebarr David Krehem SANTANA DERARGE BRUCE SPRINGSTEEN ALAN PARSONS GREG KIEN ANIMOTION HOUTOGRAPE (dp) Houtoat: WHAMI 4-POINTER ASIGNERS 5-2 POINTER ASIGNERS 5-2 DEO SPEEDWAGON 16-10 JOHN PARR 29-18 KCAQ/Oxnerd-Ventura, CA Thomas/Jay Thormas/Jey UTPO UTPO SCANDAL NUBRAY HEAD ISLEY, JASPER, IS DEBARGE HOTEDE: NOTE 10-3 REO SPEEDWAGON 14-5 TEENA MARIE 15-7 MADONNA 13-6 PAUL MARDCASTLE 19-15

KTRS/Casper, WY Todd Cavanah Len E. Mitchell BRUCE SprinkSTREM ALAN PARSONS GREG KIAN DEBARGE (dp) Rottest: WHAMI 1-7 FOREIGMER 2-2 DAVID LEE ROTH 4-3 MIDNIGHT STAR 11-7 HEO SPECUMGCM 25-11-7 HEO SPECUMGCM 25-11-7 ANIMOTION DEBARGE SCANDAL Rottest: WBAH1 1-1 REO SPEEDWAGON 11-4 DAVID LEE ROTH 15-10 SHEENA EASTON 22-12 SKOL 4 THE GANG 21-13 KKAZ/Chevenne WY KDON-FM/Salines-Me Kirk Cliatt taba Damani A John Rammey PHIL COLLINS MADONNA CARS BOWLE & METHENY BRUCE SPRINGSTEEN SANTANA HOTtest: FOREIGNER 2-1 WRAMI 5-2 Clist MADOWA PHIL COLLINS DOWE & ANTHERY STEVE MILLER DANE INFORMATION STEVE MILLER DANE INFORMATION CHECK CHINE DEBARGE PRINCE CARS DEBARGE PRINCE CARS DIATER SISTERS 3-1 HALL & OATES 5-2 THAN TUBER 16-10 TEENA MARIE 22-15 WHAM! 5-2 BILLY OCEAN 4-3 RED SPEEDWAGON 16-11 DAVID LEE ROTH 21-15 KOZE/Lewiston, ID Jay McCall Jay McCall FIRM BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN JOHN MAITE HORLEGT FOREIGNER 1-1 JOHN PARE 7-4 RED SPREDMACON 8-6 TIME 15-7 DAVID LEE ROTH 22-12 KCPX/Salt Lake City, UT usham/Main ASHFORD & SIMPSON MADONNA HONEYDRIPPERS CARS JULIAN LENNON DEBARGE K96/Salt Lake City, UT Gentry-Greet DEBARGE Hottest: REO SPEEDWAGON 1-1 WHAM! 2-2 JOURNEY 14-8 TIME 25-12 DAVID LEE ROTH 28-15 Gentry-Greer JACK HAGNER PRINCE ANIMOTION JACKSON TOTERS: FOREIGNER 1-1 BILLY OCEAN 3-3 TIME 12-6 GLENN FREY 14-7 POINTER SISTERS 11-9 KNBQ/Tacoma-Seattle, WA Ric Hanson DURAN DURAN PRINCE JACK WAGNER ANIMOTION JOHN PARR Hottest: FOREIGNER 3-1 FOREIGNER 3-1 GLENN FREY 11-8 DAVID LEE ROTH 14-9 KCBN/Reno, NV Jim O'Neal TEENA MARIE TEENA MARIE COMMODRES ALAN PARSONS BRUCE SPRINGSTEEN Hottest: WHAMI 2-1 GLENN FREY 4-2 REO SPEEDHAGON 14-6 DAVID LEE ROTH 13-7 FRANKIE GOES TO H 11 KHYT/Tucson, AZ Sherman Cohen Sharman Cohen BRUCE SPRINGSTEEN JSEMAINE STEMART ISLET, JASPEN, IS JOHN MAILE SCANDAL HOCKEAL WIAMI 3-1 BILLY OCEAN 12-9 TEENA MARKE 18-14 REG SPEEDWAGON 21-16 PAUL HARDCASTLE 37-26 KRQ/Tucson, AZ Kelly Norris Keny Norma JOHN WAITE P PRINCS P BRUCE SPRINGSTEEN J HUCLESL: J WHAM! 2-1 RSO SPEEDWAGON 13-9 ASBYORD 4 SIMPSON 12-10 DAVID LEE ROTR 14-11 BILLY JOEL 28-18 Parallel Three KGOT/Anchorage, AK Kay Taylor

nd/or night (RA) indicates

SANTANA DAN HARTMAN JOHN WAITE AUTOGRAPH (dp) STEVE MILLER ANIMOTION BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN Hottest: FOREIGNER 1-1 GLENN FREY 7-3 REO SPEEDWAGON 13-7 DAVID LEE ROTH 15-9 TEENA MARIE 27-20 KYYA/Billings, MT Charlie Fox

PHIL COLLINS BOWIE & METHENY PRANKIE GOES TO JOHN HUNTER Hottest: Foreigner 2-1 WHAMI 5-2

KCDQ/Bozeman, MT Greg Williams

Greg Williams GREG KIHN BROCE SPRINGSTEEN SLAMPASSONS COMMODORS ISLEY, JASPER, IS AOttest: BILLY OCEAN 2-1 WHAM! 7-2 DAVID LEE NOTH 15-7 JOHN POGERTY 14-11 JOHN POGERTY 14-11

Hay Seale MODONAS ADDINA ADDINA ADDINA CONCONCESS ANTANA ALAN PARSONS BRUCE SERINGSTEEN SANTANA ROMAN ROLLIDAY HOTEST: FOREINER SISTERS 4-2 HALL 4-25 7-3 HOLIDAY 26-18 KRSP/Selt Lake City, UT Carlson/Moll JOHN HUNTER BRUCE SPRINGSTEEN COMMODORES JERMAINE STEWART LRB GREG KINN GREG RINN Hottest: FOREIGNER 2-1 WHAM! 5-4 REO SPEEDWAGON 7-5 TIME 6-5 BILLY OCEAN 9-8 SL V96/San Luis Obispo, CA oe Collin Joe Collins PRINCE DERARGE DERARGE DAN HARTMAN NOLAN THOMAS (dp) ROMAN HOLLIDAY (dp) PAUL HARCASTLE HOLTESI FOREIGNER 1-1 WHANI 4-2 PHILIP BLIEY 2-3 DHILIP BLIEY KZOZ/San Luis Oblapo, CA Mike Dawson PRINCE BRUCE SPRINGSTEEN BOULD SPAINSTEEM FOREIGNER 1-1 FRANKIE GOES TO H 12-7 RED SPEEDWAGON 14-8 MADONNA 28-17 COMMODDRES 40-28 KIST/Sente Barbara, CA Dick Williams BRYAN ADAMS COMMODORES SARTARA ISLEY, JASPER, IS NOLAN TROMAS ALAN PARSONS Hottent: POREIGNER 2-11 WHAM1 3-2 GLENN PREY 9-4 HALL & OATES 12-5 DAVID LEE ROTH 23-10 OK95/Tri-Cities, WA Taylor/Purdy Taylonfburdy -ROBEY SIGC FUIN SIGC FUIN CREG PHILLINGARES ALAN PARSONS ISLEY, JASPER, 13 BAUCE SPENOSTEEN SANTANA TRIUMPS Bottest: FOREIGRER 1-1 TEENA MARIE 2-5 JUTOGRAPE 17-13 ONTOLEE ROTH 25-15



R&R/Friday, February 8, 1985

WEST Most Added . Hottest

Bruce Springsteen Wham REO Speedwagon Foreigner Greg Kihn Santana

KBIM/Roswell, NM Ray Seale

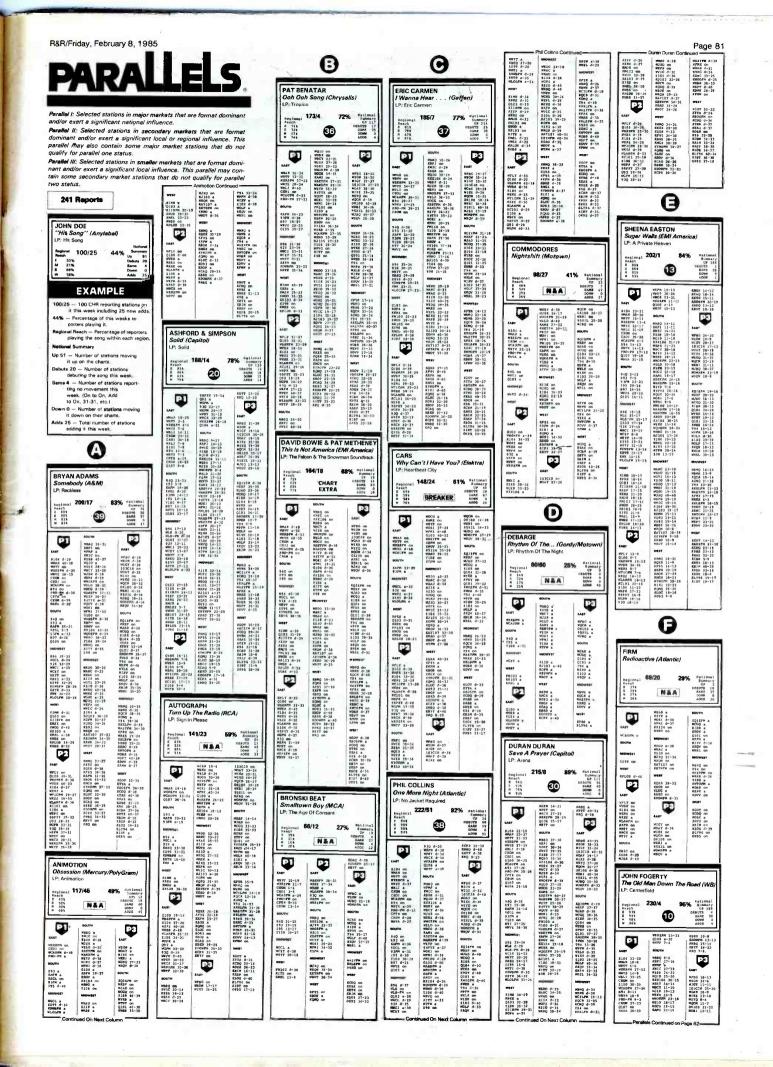
TEENA MARIE PRIL COLLINS MADONNA HADONNA CARS BRYAN ADAMS Hottest: Porrigner 2-1 WHAMI 4-2 BILLY OCEAN 5-3 POINTER SISTERS 10-5 DAVID LEE ROTH 13-9 KBOZ-FM/Bozeman, MT

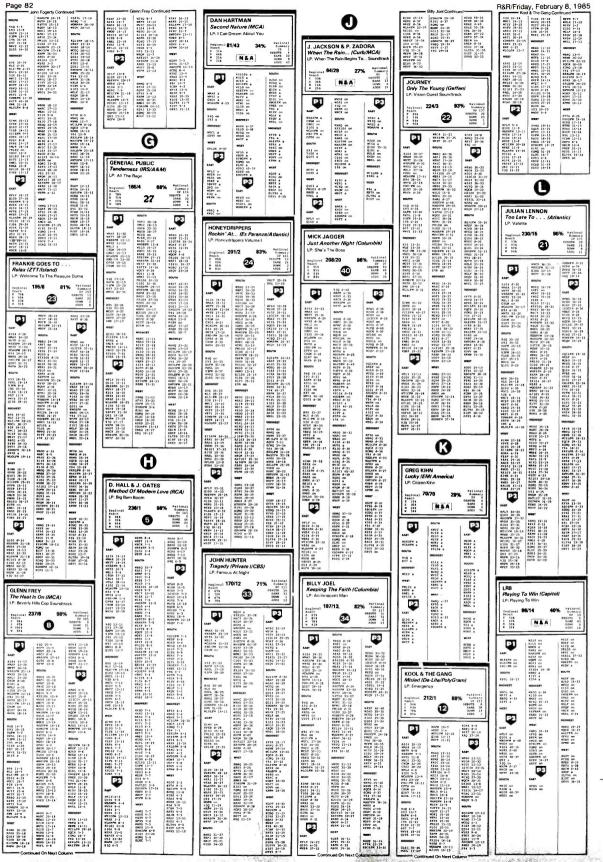
Michael Hesse

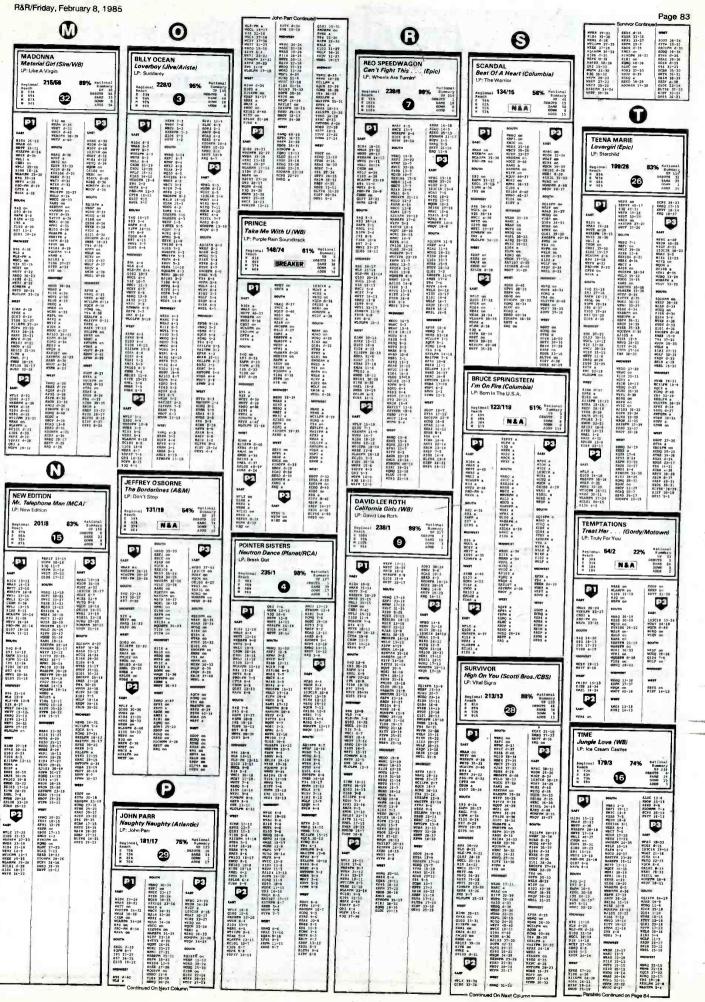
## WHAM1 5-2 HALL & OATES 9-5 REO SPEEDWAGON 22-9 DAVID LEE ROTH 17-10

KHTX/Reno, NV John Chommis PAT BENATAR LRB NOLAN THOMAS ROBEY GREG KIHN SANTANA 431 (dp) DAR BARTMAN (dp) SIMPLE MINDS Hottest: POREIGNER 2-2 POINTER SISTERS 6-3 GLENN FREY 13-5 DAVID LER ROTH 17-7 JOHN FOGERTY 20-12



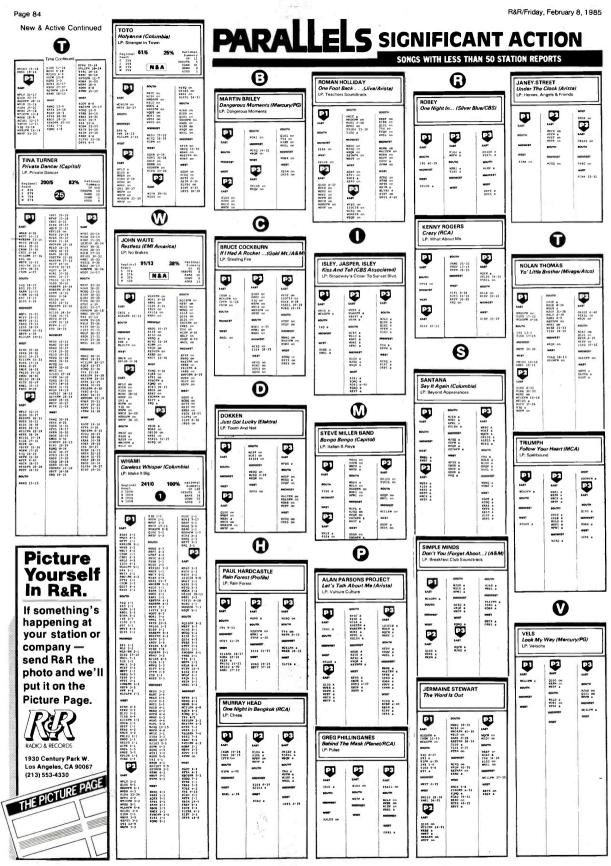






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# ACTIVES IN RADIO



## LISA NOVAK KRQR/San Francisco, CA

"AIR offers a great opportunity for labels to obtain a timely, nationwide consensus on new tracks. This service should prove especially useful with new or unfamiliar artists in getting a meaningful focus on 2nd, 3rd or even 4th cuts within an album. With the glut of product, coupled with those albums that do not get any attention past the lead track, AIR has to be the most cost effective method to get feedback."

## VERN ARGO KZOQ/Missoula, MT

"AIR is the fastest way for a record company to expose new music to the nation's AOR PD's & MD's. With the amount of product out, AIR assures a record company its best new cuts will be the first songs listened to each week."





## MIKE PRESTON KSDO/San Diego, CA

"I feel AIR to be an important tool for both radio and records, and I feel AIR records generally tend to be records that labels really give support to ... and that's important."

## ROGER GAITHER KXX-106/Birmingham, AL



WEEK #18

"AIR has made me a better program director by calling my attention to the "active" music available for airplay. I listen to the AIR records first. If I listen, then that's half the game."

AIR . . . The fastest, most reliable tool for getting radio to listen to music. Call Alan Smith at (301) 964-5544 for more information.

# WEEK #18

# **AIR** Priorities

Listen to the selections listed below. Decide if each has the potential to attain New & Active, 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, February 13, 1985

	TIST LABEL
CWE CLOSE OUR EYESGO WESMATERIAL GIRLMADONIJOEY, JOEYSTEPHAONE NIGHT IN BANGKOKMURRAYDON'T YOUSIMPLE I	NA WARNER BROS. NIE REACH CONSTELLATION/MCA HEAD RCA

Listen to the Tracks listed below. Decide If each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, February 14, 1985



TITLE/CUTS	ARTIST	LABEL
WILL THE WOLF SURVIVE "Will The Wolf Survive" (12")	LOS LOBOS	WARNER BROS.
PLAYING TO WIN "Blind Eyes" "Don't Blame Me" "Reappear"	LRB	CAPITOL

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

1985 Active Industry Research, Inc.

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# ontemporary Hit Radio

**Continued from Back Page** 

# CHART EXTRAS

Chart Extras are records above the 60 % airplay level without sufficient tional Airplay/40 this v

#### **DAVID BOWIE & PAT METHENY** This Is Not America (EMI America)

68% of our reporters on it. Moves: Up 19, Debuts 44, Same 83, Down 0, Adds 18 including CKGM, CHUM, KIMN, KWSS, WBCY, WAHC, KYNO-FM. Complete airplay in Parallels.



#### PRINCE Take Me With U (WB)

61% of our reporters on it. Moves: Up 6, Debuts 30, Same 38, Down 0, Adds 74 including B104, PRO-FM, B96, 92X, ZZ99, KIMN, KS103. Complete airplay in Parallels.

### CARS

### Why Can't I Have You (Elektra)

61% of our reporters on it. Moves: Up 49, Debuts 28, Same 47, Down 0, Adds 24 including 93FM, WGCL, WNCI, WLOL-FM, KPKE, WFLY, KIIK. Complete airplay in Parallels.

## **NEW & ACTIVE**

#### AUTOGRAPH "Turn Up The Radio" (RCA) 141/23

Moves: Up 84, Debuts 11, Seme 42, Down 1, Adds 23 including 293, 93FM, 896, WGCL, 92X, KWK, KIMN, KWOD, Q92, WHHY-FM, KHOP, 2102, KCMO, KPLUS 38-30, KWIC 20-14, WAHC 33-23.

HML RAMY, 2102, KCMO, KRUS 38-30, KWC 2014, WAHC 33-23. **SCANDAL featuring PATTY SMYTH' Beet Of A Heart' (Columbia) 134/15** Moves: UP 48, Dabuts 15, Same 58, Down O, Adds 15 indufing 93FM, WKC, KWC, WSPK, B3O, KAMZ, WAHC, Z104, KCAO, KWT Z102, KCMO, WCAU-FM 35-0, KEGL 16-12, WLOLFM 34-28.

JEFFREY OSBORNE "The Bonderline" (A&M) 13/11/9 Movie: Up 27, Debuts 10, Same 74, Down 1, Adda 18 inchading 92X, KOPA, KWSS, KUBE, WFLY, WRCK, KXX106, KX104, KX103, KMSK, CI04, PRIO-FR 06-24, 2933-227, KMEZ 52-1.

BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 123/119 Move: Up 2, Debuta 2, Seme 0, Down 0, Adds 119 including 8104, WMAR, WHTT, WBLI, B94, WAVA, 940, B97, Q105, WC27, 2289, KZ27, KS108, KUBE. ANIMOTION "Obsession" (Mercury/PolyGram) 117/45 KMMOTION "Obsession" (Mercury/PolyGram) 117/45 KMMA QIG3, WYSH, WAISH, KAY107, KWOB 393 OK IMEL 332 ZW JIBQ 3732.

KMM, UIUS, WYSH, WARS-MILKATTU?, KWUU 39-30, KMEL 33-22, WJBU 37-32. COMMODORES ''Nightshift'' (Motown) 98/27 Moves: Up 22, Debuts 7, Same 42, Down 0, Adda 27 including B104, WMAR, PRO-FM, WAVA, Q105, WBEN-FM, KXX106, WRQN, KQMO, KDON-FM, WPFM, KWTO-FM, WHTX 22-15, KQKQ 22-19, K093 38-32.

LITTLE RIVER BAND "Playing To Win" (Capitol) 96/14 Moves: Up 13, Debuts 6, Same 63, Down 0, Adda 14 including WHYT, KBEQ, ZZ99, Q100, Q92, KZZ8, WDCG, KITY, KTFM, WSQV, KRSP, K104 40-38, WJXQ 35-32, WJAD 38-33.

WS00\*, KRSP. K 104 40-38, WJK0 35-32, WJK0 38-33. JOHN WATE" "Restisses Heart" (EM Amarica) 91/13 Moves: UP 10, Debuts 8, Same 60, Down 0, Adda 13 including CK0, WHYT, KWK, G82, WNOK-FM, WKDO, KYNO-FM, KHYT, KNO, WZON, KKIS-FM, KOTO, WCALFM 40-32, WKDO 35-27, 95KR 31-26. DAN HARTMAN "Second Nature" (MCA) 81/43 Moves: Up 1, Debuts 4, Same 33, Down Adda 54 including WMAR, WHYS, CK0L 283, WGCL, WNOK-FM, WHOT, KF95, K805, KYNO-FM, KT0Y, WCALFM, 42-5, KKUS, 4-37, OK85, 4-35. GBC/G WHILM 11. ULL/W. (EMAI 4-maching 170/70)

ANDE, MARSE, KITEUTIM, KUTH, MURTHM, KUTH, WURTHM, G-20, KRUS, G-37, UKBB, G-35, MARSE, KIHN, M. YULAYY, ICEMI, Amardica 70/70 More: Up 0, Debits 0, Same 0, Down 0, Adda 70 Houding WXKS-FM, WCAU-FM, 940, 67, WCZY, FM102, KWOD, KMEL, KPULS, WROK, WZYF, KZO, KOSS, KTV), SWKG.

FIRM "Redioactive" (Atlantic) 69/20 Movie: Up 2, Debuts 10, Seme 37, Down 0, Adda 20 Including WCAU-FM, WKEE, WHTF, WZLD, WZYP, WKDD, WKAU, KLUC, WKHI, WPFM, KWTO-FM, KOZE, KFLUS 440, WJXG 37-34, KOXR 38-32.

WRIN, WITHM, KW ID-HM, KUZE, KPLUS 440, WUXD 37-34, KDXR 38-32. BRONSK IBEAT 'Small Town Boy' (MCA) 66/12 Movies: Up 19, Dabuta 4, Same 27, Down 4, Adds 12, WCALIFM, WGCL, WREE, KXX106, WNOK-FM, WZYP, KBOS, WFBG, WGCA, KISR, WHSL, WXKS-FM, 11-7, 94 21-35, KHEL 11-9. JERMAINE JACKSON & PLA ZADORA ''When The Rain Bagins To Fai'' (Curb/MCA) 64/29 Movies: Up 1, Dabuta 1, Sama 33, Down 0, Add 28 Including WXKS-FM, Z100, PRO-FM, Y100, Q105, WHYT, Z299, Q103, KWOD, KMEL, WOKI, WZPL, 99KG, FM102 429, Q104 35-32.

#### TOTO "Holyanna" (Columbia) 61/5

Norse: Up 11, Debuts 4, Same 41, Down 0, Adda 5, B96, WLOL-FM, WFLY, Q100, WDCG, Q92 30-27, WKDD 37-32, WJXQ 38-35, K093 32-28, KCPX 33-28, WZON 39-34, 95XII, 34-31, WBNQ 33-30, OK96 38-28.

DeBARGE "Rhythm Of The Night" (Motown) 60/60 Mores: Up 0, Debuts 0, Same 0, Down 0, Adds 60 Including WXR K\$103, KMEL, WKFM, KEYN-FM, KCAQ, OK100, T94, SLY96. WXKS-FM, WCAU-FM, 94Q, (96)- Y100, WCZY, FM102,

TEMPTATIONS<sup>11</sup> Treat Heal Like A Lady<sup>12</sup> (Gordy/Motown) 54/2 Movies: Up 23, Debuta 2, Seme 24, Down 3, Adds 2, CKOL 1100, WXKS-FM 22-17, 940 24-20, 293 18-13, WC2Y 19-13, FM102 15-13, 2108 2/1-18, KXX108 26-22, KSET-FM 21-19, WCKI 36-32, WRVQ 28-22, WKDQ 33-30, 103CiR 33-28, WOAY 24-18, 0(104 7-6.

## MOST ADDED .

BRUCE SPRINGSTEEN (119) I'm On Fire (Columbia) PRINCE (74) Take Me With U (WB) GREG KIHN (70) Lucky (EMI America) DEBARGE (60) Rhythm Of The Night (Motown) MADONNA (56) Material Girls (Sire/WB) PHIL COLLINS (51) One More Night (Atlantic)

## HOTTEST

R&R/Friday, February 8, 1985

REO SPEEDWAGON (174) Can't Fight This Feeling (Epic) WHAM! (170) Careless Whisper (Columbia) FOREIGNER (134) I Want To Know What Love Is (Atlantic) DAVID LEE ROTH (113) California Girls (WB) BILLY OCEAN (69) Loverboy (Jive/Arista) POINTER SISTERS (55) Neutron Dance (Planet/RCA)

## SIGNIFICANT ACTION

ROMAN HOLLIDAY "One Foot Back in Your Door" (Jive/Arista) 45/6 Moves: Up 1, Debuts 3, Seme 39, Down 0, Adds 6, KWRC, Y108, KMGX, KDVV, KBM, SLY96, ZZ99 on, KPLUS on, Q100 d-37,

Ud-40, KX104 33-30, WHOT on, KQXR on, OK95

WITTER HUNDLOGUE, ALLOW SALUM SKILL OR, KOAK HO, KUBS G-40.
LERMARKE STEWART "The WOrd IS OLU" (Antera) 48/13
Movas: Up 14, Dabuta 4, Sama 16, Down 1, Adda 13, WUKS-FM, 293, 93FM, B97, WKEE, WFST, G100, KKRD, KYNO-FM, KUMO, HYNT, KHSP, CKRM 11-0, Y100 54, KKRE 43-25.

ALAN PARSONS FROJECT "Let's Talk About Me" (Arista) 45/45 Moves: Up 0, Debuts 0, Same 0, Down 0, Adda 45 including CKOI. KPLUS, Q100, WVSR, WKFM, KWIC, KZZB, WJZR. 0, Debuts 0, Same 0, Down 0, Adds 45 KZIO, WJXQ, WRQN, KF96, KBOS, K093

Katel Hamil, HTMUD, KEN, WAAL, HTMUR, KENB, RUDS, KURS, I SARTARA 'Say It Again' (Columbia) 41/41 Wank, KYLOS, WJAS, KOPH, WARGN, KEYN-RM, KE96.

 NOLAN THOMAS "Yo' Little Brother" (Nirege/Atco) 41/7

 Moves: Up 10, Dabuts 6, Seme 18, Down 2, Adds 7, KC101, 930, KWIC, WSSX, KHTX, SLY98, KIST, Z100 17-22, I95 13-3, Y100 17-15, WHYT 34-32, FM102 12-10, KMEL 15-11, K104 39-33, KCA0 18-13.

 BRUCE COCKBURN "If Had A Rocket Launcher" (Gold Mountain/AdiM) 34/1

 Moves: Up 4, Debuts 2, Seme 27, Down 0, Adds 1, CKGM, CFTR 31-28, KMEL on, Q100 on, 930 on, WOKI d-35, Z104 38-36, KY89 on, KIK1 on, WOA' d-39, 95011 29-28, WGB2 26-24.

 Wission, WOA' d-39, 95011 29-28, WGB2 26-24.

 Wission, WOA' d-39, 95011 29-28, WGB2 26-24.

 Work: Up 0, Debuts 0, Seme 0, Down 0, Adds 12, CKGM, CFTR 31-28, KMEL on, Q100 on, 930 on, WOKI d-35, Z104 38-36, KY89 on, KIK1 on, 0.00 on, 930 on, WOKI d-35, Z104 38-36, WJ28, WZR, WZD, KARZ, KZD, WJ20, WR0N, KKN, KOM0.

 MUZE, WZID, KARZ, KZD, WJ20, WR0N, KKN, KOM0.

 WIZE, WZID, KARZ, KZD, WJ20, WR0N, KKN, KOM0.

Watch, Watch, Kolley, Katol, Watch, Kith, Kith, Kalind, Kith, Kalind, Kalin

PAUL HARDCASTLE "Rain Forest" (Profile) 21/7 Nove: Up 9, Dabuta 1, Sama 3, Down 1, Ada 7, K22P, K503, WERZ, WFMI, KTFM, WCL-FM, SLY96, WC2Y 21-19, KIIS-FM 29-27, KOR 2-21-6, FMI02 21-11, KMEL 27-13, 21 (Vol 31-26, WFM 6-33, WFRA 28-22.

SIMPLE MINDS "Don't You (Forget About Me)" (A&M) 20/20 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including WCAU-FM, 0100, WERZ, WKFM, WJZR, WZLD, WFM, WJXQ, WRQN, WHOT, KOMQ, WJAD, WAZY-FM, KHTX, 0X95.

MURRAY HEAD "One Night in Bangick" (RCA) 20/14 Movas: Up 2, Debuts 2, Same 2, Down 0, Adda 14, 334M, KMEL, K104, Z106, WHITF, KJ103, KCAQ, OK100, WSQV, T94, WPFM, WIXV, CKGM 30-24, CCM 22-15, Z106-439.

TRIUMRH "Follow Your Heart" (MCA) 16/16 Mone: Up 0, Debuts 0, Sams 0, Down 0, Adds 18 including WCAU-FM, KPLUS, WERZ, WKFM, WRCK, WHTF, KWIC, KZZB, WCID, WCIN, WWI, WJCA, COOHEM, WOBR, CK66.

MARTIN BRILEY "Dangerous Moments" (Mercury/PolyGram) 16/0 Moves: Up 1, Debuts 0, Same 15, Down 0, Adds 0, K104 on, WERZ on, WRCK on, WHTF on, WOKI on, WJXQ 34-31, WRQN Moves: Up 1, Debuts 0, Same 15, Do on-dp, Q101 on, T94 on, WDBR on-dp.

#### KENNY ROGERS "Crazy" (RCA) 15/1

Moves: Up 8, Debuts 1, Same 4, Down 1, Adde 1, WQCM, WNVZ on, K104, 20-12, KAMZ 25-20, KIKI d-35, K093, 19-18, KHYT 30-25, OK100 24-18, WIXV 30-26, KIST 35-29.

ROBEY "One Night in Bangkok" (Siver Bhae/CBS) 11/10 Move: Up 1, Debuts 0, Seme 0, Down 0, Adda 10, KPLUS, K104, WKFM, WFMI, Y106, OK100, 96XR, WXV, KHTX, OK96, 185 40-38.

VELS "Look My Way" (Mercury/PolyGram) 11/6 Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 6, WCAU-FM, WHTF, WZLD, WFM, WPFM, WCIL-FM, Q100 on, WKFM on, Jp O, Debuts U, Sen I, WJAD on, Q101 or

Montali, Hand and Liter Mr. GREG PHILLINGANES' Behind The Mask" (Piener/RCA) 10/4 Moves: Up 0, Debuts 0, Same 6, Down 0, Adda 4, CKOI, WZYP, WHSL, OK95, KPLUS on, K104, on, 95XII. on, WJAD on, KWES

JANEY STREET "Under The Clock" (Arista) 10/1 Move: Up 1, Debuts 0, Sams 6, Down 0, Adds 1, WKFM, KIMN on, WSPK on, WPST on, WHTF on, WJXQ on dp, KHOP on, OK100 on, 98K on-dp, KCBN 32-31.

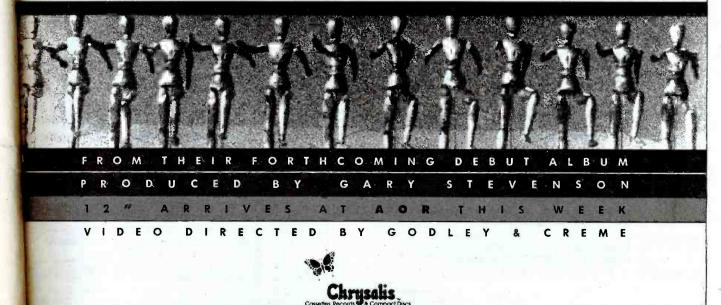
New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement. Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

Note: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.



"WE CLOSE OUR EYES"

THE IST SINGLE



# NATIONAL ARPLAY



# Contemporary Hit Radio

#### Three Two Last Weeks Waeks Week

1				6%	WHANIL/Consistent Million (O. L. Litt)
1	5	4	2		WHAM!/Careless Whisper (Columbia)
-	3	1	1	2	
	8	5	4		BILLY OCEAN/Loverboy (Jive/Arista)
1	10	9	6	Sec.	POINTER SISTERS/Neutron Dance (Planet/RCA)
1	9	8	5	0	
I	2	2	3	6	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
1	27	13	8	Ø	
1	16	11	9	0	
1	28	17	12	0	
1	24	18	15	0	
I	6	6	7	11	
L	17	15	14		KOOL & THE GANG/Misled (De-Lite/PG)
	22	19	17	Ð	
L	1	3	11	14	
L	35	27	22		NEW EDITION/Mr. Telephone Man (MCA)
	25	23	19		TIME/Jungle Love (WB)
L	7	7	13	17	
	14	10	10	18	
	18	16	16	19	
1	30	26	23	20	ASHFORD & SIMPSON/Solid (Capitol)
L		39	31	3	
1	-	35	27	22	JOURNEY/Only The Young (Geffen)
and a	-	34	28		FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)
	38	30	26	20	
Ľ	40	32	29	29	
Ľ	-		33		TEENA MARIE/Lovergirl (Epic)
1	33	28	25		GENERAL PUBLIC/Tenderness (IRS/A&M)
	-	***	36		SURVIVOR/High On You (Scotti Bros./CBS)
	-	37	34	9	JOHN PARR/Naughty Naughty (Atlantic)
		-	38		DURAN DURAN/Save A Prayer (Capitol) N&A Begins on Page 86
١.	4	12	18	31	MADONNA/Like A Virgin (Sire/WB)
l	DE	BUT		32	MADONNA/Material Girl (Sire/WB)
		40	35	3	JOHN HUNTER/Tragedy (Private I/CBS)
	-	-	39	3	BILLY JOEL/Keeping The Faith (Columbia)
	5	14	21	35	STEVIE WONDER/Love Light In Flight (Motown)
1		-	37	36	PAT BENATAR/Ooh Ooh Song (Chrysalis)
	-		40	9	ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)
Ļ	DEE			30	PHIL COLLINS/One More Night (Atlantic)
L	DEE	_		39	BRYAN ADAMS/Somebody (A&M)
	DEE	BUT		40	MICK JAGGER/Just Another Night (Columbia)
diam'r.		and other other		Contract of the	

Adult/Contemporary

2	1	1	0	WHAMI/Careless Whisper (Columbia)
3	2	2	2	FOREIGNER/I Want To Know What Love Is (Atlantic)
4	4	3	3	STEVE PERRY/Foolish Heart (Columbia)
23	16	9	4	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
9	5	5	Ğ	DIANA ROSS/Missing You (RCA)
17	13	7	6	BILLY JOEL/Keeping The Faith (Columbia)
1	3	4	7	CHICAGO/You're The Inspiration (WB)
18	14	11	0	KENNY ROGERS/Crazy (RCA)
-	25	18	ğ	JULIAN LENNON/Too Late For Goodbyes (Atlantic)
10	9	8	10	ELTON JOHN/In Neon (Geffen)
13	12	12	0	GEORGE BENSON/20/20 (WB)
8	6	6	12	STEVIE WONDER/Love Light In Flight (Motown)
25	19	17	Ð	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
11	10	10	14	B. STREISAND w/K. CARNES/Make No Mistake (Columbia)
-	21	19	Ð	DARYL HALL & JOHN OATES/Method Of Modern Love (RCA)
20	17	15	16	CULTURE CLUB/Mistake No. 3 (Virgin/Epic)
-	24	22	Ð	COMMODORES/Nightshift (Motown)
6	7	13	18	JACK WAGNER/All I Need (Qwest/WB)
-	22	20	19	ANNE MURRAY/Time Don't Run Out On Me (Capitol)
-	_	23	20	ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)
5	8	14	21	RAY PARKER JR./Jamie (Arista)
BR	EA	KER	3	PHIL COLLINS/One More Night (Atlantic)
16	15	16		MANHATTAN TRANSFER/Baby Come Back To Me (Atlantic)
7	11	21	24	JERMAINE JACKSON/Do What You Do (Arista)
BR	EA	KER	0	D. WARWICK & G. JONES/Finder Of Lost Loves (Arista)
				Loves (Hista)
				N&A Begins on Page 67

#### hree Two Last MICK JAGGER/Just Another Night (Columbia) 5 BRYAN ADAMS/Somebody (A&M) 0 JOURNEY/Only The Young (Geffen) ē FIRM/Radioactive (Atlantic) JOHN FOGERTY/The Old Man Down The Road (WB) 5 PHIL COLLINS/One More Night (Atlantic) 6 JOHN FOGERTY/Rock And Roll Girls (WB) ຄ 8 GLENN FREY/The Heat Is On (MCA) Complete Tracks Char Begins on Page 71 DON HENLEY/Sunset Grill (Geffen) 3 10 DAVID LEE ROTH/California Girls (WB) D. BOWIE w/P. METHENY/This Is Not... (EMI America) 30 16 D FOREIGNER/That Was Yesterday (Atlantic) 12 12 13 REO SPEEDWAGON/Can't Fight This Feeling (Epic) 11 11 9 JULIAN LENNON/Too Late For Goodbyes (Atlantic) 10 10 14 15 SURVIVOR/High On You (Scotti Bros/CBS) 14 13 DON HENLEY/All She Wants To Dance (Geffen) 20 28 19 LRB/Playing To Win (Capitol) 29 20 18 18 CARS/Why Can't I Have You (Elektra) 23 17 ALAN PARSONS PROJECT/Let's Talk About... (Arista) 24 20 DEEP PURPLE/Knocking At Your Back... (Mercury/PG) 14 11 21 PAT BENATAR/Ooh Ooh Song (Chrysalis) 21 17 20 22 FOREIGNER/I Want To Know What Love Is (Atlantic) 7 21 BREAKER 2 CARS/Breakaway (Elektra) JOHN WAITE/Restless Heart (EMI Americaa) 57 38 32 G. THOROGOOD & THE ... / Gear Jammer (EMI America) 27 26 BREAKER DAVID LEE ROTH/Easy Street (WB) 19 23 27 JOHN PARR/Naughty Naughty (Atlantic) 15 KINKS/Living On A Thin Line (Arista) 41 33 31 29 AUTOGRAPH/Turn Up The Radio (RCA) 20 22 27 MARTIN BRILEY/Dangerous Moments (Mercury/PG) 42 34 33 JEFFREY OSBORNE/The Borderlines (A&M) O 2 1 DIANA ROSS/Missing You (RCA) 3 2 1 2 NEW EDITION/Mr. Telephone Man (MCA) PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia) 17 11 GEORGE BENSON/20/20 (WB) 6 SHEENA EASTON/Sugar Walls (EMI America) 29 17 13 GWEN GUTHRIE/Love In Moderation (Island) 16 . 7 7 8 CHAKA KHAN/This Is My Night (WB) KLYMAXX/The Men All Pause (Constellation/MCA) 11 9 9 9 ASHFORD & SIMPSON/Outta The World (Capitol) 37 22 19 Ð 11 GAP BAND/Beep A Freak (Total Experience/RCA) 12 12 11 COMMODORES/Nightshift (Motown) 35 24 NOLAN THOMAS/Yo' Little Brother (Mirage/Atco) 19 (B) TINA TURNER/Private Dancer (Capitol) 37 28 POINTER SISTERS/Neutron Dance (Planet/RCA) õ 26 23 20 3 PAUL HARDCASTLE/Rain Forest (Profile) 6 16 W. FELDER w/B. WOMACK/I'll Still Be Looking ... (MCA) 39 30 18 KOOL & THE GANG/Misled (De-Lite/PG) 4. 5 8 33 25 READY FOR THE WORLD/Tonight (MCA) 22 20 SADE/Hang On To Your Love (Portrait/CBS) 16 14 14 UTFO/Roxanne, Roxanne (Select) 25 N&A Begins on Page 59 TIME/The Bird (WB) 40 30 27 22 WHAM! f/G. MICHAEL/Careless Whisper (Columbia) 36 29 18 24 NUANCE f/VIKK! LOVE/Loveride (4th & Brdwy/Island) 25 EUGENE WILDE/Gotta Get You... (Phil.World/Atlantic) 3 4 10 26 CHAMPAIGN/This Time (Columbia) 30 28 26 27 PRINCE/I Would Die 4 U (WB) 10 12 28 ROCK MASTER SCOTT & ... /Request ... (Reality/Fantasy) 19 16 23 MADONNA/Like A Virgin (Sire/WB) 15 15 29 D. HALL & J. OATES/Method Of Modern Love (RCA) 33 BREAKER JESSE JOHNSON'S REVUE/Be Your Man (A&M) 40 36 CHERYL LYNN/At Last You're Mine (Private I/CBS) PATTI LABELLE/New Attitude (MCA) BREAKER 3 DAZZ BAND/Heartbeat (Motown) BREAKER GLADYS KNIGHT & PIPS/My Time (Columbia) FAT BOYS/Can You Feel It (Sutra) 38

JOHNNY GILL/Half Crazy (Cotillion/Atco)

BREAKER . BEBBIE JACKSON/A Fork In The Road (Columbia)

WHODINI/Freaks Come Out At Night (Jive/Arista)

EVELYN "CHAMPAGNE" KING/Out Of Control (RCA)

- 40

DEBUT

BREAKER