

**I N S I D E:**

**FOUR YEARS FROM NOW:  
1800 NEW AM STATIONS?**

International radio meetings will likely open up the AM band between 1600-1705 kHz by 1989. Estimates are 1800 new stations can be created, and the specifics of this new radio influx are already being debated.

Page 8

**IS RADIO BREAKING  
NEW ARTISTS?**

Radio is still essentially the only medium that breaks new artists, but how is it doing? Ken Barnes totes up the results for the first quarter.

Page 29

**MEREDITH OUT OF RADIO  
FOR \$20 MILLION**

Included in this week's newly-expanded Transactions section: Jacor's purchase of Meredith's last two radio properties, WGST & WPCH/Atlanta, plus Firstcom's \$13.5 million sale.

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**AOR MONOLITHS  
OF THE MIDWEST**

WMMS/Cleveland and KSHE/St. Louis are double-digit dominators in their markets. Steve Feinstein checks in to hear how they do it.

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**PEOPLE IN THE  
NEWS THIS WEEK**

- Frank Turner National Promotion Director, Sandy Thompson Assoc. Singles Director at MCA
- Raymond Wechsler President of UPI
- Carl Widing PD at KINK
- Chris Turner National PD at Willis
- Stan Thomas VP/GM at WPET & WRQK
- Mary MacMillan VP/GM at WBIG
- Jeff Goodridge PD at WNYR
- Chuck Finney PD at WZKL
- Bob Gooding National Promotion Director for Qwest
- Ramsey Elliott VP/GM at KRCX
- Stan Raymond, Jim O'Grady form brokerage/consultancy

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**GETTING YOUR  
WORDS' WORTH**

When you're writing a press release or a story in search of publicity for your station, it helps to have your literary chops in order. Harvey Mednick's Image & Marketing column runs through some pointers.

Page 22

**CHR ON THE FIRING LINE**

Joel Denver continues his breakdown of the hot match races in CHR for the spring book.

**USA FOR AFRICA UPDATE**

This week R&R reporting stations receive the USA For Africa album in a special mailing. And "We Are The World" goes to No. 1 CHR.

Page 88

Newsstand Price \$3.50



**Fortenbaugh Christal  
President; Romanick  
Heads Katz Radio**

Following the recent departure of Charlie Colombo to the presidency of Blair Radio, Katz Radio Group has tapped Bill Fortenbaugh to fill the position of President at Christal Radio. Fortenbaugh had been VP/Stations at Katz Radio, and has been with the company for 15 years. Group President Ken Swetz also appointed Katz VP/GSM Dick Romanick President of Katz Radio, assuming the duties that Swetz had been filling.

Swetz told R&R, "Bill was the obvious choice to fill the vacancy at Christal. In addition, I was planning on relieving myself in July of the everyday duties at Katz and appointing a new president, but with the advancement of Bill I scrapped those chronological plans and ap-

pointed Dick Romanick to that position.

"Christal needed leadership and Bill will implement my business philosophy and method that has been a proven success," Swetz continued. "Dick steps in to lead the effort at Katz, which is to maintain its continued strength in the industry." KATZ/See Page 6

**Scott New  
VP/GM At  
KCMO-  
AM & FM**



Craig Scott

WGKX/Memphis VP/GM Craig Scott has accepted the VP/GM post at KCMO-AM & FM/Kansas City. Scott will remain in Memphis until the end of April, and is expected to join the News/Talk-Country combo in July when Summit Communications completes its takeover of KCMO from Fairbanks Broadcasting. Fairbanks VP/Administrative Affairs, Dennis Linsin has been supervising the stations since former GM Dick Casper exited last September. SCOTT/See Page 6

**MIDDAY CONTEST BLOCK SANS MUSIC**

**KFRC Unveils New  
"Game Zone" Format**

In a radical change, longtime CHR KFRC/San Francisco will debut a six-hour daily block of contest programming from 9am-3pm called the "Game Zone," beginning Monday (4-8). The new format block, which will feature six distinct, highly-produced hourly contests and no records, will be hosted in two three-hour segments by Dave "Duke" Sholin and Chuck Browning.

Dr. Don Rose (who returns from an extended leave to coincide with the format change) will remain in the morning show, with Tom Parker 3-6pm and Don. St. John handling

7-11pm, all maintaining a CHR approach. From 11pm-6am, the station will run prerecorded tracks with a live engineer on duty.

**Setting Aside  
Traditional Thinking**

VP/GM Pat Norman, who devised the "Game Zone" with PD Mike Phillips and RKO consultant Walt Sabo, told R&R, "There is a certain sameness to our business, and this move is designed to separate KFRC from everyone else. For an AM station to be successful today it must appeal to a larger total audience."

Phillips added, "We feel it necessary to set aside traditional thinking about radio programming, and concentrate

KFRC/See Page 6

**Busby Now  
MCA Sr. VP/  
Black Music**



Jheryl Busby

Jheryl Busby has been promoted to Senior VP/Black Music at MCA, moving up from his VP/Black Music position. He is responsible for all black music and jazz A&R, marketing, and promotion efforts.

MCA Records & Music Group President Irving Azoff commented, "Jheryl Busby's aggressiveness and instincts are the reasons for the success of black music at MCA for the first time in the company's history. Jheryl has achieved in a year and a half what those before could not accomplish in a decade." BUSBY/See Page 6

**Watson To Direct  
KJR Operations**

After a year as Executive VP with consultancy firm Balon & Associates, veteran PD Tom Watson has been named Director/Operations & Programming at Ackerley Communications' A/C outlet KJR/Seattle, beginning April 15. Former PD Tracy Mitchell had been handling those duties on an interim basis, and will now concentrate on his afternoon drive airshift.

VP/GM Kevin Cooney commented to R&R, "It's been Ackerley's belief to hire the best available people, and we really think we've got that in Tom.



Tom Watson

He's a seasoned veteran who can offer the fine-tuning and helping hand to continue KJR's growth." WATSON/See Page 6



**A HARE-RAISING EXPERIENCE** — WQLR/Kalamazoo commissioned confectioner Al Heilman to concoct this solid-chocolate rabbit as the grand prize in the station's Easter giveaway. Listeners whose names were announced on-air had ten minutes and six seconds to claim one-pound or ten-pound versions, culminating in the final hopper-whopper drawing. Though he weighs a formidable 106 pounds and stands 3½ feet tall, the candy bunny is described as quite harmless — unless you try to eat your way through in one sitting. PD Dennis Martin has contacted the Guinness people and says they're burrowed in their archives, determining if the chocolate crusader indeed holds the world record for size. He has a hutch . . . er, hunch it just might.



**WESTWOOD ONE PRESENTS**



**David Lee Roth**

**Off the Record**

**with Mary Turner**

You don't have to wait 'till summer to get *crazy from the heat* — just join Mary Turner on the Westwood One Radio Network the week of April 8th as she presents an hour-long *Off The Record Special* featuring David Lee Roth. Diamond Dave tells Mary all about his debut solo outing, *Crazy From The Heat*, the past, present and future of Van Halen, the role of his '51 Merc low-rider in his songwriting, the care and feeding of his libido and much more. This hour of raucous rock 'n' roll repartee is the latest exclusive from Mary Turner, whose *Off The Record Specials* with rock's biggest superstars are heard on more than 250 Westwood One Radio Network affiliates in North America and around the world 52 weeks a year. For details contact Westwood One at (213) 204-5000 or Telex 4996015 WWONE



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



APRIL 5, 1985

**FORMAT 41 AFTER OLDER LISTENERS**

Sometimes A/C stations seem to stress the "contemporary" over the "adults." **Transtar** perceived a void in older listeners who wanted something a bit livelier than Easy Listening, and created Format 41 to try to capture them.

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**MCA Expands National Promotion Staff**

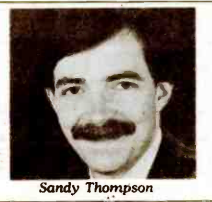
MCA has promoted Atlanta-based National Pop Field Director Frank Turner to Director/National Promotion. At the same time, former Island regional promotion rep Sandy Thompson joins MCA as Associate Director/National Singles Promotion.

Sr. VP/Promotion Steve Meyer told R&R, "Frank has shown himself to be one of our most valuable assets in rebuilding our promotion department into a cohesive, hard-working, and effective team. In his new, expanded role, he will be traveling more, allowing him to work with radio and our field staff on a more one-to-one basis."

Discussing Thompson's newly-created position, Meyer said, "Having worked with Sandy previously at Capitol, I'm delighted that we were able to secure his services. Sandy will be working the phones and coordinating with our



Frank Turner



Sandy Thompson

staff on doing the most effective promotion job at the CHR level possible."

Turner, a former Warner Bros., EMI America, and ABC promotion staffer and once Sr. VP/GM at

Bang, commented, "I love working with radio, and in my new situation, I can now travel every week, increase our visibility and reinforce relationships I have while building new ones."

Thompson, who was with Capitol for eight years in San Francisco, began his career on-air at progressive album outlet WBUS/Miami (now WLVE), later promoting for ABC in Miami and Atlanta. He noted, "I look forward to becoming a part of the chemistry that makes MCA a special place to work."

**COMPANY FORMS EXECUTIVE OFFICE**

**Wechsler New UPI President**

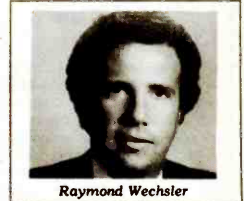
Raymond Wechsler has been appointed President and Chief Operating Officer at United Press International, replacing Luis Nogales, who is now Chairman and CEO. Wechsler has served as a financial advisor and consultant to UPI for eight months, and was fired and rehired with Nogales during the company's reorganization last month.

Nogales also announced the creation of an Office of the President, which will include himself, Wechsler, and Executive VP/Editor-in-Chief Maxwell McCrohan. Wechsler will oversee all UPI business operations, including finance, marketing, and communications.

while all editorial divisions will report to McCrohan. Wechsler and McCrohan will both report directly to Nogales.

Nogales said, "Mr. Wechsler's expertise in finance, operations, marketing, and corporate development has been invaluable in making UPI profitable for the first time in many years."

As one of its first functions, the newly-formed Office of the President met with a committee representing UPI's creditors to establish

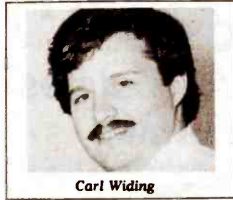


Raymond Wechsler

a 90-day moratorium on payments toward its debt.

WECHSLER/See Page 6

**Widing Upped To KINK PD**



Carl Widing

KINK/Portland Assistant PD Carl Widing has been upped to PD at the King AOR. Widing fills the vacancy left by Rick Scott's transfer to the company's KSFO/San Francisco as PD.

KINK GM Stan Mak told R&R, "KINK's product is one of a kind, and Carl has a good handle of where we've been and where we're going. He's shown poise in dealing with management problems, the staff supports him, and people inside and outside the station like him." WIDING/See Page 6

**McKINNEY SALES MANAGER**

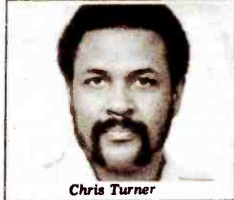
**MacMillan VP/GM At WBIG**

Twelve-year Jefferson-Pilot Communications sales executive Mary MacMillan has been promoted to VP/GM at MOR-formatted WBIG/Greensboro. She succeeds Stan Thomas, who rejoined A/C neighbor WRQK as VP/GM this week (see separate story).

Jefferson-Pilot Executive VP Jim Babb commented, "Mary has a proven track record in every position she's held. She knows radio inside out and has had an opportunity to get plenty of training at different levels."

MacMillan advances to her new position after two years as Sales Manager. Prior to WBIG, she spent nine months in the same post with then-sister station WHSL/Williamston. MACMILLAN/See Page 4

**Turner Joins Willis As National PD**



Chris Turner

Chris Turner has been appointed National Program Director for Willis Broadcasting, based at the company's Urban Contemporary flagship outlet WOWI/Norfolk. In his new capacity, Turner will also supervise programming at sister station WPCE, as well as WFTH/Richmond, WWCVA/Gary, WBOK/New Orleans, WIMG/Trenton, and WSVE/Jacksonville.

Most recently Operations Manager for WJAX-AM & FM/Jacksonville, Turner previously worked two and a half years as National PD for Gilliam Communications, overseeing WERD/Jacksonville. TURNER/See page 6

**Finney Programs WKZL**

Former KJCFM/Colorado Springs PD Chuck Finney has been tapped to program Nationwide's Winston-Salem CHR outlet, WKZL. Finney replaces Steve Christiana, who recently became PD at WZXR/Memphis.

WKZL GM Bill Weller commented. FINNEY/See Page 4

**Capitol Broadcasting Buys Coleman Research**

Capitol Broadcasting Co. has acquired programming and marketing research firm Coleman Research. Terms were not disclosed.

Capitol President Jim Goodman remarked, "Market research is becoming more and more important to all phases of the broadcast industry. We feel this is a real growth area that we want to be a part of. We've worked with Coleman Research for eight years and we know they are the best in the business."

Founded in 1978, Dallas-based Coleman currently serves some 70 radio and TV stations. President



Coleman Research President Jon Coleman and Capitol Broadcasting Co. President James Goodman.

Joe Coleman said, "This means that Coleman Research will be able to continue to grow as we have planned. As a part of Capitol Broadcasting, we will be able to expand our radio research services and broaden the company into television and cable research."

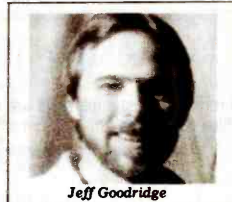
Among Capitol's radio holdings are seven stations in Kansas City, San Antonio, Richmond, Raleigh, and Huntington, WV; forthcoming acquisitions in Cocoa Beach and Shelby, NC, are pending FCC approval.

**Thomas Rejoins WPET & WRQK As VP/GM**

After three years as VP/GM at Jefferson-Pilot's WBIG/Greensboro, Stan Thomas has returned to crosstown WPET & WRQK as VP/GM. Before moving to WBIG, Thomas had spent six of eight years with WRQK as General Sales Manager. He fills the vacancy created at the Gospel and A/C-formatted stations three months ago when former GM Tom Armshaw resigned from Robins Communications.

Thomas, who has spent his entire 14-year radio career in Greensboro. THOMAS/See Page 6

**Goodridge Returns As WNYR's PD**



Jeff Goodridge

Jeff Goodridge has been named PD at WNYR/Rochester, the station he programmed from 1979-84 before leaving to pursue station ownership in Florence/Darlington, SC. He fills the vacancy left when former PD Bobby Hatfield, who replaced Goodridge last year, resigned to become PD of Josephson's new crosstown Country competitor WZKC.

WNYR VP/GM Lea Hart told R&R, "Jeff did an outstanding job in the five years he was with us, and it was a real loss when he left. Having him back is a tremendous asset." GOODRIDGE/See Page 6

**TRANSACTIONS**

**Jacor Purchases WGST & WPCH For \$20 Million**

Jacor Communications, Inc. and Meredith Corporation have reached an agreement for a Jacor subsidiary to purchase Meredith's WGST & WPCH Atlanta as well as its statewide network, the Georgia Radio News Service, for \$20 million.

Jacor Communications President Terry Jacobs said, "WGST, WPCH, and GRNS will represent significant new additions to Jacor's broadcast group and fit well in our acquisition strategy. In view of the success these stations have enjoyed, no major changes would be anticipated." WGST & WPCH VP/GM John Lauer will assume an executive position with Jacor once the transaction is completed. Added Jacobs, "We are extremely pleased to have John Lauer and his talented Atlanta management staff join the Jacor team."

Other Jacor holdings include WBBG & WMJ/Cleveland; WQK-AM & FM/Jacksonville, FL; WKYG & WKKX/Parkersburg, WV; WURD/Georgetown, OH; WTSJ/Cincinnati; WVOI/Toledo; and WTOW/Towson. TRANSACTIONS/See Page 4



**TRANSACTIONS**

Continued from Page 3

MD. Meredith owns no other radio stations and plans to concentrate efforts toward the growth of its television operation.

WGST operates an all-News format with 5 kw days/1 kw nights at 920 kHz; WPCB programs Beautiful Music with 100 kw on 94.9 mHz at 980 ft. above average terrain.

**Firstcom Sells WGKX, KSSN To KIX For \$13.5 Million**

KIX Broadcasting will buy Country outlets WGKX/Memphis and KSSN/Little Rock from Firstcom Corp. for \$13.5 million. Firstcom retains interest in WRLX & WFFX/Tuscaloosa, while coprincipal Kirby Confer has interest in the 12-station Keymarket Group. KIX principal Albert Kaneb also owns WSLR & WKDD/Akron and WHLI & WKJY/Hempstead, NY.

WGKX has 100 kw on 105.9 mHz at 760 feet; KSSN broadcasts with 100 kw on 95.7 mHz at 1005 feet.

**Susquehanna Spends \$3.2 Million For WGH & WNSY**

Commcor, Inc. intends to sell WGH & WNSY/Norfolk to Susquehanna Broadcasting for \$3.2 million. Commcor holds no other radio interests. Susquehanna also operates 13 stations, including KFOG/San Francisco, KLIF & KPLX/Dallas, WQBA-AM & FM/Miami, WRRM/Atlanta, WRRM/Cincinnati, WFMS/Indianapolis, WARM & WMGS/Scranton/Wilkes-Barre, WKIS/Oriando, and WSBA-AM & FM/York.

WGH has Country programming with 5 kw on 1310 kHz; CHR-formatted WNSY broadcasts with 74 kw on 97.3 mHz at 400 feet.

**Capital Buys WOHS & WXIK For \$2.25 Million**

Capitol Broadcasting Co. has agreed to purchase WOHS & WXIK/Sheiby, NC from Shelby Radio Corp. for \$2,255,124. The sellers have no other radio interests; Capitol also owns WRAL/Raleigh, KISS/San Antonio, KBEQ/Kansas City, WRNL & WRXL/Richmond, and WKEE-AM & FM/Huntington, WV; pending FCC approval is its acquisition of WCKS/Cocoa Beach. WOHS is a 1 kw daytimer on 730 kHz; WXIK has 100 kw on 96.1 mHz at 286 feet.

**Albimar Acquires KDAB For \$2.2 Million**

Albimar Communications Limited Partnership plans to buy KDAB/Ogden, UT from KDAB, Inc. for \$2.2 million. The buyer, owned by Bertram Lee and Skip Finley, also has interests in KYNN & KEZO/Omaha. Finley, who is a corporate management consultant to Inner City Broadcasting, retains interest in WOL/Washington. The seller owns no other radio properties. KDAB has 25 kw on 101.1 mHz at 3740 feet.

**Laubach Deals WESA-AM & FM**

Laubach Radio Properties, Inc. will sell WESA-AM & FM/Charlottesville, PA to FARR Communications for \$950,000. The seller retains interests in WEZY & WCCK/Erie, PA; WSGF & WIXV/Savannah; WXIL/Parkersburg, WV; and WKRT & WOKW/Cortland, NY. The buyer holds no other radio properties. Purchasing coprincipal Alan Murdoch is a former WBZZ/Pittsburgh Station Manager.

WESA is a 250 watt daytimer on 940 kHz; WESA-FM has 3 kw on 96.3 mHz at 300 feet.

**Nishna Valley Sells KJAN-AM & FM To Valley**

Valley Broadcasting will purchase KJAN-AM & FM/Atlantic, IA from Nishna Valley Broadcasting for \$1.3 million, plus 80% of accounts receivable at closing. The purchase price includes a \$200,000 noncompete agreement.

The buyer is equally owned by John Carl, Robert Selden, Brent Slay, and Robert Babensee, who is Sales Manager for the combo. Carl owns KCOB & KLVN/Newton, IA, and is co-owner with Selden and Slay of KARE/Atchison, KS; and WKLK-AM & FM/Cloquet, MN. The seller has no other radio interests.

KJAN is a 250-watt daytimer; KJAN-FM broadcasts with 100 kw on 103.7 mHz at 400 feet.

**Shockley Pays \$1.9 Million For WLNT**

Community Service Radio, Inc. intends to sell WLNT (formerly WLVE)Baraboo, WI to Shockley Communications for \$1.9 million. Neither the buyer nor seller have any other radio interests. WLNT operates with 37 kw on 94.9 mHz at 1600 feet.

**MacMillan**

Continued from Page 3

ington, NC, which followed nine years with flagship WBT/Charlotte. MacMillan told R&R, "I'm delighted that (President) Wally Jorgenson and (Exec. VP) Jim Babb have the confidence in me to entrust me with this responsibility."

MacMillan added that she has advanced two-year Account Executive Judy McKinney to Sales Manager. "Judy has demonstrated her proven sales abilities and also lots of desire and enthusiasm," she said. "You put that together and you have a winner." Before joining WBIG, McKinney worked with the Village Companies in Chapel Hill.

**Elliott Appointed VP/GM At KRCX**

Fuller-Jeffrey Group VP/Corporate Development Ramsey Elliott has assumed the additional duties of VP/GM at the company's Spanish outlet KRCX/Sacramento. He had been serving as the station's interim GM since former Station Manager Mary Helen Barro resigned four weeks ago to pursue station ownership in Bakersfield.

Elliott spent over 40 years in the broadcast industry before taking an early retirement in 1982; he's been working with Fuller-Jeffrey in a parttime capacity since then. Most of his career was spent with McClatchy Newspapers, where he was Executive VP/Director of Broadcasting for its two TV and eight radio stations.

Fuller-Jeffrey President Bob Fuller told R&R, "When the challenge came with KRCX, Ramsey decided to come out of retirement to meet it. He's a pillar of the

Sacramento community, and we feel he'll be very helpful in building KRCX into a top-rate Spanish station."

Elliott added, "My objective is to make KRCX a more vital medium within the greater Sacramento area, and impress upon the advertising community that this is a facility which can reach an untapped 10% of the market. I think we can do it, and it's going to be fun."

It was also announced that Drew Houghton has joined the company as Controller, while Bonnie Brewer was named Executive Assistant.

**Finney**

Continued from Page 3



Chuck Finney

ed, "I feel Chuck can continue to develop us and add the needed polish to make WKZL a jewel in the growing Nationwide chain."

Finney told R&R, "Having programmed WCII/Louisville before, the territory and people won't be that foreign to me. In any event I think Nationwide is one of the best broadcast companies in the nation and I look at WKZL as a station with a ton of potential. It would be difficult to discount any of the competition in the market, but I think WKZL has the wherewithal and the staff to take the market."

Finney, who programmed KKFM for two years, earlier programmed WTRX/Flint, and served on-air at WSAI and WKRQ, both Cincinnati. He begins his new assignment on April 15.

**Raymond-O'Grady Associates Formed**

Atlanta-based Stan Raymond & Associates and Jim O'Grady of Goshen, NY, have formed broadcast brokerage/consultancy firm Raymond-O'Grady Associates.

A 35-year radio veteran, Raymond has been operating as a broker/consultant for five years, centering on properties in the Southeast. O'Grady brings to the company 40 years of broadcast experience, including executive stints with ABC, RKO, and DuMont Television Network. Both principals are former station owners.

The new firm's offices can be reached in Atlanta at (404) 351-0555; in Goshen, at (914) 294-9515.

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MA	Suburban	AM/FM	\$4500K	Cash	Warren Gregory	(203) 364-5659
MO	Metro	FM	\$4200K	SOLD	Bill Lochman	(816) 941-3733
FL	Major	AM/FM	\$4000K	SOLD	Randy Jeffery	(305) 295-2572
*VA	Metro	AM/FM	\$3200K	SOLD	Charles Giddens	(202) 822-8913
*UT	Metro	FM	\$2800K	SOLD	Ray Stanfield	(818) 366-2554
NB	Medium	AM/FM	\$2600K	\$650K	Bill Lochman	(816) 941-3733
*NV	Metro	AM/FM	\$2500K	SOLD	Greg Merrill	(801) 753-8090
*UT	Metro	FM	\$2200K	SOLD	Greg Merrill	(801) 753-8090
CO	Metro	FM	\$2100K	Cash	David LaFrance	(303) 534-3040
NM	Metro	AM/FM	\$2100K	Terms	Greg Merrill	(801) 753-8090
IN	Metro	AM/FM	\$2000K	Terms	Burt Sherwood	(312) 272-4970
TX	Metro	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
FL	Medium	AM/FM	\$1750K	SOLD	Randy Jeffery	(305) 295-2572
CA	Medium	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
*FL	Metro	FM	\$1600K	SOLD	Bill Cate	(404) 458-9226
KY	Regional	AM/FM	\$1500K	Nego.	Ernie Pearce	(615) 373-8315
*CO	Medium	AM/FM	\$1400K	SOLD	Corky Cartwright	(619) 324-5320
*CA	Medium	AM/FM	\$1330K	SOLD	Elliot Evers	(415) 387-0397
*AZ	Medium	AM/FM	\$1283K	SOLD	David LaFrance	(303) 534-3040
GA	Medium	AM/FM	\$1250K	Cash	Brian Cobb	(202) 822-8913
CO	Regional	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
FL	Metro	FM	\$1055K	Nego.	Randy Jeffery	(305) 295-2572
Rky Mtn	Regional	AM/FM	\$1050K	\$250K	David LaFrance	(303) 534-3040
WA	Medium	AM/FM	\$1050K	\$125K	Greg Merrill	(801) 753-8090
NY	Metro	AM	\$1000K	SOLD	Warren Gregory	(203) 364-5659
NE	Small	AM/FM	\$ 950K	Cash	Ron Hickman	(401) 423-1271
*GA	Medium	FM	\$ 910K	SOLD	Charles Giddens	(202) 822-8913
MI	Metro	FM	\$ 830	Nego.	Burt Sherwood	(312) 272-4970
WY	Medium	FM	\$ 800K	\$125K	Greg Merrill	(801) 753-8090
OH	Major	FM	\$ 750K	Terms	Burt Sherwood	(312) 272-4970
CT	Small	AM	\$ 750K	Terms	Warren Gregory	(203) 364-5659
CO	Small	AM/FM CP	\$ 725K	\$150K	David LaFrance	(303) 534-3040
IN	Medium	AM/FM	\$ 710K	Nego.	Burt Sherwood	(312) 272-4970
IL	Medium	AM	\$ 700K	SOLD	Ernie Pearce	(615) 373-8315
ID	Metro	FM	\$ 695K	\$ 90K	Greg Merrill	(801) 753-8090
FL	Major	AM	\$ 600K	Terms	Randy Jeffery	(305) 295-2572
NB	Small	FM	\$ 595K	\$175K	Bill Lytle	(816) 941-3733
TX	Medium	FM	\$ 550K	\$150K	Bill Whitley	(214) 680-2807
WI	Metro	AM	\$ 490K	\$150K	Peter Stromquist	(319) 332-7339
FL	Small	FM	\$ 485K	\$ 90K	Bill Cate	(404) 458-9226
WI	Small	FM	\$ 400K	Cash	Peter Stromquist	(319) 332-7339
TN	Metro	AM	\$ 375K	Terms	Ernie Pearce	(615) 373-8315
TX	Small	AM/FM	\$ 350K	\$ 75K	Bill Whitley	(214) 680-2807
MO	Small	AM/FM	\$ 325K	\$ 75K	Bill Lochman	(816) 941-3733
TX	Small	AM	\$ 300K	Terms	Bill Whitley	(214) 680-2807
*VA	Medium	AM	\$ 300K	SOLD	Mitt Younts	(202) 822-8913
WY	Small	FM CP	\$ 80K	\$ 35K	Jim Mergen	(818) 366-2554

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KFRC

Continued from Page 1

more on audience entertainment as a whole. Music will still continue to be the main ingredient in KFRC's programming."

He continued, "KFRC has always been the contest leader in this market. I think the KFRC audience expects contests, so this should meet with great approval."

Each hour will feature a different contest, six in all, complete with staging, music, productions, and customized introductions from Gary Owens and Johnny Olsen.

Prizes include cash, trips, dinners, microwave ovens, video equipment, and other lifestyle-oriented desirables.

Phillips stated, "We know from the success of TV that contests of this type will work." Norman added, "Somebody has to do something creative, or everyone will end up with a 1.2 share. It's time for a lot of us to pay attention to what the audience wants. This is not your typical call-in-and-win game. This is total listener involvement."

Scott

Continued from Page 1

Scott emphasized that his decision to leave WGKX had nothing to do with the station's announced sale (see Transactions). "I have nothing but the best feelings about Al Kaneb's future ownership of WGKX. I would have been most pleased to continue here. In fact, he and I had come to an agreement regarding my staying. However, going to KCMO is an opportunity I just couldn't refuse. I look forward to a long association with Summit."

Scott has been VP/GM for Country-formatted WGKX for the past two years. Before that he was VP/GM across town at Plough's WMPS & WHRK, after seven years as Plough's VP/Programming.

Busby

Continued from Page 1

Before joining MCA, Busby was VP/R&B Promotion & Marketing at A&M and VP/R&B at Casablanca.

The KFRC Game Zone

Following is the contest lineup for KFRC's new six-hour daily "Game Zone" format:

- 9am "Dear Duke": Listeners pose problems and solutions to those problems, with prizes awarded to callers with problems and those with the best remedies.

- 10am "KFRC Secret Sounds": Listeners call in to unscramble a secret phrase, and are then asked for the current "Secret Sound." A minimum jackpot of \$61 increases \$1 each minute the prize is unclaimed.

- 11am "Celebrity Contest": A special weekly guest host and a daily surprise guest are featured. Contestants win points based on questions posed to guests. Winning players move into a "lightning round." Similar to "What's My Line."

- Noon "Juke Box Jackpot": Listeners identify current hits from portions played on the air. Winners accumulating the most points move into a playoff round.

- 1pm "Showbiz Showdown": Trivia-based contest with qualified winners moving into another fast-paced round for prizes.

- 2pm "Expose Yourself": Listeners call in on to perform in a talent-type contest. Audience votes determine five finalists who are brought back for a runoff round. Each daily winner returns on Friday to compete with other daily winners.

Widing

Continued from Page 3

Widing has worked at KINK his entire eight-year career, beginning by overseeing the station's automation systems, moving up to weekends on-air and then music assistant. He became MD in October 1983 and has been Asst. PD since February 1985.

Widing remarked, "When you look at the PDs who have been in this chair - Bill Minckler, Mike Bailey, and Rick Scott - it's nice to be among the people who have done well by and for KINK. We're going to keep KINK in the forefront of our (upper-demo) approach to AOR."

Katz

Continued from Page 1

Romanick commented, "Ken has obviously dictated the direction, and I will just continue that direction with as much force and aggressiveness as I possibly can."

Swetz also announced a minor restructuring at Christal. Paddy Ramsay, former West-ern Regional Manager, has become VP/GSM, overseeing all sales responsibilities. All sales offices will report directly to her, and the former regional manager structure has been replaced with three station divisions covering the East, Central, and Western regions. John Comenos, Dave Winston, and Bob Gad have been appointed VP/Stations in these three regions, respectively, and will deal with client stations which formerly were handled by the regional managers.

Fortenbaugh told R&R, "With the restructuring of the company, we think we are poised for explosive growth. We will be able to service our existing clients like we've never been able to before, and we're looking to take our sales way up over budget." In addition, Carol Mayberry has been named VP, Director/Research for Katz Radio Group, overseeing the research programs of the three Group companies and expanding their staffs and services. Also, Mark Braunstein has been appointed Divisional VP/New York Sales, and will become National Sales Manager next January.

Fortenbaugh, Romanick, and Republic President Jerry Kelly report directly to Swetz. Swetz will also oversee the company's specialty sales units, including the group network, sports, and farm sales divisions.

Watson

Continued from Page 3

Watson's programming experience includes WNCI/Columbus, KQEO & KZZX/Albuquerque, and WCSH/Portland. He has also worked on-air in Los Angeles, San Francisco, Washington, Toronto, Montreal, and Portland. "Programming is my first love," Watson said, "and I missed being at a station. Working with Rob Balon gave me a broad management base I never had before, and I don't think I would've gotten this job without it. I love the Northwest, and KJR will again be a dominant force in Seattle."

Gooding Directs Qwest National Promotion

Radio and record industry veteran Bob Gooding has been appointed National Promotion Director for Qwest Records. He reports directly to President Harold Childs, who commented to R&R, "Bob 'Damn Good' Gooding has a wealth of experience in several areas of the industry as DJ, radio PD, and record company promotion/marketing executive, and he brings yet a new dynamic to the Qwest team."

Gooding, who was unavailable for comment at presstime, joins Qwest from PolyGram, where he was National Marketing Director for its Urban Music Division. He previously worked for Warner Bros. as National Promotion Director/Progressive Music Division, having earlier served at Arista in a similar capacity. Good-



Bob Gooding

ing's background also includes terms as News Director at WCAU-FM/Philadelphia and VP/Programming at WCOL/Columbus.

Turner

Continued from Page 3

and WLOK/Memphis. He told R&R, "It gives me the opportunity to meet the challenges of various markets. Also, I get to be a 'daddy' again, because we're going to put a new FM (KFTH) on the air in Memphis around July 1. As National PD for one of the two largest black-owned broadcast companies, I want to make sure we maintain our quality and professional programming standards."

Turner added that he is maintaining his own consultancy firm, Altkrisrah Broadcast Consultants.

Thomas

Continued from Page 3

boro, told R&R he had mixed emotions about accepting his new assignment. "Jefferson-Pilot is one of the most professional groups of people I've ever been affiliated with," he said. "But these are A.H. Robins's first properties, and their desires are to expand in the broadcasting business. I hope there will be opportunities for me beyond the present properties."

Wechsler

Continued from Page 1

Commenting on the committee's agreement to this proposal, Nogales said, "I am pleased with the confidence that this indicates in our management. We will continue to meet and work with the creditor's committee, as UPI continues to take steps to insure its future. We especially appreciate the moratorium, which will enable UPI to continue to implement its operating plan and to meet its projections."

No proposal was presented to the committee to exchange debt for equity, or for restructuring the company.

Goodridge

Continued from Page 3

Goodridge said he's extremely happy to be returning to the station and the city. "I love everything about Rochester - except the weather." When asked about the new format competition, he remarked, "This is a shot of credibility to WNYR's 20 years of dedication in providing Rochester and Western New York with a consistently successful Country music format."

A 13-year radio veteran, Goodridge programmed in Richmond prior to joining WNYR in 1979. His career also includes stops in Pittsburgh, Detroit, Miami, and Raleigh.

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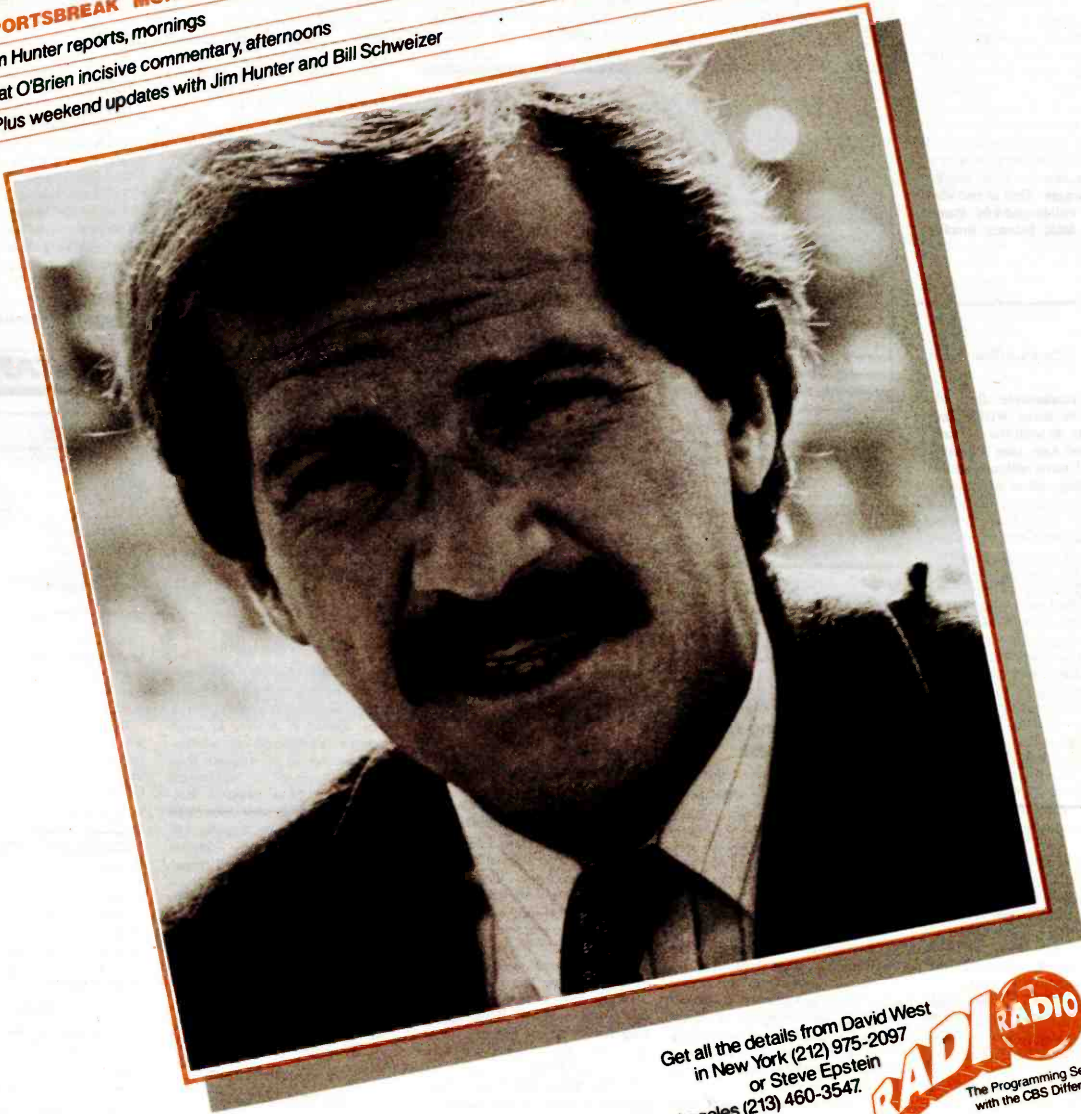
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## CAN THEY SURVIVE?

# 1605-1705 kHz AM Extension Could Yield 1800 New Stations

Just over a year from now — from April 14 to May 2, 1986 — the U.S. and dozens of other Western nations will face off over a negotiating table in Geneva. When they walk away, this country will be well on the way to getting ten new AM channels, probably in 1989. If the number of stations now operating on high-end channels like 1490 kHz is an accurate gauge, the new frequencies could hold up to 1800 new stations.

At issue in the talks will be the proposed extension of the commercial radio AM band from its current upper limit, 1600 kHz, up to 1705 kHz. While the expansion has drawn little public attention, considerable debate is underway within the FCC and in some radio circles over what types of new stations should be created, and who will get the licenses.

As Docket 80-90 demonstrated, Mark Fowler's "free market" FCC isn't swayed by the argument that radio broadcasters should be protected from new competition in their own ranks. Still, those in the industry may be justified in wondering how hundreds of new AM stations will survive at a time when the band is already in deep trouble.

AM now commands only a third of all radio listening, many AMs are struggling to make ends meet, and there seems to be little buyer demand for many AM properties now on the block. New stations in the 1605-1705 range would face the additional handicap of being unable to reach older radio sets not equipped to pick them up.

### AM Set Conversion Is Simple, Cheap

Jerry LeBow, who consults several receiver manufacturers, has some encouraging words on that score. "It's easy to add" the extra channels to sets, he says, and "the cost of doing it is almost nil." Once a firm date for broadcasting in the expanded band is known, LeBow predicts set makers will begin in adding the feature several years in advance to be ready for the new stations. And he notes that many AM sets already pick up signals as high as 1650 kHz.

Next year's session in Geneva will develop technical criteria and a planning method for how countries will submit specific proposals for using the new spectrum when the nations meet again in 1988, when the expansion will likely receive formal approval.

One key decision already made is to treat the ten new channels as an extension of the existing band, rather than as a separate service requiring different kinds of AM receivers. "We propose that the protection ratios, class of emission, and bandwidth of emissions should remain the same," the Commission said in January. "We believe that this would enhance the availability of receivers mak-

### Limited Coverage Area High On AM Band

In response to requests for comments, the Commission has received a wide range of suggestions on how the new stations should be set up. One of the main problems to be reckoned with is the fact that, high up on the AM band, groundwave conductivity is so poor that even a high-powered station would have only a limited

"Significant nighttime protection requirements would allow these new stations to provide greater service to the public."

### Minority, Public Radio, Daytimer Needs

The FCC is just beginning to form its ideas for use of the new channels, but it's already clear that new station locations will be chosen according to a revised version of the "requirements list" that was used to locate sites for Docket 80-90 FM drop-ins. The updated list will likely consist of communities, suggested by various groups, where there's a need for minority or public radio stations, first radio service, or an upgrading of daytime-only service.

groundwave signal, especially at night.

Most commenters have seemed to favor stations similar to the current Class 3s (maximum 5 kw) or Class 4s (1 kw). However, a 1 kw station at 1655 kHz, given current interference protection, would have primary groundwave signal coverage out to only 24 miles during the day and 4.1 miles at night. At 5 kw, the figures aren't much better — 34.3 miles days, and 4.4 miles nights. Even a boost up to 50 kw, while yielding 58.2 miles during the daylight hours, would have a groundwave reach of a mere 4.8 miles at night.



**NABOB HONORS RIVERA, LELAND** — The National Association of Black Owned Broadcasters (NABOB) last week presented Communications Awards to FCC Commissioner Henry Rivera and Rep. Mickey Leland. Pictured at the awards banquet in Washington are (left to right) Rivera, NABOB Executive Director Jim Winston, Leland, and NAB President Eddie Fritts.

With these and other problems in mind, the Commission has sought public comment on several specific questions:

- Should there be a single class of stations for the expanded spectrum?
- If more than one class is used, should they be intermixed on the same channels?
- What power levels and protection standards should be applied, both daytime and nighttime?

• To what degree should the technical standards be tailored to meet the needs developed for the so-called "requirements list"?

Another decision for the FCC to make is what to do about approximately 200 Traveler's Information System (TIS) stations operated by federal, state and local governments, many on 1610 kHz. They'll most likely be moved elsewhere. Cordless phones are also being cleared out. The Commission ordered that none operating between 1600 and 1705 kHz be manufactured after October 1, 1984.

Radio's two trade associations, NRBA and NAB, both have strong views on how to put the new spectrum to use. NRBA advocates using it to resolve incompatibilities left over from the 1981 international radio meetings in Rio. Under NRBA's plan, first priority would go to stations suffering interference or unable to upgrade because of foreign stations.

NAB agrees with that priority, and also recommends giving first opportunities for new stations to daytimers, minorities, and public broadcasters. NAB says that Class 1 clear channel stations are impractical because so few could be fit in, while Class 4s would suffer from "severely restricted service areas." So it suggests Class 3 fulltime stations with minimum power of 5 kw days and 1 kw nights. "Significant nighttime protection requirements would allow these new stations to provide greater service to the public," NAB suggests.

## NEWS BRIEFS

### Tauke, Tauzin Reintroducing Radio Dereg Bill

Reps. Tom Tauke (R-IA) and Billy Tauzin (D-LA) plan to introduce a broadcast deregulation bill, possibly later this week. The measure will be identical to one they pushed last year, which would have abolished comparative renewals and codified the FCC's deregulation of radio and television.

The Congressmen are currently circulating a "dear colleague" letter asking other members of Congress to join them as co-sponsors of the bill.

Offering the proposal four months after Congress convened in January marks the latest debut of broadcast deregulation legislation in this decade. In the Senate, which usually passes a bill swiftly and silently, no one has yet offered a measure.

The broadcast industry has been preoccupied with the proposed beer and wine ad ban, and there's a feeling in Washington that broadcast deregulation may be unachievable while John Dingell (D-MI) and Tim Wirth (D-CO)

govern the Commerce Committee and its Telecommunications Subcommittee.

### Fowler Opposes Cap Cities/ABC Combo Waivers

FCC Chairman Mark Fowler last week told a Congressional committee he doesn't personally favor granting any waivers to let ABC and Cap Cities maintain grandfathered radio/TV/newspaper combos after their proposed merger.

However, Fowler stressed in testimony before the Senate Commerce Appropriations Subcommittee that he was not rendering an official agency judgment. "I do not see any reason why they should have the rules waived," said Fowler.

If Cap Cities/ABC loses grandfathered waivers, as now seems increasingly likely after Fowler's statement, it will be forced to spin off numerous radio properties in New York, Los Angeles, San Francisco, Chicago, Dallas, Houston, and Detroit.

### NAB Ratings Task Force Set

NAB has announced the members of its Radio Audience Measurement Task Force, formed in January to weigh creating a nonprofit radio ratings operation. Chairman will be Kenneth MacDonald, Chairman of MacDonald Broadcasting. Other members: Bonnevill Research Director John Scott Davenport, KABC/Los Angeles VP/GM George Green, Dutty President Marty Greenberg, Litchfield Broadcasting President Herb Gross, Group W Radio President Dick Harris, WOL Washington GM Catherine Hughes, WYLD-AM & FM/New Orleans Exec. VP/GM James Hutchinson, Coasmos Broadcasting VP/GM Charles Jones, RKO Radio President Jerry Lyman, and KVET/Austin GM C. Ronald Rogers.

### '85 May Be NAB's Last Convention In Las Vegas

It's becoming increasingly unlikely that NAB will hold another annual convention in Las Vegas in the foreseeable future. Association officials are furious at the scheduling of the Hearn-Hagler

heavyweight bout in the middle of this year's meeting (4/15), reducing rooms and other services available to broadcasters. This glitch follows last year's hotel strike and the 1981 hotel fire.

The 1986 and 1987 conventions are set for Dallas, but the 1988 meeting tentatively scheduled for Las Vegas isn't locked in. The only other city capable of handling the giant convention is Chicago, which NAB has avoided in recent years because of past union problems. Talks are now underway to clear away those difficulties and bring NAB back to Chicago in 1988.

Meanwhile, NAB has announced speakers for this year's radio and TV luncheons: WOR/New York morning man John A. Gambling and New York Governor Mario Cuomo, respectively.

### Other Key Developments:

• Rep. Mickey Leland (D-TX) has urged minorities to buy stations to be spun off in the Cap Cities/ABC merger, which he says "presents a unique opportunity for minorities to purchase major market television and radio properties." Selling to minorities would also give Cap Cities/ABC a big tax break, Leland noted.



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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.

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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.

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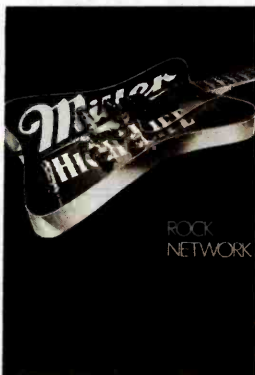


## SPONSORS 16 BANDS NATIONWIDE

### Miller Announces 1985 "Rock Network" Lineup

Now in its fourth year, the "Miller Rock Network" is an unusual promotional effort sponsored by the **Miller Brewing Company** which basically involves 16 bands with strong local followings. The new 1985 lineup consists of such semi-famous names as the **Del Fuegos**, **Son Seals**, **Joe "King" Carrasco**, the **Producers**, the **BeAirs**, **Caruso**, **Chameleon**, **DC Star**, **Deluxury**, the **Entertainers**, **Faywrether**, **Magnum**, **Paris One**, **Sugar Creek**, **Talkuride**, and **Steve Smith & the Naked**.—

Each act plays 150 club dates a year. Miller ties into the shows with advertising, posters, banners, media coverage, and such radio station promotions as tour jacket giveaways, etc. In addition, all bands



perform in front of a large Miller backdrop.

Miller also sponsors a "Hispanic Band Music" program, and a "Dance Music Promotion" aimed at black consumers and featuring major market DJs in clubs. There's also the "Miller High Life Rock Series," with 500 concerts a year on college campuses.

**Shure**, **Fostex**, and **Hamer** provide the bands chosen to participate in the "Miller Rock Network" with microphones, multitrack cassette recorders, and a custom guitar, respectively. Rather than focusing on underwriting superstar tours, Miller views these musical promotions as beneficial to the future of live entertainment, not to mention the shot it gets at the band's young, loyal audiences.

## Airlines Straighten Up And Fry Light

Responding to the tastes of today's diet-conscious travelers, airlines are phasing out their starchy, saucy meals in favor of lower-calorie fare. According to a recent *USA Today* item, airline caterers are currently offering flyers a choice of frozen tofu desserts, brown rice, and foods prepared in hot-air cookers instead of deep fryers.

For example, **TWA** plans to serve more fish and chicken meals and fruit and cheese snacks in the future, while **Eastern** counters with pasta salads, lighter cold soups, and meatless entrees ranging from stuffed shells to

vegetable lasagna. Not to be outdone, **Delta** will alternate weekly between beef and chicken, having already added whole-wheat rolls and such lighter desserts as yogurt parfaits to its menu.

Other high-flying competitors in the lean 'n' mean cuisine sweepstakes include **American**, which plans to offer more cold seafood plates and lean, broiled hamburgers on long flights. Also, **Air Atlanta**, a year-old airline for business travelers, has planned the availability of veal, fish, and chicken on its flights by summer.

## Convert Personal Computers To Digital Oscilloscopes

Bellevue, WA-based **Rapid Systems** recently introduced a "Digital Oscilloscope Peripheral" designed for use with **IBM**, **Apple**, and **Commodore** personal computers. Simply plug in the peripheral unit, slip in the supplied disc and presto! your personal computer is now a high-performance, low-cost digital oscilloscope.

Basically, the Rapid Systems unit is a four-channel device with a 2 MHz sampling rate, a 500 KHz analog band width, and diode protection on all inputs. Graphics display is color-enhanced and the operator has keyboard control of gain parameters, time base values, number of channels, and trigger mode. All the postprocessing capabilities of a personal computer (storage and retrieval, analysis of information, word processing) are, of course, available as well.

The manufacturer notes that pri-



or to this system's Introduction, computer users who wished to attach a digital oscilloscope peripheral were forced to create their own software. For further information, contact Rapid Systems at (206) 641-2141.



## KGBI-FM Omaha, Nebraska, chose an ESA-10 Broadcast Console

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Chief Engineer

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## Computer Companies Mount Million-Dollar Radio Campaigns

During the first nine months of 1984, four major computer firms spent more than a million dollars each on radio advertising. Apple led the pack with \$5,308,000 in radio ads, followed by **IBM** at \$3,378,000, newcomer **Fujitsu** at \$1,584,000, and **Automatic Data Processing** at \$1,275,000. Rounding out the top ten were **Coleco** at \$979,000, **Franklin** at \$814,000, **ITT** at \$680,000, **Computer Showcase** at \$613,000, **Businessland** at \$542,000 and **Digital Equipment** at \$461,000.

According to *Radio Expenditure Reports*, which compiled the above information, these 10 computer companies were joined by first-time radio advertisers **Compushop**, which spent \$241,000 on radio, the **Genra Group** (\$209,000), **Heaware** (\$239,000), and **Moore** (\$203,000). All four are computer-based firms.

Whether it's Fujitsu hawking hardware, Apple upping its radio ad spending almost 7000% to introduce

its "Macintosh" model, or Businessland promoting its string of franchises, there's gotta be a spot for computers in your station's log book.

## "Music Wire" Info Service

The new kid on the news services block is "Music Wire." This weekly publication features articles on the music industry and its artists (including periodic in-depth interviews) as well as news of upcoming albums, concerts, artists' birthdays, and other music-related trivia.

Described as "affordably priced" and designed specifically for radio, "Music Wire" is currently offering a free, two-week trial subscription to interested stations. Contact **Jim Slesarek** or **Mike Timble** at (217) 398-2033.



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"you might think"  
"magic"  
"hello"

**CULTURE CLUB**  
Colour By Numbers  
"it's a miracle"

**DEF LEPPARD**  
Pyromania  
"photograph"

**THOMAS DOLBY**  
The Flat Earth  
"hyperactive"

**DURAN DURAN**  
Arena  
"wild boys"

**DURAN DURAN**  
Seven And The  
Ragged Tiger  
"the reflex"  
"union of  
the snake"  
"new moon  
on monday"

**FRANKIE GOES  
TO HOLLYWOOD**  
Welcome to the  
Pleasuredome  
"relax"  
"two tribes"

**DARYL HALL &  
JOHN OATES**  
Big Bam Boom  
"method of  
modern love"  
"some things are  
better left unsaid"

**HERBIE HANCOCK**  
Future Shock  
"rockit"

**JERMAINE JACKSON**  
Jermaine Jackson  
"dynamite"

**LOVERBOY**  
Lovember  
"turn me loose"

**PSYCHEDELIC FURS**  
Mirror Moves  
"ghost in you"  
"heaven"

**THOMPSON TWINS**  
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"hold me now"  
"doctor, doctor"  
"you take me up"

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# PRO:MOTIONS

## Folks And Patrick Join E/A

**Scott Folks** has been named Director of A&R/Black Music Division at **Elektra/Asylum**. Prior to his appointment, Folks served as Associate Director of East Coast Product Management for **Epic Records**. Another addition to E/A's staff is **Kevin Patrick**, who was appointed A&R Representative. Patrick comes to E/A from **MCA**, where he served as field promotion manager for the New York state area.



Kevin Patrick



Scott Folks

## Orleans New Morada President

**Arnie Orleans** has been named President of **Morada Records**, which specializes in Christian music. Orleans is a 27-year record industry veteran whose prior executive posts include VP/Sales & Distribution at **ABC Records**, Sr. VP/Marketing, **20th Century Fox Records**, and Division VP/Sales & Distribution for **RCA, A&M**, and associated labels. Before accepting this post, he was consulting on an independent basis.



Dorine Gruen

## Arista Names Three

**Arista** has made three appointments in its Publicity Department: **Susan Clary**, Director/West Coast Publicity; **Fred Cuva**, Associate Director/Media Services; and **Lynne Volkman**, Manager/National Tour Publicity. Clary was most recently an independent publicist and formerly served as Director of Publicity at **Slash Records**. Cuva had worked as an Arista publicist since 1982. Volkman assisted in the publicity department at **Kragen & Company** and formerly served as assistant tour manager for the **Rolling Stones** and the **Who**.



Susan Clary



Lynne Volkman



Fred Cuva

## Gruen Manages PolyGram A/C

**Dorine Gruen** has been upped to National A/C Promotion Manager at **PolyGram Records**. During the past eight years she worked as an administrative assistant in the label's promotion department. Gruen now reports directly to **Kerry Wood**, Director/National Secondary A/C Promotion.

## CHANGES

### RADIO

**Steve Chambers** named Account Executive for **KRLD/Dallas**.

**Bobby Simon** promoted to Sales Manager at **KENI/Anchorage**.

**Ramona Mitchell** announced as Account Executive for **WPLJ/New York**.

**Karen Wesley** joins **WLS/Chicago** as Account Executive.

**Mark Thomas** returns to **WRIF/Detroit** as Account Executive.

**Mark King** named Account Executive at **WEZW/Milwaukee**.

**Joseph Doubek** announced as Account Executive for **WBBM/Chicago**.

### RECORDS

**Elise Kolesky** has moved to New York as Local Marketing Coordinator for **A&M**.

**David Dimariano** promoted to Librarian/Technician for **EMI-America/Los Angeles**.

**Leonard Cummins** assumes position of Recording Production Manager for **EMI-America/Los Angeles**.

**Bob Barone** promoted to Director of Management Information Services at **Capitol/Los Angeles**.

**Barbara Schonfeld** named Director of Management Information Services Development for **Capitol/Los Angeles**.

### INDUSTRY

**Lorenzo Acevedo** joins **Katz Media Data/New York** as Data Communications Technician.

**Judith Clemente** announced as Computer Programmer for **Katz Media Data/New York**.

## Arista Appoints Four Regional Directors

As part of its sales department restructuring, **Arista Records** has appointed four Associate Regional Directors: **Jon Klein**, West Coast; **Lauren Moran**, Mid-Central; **Jeff Jennings**, Northeast; and **Jim Hall**, Southeast. All four appointees formerly served as Local Marketing Managers. In addition, both Klein and Hall are establishing new Arista offices as a result of the sales reorganization: Klein, formerly based in Los Angeles, will open the label's San Francisco office and Hall will relocate from Atlanta to set up a Washington, DC office.

## General Broadcasting Ups Rodriguez

**Manuel Rodriguez** was made VP/GM of **General Broadcasting of Connecticut**. Rodriguez was formerly Station Manager at **WPLR/New Haven**.

## PROS ON THE LOOSE

**Mike Avery** — Afternoons **CKLW/Detroit** (305) 455-3650

**Doug Gondak** — MD **KDKB/Phoenix** (602) 820-1086

**Eric Margolis** — Promotion Dir. **WAPP/New York** (718) 434-9809

**Mike McKay** — Nights **KRSP (AM)/Salt Lake City** (801) 278-0527

**Barry Moll** — MD **KRSP-AM & FM/Salt Lake City** (801) 278-0527

**Joe Thomas** — PD **WIOT/Toldeo** (419) 841-4719

**Doc Washburn** — Nights **WIGL/Columbia, SC** (704) 545-5604

**Steve Young** — PD **CITI-FM/Winnipeg** (204) 783-6989

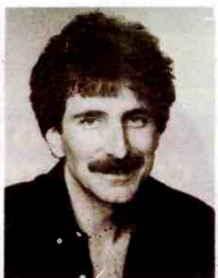
## Ora International Formed

**KNAC/Long Beach, CA's** reggae program host **Roberto** has formed a new label, **Ora International, Inc.** The label's address is P.O. Box 3025, La Habra, CA 90632-3025; (213) 691-9585.

## Denton Named Christal Sales Manager

**Bill Denton** has been named Sales Manager of **Christal Radio's** Los Angeles office. Denton rejoins the company after working as an Account Executive at **McGavren-Guild**. During his first stint at Christal, he also served as an AE.

## Oken Heads A&M's Artist Development



Alan Oken

**Alan Oken** has been upped from Director to head of **A&M's** Artist Development department. Oken moves up into this position following the departure of VP **Martin Kirkup**, who left to establish his own artist management firm. Oken joined the department in 1979 after serving as an entertainment attorney.

## Marock, Inc. Debuts



(l-r) Mark Margolis, Leo Bullock, Mike Vail

**Marock, Inc.** is a new gospel record and distribution company that handles the **Marock** and **Arroyo** labels. The Minneapolis-based operation is headed by Directors **Mark Margolis** and **Leo Bullock**, Director/Marketing **Sharrill Benson**, and National Sales Manager **Mike Vail**. Both Margolis and Bullock were formerly associated with **K-tel**; Vail moved over from **Pickwick International**.

## Island Ups Kenyon



Kathy Kenyon

**Kathy Kenyon** has been promoted to Director of Artist Relations at **Island Records**. Kenyon was Island's National Promotion Director since 1983 and has worked for Island since 1976. Before joining the company, she handled secondaries and college promotion at **Chrysalis**. Previous to that, she was Assistant Music Director for **KMET/Los Angeles**.

## Miller Made Partner At JLM

**JLM Public Relations** announced the appointment of **Burt Miller** as a partner in the firm. Miller, who has a marketing/sales background, was most recently National Artist Development Coordinator for **A&M Records**.

## RCA Raises Wallace

**Joe Wallace** has been elevated to Director, National Accounts/Commercial Sales-North Central Region for **RCA Records**. He had been directing commercial sales for the North Central region for the past year. Prior to that he spent four years as the label's Branch Manager in New York, Boston, and Detroit. Wallace first joined **RCA** in 1968.

## CBS Songs Appoints Minnick Creative Director



Doug Minnick

**Doug Minnick** joins **CBS Songs** as the West Coast Creative Director, seeking and developing new talent. Minnick will also be working closely with staff writers on upcoming projects and collaborations. Prior to his appointment, Minnick was Professional Manager for **Almo-Irving Music**.



# MEDIA GENERAL BROADCAST SERVICES BREAKS BIG NEWS AT NAB.

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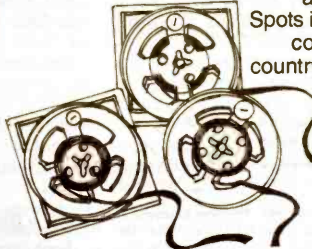
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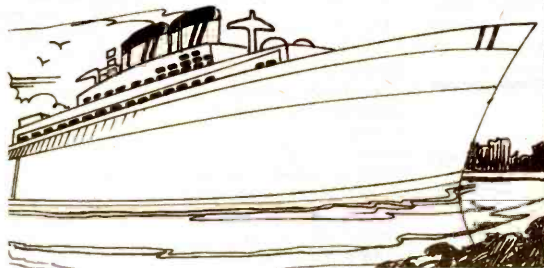
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JHAN HIBER

# RATINGS AND RESEARCH

## Research Questions Answered

In the last few months a groundswell of letters with various research questions has come across my desk. Certain topics and points have been raised frequently, so I thought I'd do my Carnac impression and try to come up with some replies.

Below you'll find the first four of the top ten items from the recent load of mail; next week I'll cover the other six. If I've missed an item of concern or interest to you, let me know and we'll cover it in an upcoming Q&A hit parade.

### Focus Follies

The focus group is one of the most controversial and potentially misunderstood research techniques around. Several of the ten research Q&A items reflect concern and interest in this type of discussion research:

1) Should stations do their own focus groups? In other words, should station personnel moderate the discussions? After all, that might save money.

Yes, it will save money in one sense. Experienced and competent focus group moderators are rare birds, and as such expect to be paid for their expertise. As I've said, "Good focus group moderators are a combination of the discipline of a drill sergeant, the folksiness of Andy Griffith, the interviewing abilities of Perry Mason, and the finesse of a tightrope walker."

I think the savings would be a false one, however. As

the lawyers' proverb has it, someone who attempts to negotiate the legal labyrinth by himself has a fool for a client. The same philosophy holds true when it comes to organizing and conducting focus groups.

An objective moderator, someone not involved on a daily basis with the station, is crucial to the success of any focus group project. I've heard too many horror stories about PDs who moderated their own group discussions and got emotionally involved with a respondent who said something irritating about the PD's station.

"An objective moderator, someone not involved on a daily basis with the station, is crucial to the success of any focus group project."

If you can't afford any of the several firms with good perceptual research reputations, then try to find a local educator or researcher to organize and conduct your groups. Be sure to check references.

2) What do you do for a focus facility in smaller markets where there's not a formal focus group room setup?

In a word, improvise. Once I used a classroom at a local college. It was equipped with an observation area so instructors could view student teachers. This was adapted for our focus group use (so the client could sit in and watch the sessions). Another time a motel conference room was rigged with audio and videotaping equipment. The clients couldn't have direct viewing ability but they were able to review the tapes.

Look around your town. Get creative, and you'll find a locale for these group discussions. In such a situation, costs per discussion session should come to ap-

proximately \$300-\$400 for the facilities.

3) Who do we want to talk to in the focus group discussions?

This is often the key question the station management team has to agree

## The Four Most-Asked Questions About Focus Groups

1. Should stations conduct their own focus groups?
2. What do you use when you can't find a formal focus group setup?
3. Who should you talk to in focus group discussions?
4. How do you interpret focus group results?

upon before commissioning such research. There are two schools of thought on the best way to approach the focus group sample.

One way to go is to just call folks randomly and recruit at large from your target demos. While this will perhaps give you a good cross-section of people, you may not end up with anyone who knows anything about your station. That happened when a well-known researcher was conducting groups several years ago in the L.A. market. Of the 40 participants in the group discussions only five had even tried the client station.

The preferred approach is to screen potential respondents who circulate significantly among your station and the competition. If you have two format competitors you may decide to have half of the people in a group prefer your station while the other half prefers one of the competitors. This way you can get worthwhile feedback on your efforts while also getting opinions from partisans of Brands X and Y.

The caveat with this type of screening criterion is to evaluate the results accordingly. If half the group sample states that they prefer your station, and later half say your station has the best variety in the market, take it in the proper perspective. That's just the proportional return that would be expected. In this example, if only a fourth cited your station as being attached to a key attribute, then you might have cause for concern.

One group you generally don't want to have make up

your entire focus group sample is station contest winners. These groupies are not representative of your total audience. You might want to include a few such folk, but be sure to balance that with listeners who represent the bulk of your non-contest oriented cume.

"I wouldn't bet the farm or change format based solely on focus group research."

4) What do you do with focus group results?

There are several options. If the outcome of the groups is consistently positive, then maybe that's enough for now. However, if you're just getting started in research or if the tip of the iceberg looks a little cracked, then conduct a broadly-based follow-up project. Usually this involves a telephone survey that obtains several hundred responses. However, there are other approaches (in-person interviews, mailed questionnaires) that may be appropriate.

The key factor to keep in mind regarding focus groups is that due to the small sample size, they should be looked at as a technique for deriving tip-of-the-iceberg perceptions. I wouldn't bet the farm or change format based solely on such research.

Next week: Questions Five through Ten, covering telephone callout and perceptual studies, interviews and topic selection, Arbitron diary reviews, and local ad community research.

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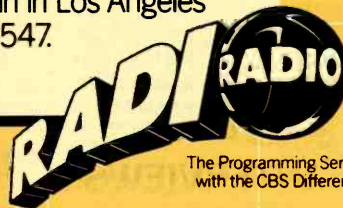
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Now On  
Over 70  
CHR  
Stations!

K106 deb 35  
WXKS-FM on  
WCAU-FM add  
WHTX add 29  
94Q add 29  
Y100 34-32  
WGCL 30-28  
WCZY 24-19

WHYT 30-27  
KIIS-FM add  
KKRZ 35-31  
KMJK 33-28  
FM102 24-21  
KMEL 33-29  
KPLUS 31-23

DISTRIBUTED BY CBS RECORDS



#### WXKS-FM/Boston PD, Sunny

**Joe White:** Strong phones, sales exploding, going Top 10 for sure!

#### WHYT/Detroit, PD Gary

**Berkowitz:** Solid crossover smash!

#### KMJK/Portland MD, Steve

**Naganuma:** Kicking booty with upper-demo phones, big in Portland.

#### KMEL/San Francisco PD, Nick

**Bazoo:** Top 10 adult phones and Top 15 LP sales after only one week. Epic shouldn't rest 'til this baby comes home.

#### WGCL/Cleveland MD, Shadow

**Stevens:** Across the board smash! You can't lose with Luther. Big female phones.

#### WCZY/Detroit Asst. PD, Steve

**Kelly:** " 'Til My Baby Comes Home" has arrived in the Motor City. Strong sales, strong phones, an all-around winner.

#### KKRZ/Portland PD, Gary Bryan:

Instand female phones, a city destroyer!

#### KPLUS/Seattle PD, Jeff King:

Luther has "Come home for us." It is the perfect record to attract 26-year-old female listeners.

#### 94Q/Atlanta MD, Jeff McCartney:

Best crossover record to come out this year! 50% of the stores report pop sales. LP debuts Top 5. I added it in hot, around-the-clock rotation.

#### K106/Baltimore PD, Ralph

**Wimmer:** Luther makes my spring ARB sound even better.





REED BUNZEL

# NETWORKS/PROGRAM SUPPLIERS

## LET THE GAMES BEGIN

# "Game Of The Week" Returns On CBS

Baseball is back. Not only in 26 major league stadiums and countless minor league and semi-pro parks across the country, but also on network radio. Missing from the airwaves for over 20 years, the Saturday "Game Of The Week" has returned to the CBS Radio Network this season. That undulating swell and pulsing roar rolling across the country is a gigantic wave of baseball fanatics — fans, broadcasters, and advertisers — welcoming one of America's favorite pastimes back to national radio.

Of course, CBS has carried both the National League and American League playoffs as well as the World Series for the last nine seasons. But weekly network baseball broadcasts were last heard over the Mutual Radio Network in 1963. Beginning May 25, however, CBS Radio will begin a 20-week schedule of Saturday broadcasts lasting until October 5 — the season's final weekend.

### A Double Schedule

The arrangement reached with Major League Baseball representatives calls for CBS to provide affiliates with coverage of two games each weekend. Every Saturday one day game and one night game will be broadcast, and each station can select the one most attractive to its listeners — and in accordance with broadcast restrictions. Additional games may also be scheduled on weekdays as the pennant races begin to heat up during the season's final weeks.

One formidable challenge involved in bringing back the "Game Of The Week" was the problem of conflicting broadcast interests. Since each major league team has its own regional network, exclusivity becomes a problem. "We decided we had to deal with several key issues centered around the local radio stations," says CBS Radio Sr. Vice President Dick Brescia. "We had to do something that allowed the station to be consistent year-round.



(CBS) Dick Brescia

The only way to do this was to do a double production. By doing two games — one during the day and one at night — we always provide a game to every station. If there is a local blackout, they can carry the alternative game. If they already carry a team's schedule, they can also carry the nonconflicting game."



Tommy Lasorda (Mutual)

The addition of a "Game Of The Week" actually helps the image of those stations already broadcasting the local or regional team's full slate of games. "There are a number of stations which are already regional affiliates and broadcast the local team's games," says Steve Yulios, Director/Sales. "The 'Game Of The

Week' augments those stations. It also helps the stations in regions where there is no baseball, allowing them to become competitive in sports."

### The Summer Games

The move to bring the "Game Of The Week" back to radio got its start over a year ago when CBS met with the KEG (Kuhn-Einhorn-Giles) committee to negotiate an extension of the network's contract for playoff and World Series games. Because the "open bidding" would likely up the ante for the rights, CBS decided to venture back into weekly baseball.

"We knew the high cost of bidding would tighten the financial strain of our commercial inventory if we didn't alter the amount of inventory we had. We kicked around the idea of weekly broadcasts, and the 'Game Of The Week' evolved from major league baseball's desire to make an attractive package for both them and us."

Affiliate stations are offered all games, and advertisers can sponsor either the summer or fall series. The summer package includes all weekly games and the annual All-Star Game (broadcast live from Minneapolis), while the fall games include both league playoffs and the World Series.

Will weekly baseball survive after a 20-year absence from network radio? Brescia has only the highest hopes for this summer series. "We have been pleasantly surprised by the response we've received. The key element is not the sales, because we have a hell of a sales force. The challenge was getting the stations. We knew we were bringing something back that had been off the air, and we thought it might take a year or two to establish a major presence. But today, almost two months away from the first broadcast, we are in outstanding shape."

## 1985 Network Baseball Lineup

While CBS Radio has the lock on baseball play-by-play, virtually every radio network gets into the game with its own schedule of reports and features. In addition to giving the latest updates during regular sportscasts, other programs take a look at various aspects of spring training and the season as it shapes up during the summer. Following is a brief look at some of these features:

- **ABC Radio Networks:** Once again this year ABC will be broadcasting the "Crackerjack Oldtimers' Game" from Washington, DC. The final broadcast schedule has not yet been set.

- **AP Radio:** The AP Radio Network last weekend broadcast a 26-part preview series, highlighting the prospects of each of Major League Baseball's 26 teams. Program host Mike Gracia, who spent the past few weeks at spring training, will also be anchoring analytical reports during the regular season on AP's "Sports Reports."

- **CBS Radio Networks:** In addition to the "Game Of The Week," and All-Star, playoff and World Series play-by-play, CBS is scheduling several other features focusing on the world of baseball. "Baseball Hall Of Fame Reports" is a series of eight live, 3-minute reports from the induction ceremonies at the Baseball Hall Of

Fame in Cooperstown, NY on July 28. "The Wonderful World Of Baseball" is a special half-hour feature, broadcast October 7 and featuring Win Elliot paying tribute to baseball and the finished season. The network also scheduled a baseball spring-training preview with Curt Gowdy this week (4/1-5).

- **Mutual Broadcasting System:** Los Angeles Dodger manager Tommy Lasorda hosts a daily 3-minute program for Mutual. "Lasorda At Large" takes a brief look at the intricacies of the game, with stories about players and coaches, team strategies, the unfolding playoff picture, complete with interviews and actualities.

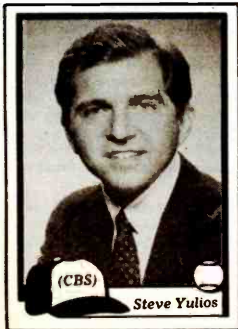
- **NBC Radio Networks:** NBC last month featured "Wind-Up With Stan Martyn," a 10-part series hosted by Martyn looking at spring training, new players, coaches, and owners. The network will also broadcast daily updates during the regular season.

- **RKO Radio Networks:** RKO is this week (4/1-5) broadcasting "Spring Training," the second in a series of at least five "Sport-Specials" prepared by the network each year. The 10-part series sets the stage for Opening Day this Monday (4/8), featuring the game's players, coaches, managers, and unusual personalities. Charley Steiner is anchoring the reports on RKO One, and Tony Bruno hosts the RKO Two version.

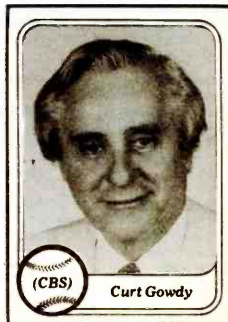
- **UPI Radio:** UPI will highlight scores and standings periodically throughout the broadcast day.



Mike Gracia (AP)



(CBS) Steve Yulios



(CBS) Curt Gowdy



# MUSIC CALENDAR

## NEWS & INFORMATION FEATURES

APRIL 8-12

### The Weekend

APRIL 13-14

<b>The Countdown</b> (WO)	Jeff Lorber/Whitney Houston
<b>Countdown America With John Leader</b> (RKO)	Hill & Gates
<b>Country Closeup</b> (NP)	Emmylou Harris Part 2
<b>Country Magic</b> (BRE)	Waylon Jennings
<b>Country Report Countdown</b> (WRN)	Ronnie McDowell/Leon Everette/Janie Fricke
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US)	Doors
<b>Don &amp; Deanna On Bleecker Street</b> (CB)	Blecker Johnny
<b>Future Hits</b> (WO)	Julian Lennon/Mick Jagger/Devo/Edmunds
<b>The Great Sounds</b> (US)	Les Baxter
<b>Hot Country Gold</b> (BRE)	Alabama
<b>Hot Ones</b> (RKO)	Billy Ocean
<b>Lee Arnold On A Country Road</b> (MBS)	Gene Watson/John Conlee/Don Williams/ Crystal Gayle/Ed Bruce
<b>Memory Makers</b> (BRE)	Rod Stewart
<b>Metalshop</b> (MJI)	Jimmy Page special
<b>Musical!</b> (WO)	80s Broadway musical countdown
<b>Music Makers</b> (NP)	McGuire Sisters
<b>On The Radio</b> (NSBA)	Cyndi Lauper
<b>Power Cuts</b> (GSN)	Carlos Santana (4/14)
<b>Radioscope</b> (LBP)	USA For Africa
<b>Rare &amp; Scratchy Rock &amp; Roll</b> (PIA)	Smokey Robinson & The Miracles
<b>Rick Dees' Weekly Top 40</b> (US)	Frankie Goes To Hollywood
<b>Rock Album Countdown</b> (WO)	Foreigner/Phil Collins
<b>Rock Chronicles</b> (WO)	"Breakfast Club"/"Porky's Revenge"/ Little Feat
<b>Rock Over London</b> (RI)	Roger Waters Part 2
<b>Scott Shannon's Rockin' America Top 30</b> (WO)	Madonna/Kenny Loggins/Don Henley/ Foreigner
<b>Silver Eagle</b> (ABCE)	Exile/New Grass Band
<b>Super Gold</b> (TRAN)	Elvis Presley (4/13)
<b>Superstar Portrait</b> (BRE)	Diana Ross
<b>Superstars Of Rock</b> (BRE)	Chicago
<b>Weekly Country Music Countdown</b> (US)	David Frizzell & Shelly West

### The Week Of

APRIL 15-19

<b>Earth News</b> (WO)	"Space" Michael O'Keefe/Jim Kerr
<b>Live From Gilley's</b> (WO)	Leon Everette
<b>Off The Record</b> (WO)	Bryan Adams/Alan Parsons Project/Fiona Funn
<b>Off The Record Special</b> (WO)	Firm
<b>Shootin' The Breeze</b> (WO)	Run-DMC/Menhattans/Jenny Burton
<b>Special Edition</b> (WO)	Jackson Sisters
<b>Star Trek</b> (WO)	Foreigner/Billy Ocean/Tears For Fears
<b>Star Trek Profile</b> (WO)	Kenny Loggins Part 2

### MONDAY

APRIL 15

<b>Behind The Music</b> (RKO2)	Commodores
<b>Checkin' In</b> (RKO2)	Conway Twitty
<b>Country Report</b> (WRN)	Ray Price/Bobby Bare
<b>Private Session</b> (RKO1)	Howard Jones
<b>Solid Gold Country</b> (US)	Money matters

### TUESDAY

APRIL 16

<b>Behind The Music</b> (RKO2)	Temptations
<b>Checkin' In</b> (RKO2)	Judds
<b>Country Report</b> (WRN)	Michael Murphy/Lacy J Dalton
<b>Private Session</b> (RKO1)	REO Speedwagon
<b>Solid Gold Country</b> (US)	Waylon Jennings

### WEDNESDAY

APRIL 17

<b>Behind The Music</b> (RKO2)	Eric Carmen
<b>Checkin' In</b> (RKO2)	Betamy Bros.
<b>Country Report</b> (WRN)	Con Hunley
<b>Private Session</b> (RKO1)	Dan Hartman
<b>Solid Gold Country</b> (US)	Feature Year 1956



#### PROGRAM SUPPLIES KEY

ABCD = ABC Direction Net  
 ABCE = ABC Entertainment Net  
 ABCR = ABC Rock Net  
 ABCY = ABC Youth Nets  
 AMS = American Media Services  
 AP = Associated Press  
 ASR = All Star Radio  
 BRE = Barnett-Robbins  
 CB = Continuum Broadcasting  
 CBS = CBS Radio  
 CBSR = CBS Radio/Radio  
 CRW = Creative Radio Net  
 CW = Clayton Webster  
 DCA = DC Audio  
 DIR = DIR Broadcasting  
 FOY = Focus On Youth  
 GSN = Global Satellite Net  
 IN = Interview  
 LBP = Lee Bailey Prod.  
 LW = London Wavelength  
 MBS = Mutual Broadcasting  
 ME = Multimedia Entertainment  
 MJJ = MJJ Broadcasting  
 NBC = NBC Radio  
 NBCE = NBC Radio Entertainment  
 NP = Newwood Productions  
 NSBA = NSBA Productions  
 PFM = PFM Inc.  
 PRN = Progressive Radio Network  
 PIA = Public Interest Aff.  
 RI = Radio International  
 RKO = RKO Radio Net  
 RKO1 = RKO One  
 RKO2 = RKO Two  
 SBS = Strand Broadcast  
 SI = Syndicate It  
 SOU = NBC The Source  
 SP = "The Spirit" Productions  
 TRAN = Transatlantic  
 US = The United States  
 WRN = Weebeck Radio Network  
 WO = Westwood One  
 YRN = York Radio Network.

### THURSDAY

APRIL 18

<b>Behind The Music</b> (RKO2)	Chicago
<b>Checkin' In</b> (RKO2)	Ed Bruce
<b>Country Report</b> (WRN)	Bobby Bare/Michael Murphy
<b>Private Session</b> (RKO1)	Kool & The Gang
<b>Solid Gold Country</b> (US)	Family duets

### FRIDAY

APRIL 19

<b>Behind The Music</b> (RKO2)	Phil Collins
<b>Checkin' In</b> (RKO2)	Tammy Wynette
<b>Country Report</b> (WRN)	Lacy J. Dalton/Con Hunley
<b>Private Session</b> (RKO1)	Tears For Fears
<b>Solid Gold Country</b> (US)	Stars in the news

## NETWORK SPOTS

### Silver Anniversary Memorial

With Memorial Day drawing closer, **United Stations** has announced the talent for its first "Country Six-Pack" of the year. The first special, airing over the Memorial Day Weekend, celebrates **Loretta Lynn's** 25th anniversary in the recording business. In 1960 Lynn recorded "Honky Tonk Girl," which became her first top 10 Country hit.



Loretta Lynn

The Memorial Day "Country Six-Pack" features interviews with Lynn who discusses her numerous hits over the past 25 years as well as her biographical movie "Coal Miner's Daughter." The show, which runs three hours, is hosted by **United Stations's Mike Fitzgerald**.

Call **7441 Silverman** at (212) 869-7044 for more information.

### CBS To Kick Off Two Football Features

**CBS Radio Sports** is planning on broadcasting a pair of weekly NFL programs set to run the full football season, beginning the week of September 8. **Brent Musburger** and **Jimmy "The Greek" Snyder** will host a 20-minute weekend preview, fed ev-

### GENERAL INFORMATION

<b>Computer Program</b> (PRN)	Inputs/outputs/printers/modems/networks
<b>Ed Busch Talk Show</b> (AP)	Gardening/colonizing Mars (4/5) Soviet weapons/nuclear war/princely secrets (4/7)
<b>Health Care</b> (PIA)	Back ache (4/7)
<b>News Blimp</b> (PRN)	SAT preps/deadly art/paper airplanes/ U.S.-Viet victory/cosmetics
<b>Public Affairs</b> (PIA)	Beyond the sixth game (4/7)
<b>Sound Advice</b> (PRN)	Tone arm/skiing/skating/stylin'/needles
<b>Sporting News Report</b> (CW)	Steve Sau/Tommy Lasorda/Dave Winfield/ Al Oliver

### COMEDY

<b>Daily Feed</b> (DCA)	Phone company scandal/MX demonstration/ GE lightbulb overcharge/Bush campaign irregularities/Casey buys CIA
<b>Hiney Wine</b> (DM)	Hiney jelly-chew/Hiney Pursuit/exercise tape/cheese
<b>Laugh Machine</b> (PRN)	Gallagher/David Steinberg/Flip Wilson/ Bill Cosby/Juan Rivers/ Rodney Dangerfield

### LIFESTYLE

<b>American Focus</b> (FOY)	Angie Lansbury (4/7)
<b>Beat The System</b> (RKO1)	Free software (4/8) Employment tips (4/10)
<b>Mindgames</b> (RKO1)	Lying (4/8) Yellow (4/9) Fighting to feel good (4/10) Daydreams (4/11) Imaginary friends (4/12)
<b>Smart Money</b> (RKO1)	Inside information (4/8) Takeovers (4/10) Who should buy life insurance (4/12)
<b>Something You Should Know</b> (SBS)	Taste (4/8) Living together (4/9) Using your credit (4/10-11)
<b>Waldenbooks Review</b> (WO)	"Superwoman Syndrome"/Douglas Adams/ "The Smoke Ring"

### ENTERTAINMENT

<b>Jim Bohannon Show</b> (MBS)	James North (4/13)
<b>Larry King Show</b> (MBS)	Daniel Sboron (4/8) Rona Barrett (4/9) Ed McMahon/Michael Korda (4/10) Tommy Tune (4/11) Clem Florea/Mark Fowler (4/12)

ery Friday night during the season, and **Jack Buck** and **Hank Stram** will anchor "NFL Tonight," a two-hour Sunday wrap-up talk show.

The Musburger-Snyder show, as yet untitled, will take a look at the weekend's upcoming games, including views on competing teams, players, coaches, and predictions of each game's outcome. "NFL Tonight" will highlight **Buck** and **Stram's** acumen for the game, calling on half-hourly guests to balance their own reviews and commentary.

For further details call (212) 975-3771.

### International Monitor

The **Christian Science Monitor** has launched a new program aimed at English-speaking audiences in Western Europe over **Radio Luxembourg**. "The Christian Science Monitor Weekend Edition" is aired each Sunday at 6:15 pm (Greenwich Time), and draws on the Monitor's worldwide correspondent staff to report on significant developments in international relations, economics, politics, the arts, and the family.

Call **800-225-7090** for more information.

### Firm Commitment

Coming up next Thursday (4/11) on **ABC**, the **Rock Radio Network** will broadcast the **Firm** live in concert. The concert was recorded recently at the **Hammersmith Odeon** in London, and was produced by **DIR Broadcasting**.

The **Firm**, formed last July and featuring **Jimmy Page**, **Paul Rodgers**, **Chris Siade**, and **Tony Franklin**, participated in a live press conference broadcast by **ABC** from London in February. **ABC** also broadcast the group's debut album over the network's digital delivery service.

Call (212) 887-5962 for further details.

### Barnett-Robbins Readies Portraits

**Barnett-Robbins Enterprises** is planning to debut two new monthly programs — one for A/C stations and one for Country stations — this May.

"Superstar Portraits," targeted to an 18-49 contemporary demographic, will profile various pop artists in one 2-hour special each month. Artists scheduled include **Barry Manilow**, **Linda Ronstadt**, **Billy Joel**, **Diana Ross**, and **Phil Collins**.

"Country Gold," also a monthly 2-hour music profile program, will feature country stars such as **Waylon Jennings**, **Alabama**, **Oak Ridge Boys**, and **Crystal Gayle**. In addition, a special tribute to **Barbara Mandrell** is scheduled for the Memorial Day weekend.

For further details please call (818) 788-2331

### Gaye Memories

Marking the one-year anniversary of **Marvin Gaye's** death, **American Media, Inc.** is presenting "Marvin Gaye: The Legend Is Forever," a 2-hour retrospective. The program features comments by Gaye on his perceptions of the music business, his early years at **Motown**, and how he would like to be remembered by his fans.

Also included in the tribute are over 20 of his top-selling songs, such as "Stubborn Kind Of Fellow," "I Heard It Through The Grapevine," and "Sexual Healing."

Call **American Media** at (404) 349-2200 for more information.



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WCCC	HARTFORD, CT	+	17%	KNBR	SAN FRANCISCO, CA	+	180%
WFYV	JACKSONVILLE, FL	+	69%	WCCC	HARTFORD, CT	+	65%
WMGF	MILWAUKEE, WI	+	567%	WFYV	JACKSONVILLE, FL	+	14%
WSHE	MIAMI, FL	+	278%	WIOT	TOLEDO, OH	+	83%
WYNY	NEW YORK, NY	+	12%	WROR	BOSTON, MA	+	1267%

Source: Arbitron Ratings/Radio, MSA or ADI. FALL 1984 vs. SPRING 1984, AQH, Sunday, 10PM-MID (EST)

Looking for some audience therapy? Look no further. Get your listeners in tune with Dr. Ruth Westheimer's "Sexually Speaking" every Sunday night from 10-12(Eastern). It's a live-and-lively-two hours where listeners call in toll-free and seek advice from America's favorite psychosexual therapist.

Get involved with the one-and-only Dr. Ruth. She's bright. She's candid. She's informative.

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## MAPPING SUCCESS IN RADIOLAND, PART II

### Developing Organizational Savvy

by Dr. Adele Scheele

This is the second of a three-part series on the careers of top radio executives. Part I revealed their early interests, college studies, activities, how they got started in radio, and career risks.

It's difficult to pinpoint an unconscious effort. Yet that is precisely how interpersonal skills are performed; they're so much a part of us that they become second nature. Nonetheless, these skills — relating to an organization and a profession — are the ones that launch talented people's careers.

Two such skills, Showing Belonging and Exhibiting Specializing, are counterparts and complement each other. They fit precisely into the categories of self-presentation and positioning, which all achievers demonstrate increasingly in their careers. Top radio executives' daily worklives emphasize active participation, cooperation, and a spirit of solidarity with their coworkers. It's worlds away from simply doing their jobs well, coming in on time, or expecting their paychecks to reflect acknowledgement.

#### Showing Belonging

When asked "What did you do today?" these top executives respond only with a list of activities, which omits the minute-by-minute steps these accomplished people take to do things. They demonstrate Showing Belonging by the way they take a call, talk with a staff member, chair a meeting, discuss a problem, congratulate a colleague.

They learn these skills from different situations. R&R Publisher Dwight Case and RKO Radio Networks President Bill Hogan,

among others, had early negative models and learned what not to do in human interactions — firing people without warning; taking away people's identities. CBS Radio Networks Sr. VP Dick Brescia holds strategy meetings with his managers to support their failings as well as their flowerings.

"If something doesn't work, though they want it to, I try to have them find out why," says Brescia. "Our talking about the problem helps bring it into focus. But I try to let them go through the bumps themselves. That's the hardest part of managing at the senior level. I learned how to do that when I was Eastern Sales Manager. (Back then) I was going on calls with them, managing by example. What I was doing, of course, was falling into the classic problem of not only doing their work for them, but also intimidating and alienating them."

Hogan's early experience at a radio rep company taught him the value of building a team. His staff was quizzed on vital statistics



Dr. Adele Scheele

Dr. Adele Scheele is a career strategist and work expert for both the radio and television industries. Her popular book, "Skills for Success: A Guide to the Top for Men and Women," is now in its seventh paperback printing; she's also the author of "Making College Pay Off." In addition to presenting seminars, making speeches, and coaching individuals on their careers, Scheele pens the twice-a-week, nationally syndicated column "At Work."

of the firm's 100 stations — frequency, power, etc. "It was constant pressure to prepare," Hogan recalls. "We worked together as a team, researching and grilling each other. In short, we learned everything about the radio stations as well as each other."

#### Radio Junkies

Showing Belonging is easy for NBC Radio Networks Sr. VP Dick Penn. "I'm a radio junkie. When I look for people to hire, there are only two ingredients that spell success. They also have to be radio junkies; collecting tapes, memorizing call letters and dial positions from long-forgotten radio stations, saving presentation folders, and recalling old DJs. And they have to love what they're doing, taking pleasure in the little nuances of promotions, sales, or talent. That's what makes you feel good, nourishes you, and moves you along.

"After all, radio is not a terribly secure business. There's no prescribed way to get in or move up. So the way people conduct and present themselves matters. It stops short between arrogance and complacency, which is comfort and self-confidence. It's a way of saying, 'I'm good; may I work for you?' I try to support people and learn more about them, but I want them to ask if they can have the job. You can't help but establish rapport and want people to succeed if there is both motivation and talent."

VP/CBS FM Group Bob Hyland calls his CBS FM crew family. "We all enjoy what we do, feel satisfied with our work, bring money into the corporation, and share our goals. Once anybody is in the family, we are going to help them grow, criticize them if necessary, review their progress, help out with any personal problems, and build an environment that's more than just coming into work and getting a weekly paycheck.

"The CBS School of Management pulls people together in teams for breakfast, lunch, and dinner; totally involved in a case study. Not only do you get to know people socially but how they think. So when a business situation comes up, you recall who they are and get their counsel. More than that, you find your 'comfort zone' so you can select which people to be with you. I was selected at different times because people knew me, my reputation, and knew I would not embarrass them politically. Each time the key advan-

tage to moving up is the friends with whom you have established peer trust."

#### Exhibiting Specializing

This skill means developing and making your unique talents accessible to others. While in Showing Belonging you serve the organization's needs by working for the total good, in Exhibiting Specializing you serve these same needs and fulfill your own by demonstrating your special abilities.

Dick Brescia developed a variety of roles dependent on the situation at hand, which in itself became his special talent. Developing a way of managing by objectives and changing the budgeting process from a closed to an open book are early examples of how he demonstrated his abilities over and above his job description.

Becoming a "second ear" for owner Gene Autry has been Golden West Radio President Bill Ward's special role. He likes working in tandem with Autry. They share a work ethic and perform double functions. "Gene can call me at one in the morning to ask what I think about a certain format. I make suggestions, he is happy, and I have the responsibility to do it."

ABC Radio President Ben Hoberman's 35 years with the company means he knows everybody. "ABC," he maintains, "is most unusual from the standpoint of longevity and team management. My style is to allow a long tether to those whom I supervise. I can always pull back if something happens, but I like to give responsibility first."

Unlike these talented radio managers, most people hold back from revealing their insights and demonstrating their talents. Why? Partly because we are afraid of appearing too ambitious, partly because we're afraid of finding out we're not as smart as we hope we are. So we sell ourselves short and withhold information that will not only promote ourselves but benefit others. Although some of us shrink from the idea of "packaging" and "selling" ourselves, we must remember that we can only appreciate what is made known to us — whether it be a product or a person. Therefore, part of careering is revealing our strengths and purpose, creativity, and enthusiasm to those who can appreciate them.

Later This Month: How managers advance their professionalism.

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HARVEY MEDNICK

# Making Words Work For You

To paraphrase Chevy Chase's old "Saturday Night Live" line, "We write for a living and you don't." Well, that's only partially true. I'm sure you prepare a variety of press releases and an occasional feature story.

While you may not classify these releases as professional writing, they are considered as such and often appear in trade journals and local newspapers in the exact form and language they were submitted. Since that's the case, here are a few rules of thumb you can apply to make your writing work more effectively for you and your station.

### KNOW YOUR LIMITATIONS

You are writing mainly to supply information about a station event or occurrence. This doesn't exactly fall into the "deathless prose" category of wordsmithing and should be treated that way. It's wise to establish your boundaries of skill as opposed to constructing complex, highly stylized works to display an ability you may not possess. There's an old advertising adage that states, "The perfect ad results when there is nothing left to take away." Think about that in relation to sentences.

### BE CLEAR

Comparing Hemingway to Faulkner, a critic once said that Hemingway wrote with small words and short sentences, and Faulkner didn't. Herein lies an important rule: When you have something to say, say it simply. Polysyllabic phraseology compounded by pedantic overtones contains an unintended message: You have nothing to say. As you critique your writing, make clarity your first concern and simplicity your first test.

### BE CONCISE

The shorter the sentence, the stronger the point. And add this helpful hint: concentrate on a single thought at a time. Much of what you write is in press release form, and the competition for the trade or newspaper editor's attention is quite intense. So think about a crisp headline, a single thought, and one page of copy.

Now the editor gets the gist of

the story from the headline, doesn't have to turn a page to reach the point, and has enough information to make a yes or no print decision in less than a minute. Your manager may want a great deal of depth and ask, "Why didn't we tell them about etc., etc. . . ." This only adds weight and makes the piece too heavy for the editor to handle. Remember "less is more."

### BE CORRECT

There are few things that turn off an editor more than bad grammar. First, it suggests you might be a careless writer. Second, if it doesn't read correctly, it won't be used because of rewrite demands which can't be met.

### STAY ON TRACK

If the shortest distance between two points is a straight line, then the shortest distance to pursue in writing is a straight line. Adding words, introducing modifying phrases, and tagging on extra ideas have a tendency to confuse the reader. We must never lose sight of writing's mission: transmit information. If you accomplish this in a breezy, readable manner, more of your material will be used in the future.

### WRITE WITH YOUR EAR

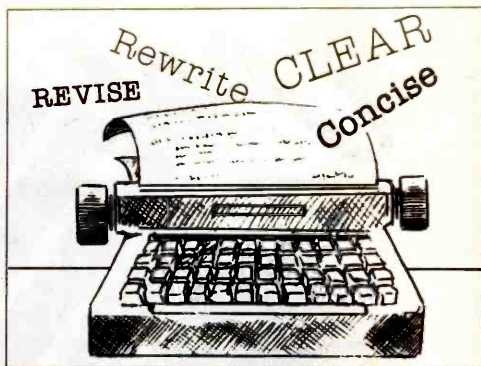
We've all heard the one-liners about doing 60 words a minute with your fingers and only ten with your ears. But think about this. As you read you hear the sentences in your head. Although a line may look correct, its rhythm may be off-track. Sometimes we get trapped in cliches or familiar phrases which have the nasty habit of making a good idea limp across the page. It's also a good idea to avoid an abundance of alliteration or a surfeit of simile. One beneficial shortcut is to read your copy aloud and have your audience criticize the content from a listener's perspective.

### BE HONEST

Writing is a self-conscious act, so make your words mirror your personality. The ultimate compliment is having a reader praise you for writing that accurately reflects your everyday conversation. Bear in mind that in many cases your reader may only have met you via the telephone, and uses that interpretation as his or her guide. Try not to actively seek a style, and you'll evolve one quite naturally. Look up words you're uncertain of, and consider that the word you elect not to use is the word you cannot use incorrectly.

### REREAD, REVISE, RETHINK, REWRITE

I genuinely believe that your first instincts are closest to being correct. In that same vein the first words you set on paper are the



closest you get to the finished product. But there are steps in the middle. Rereading catches grammatical errors and gives you the opportunity to make thoughts flow more smoothly. Revising helps you organize thoughts so that sequences of events occur in proper order. Rethinking allows you to eliminate unnecessary phrases which may have colored opinion or clouded issues. Rewriting is the price you pay for the perfection you seek as a writer.

A couple of tricks: Put the original story in a drawer (if you have deadline time), and don't look at it for a day or two. Like milk in the hot sun, it's amazing how quickly a story spoils in repose. Know when the piece is finished; you can edit and edit and edit till your deadline date has passed. If you keep your sights on the story's mission, you'll know when what's before you has fulfilled that quest.

There's a great deal of satisfaction in writing. It's a real thrill to see your words in print and an even greater one to accept your peers' compliments in an industry where the spoken word brings home the bacon.

In checking with record companies in regard to the Coalition for Missing Children charity promotion, we learned that RCA, although it applauds the goal of the CMC project, has made no commitment to the project, nor has it held any conversations-with its artists relative to it. The company believes that to be successful, it would require industry-wide participation; therefore, when Total Experience's Renny Roker initially contacted RCA, the label asked him to bring it to the attention of the RIAA for industry consideration.

## ONE YEAR AGO TODAY

- CAP CITIES UPS SEVEN GMS TO VP: AARON DANIELS, VERN ORE, RON PANCRATZ, WARREN POTASH, NORM SCHRUTT, FRED WEINHAUS, FRANK WOODBECK
- BILL HOGAN BECOMES RKO RADIO NETWORKS PRESIDENT
- JIM FOGLESONG NEW CAPITOL/EMI COUNTRY PRESIDENT
- NICK HUNTER, VIC FARACI SR. VPS AT WBNASHVILLE
- R&R PROMOTES FOUR: KEN BARNES TO VP/EDITOR, JEFF GREEN MANAGING EDITOR, GAIL MITCHELL EXEC. EDITOR, RON RODRIGUES A/C EDITOR
- #1 CHR: "Footloose" — Kenny Loggins (Columbia) (3rd week)
- #1 A/C: "Hello" — Lionel Richie (Motown) (3rd week)
- #1 Black: "She's Strange" — Cameo (Atlanta Artists/PolyGram) (3rd week)
- #1 Country: "I Guess It Never Hurts To Hurt Sometimes" — Oak Ridge Boys (MCA)
- #1 AOR Track: "You Might Think" — Cars (Elektra) (4th week)
- #1 LP: "Heartbeat City" — Cars (Elektra) (3rd week)

## FIVE YEARS AGO TODAY

- KARL ELLER AND CHARTER FORM CHARTER MEDIA FIRM
- AL GREENFIELD PRESIDENT, BILL FIGENSHU NATIONAL PD AT VIACOM RADIO
- PETER MOORE NAMED PRESIDENT OF TORBET RADIO
- ALLEN SHAW FORMS CONSULTANCY
- SANDY BEACH NAMED PD AT KYUUISAN FRANCISCO
- JEFF KING BECOMES PD AT KPLZ/SEATTLE
- #1 CHR: "Call Me" — Blondie (Chrysalis) (2nd week)
- #1 A/C: "Lost In Love" — Air Supply (Arista)
- #1 Black: "Stomp!" — Brothers Johnson (A&M) (5th week)
- #1 Country: "It's Like We Never Said Goodbye" — Crystal Gayle (Columbia)
- #1 LP: "Against The Wind" — Bob Seger (Capitol) (3rd week)

## TEN YEARS AGO TODAY

- #1 CHR: "Philadelphia Freedom" — Elton John (MCA)
- #1 A/C: "The Last Farewell" — Roger Whittaker (RCA) (2nd week)
- #1 Country: "Always Waving You" — Merle Haggard (Capitol)
- #1 LP: "Bluejays" — Hayward & Lodge (Threshold)

## What To See At The NAB

If you're planning to attend the NAB convention, here are some marketing and promotion-oriented booths you may want to visit:

American Image Productions	653	Eagle Syndications	2263
Arbitron Rating Company	802	Film House	231
Associated Production Music	150	Lucasfilm Ltd.	1772
Capitol Production Music	165	Lyon-Lamb Video	1632-A
Century 21	204	Animation	209
Communication Graphics	214	Musicworks	209
Concept Productions	423	Otis Conner Companies	414
		Prismagraphics	110-A
		ProCommotion	434
		Radio Arts	418
		U.S. Tape & Label	602



REVVING UP THE NAB — ProCommotion's "High Rev" is a traveling computerized game show set for debut at the NAB. This new machine has great merchandising, promotion, and marketing potential. See it in action at Booth 434.



# Eric Clapton

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## ALBUM PARTY

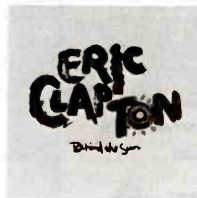


No guitarist has contributed more to Rock than Eric Clapton. On Tuesday, April 16th, join the celebration as NBC Radio Entertainment presents the Eric Clapton Album Party. Exclusively. Featuring "Forever Man," "See What Love Can Do," "She's Waiting" and other top tracks from his new LP "Behind The Sun" on Duck/Warner Bros.

Records. Eric Clapton — a true original. Don't miss it.

Produced exclusively for NBC Radio Entertainment by Torus Communications.

**Tuesday, April 16.**  
**10PM Eastern**  
**9PM Central**  
**8PM Mountain**  
**7PM Pacific**



**NBC Radio  
Entertainment**



# DAVE EDMUNDS

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Most Memorable  
"HIGH SCHOOL NIGHT"

ENTER NOW!

Deadline

This Friday, April 5th!

Enter in either of two categories:

- 1) "G" (General Audiences)
- 2) "R" (Risqué But Not Rude!)

Judges will pick the most memorable entry  
in each category to win

In each category, grand prize is a \$2000  
donation by Columbia Records in your name  
to your alma mater.

In addition, winner in each category receives  
a Sony CD-5 CD player and a dozen Columbia  
CD's.

Listen to "High School Nights" for  
appropriate musical inspiration!

Entry form in R&R 3/15 and 3/22 issues, or  
create your own (Be sure to include your  
Name, Company Affiliation, Address,  
Business Phone Number, and whether your  
entry is "G" or "R"!)



### DAVE EDMUNDS "HIGH SCHOOL NIGHTS" CONTEST RULES

Enter in either or both categories. Enter as often as you like, but each entry must be mailed separately. Grand prize winners will be notified by phone, and will be announced in the April 12 issue of R&R. No substitution of prizes. Prizes are non-transferable. Prize moneys must go to educational institutions in the United States. Employees, independent contractors, agents or representatives of CBS Inc. or Radio & Records are not eligible. No purchase necessary. Offer void where prohibited by law. Winner is responsible for any tax liability created by the awarding of the prize. Entry forms must be received by midnight, April 5th. CBS Inc. or R&R are not responsible for lost or delayed entries. All interpretations of the rules and decisions by CBS Inc. and R&R are final. Winners will be required to consent to use of name and likeness for publicity and advertising.

MAIL COMPLETED ENTRIES TO:

Dave Edmunds Contest  
c/o Radio & Records  
1930 Century Park West  
Los Angeles, CA 90067



# STREET TALK

Was **WNBC/NEW YORK**'s announcement that **SOUPI SALES** would take over 10-3 middays beginning April 22 an April Fool's joke? If so, they sure fooled a lot of people.

Rumors are flying in Detroit about one of the top-rated FM stations there switching to a satellite-delivered A/C format, but no one — not even the program supplier — could confirm or deny them. Stay tuned for details, unless this, too, was an A.F.J.

Plenty of on-air radio gags this past Monday, as **WNIC/DETROIT** respectfully demanded that listeners who'd won prizes from the station return them (or their cash equivalent) . . . **WWWZ/CHARLESTON PD MARC LITTLE** called **WANMITALLAHASSEE PD JOE BULLARD** and had Joe hire him on the air. That one even fooled Marc's boss . . . **ROBERT W. MORGAN** provided laughs for **KMGG/LOS ANGELES** listeners when callers couldn't figure out why he was back-announcing artists out of order . . . And **WMMR/PHILADELPHIA** staged its first annual Morning Zoo April's Fool "Louie Louie" Parade. All the bands played the Kingsmen classic, and nothing else.

Thankfully, there were no injuries on April Fool's Day at A/C-gold outlet **WIBM/LANSING**. A ventilator motor caught on fire, sending smoke throughout the studios. **PD MIKE BENSON** told us they put the USA For Africa LP on, and by the time the record ended, the fire department had everything under control. When listeners were informed of what had happened, many thought it was a prank.

**KONO & KITY/SAN ANTONIO GM CHARLIE SLAVIK** has been lured to the **VP/GM** post at **PRICE's A/C giant WOWO & WIOE/FT. WAYNE**.

Meanwhile, when **WHRK/MEMPHIS** owner **ADAMS COMMUNICATIONS** takes over crosstown Black station **WDIA** from **BENI** in the near future, look for **WDIA GM ERNIE JACKSON** to add on **WHRK** management duties.



Steve Judy

In other management news, **WKQB & WOIZ/CHARLESTON GM STEVE JUDY** was upped to VP of parent **TRIDENT COMMUNICATIONS** . . . **DAVID C. GOTCHER** is the new GM at **KEAN/ABILENE**, coming from his Sales Manager post at **KYKX/LONGVIEW, TX** . . . **WQEN/GADSDEN, AL** Station Manager **RISH WOOD** is elevated to GM of **WQEN** and sister **WAAX** . . . **PAUL GLEISER** has been let go as GM at **KATT/OKLAHOMA CITY**. Serving as acting GM is **SURREY COO DICK PAYE**.

Hold on to your hats in Chi-town. No, the gusts in the Windy City haven't picked up, but **GARY D** has signed to do mornings at Country outlet **WUSN/CHICAGO**. The outrageous Mr. D, who led the Cleveland market at **WHK** for ten years before a tumultuous few months at **WPXX/WASHINGTON, DC**, starts April 8. **VP/GM DREW HOROWITZ** said, "In the past, he's been a misguided missile; we're going to guide the missile a little more accurately." Former morning man **DON WADE** was offered another airshift but hasn't made a decision yet.

Many programming changes during the first week of the ratings sweep: Nine-year station vet **ALLEN POWER** has been promoted from Production Director to PD at **WESC-AM & FM/GREENVILLE, SC** . . . **STEVE ANTHONY** is the new PD at **WRAL/RALEIGH** . . . Personality **PHIL HUNT** has been promoted to OM/PD at **KSSN/LITTLE ROCK** . . . New MD/afternoon driver at **AOR KDKB/PHOENIX** is **NICK SOMMERS**, who climbs aboard from crosstown **CHR KZZP-FM**.

At Country outlet **K102/ST. PAUL**, evening personality **WAYNE ELLIOT** has been upped to MD and **DAVID ISRAEL** joins **WKIX/RALEIGH** as PD from a similar post at **WCOG/GREENSBORO** . . . **FRANK JAXON** is now officially PD at **KRKE & KWXL/ALBUQUERQUE** . . . **LINDA LANCI** upped to Asst. PD at **WWKZ/FLINT** . . . **BARRY MOLL** exits as MD at **KRSP/SALT LAKE CITY** . . .

Not to be overlooked are three AOR PD departures this week: At **CITI/WINNIPEG**, **STEVE YOUNG** will pursue band management . . . **KAZY/DENVER's SCOTT JAMESON's** departure gives **OM CHUCK BROWNING** extra duties . . . No replacement's been named at **WIOT/TOLEDO**, where **JOE THOMAS** resigned.

There's talk that **ARISTA** has hired former Enigma Records album rep **JAY ZISKROUT** in a national AOR post, replacing the recent departure of **PAUL YESKEL**.

Moving from the radio to the record ranks this week is **WLTS/NEW ORLEANS** Asst. PD/MD **BARNEY KILPATRICK**, who's **IRS's** new Dallas Regional Promotion Manager . . . **MCA** has eliminated its National AOR Field Rep position, which makes **JAY MCDANIEL** available. He's looking to stay in the South: (404) 446-6015.

Even though the book's started, there are still good jobs out there. This week **WXTU/PHILADELPHIA** is looking for a strong midday personality. T&Rs to PD Larry Coates . . . Good bucks for the right morning person at **WWCL/PITTSBURGH**. T&Rs to Mark Rivers.

Continued on Page 26

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'til tuesday

featuring "Voices Carry"  
video on mtv

'til tuesday

on tour with hall & oates



## STREET TALK

Continued from Page 24

On Monday (4-8), check out "Good Morning America." Word is that the **Z100/NEW YORK** morning zoo and radio sex-talk star **DR. RUTH WESTHEIMER** will appear and simulcast live sometime between 8-8:30.

CHR **WRXT/BUFFALO** is switching calls to **WKSE (KISS98 1/2 FM)**. No format change is planned . . . However, **KAIR/TUCSON** has dropped A/C for Oldies, and is now being consulted by **JEFF POLLACK**.

All of us at **R&R** send wishes for a speedy recovery to **KYNN/OMAHA PD JIM ABENS**, who was seriously injured recently in a motorcycle accident.

A pack of prominent personalities are on the prowl: **WZAK/CLEVELAND PD LYNN TOLLIVER** segues from afternoons to mornings, forming a team with AM driver **KEN ALLEN**. The change advances **FREDDIE JONES** from parttime to afternoons . . . **GREG SOUTH**, former MD at **WNVZ/Norfolk**, has landed the all-night show at **KBEQ/KANSAS CITY** . . . **JIM PAYNE** has resigned his Assistant PD/MD slot at **K106(WMKR)/BALTIMORE** to join **WRVQ/RICHMOND** as a midday personality . . . Longtime **KROQ/LOS ANGELES** personality **JED THE FISH** has resurfaced on **KQAK/SAN FRANCISCO** nights.

Some goin'-on in Louisville, as **WCII** morning personality **BILL BAILEY** crosses town for mornings at **WAKY. WHAS** afternoon talent **BILL CODY** will head to the 'Cil morning

show after he sits out a 90-day no-compete clause . . . The controversial **RANDY MILLER** has exited **KKCI/KANSAS CITY** mornings for wakeup service at crosstown **KZZ9**.

Longtime radio programmer **KEVIN METHENY** has been promoted to VP at the **MTV NETWORKS**, responsible for music programming/research for **VH-1** and **MTV**, as well as production of **VH-1 VJ** segments and on-air promotions.

Nuptial Notes: **KKCI/KANSAS CITY** Promotions Director **KENDALL ADKINS** will be tying the knot with his sweetie Jeannie on April 26th . . . **KKFM/COLORADO SPRINGS** talent **SCOTT THROWER** has married listener Rhonda Kelly, and they're off to St. Louis, where Scott will anchor mornings at **KWK** . . . Belated congrats to **A&M VP/Marketing Services BOB REITMAN** and **WEA National Director/Advertising BARBARA BURNS**.

Stork Stops: **SID WOOD** of **WFNB/SPRINGFIELD, IL** and wife Rosemary are the proud parents of twins Katelyn and Andrea (3-30) . . . To **KOZA/ODESSA-MIDLAND PD WOODY STEVENS** and wife Joy, Lindsay Elaine (3-10) . . . To **KMGX/FRESNO PD JOHN BERRY** and spouse Patty, Jameson Christopher (3-2) . . . To **KTAW/BRYAN, TX** midday man **ERIC SUNDBROM** and his wife Kim, Alison Nicole (3-20) . . . **KZOK/SEATTLE** Production Director/air ace **JEFF MCINTOSH** and wife Diane produced Alison Marie . . . and belated best to **McGAVREN-GUILD L.A.** Regional Manager **JEFF DASHEV** and wife Ronnie, daughter Elian (2-24).



**A SPECIAL EVENING FOR JOHN R.** — **WLAC/Nashville** DJ Hoss Allen shakes hands with John R. (Richbourg) at a special banquet held in John's honor called "Blues and Baby Chicks in the Night." Concluding with a star-studded concert the following night, the two-day fundraiser raised money to help the 73-year-old DJ who introduced R&B music to radio pay his bills while he battles with cancer.

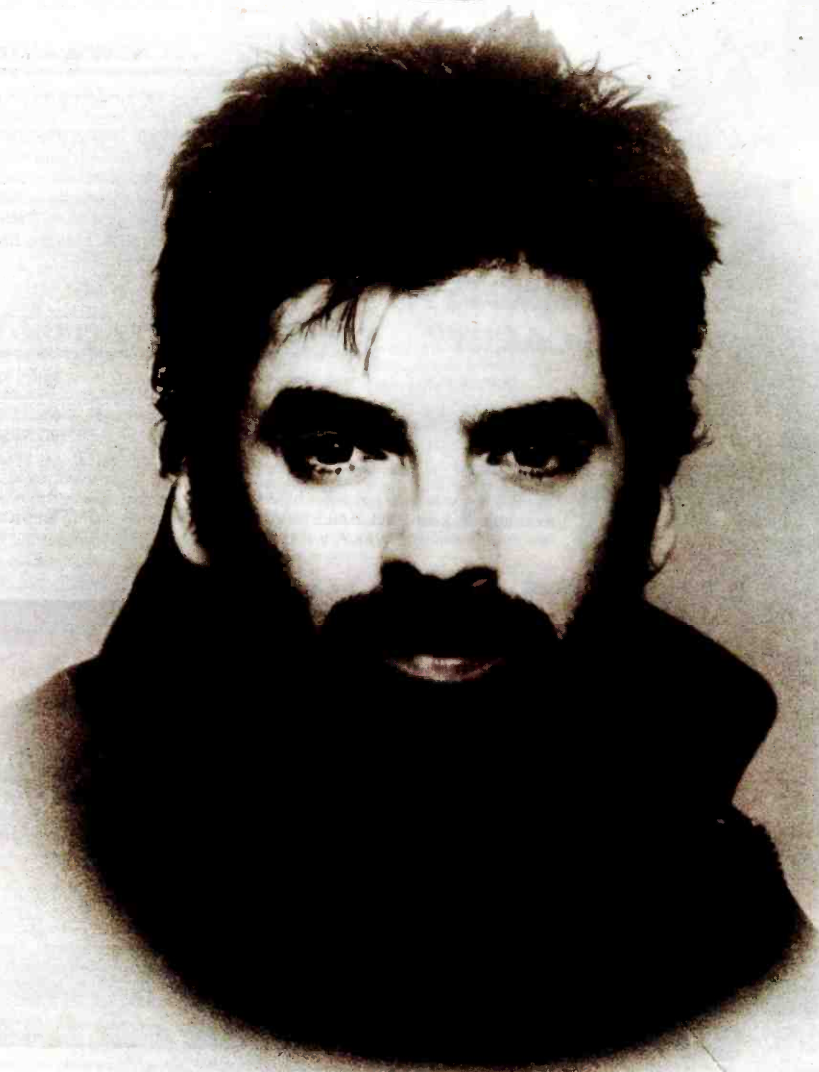
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M E S S A G E			AREA CODE	NUMBER
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 WXKS-FM 35-30  
 93FM add 30  
 KPLUS 40-30  
 WLAN-FM deb 38

KX104 deb 40  
 KZIO deb 34  
 OK95 deb 34  
 PRO-FM  
 I95  
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WERZ  
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KEN BARNES

# ON THE RECORDS

## Is Radio Breaking New Artists?

There's a lot of talk in both the record and radio sectors of the industry about the importance of breaking new artists. The recent Country Radio Seminar radio survey provided an interesting illustration — 74% of the respondents said they felt a responsibility to help labels break new artists via airplay, yet record people at the CRS itself contended that only two new acts had been successfully established in 1984.

So is radio breaking new artists? Make no mistake, the focus is still directly on radio, despite all the talk about alternative means of breaking acts. Now that there's no shortage of video product, MTV has for all intents and purposes ceased to be a force in breaking new artists. As MTV evolves into a support vehicle rather than a music leader, radio is positioned to be the medium that infuses excitement and fresh blood into the music scene. How's it doing?

Judging from the first quarter of 1985, not spectacularly. The first quarter is traditionally a time for labels to bow new artists, so it seemed like a good representative period to see how many new artists achieved Breaker status by format.

In AOR, 11 acts scored their first Breakers. One was USA For

Africa, simultaneously with A/C and CHR; another was Power Station, post-CHR. Mick Jagger, David Lee Roth, and Elliot Easton are "new" only by virtue of their temporary solo status, and the Firm contains a pair of rather well-known names. New to (and first broken by) AOR were Fiona, Gary O', Katrina & the Waves, Roman Holiday, and Simple Minds.

CHR broke David Lee Roth the same week as AOR, and accepted six new artists AOR broke earlier: Autograph, Frankie Goes To Hollywood, John Parr, Tears For Fears, plus the Firm and Simple Minds. Teena Marie scored her first CHR Breaker this year after numerous Black/Urban successes, while Sade became a CHR Breaker after earlier B/U and A/C hit status.

CHR's format-exclusive new artist Breakers were Animation,

John Hunter, the Power Station, and (since 15 years is long enough ago to relabel him as a new artist) Murray Head.

Black/Urban was the most active format for breaking new artists first. Nine acts did the trick: Sam Bostic, Whitney Houston, Jesse Johnson's Revue (ex-Prince), Jeff Lorber, Alexander O'Neal (ex-Time), Ready For The World, Rock Master Scott, Nolan Thomas, and UTFO. In addition, Wham! enjoyed their first Black/Urban hit after considerable CHR success.

A/C is not a format labels look to for breaking new artists, but in addition to USA For Africa, the format did break Sade a week before CHR (though long after B/U) and gave Janey Street her breakthrough.

And Country... well, so far this year Restless Heart is the sole new Breaker, although relatively new acts Sawyer Brown and Keith Stegall consolidated 1984 successes.

When you consider that scoring a Breaker isn't quite equivalent to bringing an act all the way home (top 15 or top 5 record, say), new acts don't seem to be receiving an



1985's new Breaker crop

## The Tom Petty Pedigree

Tom Petty & The Heartbreakers' new "Southern Accents" album marks Petty's tenth anniversary as a recording artist. In 1975 his Gainesville, FL band Mudcrutch was signed to a contract with Shelter Records, distributed by MCA at the time. They put out one single, "Depot Street"/"Wild Eyes," both written by Petty.

In 1976 he formed the Heartbreakers and they released their first album, receiving no response at first except a vague industry opinion that they were allied with the punk-rock movement because Petty wore a leather jacket on the LP cover. Some months later in 1977 "Breakdown" won some AOR attention. 1978's "I Need To Know" and "Listen To Her Heart" solidified Petty's AOR base, and in 1979 he had his first CHR hit, "Don't Do Me Like That." And the rest you know.

Radio stations planning Tom Petty specials, by the way, have a wealth of obscure and unavailable recorded material to choose from. Chronologically, here's the roster: 1975: "Depot Street"/"Wild Eyes" (Mudcrutch single)



Ten years of Tom Petty

"Luna" live is also on the flip of the British "American Girl" (single)

1977: "Breakdown" live (a tape-only performance sent to AOR stations by ABC)

1978: "I Don't Know What To Say To You" (flip of "Listen To Her Heart" single)

1978: "I Fought The Law"/"Route 66" (five versions on the flip of the British "Listen To Her Heart" promotional 12-inch)

1978: "Don't Bring Me Down" (live version of Animals classic, flip side of "Here Comes My Girl" British single)

1979: "Casa Dega" (flip of "Don't Do Me Like That" single)

1980: "Stories We Could Tell"/"Somethin' Else" (live versions of a 1972 Everly Bros. song written by John Sebastian and the Eddie Cochran rockabilly standard, special single enclosed with early copies of "Don't Do Me Like That" British single)

1980: "It's Raining Again" (flip of "Refugee" single)

1981: "Gator On The Lawn" (flip of "A Woman In Love" single)

1983: "Heartbreakers Beach Party" (flip of "Change Of Heart" single)

1983: "Change Of Heart" (live version on flip of "Change Of Heart" promotional 12-inch)

1985: "Trailer" (flip of "Don't Come Around Here No More").

Like Bruce Springsteen, Petty is obviously a true believer in giving fans and radio a little extra tucked away on flip sides. That trait may drive collectors crazy, but it's nice to see.

overwhelmingly warm welcome from radio so far in 1985. I'll continue to monitor future developments.

### Madonna's Top 5 Double

Madonna's March 22 feat of placing two bulletted records in the CHR Top 5 is a rare accomplishment. Only two other artists managed to pull it off previously on R&R's CHR charts. Linda Ronstadt was first, when "Blue Bayou" jumped to No. 2 and "It's Not Easy" to No. 5 on December 2, 1977. And the Bee Gees replicated that achievement less than three months later, with "Stayin' Alive" hitting No. 1 and "Night Fever" No. 5 February 24, 1978. That same week, two Bee Gees-written and produced songs, Andy Gibb's "(Love Is) Thicker Than Water" and Samantha Sang's "Emotion," were bulletted at No. 3 and 4 respectively, and the Bee Gees themselves kept two records in the Top 5 for a month thereafter.

Much Adu About Something: Sade's full name is Helen Folasade Adu. Approved pronunciation for Sade seems to be "Shar-DAY" by a margin of about 3-1, with some advocates of "Shah-DAY."

Three additions to various list columns: Another tribute to Janis Joplin has been unearthed, as

WLUP/Chicago Production Director Bob Stroud recalled "Pearl" by the Mamas & Papas off their 1971 reunion LP "People Like Us." Atco's Marc Nathan brought up the Sir Douglas Quintet's "Mendocino" as a perfect example of self-namedropping ("the Sir Douglas Quintet is back"). And R&R Production Director Richard Agata adds Little Feet's "Long Distance Love" to the litany of phone songs.

## "We Are The World" Moving On Up

Continuing the USA For Africa chart progress examination, this one-of-a-kind record made substantial three-format progress in its quest for a four-format No. 1 sweep. In Black/Urban, it leaped 36-12 March 29, moving from 60% of reporting stations to 97% in the process. In CHR it went 30-8-3 and in A/C, 17-6-3; but in AOR, 25-17-24. And it picked up seven reporters in Country March 22, going to 16/9 March 29.



# TIME

## "The BIRD"



CONTEMPORARY HIT RADIO

33

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## DATEBOOK

SEAN ROSS

### Julian's Vallotted Time

With "Too Late For Goodbyes," Julian Lennon will have two top ten international hits when he turns 22 on Monday. Although that gives him a six-month lead on his father, Lennon's breakthrough wasn't sudden. Five years ago, at the same time John Lennon was shopping around "Double Fantasy," news reports had Julian trying to place more than 20 songs he'd written (and being passed on by almost as many companies as rejected the Beatles). Subsequent plans had him leading a group called the Lennon Drops. Until "Valotte," the younger Lennon led a relatively frugal life (he won't inherit any Beatles royalties for another three years), and was apparently scheduled to have a cut on the soundtrack of "Body Rock." At this writing, Lennon is visiting the U.S. under heavy security; not only is his itinerary carefully guarded, but even his manager's number is a secret. Lennon *thinks* that John knew about his son's plans to enter the family trade. Dad's advice? "Do it but don't blame me."

#### Smooth Soul & Getting Kinky

When Al Green scored with "Let's Stay Together" 13 years ago, he helped create the A/C soul ballad. Green howled as well as as fervently as anybody before him. But the music beneath him stayed mellow and in the process the words "slow jam" were defined for more than a decade. Green turns 39 on Saturday. Celebrating his 35th birthday that same day is Peabo Bryson, who was first heard as the vocalist on "Do It With Feeling" by the Michael Zager Moon Band. After those funky beginnings, Bryson spent seven years pumping out slow jams of his own before "Tonight I Celebrate My Love" brought him to the attention of the general market. With his brother George, Louis Johnson also put forth a few lush ballads, but the songs the Brothers Johnson are known for were primarily uptempo funkies and so is Johnson's new single, "Kinky." Johnson will be 30 on Saturday.

#### Country Guys

Almost everybody (and everything) associated with "The Dukes Of Hazard" has ended up on record. John Schneider started it in 1981 by remaking "It's Now Or Never." Tom Wopat has been a recording artist, and at least one tribute to the General Lee has been waxed. After remaking Presley, Schneider tried more remakes ("Dreamin'" and even the Commodores' "Shit"), country, novelties ("Katy's Christmas Card"). He even ended up on an Academy Awards show singing one of Randy Newman's themes from "Ragtime." Schneider, who'll be 31 on Monday, finally came into his own recently with a pair of straight country hits, "Country Girls" and "I've Been Around Enough To Know."

#### MONDAY, APRIL 8

1977/The Damned play at CBGB's in New York. In doing so, they become one of the first major British punk bands to perform in America.

Birthdays: Adam Woods (Fixx) 1953, Steve Howe (Asia) 1947.

#### TUESDAY, APRIL 9

1969/The Robert Fripp, Ian McDonald, and Greg Lake version of King Crimson does its first live show in London.

1975/Country Joe MacDonald performs free in Berkeley to support his mother's campaign for city auditor.

1975/Motown's short lived Galee label releases its first and only single, the gay-themed "I Was Born This Way" by Valentino. Three years later the song is issued on the regular Motown label by Carl Bean.

1976/Folksinger Phil Ochs hangs himself in New York.



#### WEDNESDAY, APRIL 10

1956/Leo Fender patents the Stratocaster.

1958/Early soul artist Chuck Willie dies.

1970/After the Miami furor, Jim Morrison offers to exhibit himself to his Boston audience. Ray Manzarek ends up dragging him offstage.

1981/James Honeyman-Scott of the Pretenders gets married.

#### THURSDAY, APRIL 11

1961/Bob Dylan makes his debut at New York's Folk City which, unlike many of the stars' first clubs, still actually features folk music.

1970/Peter Green announces his departure from Fleetwood Mac.

1981/Eddie Van Halen and Valerie Bertinelli are married.

Birthdays: Stuart Adamson of Big Country 1958.

#### FRIDAY, APRIL 12

1954/Bill Haley records "Rock Around The Clock" but has to wait a year before it becomes a hit.

1966/"Dead Man's Curve" comes true as Jan Berry is seriously injured in a car accident.

1975 Tina Turner becomes known as the acid queen — at least for the next eight years — as Ken Russell's film version of "Tommy" premieres.

Birthdays: Herbie Hancock 1940, Pat Travers 1954, Steppenwolf's John Kay 1944, David Cassidy (who currently has a UK comeback single with producer Alan Tarney) 1950.

#### SATURDAY, APRIL 13

1973/The J. Geils Band sings "First I Look At The Purse" on ABC's "In Concert!" because censors won't let them sing "Give It To Me." Curtis Mayfield is instructed to somehow do "Pusherman" without any references to drugs.

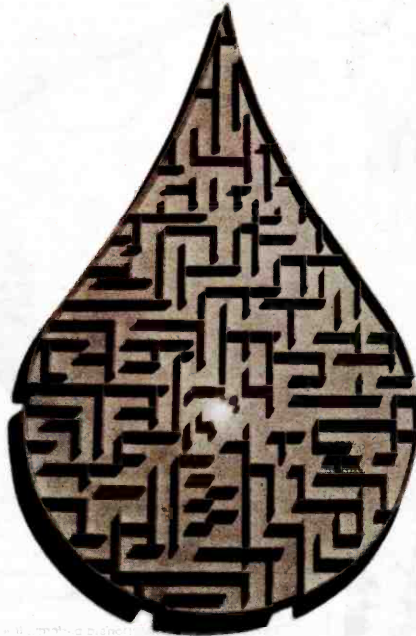
1980/"Grease" closes after becoming Broadway's longest-running musical.

#### SUNDAY, APRIL 14

1980/"Born To Run" is proposed as the state song of New Jersey. While it may seem like an undignified choice, Springsteen's song is probably more stately than "Louie, Louie," recently proposed as the new state song of Washington.



# WE'RE TEN YEARS CLOSER TO THE MIRACLE.



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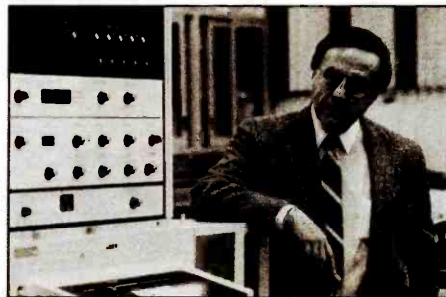
Just a decade ago, The T.J. Martell Foundation for Leukemia and Cancer Research set up its first laboratory at Mt. Sinai Medical Center in New York City. Today, The Foundation's pioneering work in cancer research spans two continents; and also includes the Neil Bogart Memorial Laboratories at Children's Hospital in Los Angeles, the Boston-based Cancer and Leukemia Group B, and The European Organization for Research and Treatment in Cancer. The Foundation's growth can be measured in terms of human lives: lives that are no longer being automatically claimed by some forms of cancer. But the battle has been hard-fought, and total victory is far from assured.

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1985 10th ANNIVERSARY HUMANITARIAN AWARD DINNER  
IN HONOR OF OUR FOUNDER AND PRESIDENT TONY MARTELL**







JOËL DENVER

# CONTEMPORARY HIT RADIO

## CHR WARS PART TWO

# Ready, Aim, Fire At Will!

There's no business like show business, and look at all the business CHR is generating this book: TV spot production and time buys, print, transportation, T-shirts, concert tickets, cars, houses, furniture, and any other desirables imaginable. Ah, to be a supplier to one of these promotion-minded stations. Ah, to be an eligible winner again!

Here's part two of our look at some of the hottest CHR races in the country, complete with a four-book trend where applicable. This could well be the book that separates the men from the boys in a lot of markets. Good luck to all!

### New York

WHTZ	5.5	7.2	6.6	5.9
WPLJ	4.1	4.4	5.3	4.3
WKTU	4.0	3.3	3.1	2.8
WAPP	3.3	2.9	2.4	1.8

New York is a no-holds-barred situation as these four pros go at it, trying to win all the marbles.

• **Z100 PD Scott Shannon:** I'm not seeing the fragmentation everyone predicted when the other CHR's came in, so I'll still be on top when the spring book is over. Our realness, street feel, and way of staying in touch with "Joe-Average New Yorker" keep us ahead. With slightly expanded traffic/weather/news information, we've improved our product without being concerned about what everyone else is up to. We've got trips to Disneyworld to give away, and that's being featured in our TV campaign. In addition, we're even fresher-sounding with our new "Warp Factor" jingle package. **Positioning statements:** "Hot Rockin' Z100"; "The Amazing FM"

• **WPLJ PD Larry Berger:** No special plans beyond our normal promotion pattern of year-round maintenance. At present our final details are being firmed up. A lot of our efforts are directed toward on-air promotion, as our cume is quite healthy. Nicer weather means increased visibility with our second Mini Van on the streets. According to the trends, I don't see either WKTU or WAPP going anywhere. I stick to what I said a few months back: neither station serves a function in the marketplace. **Positioning statement:** "Hit Radio 95"

• **WKTU PD Neil McIntyre:** The payoff on our ongoing "Music Monitor" contest will happen this book; we're handing out up to \$10,000, all backed up by TV spots. Our "Artist Of The Day" promotion combines albums, tickets, and \$92 each time it runs, but we

have a new twist on it beginning in April. Our subway/bus cards will continue, as will our "I Do 92-KTU" buttons and bumpersticker contests. We're already seeing increases in Birch, so I think the Arbitron should fall in line for the spring book. **Positioning statement:** "I Do 92-KTU"

• **WAPP PD Gerry Cagle:** "WAPP is the best-sounding station I've ever programmed, and my objective this book is to get the public to find us. Using a huge TV campaign, we'll be on the streets shakin' a lot of hands. My first objective was to get the product right, and now we're promoting it. We will continue to give away cash, and have already handed out over \$100,000 so far, with more on the way. Our current promotion is "Money Music," which is pieces of songs chopped up to spell out "I Won Big Money On The New WAPP." Listeners who tell us all the titles win big bucks. I would venture a guess that we'll have some increases in the spring, but by summer we'll really kick in. **Positioning statement:** "WAPP Plays More Music, And Gives Away The Cash"

### Buffalo

WNYS	4.0	3.4	6.4	6.6
WPHD	5.7	5.5	6.1	4.9
WBEN-FM	6.1	5.4	4.2	4.1
WKSE	2.5	3.2	2.4	1.8

Lots of flux in Buffalo, as WPHD repositions for CHR. WKSE tries to get a foothold, and WBEN-FM gets more conservative. Meanwhile, WNYS says, "Catch me if you can."

• **WNYS PD Bill Tod:** Cash Call is running 16 times a day and on weekends; we're upping the cash amounts considerably. Our "Song Of The Day" is running as well, with increased cash prizes. A little bit of TV will be used to maintain our cume, but our concentration will on quarter-hours and TSL, plus recirculating come from mornings to afternoons. Morning man Nick Caplan is the focus on a lot of our promotion. Music is a big priority, with emphasis on current music. **Positioning statement:** "Hot Rockin' Hits"

• **WPHD PD John Piccillo:** By expanding on what we're doing, WPHD is bringing things back to the mainstream again. We are an adult CHR. There is no AOR in the market, and while we leaned that way for a while, we've refocused ourselves to play the hits. We want to be Buffalo's radio station for music. Look for us to use TV, bus cards, and our ongoing bumpersticker campaign to hand out cash. **Positioning statement:** "WPHD Is Buffalo's Radio Station"



### Baltimore

WBSB	6.8	6.3	7.5	4.4
WMKR-FM	2.8	3.1	3.4	4.2

This is a no-love-lost battle, as B104 plans a decisive victory. However, the former WMAR has new ownership and calls (WMKR), with K106 as its on-air identity. Will this make a difference?

• **B104 PD Steve Kingston:** We're going to be miles ahead of everyone else in the areas of TV, bus sides, and billboards. B104 will be where the people are, with a lot of major on-air promotions. We're just coming off 104 trips to Disneyland, plus cash of either \$104 or \$1004; those winners qualify to win a Toyota truck. There is a lot of great music available and we're going to concentrate on exposing it. **Positioning statement:** "Baltimore's Best B104"

• **WMKR MD Jim Payne:** We're tightening the list a bit just to make sure the marginal stuff is left out, but we're going to pay particular attention to the black crossover material. We kicked off our call-letter and identity change to K106 by giving away \$1006 to the first listener calling after hearing the new jingle. Now we're into a "K" contest looking for the biggest and best-looking letter "K," worth \$1006 in each category. We will reestablish ourselves with many billboards. **Positioning statement:** "The New K106"

### Washington, DC

WRQX	6.3	5.7	5.6	5.3
WAVA	4.3	5.6	4.1	4.4
WBMW	1.2	1.5	1.8	1.6

Look out, DC - it's time to mix it up again, as EZ's WBMW completes its transition to CHR, adding more pressure to the slugfest between Q107 and WAVA.

• **Q107 PD Alan Burns:** I wasn't all that surprised by WBMW's move. However, our morning show with Elliot & Woodside is hotter than ever, and so is the staff morale. We'll be doing cash giveaways and topical promotions. Consistency works in our favor, and

## Is This Live, Or Am I Memorex?



After a successful kidney transplant operation, KIIS-AM & FM/Los Angeles sports maven "Coach" Charley Wright was ready to get back on the air immediately. So while the Coach was still in his hospital room, KIIS arranged for a live mike and portable mixer to be installed, allowing him to resume his morning sports reports on the Rick Dees show. After leaving the hospital, Charley continued in the same manner from his at-home bedside studio. Shown is a KCBS-TV camera crew recording his broadcast for the evening news. It's tough to keep a good broadcaster down for long.



# SANTANA

## "Say It Again"



"I said it before and I'll Say It Again: Santana is delivering top 25 single sales and Top 21 airplay."

Keith Abrams, WHYY/Pittsburgh

"A great up-tempo springtime record doing especially well in female demos 25+."

Tom Cuddy, PRO-FM/Providence

# PHILIP BAILEY

## "Walking On The Chinese Wall"



2nd Week:

Added This Week:

CHR NEW & ACTIVE

74/37

WHYY  
KHEL  
WYIC-FM

KC101  
WKFM  
WPST

WRXK  
WTLO  
KWIC  
KZBZ  
WYOK-FM

KSET-FM  
WANS-FM  
WZYP  
FM100  
KRGV

KTFM  
WKOD  
KIK  
KOPM  
KEYN-FM

KOMQ  
ADON-FM  
KHYY  
WFEG  
WOMP-FM  
WCGO  
WYKS  
WPFM

WYK  
WBHQ  
Y94  
WZYZ-FM  
KQOT  
KQZ  
SL'96  
KIST

# ALISON MOYET

## "Invisible"



CHR NEW & ACTIVE

Now On Over 115 CHR Stations!

WYKS-FM 94Q  
WNY5 293  
WCAU-FM KAFM  
PRO-FM Y100

WNVZ  
WHYY  
WLOL-FM  
Q103

KMJK  
FM102  
KPLUS

Added This Week:

HERZ  
WBBO  
KAMZ  
KITY  
MUK

KZ10  
WKFR  
KIXX  
RPOP  
KRQ  
WZON

WJBO  
WJAD  
WGLF  
ANIN  
KDVV  
KBIM  
KIST

# DAVE EDMUNDS

## "High School Nights"



From The  
Soundtrack To  
**POKERS  
REVENGE**

15 CHR Adds Out Of The Box!





# THE FIRM

APRIL 11

## SUPERGROUPS

Produced by DIR Broadcasting

Sponsored in part by



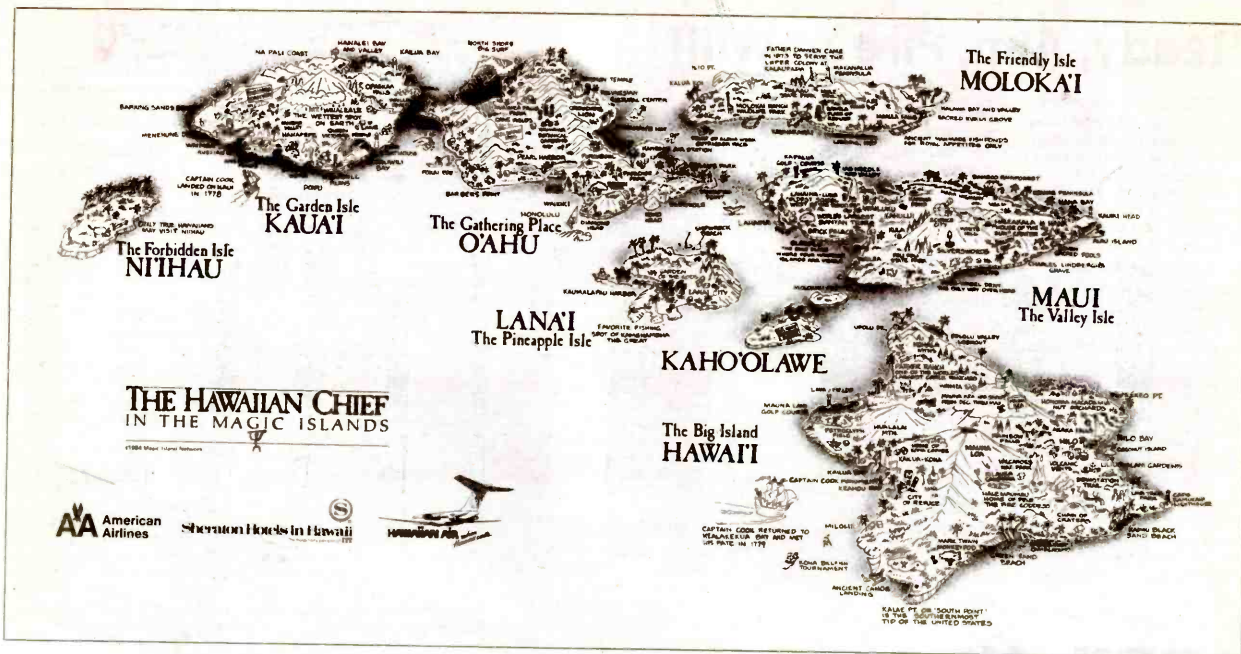
Make your station Radioactive with The Firm!  
Recorded during their appearance at London's renowned Hammersmith Odeon, this "Supergroups" concert features unreleased live tracks not available on record anywhere. Call Beverly at (212) 887-5218 for information. Is this a firm deal? You bet!

abc rock radio network





# CONTEMPORARY HIT RADIO



## The Hawaiian Chief In the Magic Islands

Radio always has been and always will be the consummate form of "theater of the mind." Without the aid of pictures, creative production paints a graphic visual in the listener's mind. With this at the forefront of his thinking, Ron Jacobs has come forth with "The Hawaiian Chief In The Magic Islands." A radio entrepreneur and former owner of KDEO/Honolulu, Jacobs was the cocreator of American Top 40 and onetime PD at KGB/San Diego and KHJ/Los Angeles.

This theater-of-the-mind promotion revolves around a magical silver chalice which the Hawaiian Chief must recover but somehow keeps eluding him. Preproduced, customized promos and clues take listeners on a circuitous yet easy-to-follow adventure in seek of the chalice.

**Two Phase Contest**  
Prizes include vacations in Hawaii, with coparticipation by Sheraton Hotels and American Airlines at no cost to the station! You're right - this is a barter contest. But it also allows for local sponsor participation, which means a station can actually make money while running it. Divided into two phases, the preliminary teases last a week, followed by a three-week run of

actual contest play. A cleverly-drawn map (above) is provided, and becomes an excellent marketing tool for use with print advertisement. Included with the custom promos are all the beds

and effects used by Ron and his staff to allow local stations to embellish their own production.

Currently running on over 35 stations, the contest is finding a

home at a variety of CHRs, AORs, and A/C's - even two News/Talk stations. For more information, contact Ron Jacobs at the Magic Island Network: (808) 526-1134.

## Ready, Aim, Fire At Will!

Continued from Page 32

our recent "Winner's Choice" catalog promotion has helped our come considerably. No big TV campaigns, just letting the product speak for itself. Positioning statement: "Washington's One For For Music and Fun"

• **WAVA PD Smokey Rivers:** We're now positioned as a mature CHR with strength in music, promotions, marketing, and personalities. Our competition is either unidimensional or bidimensional, whereas we are multidimensional, providing news in mornings and traffic in both drives. There are some great contests and TV spots planned. Q107 has shown its strength, but we can beat them for air talent. B106.7 is the upstart - very music intensive. Positioning statement: "All Hit Radio"

• **WBW PD Jeff Ballentine:** Just a few short weeks ago we flipped the format to CHR. We're going to be very aggressive on music, and DC is ready for it. There are some hits this market is missing. TV, buscards, and billboards are a part of our plan. We're out to capture the active listeners with the image of our product. While we may have a few signal holes in some areas, so do Q107 and

WAVA. Reaction has been quick because we sound fresh and alive. Positioning statement: "B106.7, Four Songs In A Row, No Talk"

### Atlanta

WZGC	9.7	10.0	9.2	10.5
WQXI-FM	9.4	8.1	9.1	9.9

Almost like the Hatfields & McCoy's, this contest always provides excitement. Z93 is playing the hits and keeping it tight, while 94Q is experimenting with jazz.

• **Z93 PD John Young:** Z93 still does the "Dollar Bill Game" and I plan no particular changes. Our music is perfect, so why fix something that's not broken? TV is a big question mark as the HUT (homes using TV) levels keep falling. Our morning show with Steve McCoy, Mary Glen Lassiter, and myself has never been stronger. Positioning statement: "Hit Radio Z93"

• **94Q PD Jim Morrison:** "Jazz Flavours" is now heard nightly from 8pm-1am. We're doing the "Daily Cash Payoff," but we're tipping listeners to a specific hour when the song will be played and extending the contest to weekends. With everyone playing the same music, things are getting too homogenized, so "Jazz Flavours" helps separate us from the rest.

We'll back up the morning show with some billboards as we make a run for it all. Positioning statement: "94Q"

### Rochester

WPXY	6.9	8.0	7.7	8.4
Q92	6.1	6.5	8.1	8.2

You can't get tighter than this battle!

• **WPXY GM Bill Cusack:** On behalf of PD Tom Mitchell, we're looking forward to a fabulous book, utilizing our ongoing "Cash Call" and "Song Of The Day" promotions. We have weekly promotions: Comedy Night at a local club, a teen dance, and a "Pizza-Gram" delivered to an office. Tom does a great job with our music, which will support our billboards, buses, and bumperstickers. Q92 is a good competitor, but we have a better airstaff and are infinitely more aggressive. Positioning statement: "Hot Rockin' Hits"

• **Q92 PD Jay Stevens:** This book will see a heavy TV campaign offering \$1000 a day in a "Q-Songs" contest. Listeners keep track of the Q-Songs and tell us the titles at the end of the day. We've even had a four-minute Q92 theme

Continued on Page 36

## MOTION

Clare St. James, who left FOXY-101/Saginaw, is now rockin' at HIT-101(KKRO)/Cedar Rapids-Iowa City as Clare Carver. Red Noise exits KIKX/Colorado Springs' night show. Tim Cook from crosstown KVUU replaces him. David Evjen leaves KLOK/San Jose for middays at KHTX/Reno. J.R. Russ exits Z106/Philadelphia for nights at B106.7/Washington as "Crazy J.R." Joe MacMurphy, former PD at KKQV/Wichita Falls, is now handling 10pm-2am at WJZR/Charlotte. KWTQ-FM/Springfield grabs Don Carpenter for mornings from KFSB/Joplin. He succeeds Woody T. Snow, who moved on to WVBF/Boston.

RITS/San Francisco weekend Flip Fryer flips into the 7pm-midnight



Crazy J.R.

slot. WFMI/Lexington welcomes new midday personality Mark Anthony from WCBR/Richmond, KY. KEYN-FM/Wichita's new afternoon driver is Tony Scott from middays at 92X/Columbus



## Ready, Aim, Fire At Will!

Continued from Page 35

song cut which will be put in regular rotation and sold for charity. We're very tight and conservative compared to WPXY, but our personality approach should swell our 18-34 numbers, allowing growth on all sides. Positioning statement: "Hit Radio Q92"

### Wilkes-Barre

WKRR-FM 11.2	11.7	10.3	8.5
WTLQ	0.6	4.7	5.8

A real head-to-head battle shapes up, as WKRR-FM looks to widen the lead again while WTLQ seeks further gains.

• **WKRR-FM PD Don Hallett:** Each day will have a different theme: "Free Movie Monday; Free Ticket Tuesday; Win An Album Wednesday; Instant Cash Thursday; and Triple Free Album Weekends. We've cut back on the gold with help of consultants Jeff Pollack and Dave Brewer. We'll run TV spots, continue with our bumperstickers, and also stay involved with events to help USA For Africa. Positioning statements: "All Hit Radio"; "More Continuous Hits"

• **WTLQ PD Joe Montione:** We'll be more aggressive in the areas of promotion. Despite being outspent 4:1 last time, our product has been our calling card, as we will stay active with night club appearances and the high schools. A van is on the way, and we'll hand out some cash this book to grab some new ears. Positioning statement: "Q102, FM's Hottest Music"

### Huntington

WKEE	22.2	25.2	19.2	15.7
WAMX	9.6	10.5	10.8	19.3

WAMX moves toward more live personalities, and Gary Miller gets a crack at programming WKEE this book.

• **WAMX PD Thom Robinson:** Despite being automated 7pm-5:30am, we've hired another live air talent in middays. We're untouchable with our nonstop music at night. WAMX has actually helped WKEE get better because of our competition. We're restating our position with billboards and TV spots with a four-in-a-row concept. Positioning statement: "Four In A Row Forever"

• **WKEE MD Gary Miller:** WAMX is an automated station with few commercials, so they have

a music advantage. So we've countered with a seven-in-a-row guarantee. We're going to get very aggressive this book - lots of money. We're going to shake up the whole market with our "Check's In The Mail" promotion. Positioning statement: "Hit-100, KEE-FM"

### McAllen-Brownsville

KRGV	10.1	10.4	13.6	9.5
KBFM	9.8	9.7	14.4	7.9

An AM beating an FM? Yes. Virginia, amplitude modulation still exists. Let's see what's planned to alter the course of history in this Mexican border town.

• **KRGV PD Bob Perry:** I'm proud of being able to stay on top, being on AM. More money will be given away than ever before in our "Bonus Record" contest. We play "The Gambler" three or four times a day, and the 12th caller wins \$100. Our personalities do a lot of entertaining things with phone bits, so KRGV provides a lot of on-air excitement. Our gameplan doesn't vary, as consistency is the name of the game for us. Positioning statement: "KRGV Plays The Valley's Best Music"

• **KBFM PD Dave Delgado:** Our new "Key To The Casa" promotion will give away a \$80,000 three-bedroom home. Entry forms are at sponsor locations, and we call out names each hour, with a time limit of 10 minutes and four seconds to call back to win a key which will, it's hoped, open the house. Other prizes are rooms full of furniture, appliances, and recreational vehicles. This is the biggest promotion ever in the market, backed up with TV and billboards. Musically, we continue to be the leader. Positioning Statement: "KBFM 104, All Hit Music And More"

### Orlando

WHLY	4.6	4.6	10.5	8.8
BJ105	12.8	10.3	10.7	8.0

• **Y106 PD Rick Stacy:** This book we're playing "Cash Games," an hourly password game modeled after "War Games." A listener uses the password to enter the Cash Games computer, which starts spitting out \$100 and must be stopped before it blows up. Everyone who plays gets a key that might fit a furnished house worth over

\$100,000. TV spots will run built around the morning show. Jeff Cohen & Bill Cross, who just inked a \$500,000 two-year deal. Being aggressive with our music is a true asset. We'll be back in double digits this book. Positioning statements: "Orlando's Hottest Hits FM, Y106"; "Hot Rockin' Y106"

• **BJ105 PD Kevin Casey:** This book we're going to take back what's ours - the lead in the market and all that goes with it. This station will be drawing a lot of attention to itself in a most unusual manner which I can't discuss at present. While not as aggressive in our music compared to Y106, we tend to play the safer bets, which we think will help us win. When it's all over, we'll be better, fresher and more in-tune with the city. Positioning statement: "Hit Radio BJ105"

### Oklahoma City

KJ103	9.0	8.0	8.2	7.9
KOFM	5.6	3.7	5.5	6.9

Both stations have an "in your face" attitude toward each other, so a lot of slugs will be exchanged before this contest winds down.

• **KJ103 PD Bill Cahill:** The "Dollar Bill Game" will be one of our cash contests, paying up to \$1000. In addition to ticket and album giveaways, we have TV planned and some billboards, although the latter is limited because the available locations aren't good. Musically we're pretty close, limited oldies, with a focus on the active audience. Positioning statements: "KJ103 The Hot FM"; "KJ103 Hit Radio"; "Beware of Duplicators, Stay With The Originator"

• **KOFM PD Mike Miller:** I think we have as good a shot this book as last time, according to the trends. KJ103 is strong, but we're gaining because of our strength and market fragmentation. Our on-air presentation utilizes jingles and personalities with an ear toward giving the community what it needs. We'll do billboards, but no TV for the present. With the recent music trends, we have become the concert leader. Positioning statements: "KOFM, The Rockin' Hits"; "Always Hot, KOFM"

### Savannah

WZAT	9.7	9.8	9.5	8.9
WIXV	8.2	6.8	8.9	10.8

• **WIXV Ops Manager Bill Weston:** We've got over \$95,000 in cash and prizes to give away this book, with one winner getting \$25,000. We kick it off with the "Winning Word" (guessing letters in the word), providing \$500 for the right answer. Knowing the bonus word of the day wins another \$500. All winners go for the \$25,000. Being close to the beach, we'll have our 195 Beach Patrol. And we're doing many family-oriented promotions, such as one for the March of Dimes. We are concerned with Z102, but we're going for the market this time. Positioning statements: "105, The Leader In Savannah Radio"; "Where You Hear The Hits First"

• **Z102 PD Brady McGraw:** This will be an all-out book. The homework is done and Z102 is ready for action. We're doing the "\$25,000 Winning Ticket," a direct-mail piece offering albums, tickets, video recorders, vacations, and cash. Each winner is eligible to win \$25,000 cash. We'll have TV, billboards, newspaper, plus tons of appearances in the community. There is more to come that I'm not at liberty to speak about yet, but I'm here to win. Positioning statements: "Z102 Less Talk, More Music"; "Z102 Wants To Be Your Radio Station"

### Wichita Falls

KNIN	7.1	15.7	17.7	15.9
KKQV	19.8	25.3	25.3	15.4

• **KNIN PD Barry Michaels:** We're going to outspend everyone; we have to spend it to make it. Our three-phase campaign will focus on "Crack The Bank," an on-air cash giveaway combination of hi/low and two secret tumblers. Part of our campaign includes KNIN superstickers and special weekend features. We'll have TV commercials and a massive billboard campaign. Having light A/C-Oldies. KTLT in the market might mix it up a bit. In a smaller market like this we can be broader and still hit the mark. MTV is not much of a factor. Musically conservative by nature, we'll research to the public instead of trying to outguess it. Positioning statement: "KNIN, The Adult Alternative"

• **KKQV PD K.J. Stone:** We've been leaning toward current music and we're looking to expand our music boundaries, picking up our emphasis on gold. We can do this, as there are only seven stations in this market. We're going to give away three different cars:

a Subaru, where the audience will try to open a digital combo lock; a restored 1969 Firebird Formula 400 worth \$12,000; and another vehicle which we've yet to decide on. Positioning statement: "QV-103, The Incredible FM"

### Bismarck

KFYR	29.2	33.3	30.5	29.4
KYYY	15.9	17.1	23.7	21.4

What's it like when your competition is in the same building? Read on!

• **KFYR PD Dan Brannan:** KFYR will link "Cash & Songs" together; e.g., "Sweet Dreams" wins a water bed, etc. We just gave away ten ski trips and \$500 in random cash prizes, so we've got some momentum rolling. TV time has already started with the theme "Feel Great When You Get Up With The Reb" plugging our morning show. Even though KYYY is our sister, they are our CHR competitor and we want to stay on top. Positioning statement: "K-FIRE"

• **KYYY PD Bob Beck:** KFYR has been there for so long and their airstaff is so well-known; some of them have stayed over 15 years. Considering we've been at it for three years, we've still ended up behind them even though we outpace them 18-34. We're more aggressive musically than they are, and I have to wonder how long they can hold out. It's image that sustains them to a great degree. We're going to win this book with heavy promotion and a direct-mail piece offering lifestyle prizes, such as laser discs, freezers, stereos, etc. We will have TV time and newspaper ads, but no billboards. There'll also be our "Cash Call" promotion. Positioning statement: "Y93 Makes Winning Easy"

## Button On A Bit O' Green

• **Just Another Excuse To Party - WZOK & WZO/KRockford** went all-the-way-green for St. Patty's Day weekend. The airstaff dressed up in green tuxedos and passed out green flowers, albums, and the most popular green item around today - money!

worthwhile promotion that bears serious consideration in any market.

• **Sacramento For Africa - FM-102/Sacramento's** morning zoo crew stayed on the air for 28 hours, in between regular airshifts, and urged listeners to buy the USA For Africa single. They gave away a copy of the single every hour and, after the marathon was over, took their overtime pay into a local record store to buy more copies of "We Are The World" to give away! Estimated expenditures in town added up to \$50,000 of records, and local retailers reported that every single 45 had been sold.

• **Welcome The No-Stars - KFRCSan Francisco** has formed its own basketball team. Christened the "No-Stars," the team has played three games with assorted faculty members from Bay Area high schools, and is now behind a record of 0-3! The No-Stars claim to be better than their record, however, and regardless of score, proceeds go to charities of the competitor's choice.

• **Brunch In The USA - SLY96 San Luis Obispo** is awarding sweets and treats. The station is giving away Bruce Springsteen's "Born In The USA" LP every hour and treating those lucky listeners to breakfast at a local restaurant.



When nighttime arrived, the WZOK van hit all the great parties in town. The next day, the stations played host to their own party, at which everyone wore "Today I'm Irish" buttons, played "Irish Trivia," and looked for the "Most Unusually Green Thing" among their fellow partyers.

• **Finds The Children - KKAZ/Cheyenne** is doing its part for children by joining with Pepsi-Cola to fingerprint and photograph 3000 children. A



**THERE'S ONE IN EVERY CROWD** - WZZU/Raleigh-Durham sponsored a teen fashion show in conjunction with Hudson's Bay Department Stores. 94Z air personality Paul Franklin was there to host the event, while the 94Z Chicken modeled the latest in feathered fashions. Here's the chicken and co-models in their finale appearance.



# TEARS FOR FEARS RULE THE WORLD

"EVERYBODY WANTS TO RULE THE WORLD," the smash single that's bringing the whole world to TEARS...TEARS FOR FEARS.

BREAKER CHR: 31 / AOR: 4 BB: 43\* SINGLE BB: 60\* LP  
CB: 45\* SINGLE CB: 61\* ALBUM

VIDEO NOW ON MTV. RETAILERS REPORTING IMMEDIATE SALES  
TOP 5 MOST REQUESTED LP ON AOR.

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"EVERYBODY WANTS TO RULE THE WORLD," the first in a series of brilliant songs from TEARS FOR FEARS' new album, "SONGS FROM THE BIG CHAIR." Watch for their upcoming tour coming soon.

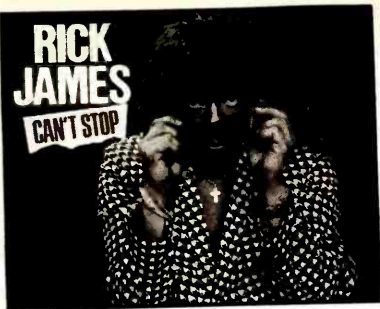


LP #824 300-1 SINGLE #880 659-7

Produced by: Chris Hughes and Ross Cullum

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# RICK JAMES "Can't Stop"

## CHR NEW & ACTIVE

WHTT	93FM	KMEL	WZYQ
WXKS-FM	WNVZ	WJZR	WBWB
WNYS	92X	WNOK-FM	Y94
CKOI	WCZY	WJXQ	KWTO-FM
WCAU-FM	WHYT	KQKQ	WDBR
PRO-FM	KIMN	KBOS	KGOT
Z93	KOPA	KO93	KTRS
KAFM	FM102	103CIR	KBIM

107/20 42%!

## BLACK/URBAN BREAKER 32

PRODUCED, WRITTEN, AND ARRANGED BY RICK JAMES



# MARY JANE GIRLS "In My House"

## CHR NEW & ACTIVE

ON OVER 70 CHR STATIONS! 21 ADDS THIS WEEK!

B104 add	FM102 add	KKFM 32-23	KBFM
WXKS-FM deb 35	KS103 add 25	T94 30-19	KQMQ
WNYS add	KITS add	Z102 27-22	KHOP
CKOI add	KMEL 24-14	92KTU	KISN
PRO-FM add	KITE 21-15	98PKY	WOAY
94Q add	Y106 39-28	WPST	WKSF
195 31-25	KOFM 34-27	WBBQ	WCGQ
WHYT deb 34			Q104
Y108 deb 35			WPFM

KIIS-FM 28-11 KKHR 22-14  
KRTH 13-7 KIQQ 18-10

## BLACK/URBAN CHART: 5

PRODUCED, WRITTEN  
AND ARRANGED BY RICK JAMES

MOTOWN DELIVERS, ALWAYS HAS... ALWAYS WILL



BRAD MESSER

## CALENDAR

# "I Sure Sound Boring!"

At times, we can be pretty rough on ourselves. Those of us who earn livings as air talents will accept self-criticism so severe that, if anyone else were so demanding, we might want to punch 'em out... or at least do some pouting.

That's why some of us can't stand listening to our own airchecks. We tend to go overboard, hearing all the bad while gloomily ignoring the good. But painful as it sometimes is, it's undeniable that a do-it-yourself critique session has the potential of producing instant improvement.

Based on a lucky happening the other day, I now believe that bosses whose responsibilities include regular critiques of staff members' airchecks could accomplish some good by simply

kicking back, rolling the tape for the victim, and letting the air staffer do the work of deciding whether the tape lives up to the appropriate standards... without the boss ever muttering a word.

In fact, I discovered quite by accident, the manager doesn't necessarily even have to be in the same room to get pretty good results from a tape session.

I walked into my newsroom the other morning and brilliant conversationalist that I am, men-

tioned that I still hadn't got rid of any of my puppies, and that I had been airchecking. Lively stuff, eh!

An anchor, deftly ignoring my puppy problem, wanted to hear herself. She took the tape and went away.

Fifteen minutes later she came back with a somewhat penitent and sober look on her face and said "Gee! I sure sound boring!"

Aw, she only had a little pacing problem. She was being way too hard on herself.

But tomorrow her harshest critic — that little voice inside her own head — will constantly (and mercilessly) be reminding her not to sound boring.

Good enough. A reminder like that can't hurt any of us, right?

## \$5,000,000,000 For Jobs

**MONDAY, APRIL 8** — Fifty years ago today (during the Great Depression, with unemployment approaching 14 percent) Congress approved the biggest jobs program in history, \$5 billion for the Works Progress Administration (1935).

1974 — Hank Aaron beat Babe Ruth's home run record. 1958 — Ike proposed atomic test ban with mutual inspection. 1947 — largest sunspot, 7 billion square miles. 1933 — Budweiser got its first Clydesdale horse team. 1923 — Henry Ford declined to run for President after Mrs. Ford said publicly, "If Henry goes to the White House, he will have to without me!" 1513 — Florida discovered by Ponce de Leon.

Ex-Celtic forward/guard John Havlicek 45. Actor/diplomat John Gavin 50. Former First Lady Elizabeth Bloomer "Betty" Ford 67.

## Astrodome Turns Twenty

**TUESDAY, APRIL 9** — 20th anniversary of the opening of the Houston Astrodome, the world's first domed stadium (1965).

American and Filipino defenders of the Philippine island Bataan, outnumbered ten to one, were defeated by the Japanese after the three-month battle in 1942 (World War II).

1959 — NASA announced original seven US astronauts. 1941 — Golf Hall of Fame formed by PGA. 1940 — German blitzkrieg invasion of Norway & Denmark (World War II). 1872 — Powdered milk patented.

120th anniversary of Lee's surrender to Grant at Appomattox, VA, the end of the Civil war (1865).

Actress Michael Learned 46. Actor Jean-Paul Belmondo 52. Carl Perkins ("Blue Suede Shoes") 53. Hugh Hefner 59. Gregory Pincus born 1903, invented birth control pill 1955.

## Sailing Of The Unsinkable Titanic

**WEDNESDAY, APRIL 10** — The grandfather of the love boats, the luxury cruise ship "Titanic," left England on its maiden voyage in 1912, bound for New York City with 2223 aboard. On the night of April 14-15, it would strike an iceberg and sink, with the loss of 1517 lives.

1984 — First "frozen embryo" baby born. 1979 — Tornado killed 60 at Wichita Falls, TX. 1979 — President Idi Amin fled Uganda. 1963 — Nuclear submarine "Thresher" sank with 129 aboard. 1945 — Buchenwald death camp liberated (World War II). 1877 — Catamaran design patented. 1872 — Nebraska designated Arbor Day for tree planting. 1866 — American Society for the Prevention of Cruelty to Animals founded. 1849 — Safety pin patented by Walter Hunt.

Ex-Cowboys quarterback Don Meredith 47. Egyptian-born actor Omar Sharif 53. Actor Chuck Connors 64. Actor Harry Morgan 70.

## Lincoln's Last Public Speech

**THURSDAY, APRIL 11** — Two days after the end of the Civil War, President Abraham Lincoln made a speech in front of the White House, telling a gathering of citizens that the South must be rebuilt so the nation could move forward (1865). It was Honest Abe's last public speech... two days later the President was assassinated.

1979 — Oil price decontrol announced by President Carter. 1961 — Bob Dylan's first professional singing job, at Gerde's Folk City, NYC. 1947 — Major league baseball race barrier broken by Jackie Robinson in first game for Brooklyn Dodgers.

Actor/dancer Joel Grey (Joe Katz) 53. Ethel Kennedy 58. Designer Oleg Cassini 72.

## First Man Into Space

**FRIDAY, APRIL 12** — Soviet cosmonaut Yuri Gagarin took a one-orbit, 89-minute ride to become the first man in space 24 years ago (1961). When he landed in his parachute, Gagarin was met by a terrified farm woman who threatened to attack him with a pitchfork.

1981 — Shuttle "Columbia" first flight of winged reusable spaceship. 1954 — Bill Haley recorded first smash rock hit "Shake Rattle & Roll". 1945 — Roosevelt died, Truman became 33rd President. 1877 — Baseball catcher's mask first used. 1861 — Civil War began at Fort Sumter, SC.

David Cassidy 34. Herbie Hancock 45. Jane Withers 59. Ann Miller 62.

Saturday (4-13) State holiday Alabama and Oklahoma, Thomas Jefferson's birthday (1743). Al Green 39. Fidel Castro 59. Howard Keel 66.

Sunday (4-14) 1921 — Greatest snowfall in 24 hours, 76 inches at Silver Lake, CO. 1912 — "Titanic" sank night of 14th-15th. 1865 — President Abe Lincoln shot, died 15th. Pete Rose 44. Julie Christie 44. Frank Serpico 49. Loretta Lynn 50. Rod Steiger 60.





RON RODRIGUES

# ADULT/CONTEMPORARY

## TRANSTAR'S FORMAT 41

# Capturing The Older A/C Listener

A/C radio's format divisions are spreading like the arms of an octopus. One station's initial success worth noting is WJQY/Ft. Lauderdale. The outlet more than doubled its adult numbers from the previous book and now sits at a near-seven, second in the Miami market.

Since the station is a Transtar "Format 41" affiliate, I took my R&R notepad to the Transtar Hollywood offices to talk with CEO C.T. Robinson and Executive VP Mike Harvey.

### Conception & Inception

"Format 41" was developed by Transtar partner (and Research Group) President Bill Moyes. It first appeared in local form on Viacom outlets WLTW/New York and WLAK/Chicago (and is still successful in both those markets). The syndicated version went on the satellite last summer and now feeds some 50 affiliates.

As with many satellite formats, most stations pay \$1000 a month and one minute of inventory per hour to receive the service. Although predictably slow at first, affiliate growth has picked up notably since the results of the Miami effort were made known. Said Robinson, "Since it was a new format, a lot of people had a 'wait and see' attitude. But with the degree of successes we've had, we're getting considerable major market reaction now."

Mike Harvey explained the origins of the concept. "We knew there was a distinct gap this programming could fill. Younger-oriented CHR's reach audiences with a median age of 21. More mainstream CHR's produce audiences with a median age of 27. With A/C it's 31, and the next format is



Mike Harvey

Beautiful Music, whose median age is 53. Look at that gap between 31 and 53, which no music format currently serves."

"I think it will become a more acceptable device to access the demos that were once reached by the Beautiful Music format."

—Mike Harvey



PICTORIAL LINEUP — Shown is a KCNR/Portland programming department rendezvous to discuss the spring book strategy. Standing are morning man Jim Donovan, MD Todd Dennis, Research Director John Windus, Production Director Bryan O'Neal, afternoon personality Glynn Shannon, night jock J.J. Jeffries, midday man Bill Jackson, and ND Tim Gordon. Kneeling are PD Scott McCleod and Public Service Director Bill Brooks.

### Common Threads

"We were looking to reach an audience with a range between 32-49 with a median age of 41, thus the name 'Format 41.' Our objective was to make it become a 'partisan favorite' among that age group. Our research sought to find common-thread elements that target could identify with."



C.T. Robinson

### No Pressure

Both Robinson and Harvey stressed that local management must be as committed to the format as if it was produced in-house. Added Mike, "Promotional involvement is also vital, particularly in the early stages of the format. We try to do warm, friendly promotions, such as remembering mother on Valentine's day. We recommend that our stations avoid high-pressure giveaways."

"Look at that gap between 31 and 53, which no music format currently serves."

—Mike Harvey

Announcers on Format 41 cannot be accused of being high-profile personalities, but they are given the opportunity to briefly discuss topical and relatable events, such as the Academy Awards. Affiliates are encouraged to use their own morning shows, and it's suggested that they run three minutes of news during AM drive hours.

Is this the "next" Beautiful Music format? Mike replied, "I don't want to imply that this is a Beautiful Music format because it's not. But I do think it will become a more acceptable device to access the demos that were once reached by the Beautiful Music format."

Both managers forecast a bullish '85 for Format 41. "This is a real breakout year for us," said Robinson, "particularly since we're making inroads in the largest markets as well as the smaller ones." And although both kept their cards close to their chests, they indicated that Transtar will introduce a new format soon.

## Format 41 Music Monitor

Here's a sample midday hour from Transtar:

- "The Way We Were" — Barbra Streisand
- "Moon River" — Andy Williams
- "Truly" — Lionel Richie
- "If Ever You're In My Arms Again" — Peabo Bryson
- "I'll Never Fall In Love Again" — Dionne Warwick
- "Think Of Laura" — Christopher Cross
- "There's A Kind Of Hush" — Carpenters
- "For Your Eyes Only" — Sheena Easton
- "Honey" — Bobby Goldsboro
- "Theme From St. Elsewhere" — Dave Grusin
- "I Can See Clearly Now" — Johnny Nash
- "Break It To Me Gently" — Juice Newton
- "Crying" — Don McLean
- "I've Got A Name" — Jim Croce
- "Have You Never Been Mellow" — Olivia Newton-John



LISTENERS GET EVEN WITH IMUS & STERN — "Think graffiti" was the only inspiration needed to put listeners to work on the three-dimensional mini-billboard for WNBC/New York's infamous morning duo of Don Imus and Howard Stern. Using propeller beanie, a dress for Stern, pants for Imus, and little arms and legs for both, the winner took home \$6600 for her chance at getting even. Pictured (l-r): WNBC's Lori Guidice, Giantino & Meredith VP George Cowan, WNBC's Tony Murray, Janice Penino, and VP/GM John Hayes.





STEVE FEINSTEIN

# AOR

## MIDWEST MASTER WMMS: HYBRID & HAPPY

# Buzzard's Latest Flight Pattern

"We've never taken ourselves for granted. We've never stayed in one place for any length of time," is how OM John Gorman explains WMMS/Cleveland's extraordinary success.

That willingness to change has always made for a unique music mix, particularly over the last 18 months. 'MMS has evolved into a hyper-hybrid, playing about 80% currents, including flat-out CHR tracks by Sheena Easton, the Commodores, and Isley, Jasper & Isley.

But as Gorman sees it, "We really haven't changed that much. We were a much broader station (than most AORs) to begin with. Ten years ago, we played a lot of black music and pop and were seen as an oddity then."

### Headbangers Not Welcome

These days, Gorman feels at odds with most other AOR stations. "We have a hard time identifying with what is called 'AOR.' It's not that we have abandoned the format; it's more that the format has abandoned us. It took a wrong turn by becoming modal and narrowcast.

"We've moved away from playing hard rock and heavy metal music because it basically appeals to a large cult that's not satisfied with any radio station. It sells mostly to 12-20 males, and that's hardly a salable demo."

### Older Than CHR

Like other AORs that have become more contemporary, 'MMS, according to Gorman, "serves the same purpose as a CHR station, except it's to a slightly older demographic. We're not teen-oriented. Our style, delivery, and promotions are geared toward an older audience than CHR."

WMMS passes on softer CHR hits like the current Debarge and Diana Ross, though Gorman claims, "There's more songs on the AOR charts that we don't play than on the CHR chart." At the same time, unlike CHR, 'MMS goes three cuts deep on albums by Mick Jagger and Eric Clapton, and plays album cuts by George Thorogood, Foreigner, and Loudness.

### Oldsters Don't Want Oldies

Just over a year ago, 'MMS was playing an extensive range of classics, whereas now the mix is overwhelmingly current. Gorman feels the oldies brought 25+ listeners back into the fold, but contemporary music is what keeps them over the long haul.

Citing an RIAA study that found half of all record buyers to be 20-34 years old, he says, "We are doing

no more than reflecting the fashion of the times. Current music has improved a great deal, and 25-49 year-olds don't want to just sit in the past and listen to the same old classic rock over and over. You won't hear aerobics classes exercising to Jimi Hendrix. The best stations are like a melting pot and play the best rock, pop, and R&B instead of dwelling in the past. I'll take a current over a classic anyway."

WMMS				
	W '84	Sp '84	Su '84	Fa '84
12+	10.0	10.4	10.4	10.9
#1 in:				
Cume				
Men 18+; Men 25-54				
Women 18-49				
Adults 18+; Adults 25-49 (tie)				

### Promotional Profile

As we deliberate its music mix, let's not forget the other elements that make 'MMS a Cleveland institution. No station in any format can top the efforts of Director/Promotion & Marketing Jim Marchyshyn and his staff. Along with ongoing extensive jock appearances, recent events have included a benefit soccer game for

the T.J. Martell Foundation with Deep Purple and a 38 Special barbecue for 38 special listeners. Client tie-ins include distributing 100,000 'MMS coffee cups through Arby's and setting up in a city plaza during the Christmas season to hand out free Panasonic batteries for toys that came with "batteries not included."

### Information

Morning newsman Ed "Flash" Ferenc and street reporter/afternoon anchor Jim Butler trace a story's background and follow its development, such as the recent closing of savings and loan institutions by Ohio's Governor. Local TV sportscaster Casey Coleman does sports in the morning, and MD Kid Leo handles sports on his afternoon drive show. 'MMS also has its own traffic helicopter.

Each morning, top-rated jock Jeff Kinzbach pauses from his morning hijinx to read a community calendar listing of PSAs and charities. The station plans to assemble local musicians, possibly including the Cleveland Orchestra, for a recording session similar to USA For Africa.

### Fish Or Fowl

WMMS has always lived by its own formative rules - transcending format categorization and, in effect, creating its own. It's always been a leader, arguably one step ahead of most other sta-

Continued on Page 43



WMMS TOPS READERS' POLL - AGAIN - For six straight years the Buzzard has perched atop Rolling Stone's readers' poll as favorite radio station. This sweat shirt commemorates the occasion this year.



HONORED BY HIZZONER - WMMS was Cleveland's only radio station to be honored by Mayor George Voinovich in conjunction with the town receiving an "All American City" award. From left: MD Kid Leo, OM John Gorman, VP/GM Bill Smith, the Mayor.

## MIDWEST MASTER SCORES DOUBLE DIGITS

# KSHE Brings Home The Bacon

"We bought a radio station that was either a sick WMMS or a potential WMMS," is how GM John Beck recalls Emmis's takeover of KSHE/St. Louis in February '84. "That potential would've been gone within a few years."

To move the station from a 5.6 to a 12.0 in four books, Beck says, "We took a rock music position, spread it out through personality, and marketed it in a mass appeal way."

PD Rick Balis, who rejoined KSHE during the takeover after a year's absence, outlines his "Steps To Success":

1) "Become extremely aggressive promotionally, and do everything you can to be more than just a jukebox. Get the audience involved; make them feel if they're not listening, they're going to miss something."



Rick Balis

2) "Have the biggest arsenal in town: television, billboards, best jocks, biggest promotional budget, most visibility and community involvement, and national resources like Emmis VP/Programming Rick Cummings and consultant Jeff Pollack."

3) "Make the music more palatable and familiar, and daypart it correctly."

4) "Capitalize on a legacy like ours (17 years) that no one else in the market can touch."

### Music Mix

Though it's the market's lone AOR, KSHE sticks to a mainstream AOR music approach with few pop crossovers - it's played neither Prince or Cyndi Lauper. "There are certain bands that would put our image on the

KSHE				
	W '84	Sp '84	Su '84	Fa '84
12+	5.6	7.2	8.8	12.0
#1 in:				
Men 18-49; Men 25-34				
Women 18-34				
Adults 18-49				

block," Balis feels. "We can accomplish what we need to without those artists."

With a mix of 40% currents and 60% recurrences and gold, "we still incorporate the rock 'n' roll classics," explains Balis. "They're part of our heritage, and I'm a firm believer that 25+ listeners who grew up with this music want a regular fix. It's part of what

Continued on Page 43



# TALK TO ME!

# 1-212-484-6464



**"TALK TO ME"**  
7 89572  
THE SMASH SINGLE  
FROM  
FIONA'S DEBUT ALBUM.  
81242

Produced by Peppi Marchello  
Management: Three G Management Joe Goldstein



ON ATLANTIC RECORDS & CASSETTES



# REPLACE YOUR CONSOLE BEFORE JUNE 30TH AND THE MONITORS ARE FREE.

For a limited time,\* you can replace that old worn-out board and get a free pair of control room monitors thrown in.

That's right. Order any of the six UREI 1600 Series Stereo On-Air Consoles, and we'll ship you a pair of JBL 4401 monitors absolutely free.

For complete details on our no strings attached deal, contact your authorized JBL/UREI broadcast dealer or simply fill out the coupon in this ad and drop it in the mail today.

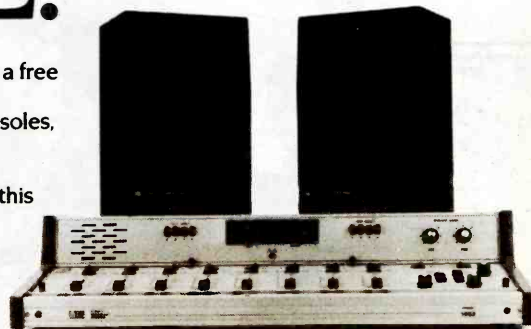


**YES**

My old board is on its last legs and I think it's time to step up to a UREI console. Besides, your free monitor deal is too good to pass up.

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Station \_\_\_\_\_ AM \_\_\_\_\_ FM \_\_\_\_\_ AM/FM \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_\_

SEND TO: JBL, INCORPORATED  
 P.O. Box 9601  
 Mission Hills, CA 91346-9601



\*Offer valid for orders placed January 30 thru June 30, 1985.



# KSHE Brings Home The Bacon

Continued from Page 40

makes our format different from CHR."

Local faves such as Allotta, Haynes, & Jeremiah's "Lakeshore Drive" and Jonathan Edwards's "Shanty" are referred to as "KSHE Classics." They're featured on a Sunday morning oldies show of the same name, and dropped into regular programming as well.

For its 17th anniversary in November, KSHE highlighted a different year every day for 17 days. Once an hour, the jock recapped

news events from the year being featured, and then followed with vintage music. On the 18th day, an all-day "Rock Greats Celebration" aired classic tracks all day.

## J.C. Superstar

The station's increased emphasis on personality started with J.C. Corcoran's Morning Zoo. J.C.'s irreverent, "angry young man" humor is joined by Public Affairs Director Don Johnson's impersonations along with news and bits from the tireless John Ulett, who also does middays and afternoon sports. "Nobody is spared and nothing is sacred" to J.C., says Balis. Corcoran's brand of outrage has received reams of local press, and he has the highest share of any morning show on a music station.

## Balanced Appeal

KSHE pulls the neat trick of being #1 in teens while also being #2 in Men 25-49. "We appeal to the younger spectrum off the air

through visibility and accessibility," says Balis. For example, jocks made 30-40 appearances at high schools with a Pepsi-sponsored presentation on communication skills called "Can We Talk?"

## Promotions

Marketing & Advertising Director Tracey Balbirer-Layne gives most of KSHE's World Tour trips a nice angle: Bruce Springsteen in New Jersey, Deep Purple in Tokyo, and Rush in Canada. When KSHE gave away tickets to see Sammy Hagar in Chicago, the winner also got a red Trans Am to drive to the concert.

KSHE boosted its community service profile with a "Give The Sign Of Life" blood drive tied in with Billy Squier's album, Toys For Tots drives, and participation in an "Operation Brightside" neighborhood cleanup campaign. An anti-drunk driving campaign included billboards, recorded messages from the jocks, and an editorial from GM Beck.

# Buzzard

Continued from Page 40

tions that share its format designation. An on-air slogan of "One of America's most imitated but never duplicated radio stations" is as much truth as it is braggadocio.

WMMS's current hybrid approach is yet another example of innovation and farsightedness. Whether you choose to label its stance a broad, adventurous AOR or a liberal, progressive CHR, the more accurate classification is that "MMS is, as always, in a class of its own."

More important is that through all of its changes, "MMS's listeners have grown with it. They're accustomed to a station that educates them and takes chances. Along with its keen programming instincts, WMMS's identity as part of Cleveland's fabric plays a critical role in its success. That solid image, which engenders audience trust and loyalty, makes it all the more possible for "MMS to take its listeners along for a musical ride.

**JUSTICE PREVAILS**  
**LONE JUSTICE**  
"WAYS TO BE WICKED"  
**THE PRO**  
ON YOUR DISK MONDAY, APRIL 8  
**ON TOUR WITH U2**  
THROUGH APRIL 24  
PRODUCED BY JIMMY IOVINE  
MANAGEMENT CAROLYN MAJER  
GEPHRE RECORDS



**REAL ROCK REGIMENT** — KSHE's "Real Rock Army" prepares for concert duty. The ad-hoc outfit has staffers don red T-shirts and camouflage pants for increased penetration and presence at station events. General Sweetmeat, the station's mascot, needs no identification. He's flanked by Assistant PD Al Holer (in shades) and morning star J.C. Corcoran (holding bullhorn).

**OLD ROCKERS NEVER DIE, THEY BECOME PROFESSIONALS** — First, KSHE asked longtime listeners to send in two photos of themselves — one current and one from their misspent youth — for an "I Grew Up With KSHE" contest. Those drawn at random were eligible for prizes. Then some of the before and after sets were included in a sales brochure called "The Class Of Rock 'n' Roll," which showed that the station's audience has grown up, both in age and income. Statistics on the back of the folder position KSHE listeners as "super consumers."

# Never Too Affluent To Rock 'N' Roll



This billboard reinforced KSHE's use of the "You're Never Too Old To Rock 'N' Roll" TV spot, which underscores the station's legacy and appeal to upper demos. The spot opens with a young girl running into the kitchen to tell her mother, "Mommy, Mommy, he's

doing it again." The mother and girl go into the den to find the father, a straight-looking businessman home from work and wearing a shirt and tie, playing air guitar to the Stones' "Satisfaction."

To the mother's "Oh, no, not again" look he gives an apologetic nod and turns down the music. The mother gives him a forgiving, "Oh, well, what can you do?" look and walks away. The father then cranks up the volume and starts playing air guitar again, ripping off his shirt to reveal a KSHE T-shirt. A voiceover says, "KSHE 95... You're never too old to rock and roll."

The TV commercial was targeted to advertisers as well as listeners, says GM John Beck. "The most often heard comment from advertisers is 'hey, that's me on that commercial. I'm a closet rocker and now I can come out of the closet!'"



**Robert Case**  
Born: 1950  
Profession: Public Relations Director, St. Louis Convention Bureau  
KSHE Listener Since: 1968



**W. Grant Stevens**  
Born: 1954  
Profession: Plastic Surgeon  
KSHE Listener Since: 1976

**Still #1 After All These Years**

**WMMS**

#1 18-34 adults for the last 30 books  
#1 in the market with double-digits 12-plus since fall '83

Congratulations to Rolling Stone's Station of the Year for your sixth consecutive year... And for the last 17 years! Best wishes on the next 17 years which could be wild!

Bruce, Doug, and Jim Sotet

**Could Be Wild**  
promotion marketing (716) 885-5200



# Tina

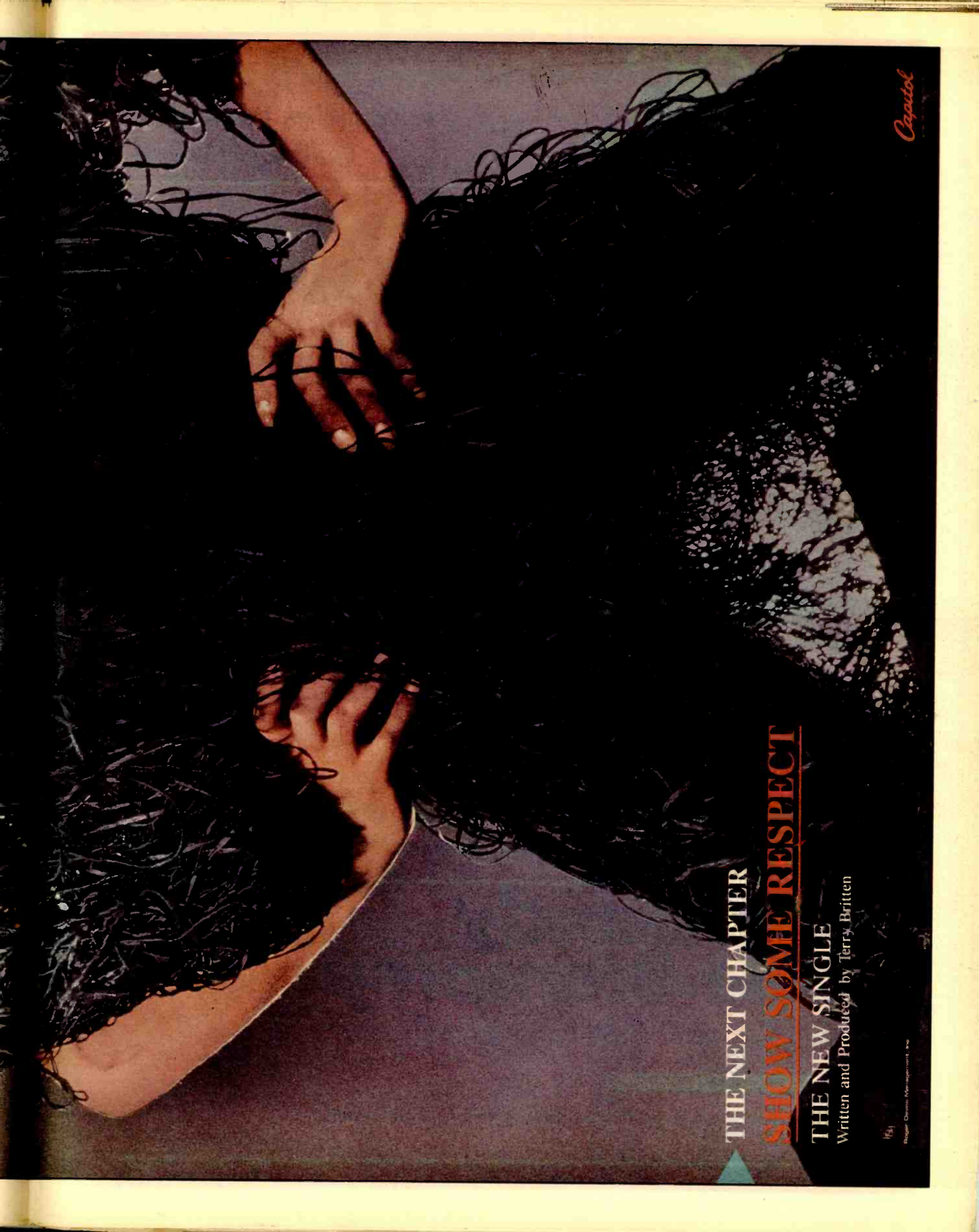
## THE STORY CONTINUES

What can you say about Tina Turner that hasn't already been said. Few artists in the course of their careers have achieved so much. Her "Private Dancer" album won a richly deserved four Grammy Awards this year and, at last count, Tina's worldwide record sales have surpassed the 12 million mark.

Congratulations Tina. We wish you all good fortune as your career continues to unfold. Love does have everything to do with it.







Capitol

THE NEXT CHAPTER

**SHOW SOME RESPECT**

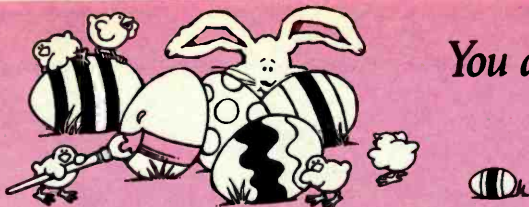
THE NEW SINGLE

Written and Produced by Terry Britten

1/81

Roger Chinn Management, Inc.





You don't have to hunt for the hits . . .  
... we've got 'em this week on  
Columbia Records!

# Mark Gray and Tammy Wynette

"Sometimes When We Touch" 38-04782

R&R **20** BB **21** CB **29**

**Great jumps this week.**

Produced by Steve Buckingham

# David Allan Coe

"Don't Cry Darlin'" 38-04846

R&R **SIGNIFICANT ACTION** 27% 45/15 BB high debut **66**

**Coe-lossal out of the box.**

Produced by Billy Sherrill

# Willie Nelson

"Forgiving You Was Easy" 38-04847

R&R **NEW & ACTIVE** 38% 62/44 BB **70** CB **67**

**One of the Most Added R&R records this week**

Produced by Willie Nelson

# Moe Bandy and Joe Stampley

"Still On A Roll" 38-04843

R&R **SIGNIFICANT ACTION** 16% 27/6

**A serious new Moe and Joe hit that must be heard . . . no foolin'!**

Produced by Blake Mevis







LON HELTON

# COUNTRY



KIDNIPueblo: Grabbing For Dollars



WILQ/Williamsport: A Lip-Smacking Promotion



Academy of Country Music: Hats Off To Elvis

# Bucks, Lips, and Elvis

While it's not quite sex, drugs, and rock 'n' roll, it did arouse enough interest for you to get this far. This week we'll take a look at a few of the things your colleagues are doing to attract attention to themselves.

## Flying Dead- President Grab

KIDN/Pueblo was a bit more tactful in naming its money grab the "Big Buck Booth," but the object was the same. The station takes the booth to remotes, grand openings, and other special events around Pueblo. Listeners register for the opportunity to spend 30 seconds in the booth plucking money out of thin air. Watching a contestant gather cash is KIDN's Randy Hall.

## She's Got Li-ips

WILQ/Williamsport had a "Luscious Lips" contest for Valentine's Day with contestants sending in their most luscious lip print. Listeners could also visit one of WILQ's official Lip Print centers and plant one on a special entry blank.

Wanting a little sizzle with the show, morning man Steve Jensen invited people to call in and "practice" for the contest. Acting as judges were three local store own-

ers, who selected the most luscious lips and sent the winner on an all-expenses-paid weekend at the local Sheraton Hotel. Other goodies were thrown in too. Thrown out, however, were the lip

prints WILQ received from horses and goats.

The problem after the contest was, of course, what to do with all the entries. Shown solving the problem is PD Barbara Evans, who used them as wallpaper, thus inspiring the top right photo. Looks like a fun place to work. (PDs sure have changed since I was in radio.)

## Tipping the Golden Hat

During last year's Academy of Country Music awards show, the ACM announced its first-ever "Golden Hat" award would honor the late Elvis Presley for his contributions to country music.

In the bottom right photo, ACM Executive Director Bill Boyd and Alabama's Randy Owen display the

"Golden Hat" prior to its enshrinement at Elvis's Graceland mansion. As the Academy's Entertainers of the Year, Alabama joined Boyd for the presentation. Pictured from left are RCA's Dave Wheeler and Jack Weston, Owen and bandmember Jeff Cook, Boyd, RCA's Joe Galante, and Alabama's Mark Herndon and Teddy Gentry.

## BEHIND THE NEWS

# Peachy Deal For Cap Cities

Just when you thought Cap Cities couldn't dig any deeper, it reaches into its pockets and pulls out another great deal to solidify an already strong position.

In the "Transactions" section of last week's R&R you may have noticed that Cap Cities, owner of WKHX-FM/Atlanta, has agreed to purchase Atlanta Country legend WPLO. This purchase is the latest chapter in the tremendous success story of 'KHKX under VP/GM Norm Schrutt. It also brings Atlanta "in line" with the other

Cap Cities AM/FM combos, a tremendous advantage in any competitive market. WKHX, which placed first 12+ in the spring '84 Arbitron, saw FM Country competition arrive in the form of WYAY last summer. Having the combo is at once an offensive and a defensive position. Out on the



Norm Schrutt

street where the war is really waged, the extra few shares garnered by your AM can help you beat the hell out of a stand-alone FM competitor.

## The Plans

As you know, the new buyers of any property aren't allowed to say much until the actual takeover, but Norm did tell me, "It'll be great to have the AM/FM combination. Obviously, we won't have

Continued on Page 48



## WE GET LETTERS

### What's A Jock To Do?

Dear R&R,

Regarding your column of February 22, I was, to say the least, intrigued by the information concerning the preparation of tapes and resumes for future employers.

There is one problem, however, that you didn't touch on and it's the one that I believe could relate to many broadcasters across the country. I'm currently working on the air in a city of around 50,000. Our biggest problem (meaning the on-air staff) is we never get an ounce of feedback in any form from our PD, who is also a jock on our sister station. And I do mean never! He never listens to our shows, never tells us if we're doing well or not doing well, he just flat out never tells us a thing! He's been at the station a long time so it's not as if he's unfamiliar with his position or anything like that.

My question is this: How are we supposed to put out that (to use most PDs' language) "dynamic" tape that reflects our true air personality when we don't know what areas of our style and/or delivery to work on and improve? Granted, we all know we need to improve or else we'd all be in Los Angeles, New York, or Chicago already. My point is that we need that important "second ear" of someone who's been in the business for a while and can show us our good and bad points. If not, it seems we'll continue to repeat the same mistakes over and over. Are there trustworthy services that can provide help for people like ourselves? We're certainly not going to get help while we're here, so I'm open to any suggestions and/or comments you might offer.

Signed,

Name Withheld to Protect the Job of An Innocent

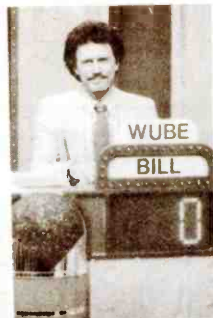
Dear NWTPTJOAI,

You have singled out what may well be one of the biggest hurdles facing small and medium market personalities. Finding someone who can offer constructive criticism is extremely tough. If you can't get it from your PD, the only solutions are to either find another station where the PD does his job or to get help from outside sources. Perhaps someone you met at a convention or other radio gathering could be of assistance. Whenever you go to a concert or any gathering where other radio folks are present, take the time to build relationships that will help along the way.

You may even want to call a major market PD in your area and ask if he'd be willing to spend a few minutes listening to your tape and a few more going over it with you on the phone. That, by the way, is not only a way to improve your show, because if you have the goods it could also be the foot in the door for a job in a larger market.

When asking others for a hand, remember you're requesting that they spend time with you that they could be spending with their own staff or station. Be appreciative and treat them and their time with respect.

I applaud your desire to improve your skills. Follow through with the same desire and you're sure to find someone who will be glad to help. Best of luck.



**GOOD ANSWER** — WUBE/Cincinnati MD Bill Whyte did more than "trip the light" on "Fandangoo," a Nashville Network game show. Bill mowed down the competition over the four days of taping. DJs from all over the nation were invited to match wits for a week of Country music trivia. The shows featuring jocks are set to air on TNN April 24 and 25.

## HAVE YOU HEARD?



Ken Speck



Jack Morton

KRPM/Tacoma is really getting serious about the battle for the Seattle Country listener. New PD John Marks says KRPM will be "bringing some fun and 'aliveness' to Country radio." Toward that end, the station imported a couple of heavyweight talents to beef up its airstaff. Joining the station for mornings is Ken Speck from WIRE/Indianapolis. Handling the news will be Karen Key. Coming aboard for afternoons is Jack Morton, who has been on the Puget Sound airwaves for more than 20 years, most of them with KVII/Seattle. Rounding out the staff are Ray Brown, midnight-6am; Mike Silver, middays; and MD Johnny Clark, 7-midnight. Other recent talent changes by shift include:

New midday jocks: Mike Terry, WLVI/Charlotte from WCMS/Norfolk and Rich Williams, KRKT/Albany. Afternoons: Chip Hobart, WBOS/Boston from WAPP/New York and Jesse Younger, WUSQ/Winchester. Evenings: Todd Steward, WILQ/Wilmington. Overnights: Frank Gorrie, WOKQ/Dover; Kathy Summers,

KSO/Des Moines; and Paul Baca, KTOM/Salinas.

New addresses for the ol' Roledox show WYAY/Atlanta now receives its mail at 200 Galleria Pkwy., Suite 900, Atlanta, 30339; the phone number is (404) 955-0106. WORC/Worcester has moved to new studios located at 167 Pleasant St., Worcester, MA 01609. Its phone remains the same: (617) 799-0581. And Wayne and Johanna Edwards have moved Big Country Promotions to a huge spread about an hour and forty minutes out of Dallas. The address is Route 6, Box 642, Clarksville, TX 75426. This ranch will be the future site of their famous showcases: It seems things finally got too rowdy and the Edwardses were run out of Big D. The last straw fell when Wayne wanted to hold a meeting with all his "Ugly Contest" winners. There's just some things people won't stand for, even in Dallas.

Thanks for lettin' me know all you have heard! Keep it comin'!

## Cap Cities

Continued from Page 47

the same format as our FM, but it will be Country. We've always had the utmost respect for 'PLO and its history with Country in Atlanta. We think its style of personality Country will complement what we do on 'KHX.'

Always the showman, Norm announced the purchase at an agency party for about 350 people. While this is a real coup for 'KHX, you can bet that it isn't the last shot in what promises to be a great all-out battle with (WYAY owner) Katz for the Atlanta Country shares.

## Rub A Dub Dub...



Four men and two women in a tub. It wasn't all work at the recent Country Radio Seminar. After all, when you spend all evening smiling and shaking hands at the United Stations Radio Network suite, you must get some relaxation. Taking a break in the President's Suite jacuzzi are (l-r) WPKX-AM & FM/Washington VP/GM Bill Sherard, USRN's Joni Silverman, MCA's John Schneider, USRN's Ed Salamon, MCA's Nicolette Larson, and songwriter Sonny Throckmorton.



**YOU'VE HEARD OF SNIPE HUNTS...** — WBVR/Russellville, KY held its first Beaver Talent Hunt in conjunction with the local Desperado's Saloon. Pictured from left are: WBVR's Sjeve Casey, the second place winner, Trent Ford of WBVR, third place winner, first place winner, and promotion coordinator Buddy Matthews. I imagine you're as confused as I am about a guy winning the contest. Maybe his name is Wally.



**ST. LOUIS GREEN-WOOD** — Before Lee Greenwood's concert, KUSA/St. Louis hosted a barbecue for concert ticket winners. Wielding a mean spatula, Lee donned an apron and joined in the cooking. Pictured (l-r) are Robert "The Country" Fox, Miss KUSA, Greenwood, Lee Sherwood, PD Bill Coffey, Frank O. Pinion, and Paul Warner.





SHARON ALLEN

## Opryland Purchases Acuff-Rose

In case you've heard the rumors and speculation concerning the future of the legendary Acuff-Rose Publishing Co., you'll be interested to know they (the rumors, not the company) were laid to rest last week when co-owner Wesley Rose announced that Opryland USA, Inc. is purchasing the company. The publishing enterprise was established in 1942 by Roy Acuff and his partner, Fred Rose.

Fred's son Wesley will continue to operate the company under the new ownership. Acuff-Rose is currently involved in a lawsuit filed by Roy Orbison in 1982. The new owners will presumably be responsible for this and other proceedings.

Acuff-Rose includes several publishing companies, a recording studio, a music printing shop, and the catalog of the dormant Hickory Records label. Songs in the publishing company include hits by Hank Williams, the Everly Brothers, Lefty Frizzell, Marty Robbins, and many others. More than 30 Acuff-Rose songs have been performed over a million times. "Tennessee Waltz," "Your Cheatin' Heart," "Elvira," and "Sweet Dreams" are standards in the catalog I'm sure you're familiar with.

that also includes Tina Turner, David Bowie, and Corey Hart. In the Mars candy promotion, the group's album, "Sawyer Brown," will be depicted on Mars candy bar wrappers. When a consumer collects the designated number of wrappers he/she may cash them in for a copy of the album.

And since we're mentioning Sawyer Brown, you may want to know that their latest single, "Step That Step," is being remixed for a late winter European release. Bob Andrews and Colin Fairley, who have worked with Elvis Costello and Graham Parker, are remixing the song to be released in a 10-inch disc format.

### Let's Hear It For The Working Man

John Conlee has been touring the country in support of his latest

in the area of his concert dates. Radio stations are running contests in which their listeners' favorite working people can win concert tickets, a night on the town, and the opportunity to meet Conlee. John kicked off the tour in Akron, where he visited the National Machine Company, WSLR/Akron, and WGAR/Cleveland.

### Alabama Is Ready to Jam

If you're an Alabama fan, circle June 15th on your calendar. It's the date set for their fourth annual June Jam. Joining the boys in Fort Payne will be the Charlie Daniels Band, Bill Medley, the Judds, Glen Campbell, Eddy

## Nashville In Motion

Congratulations and best wishes to Allen Trippe as he leaves his post as Supervisor/Retail Relations at CBS/Nashville to pursue a career in real estate development in Lubbock, TX. . . Gary Morris signed with Triad Artists, Inc. for exclusive worldwide representation in all areas. . . Nicolette Larson and Dickey Belts signed with International Creative Management (ICM)/Nashville for bookings. . . Meanwhile, Joe Stampley signed with Encore Talent in San Antonio to handle his booking chores. . . Buddy Lee Attractions announced the signing of Vern Gosdin to the agency for representation. . . And if you're interested in booking Lacy J. Dalton, the place to call is Entertainment Artists Inc., headed up by Dan Wojcik.

judgment against them that held Alabama breached its exclusive agency contract with International House of Talent when it changed to a new agency, Dale Morris & Associates, Inc., in June 1981. The Court of Appeals of Tennessee ruled that the previous judgment be reversed and the suit against Alabama be dismissed.

Bits & Pieces: . . . Be on the lookout for a Dan Seals/Marie Osmond duet called "Meet Me In Montana." They are currently filming the song for "Solid Gold." It's tentatively scheduled for a

## Who's New



Judy Rodman

Though MTM's debut artist Judy Rodman has just released her first single, chances are you've heard her voice many times. She's recorded jingles for a variety of clients. Most recently you may have heard her on a McDonald's spot. Prior to initiating her own career she sang background for Tom Jones, O.B. McClinton, Dolly Parton, Merle Haggard, George Jones, and even her old roommate Janie Fricke.

As the daughter of an air traffic controller Judy grew up living everywhere from Alaska to Florida, where she studied music at Jacksonville University. It was also in Florida that she recorded her first jingle, for Jeno's pizza, when she was 17.

She then moved to Memphis with her family and almost immediately began work as a jingle singer for the Tanner Agency.

She also began performing at local nightclubs with a band called Phase II. By the mid-'70s she had begun singing background. So the next logical step in her career was to move to Nashville, where there was more session work.

Another Memphis-friend-turned-country-singer, Karen Taylor-Good, introduced her to producer Tommy West. And when West became Sr. VP for MTM, Rodman was the first artist he signed.



Sawyer Brown: Candy-coated country

### How Sweet It Is!

Sawyer Brown seems to be popping up all over the place these days, but you may be a bit surprised when you see them on a candy bar wrapper. Mars, to be explicit. The Capitol recording group was chosen to be a part of a promotion

single, "Working Man." And when he hits your town you can expect a flurry of promotional activity to help John salute the working man and woman. In conjunction with local promoters and radio stations, Conlee will be meeting with "The Employee of the Month (Week)" at selected businesses



REBA VISITS — Reba McEntire chats with a few Nashville visitors following an appearance in Paduch, KY. Pictured left to right are songwriter Marian Howard, co-writer of her current release, "Somebody Should Leave"; ASCAP's Bob Doyle; McEntire; ASCAP's Merin Littlefield; and MCA VP Tony Brown.



ONE FOR ALL — The winning combination of producer Buddy Killen and Ex-lie celebrates the recent No. 1 hit "Crazy For Your Love."

Raven, and the Bellamy Brothers.

The Jam is Alabama's way of raising money for several charitable organizations in their home country and state. Tickets are available by mail from the Alabama Fan Club, Dept. J.J., Box 529, Ft. Payne, AL 35967, and also at Centra Tic locations all over the south.

Alabama is rejoicing on another account. The courts reversed a

May release. . . Look for the Oak Ridge Boys to appear on ABC-TV's "Walt Disney World Happy Easter Parade" on April 7. . . Lee Greenwood is slated to perform on the Miss USA pageant when the CBS telecast airs live May 15 from Lake-land, FL. . . If you've wondered what Stephanie Winslow has been up to, well she's been very busy indeed. She's currently on Curb/Records and has been doing some songwriting while scouting for a new producer. She can also be seen in a forthcoming TV movie, "The Other Lover," starring Lindsay Wagner and Jack Scalia. (Stephanie plays his blind date.) You can expect her to have a different look. The part called for her to cut her hair.

Just thought you'd like to know!



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# Making It Work In North Carolina

Continued from Page 50

the music we now air. We had some juggling of personnel and that led to better results. During those changes, GM/PD Reese Peog gave me the opportunity to take over the MD position, and it's really been a challenge to find the correct music for our mix."

Doc hails from Georgia, but he attended Johnson C. Smith College in Charlotte, one of the many small black colleges in the Carolinas. Referring to his area's 18.9% black population base, Doc said, "There's enough of a good, core audience to keep us in contention at all times. This is one of the nicest areas of the country and state to live in, so naturally our population has begun to increase in several different ethnic groups."

Doc pointed out that while WQMG has been Urban since 1979, "Most people in the industry just haven't paid any attention to us. I guess it's the small market syndrome. As time goes on we're getting into the big-market bracket."

### New Music Helps Popularity

One reason is that North Carolina as a whole is becoming increasingly regarded by record executives as a prime breakout area for new releases. Doc supported that viewpoint. "One thing that's very important about our status here," he said, "is that those in the music industry know we will play new music in the Carolinas before other parts of the country. Since we don't have large budgets for huge promotions, we must do other things to get attention from the local listening audience. Our music mix does for us what promotions do for some stations' popularity."

Does the large number of colleges and universities in the area

Winston-Salem Ratings						
(Arbitron 12+ results, Mon-Sun, 6am-mid., MSA)						
	Fall 82	Spring 83	Fall 83	Spring 84	Fall 84	
WQMG	8.8	9.2	8.5	8.1	10.6	B/U
WEAL	2.6	3.3	3.5	2.6	1.0	B/U
WTQR	14.9	16.1	16.6	16.9	13.7	Country
WKZL	6.1	3.4	6.5	6.8	8.0	CHR
WDCG	3.3	3.2	3.6	3.8	4.1	CHR
WAIR	3.2	3.1	2.2	3.3	3.0	B/U
WAAA	3.7	3.5	3.3	2.6	1.7	B/U

have an impact on how WQMG is programmed? Doc said, "I wouldn't say that specifically had anything to do with how we format ourselves, but it does make a difference in how we approach our on-air presentation. We know that anyone on the air must be intelligent. These people here are so educated that they're not going to accept anything or anyone subpar."

Of the music, Doc said, "We have a large playlist - about 60-65

records - because we believe in a variety of music. We play some long versions, depending on who the artist is and the song. When we're sold out we only use the 7" versions."

For those interested in the dynamic North Carolina radio community, it's hoped this article will illuminate more about this exciting area for Black and Urban format broadcasters. Who knows - your next gig may be in one of these markets!

## ACTION

Black/Urban radio continues to respond to the hunger crisis in Africa and at home. The **Black American Response to the African Crisis (BARAC)** has launched the "Love Returns Affair" to solicit and distribute monies for African relief. More information is available from BARAC's Sharon Wood, 921 E. 46th, Brooklyn, NY 11203, or from BARAC offices in Washington, Los Angeles, San Jose, or Detroit. Tax deductible contributions may be sent to BARAC at 919 W. Huntington Dr., Monrovia, CA 91016.

In other developments, **WXOK/Baton Rouge PD Al Wallace** is lining up a rap record featuring local media people. Fifty percent of the profits will go to **USA For Africa**; the other half will go to the local United Way. **Rita Marley** is chairing **Music Is Life**, a coalition of reggae stars whose new Jamaican single, "Land Of Africa," is serving as that country's counterpart to the **Band Aid** project.

**WMYK (K94) Norfolk** has teamed up with McDonalds to produce "McRhythm!" The collection of homegrown material is set to go on sale around Labor Day, sell for \$5, and benefit the United Negro College Fund. By the time you read this, the two-

day Ethnic Cultural Music Fest will have taken place at the Jackson, MS Coliseum. Some of the proceeds will go to Jackson's Baptist Ministers Alliance to help the local needy. Performers include the **Staple Singers**, **Solomon Burke**, **Otis Clay**, **Johnny "Guitar" Watson**, and the **Impressions**.

The **Young Black Programmers Coalition** stages its third annual "Award of Excellence" banquet in Dallas May 11. Honorees are **MCA VP/Black Music Jherly Busby** and **KKDA-FM/Dallas Asst. PD/MD Terri Avery**. Information is available from **Lynne Haze** at (214) 647-1831. The **World Institute of Black Communications** is holding its 1985 CEBA Awards program. **Lockhart & Pettus** President **Keith Lockhart** and **NW Ayer** Chairman/CEO **Louis Hagopian** will be this year's cochairmen. Get more details at (212) 586-1771.

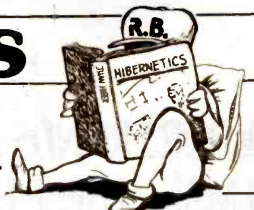
**KMJM (Major 108) St. Louis** and the **New Edition** are conducting a promotion with the local schools. **KMJM** and the group will award a computer to the school whose highest percentage of students promises to complete high school. The group will also visit the winning school.



**CARIBBEAN KING** — Elmo James, morning air personality at **WVIS (FM 106.1) St. Croix, U.S. Virgin Islands**, is pictured doing his air shift. He's attired for his afternoon scuba diving venture, which he says clears his head for the next day's air shift. Is anyone wondering if there are any job openings down there?

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**Charlotte Ratings**  
(Arbitron 12+ results, Mon-Sun, 6am-12, MSA)

WSPC-FM	12.9	14.6	17.1	17.3	15.8
WBTV	12.9	11.6	10.7	7.7	13.3
WPEG	11.8	9.5	10.8	10.8	10.9
WGIV	3.4	3.2	3.4	2.3	1.8
Country					
BU					

Fall 82 Sprg 83 Fall 83 Sprg 84 Fall 84

The Black/Urban format is well represented in North Carolina, and this week's column focuses on three successful stations in that state: WPEG/Charlotte, WFXC/Durham, and WQMG/Greensboro. While all three have a core black following, their continued growth can be directly correlated to a significant crossover audience. WPEG PD/MD Mike Rossi, WFXC OM Alvin Stowe, and WQMG MD/Production Director Doc Foster provided insight as to what makes Black/Urban radio work so well for them.

**WPEG Comes Of Age**

A nine-year broadcaster, Mike Rossi has been the PD/MD at WPEG for the last 18 months. With experience at such regional stations as Memphis outlets WDIA and WKD, WPDUR/Durham, and WOKN/Goldsboro, NC, Rossi has seen the Black/Urban format mature in the area over the years. "It's become of age in this part of the country," he said. "This may not be happening in any other area of the mid-South, but here our crossover audience is growing each book. That's a pleasant surprise. Our turn-on and turn-off listening periods appear to be positioned seriously think of the Carolinas. It's a great area to start out in."

A native New Yorker, Mike's noticed the growing migration from his home state as well as from New Jersey, Pennsylvania, and Maryland. With blacks representing about 20% of the Charlotte-Castonia-Rock Hill 12+ metro population, it'd be fair to say that a Black/Urban format could only be a winner there with crossover listening.

When asked why he thinks WPEG is so successful in the Charlotte market, Mike replied, "It's unbelievable how well known all of our people are. We stay very visible in the community. Las Nor-man (who was murdered by an unknown assailant) did a great job at nights, which is our highest overall ranks third)."

Rossi also mentioned that WPEG recently expanded its live programming to include mid-days: the station is now live 18 hours of the day. Noting the arrival of personality Tina Carson from WAAA/Winston-Salem, Rossi remarked, "With the addition of a female to our airstaff we're rounded."

Mike concluded, "I strongly recommend that young people interested in getting their first on-air job in WFXC, which in its debut Arbitron last fall placed fifth 12+ among 18 stations in the market. Commenting on the encouraging outcome, locally-bred Alvin Stowe said, "Since this was our first book, we're quite happy about the results. In the spring '84 sweep, WPDUR finished fifth, and that's with only 1 kw days/250 waits nights. There are some signal problems with our FM, but we have successfully transferred our ratings cloud from the AM to our only 24-hour Black/Urban Contemporary on FM in the area. Explaining the station's broad 18-49 target (WFXC ranks fourth and other professionals in the industry should look at this area in this cell), he said, "We want all the people who enjoy this type of musical format -- no matter who they are -- regardless of income bracket, age, sex, or racial group. We're out to win, and win big! Our music is paramount to our format and our success. We try to make our music compatible for those who don't want that hard an edge. Regarding WFXC's crossover audience, Alvin observed, "Our tight format has begun to serve us well. We're getting some cross-over audience because our sound is as good as any general market station in the area. Because of the numerous local universities, we have to have intelligent people on

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**OFF TO A Fine Start**

Raleigh-Durham, home of WPDUR & WFXC, is one of the fastest-growing metros in the country, thanks to influx from several research, electronics, and high-tech production companies. Keep in mind that rapid pace is WFXC, which in its debut Arbitron last fall placed fifth 12+ among 18 stations in the market. Commenting on the encouraging outcome, locally-bred Alvin Stowe said, "Since this was our first book, we're quite happy about the results. In the spring '84 sweep, WPDUR finished fifth, and that's with only 1 kw days/250 waits nights. There are some signal problems with our FM, but we have successfully transferred our ratings cloud from the AM to our only 24-hour Black/Urban Contemporary on FM in the area. Explaining the station's broad 18-49 target (WFXC ranks fourth and other professionals in the industry should look at this area in this cell), he said, "We want all the people who enjoy this type of musical format -- no matter who they are -- regardless of income bracket, age, sex, or racial group. We're out to win, and win big! Our music is paramount to our format and our success. We try to make our music compatible for those who don't want that hard an edge. Regarding WFXC's crossover audience, Alvin observed, "Our tight format has begun to serve us well. We're getting some cross-over audience because our sound is as good as any general market station in the area. Because of the numerous local universities, we have to have intelligent people on

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**Raleigh-Durham Ratings**  
(Arbitron 12+ results, Mon-Sun, 6am-12, MSA)

WRAL	12.6	8.9	9.8	8.6	12.0
WDGC	9.8	11.0	11.9	9.6	9.6
WPTF	13.3	12.1	15.2	7.3	7.0
WRDU	1.3	1.3	1.3	2.2	5.5
WFXC	5	5	6	2.2	5.5
WZZU	1.9	2.0	1.3	2.5	3.1
WOMG	5.4	4.6	5.4	6.9	2.2
WBUR					

**Raleigh-Durham Ratings**  
(Arbitron 12+ results, Mon-Sun, 6am-12, MSA)

Specifically addressing WFXC's signal problem, Alvin continued, "We're OK in the home, but in the car we flutter around too much. Our biggest problem is out in Wake County (southeast of Durham) and our signal just can't cover it properly at this point. But that's something our engineering department is working on." Even with a signal deficiency, WFXC performed quite well from 7pm-midnight, pulling a 12.3 share, good enough for second place behind CHR WDGC.

Musically-speaking, Alvin said, "We have a very tight playlist. There are 40 singles and approximately ten LP cuts. We went on the air last year when Prince's 'When Doves Cry' came out, so we feature him a lot. Other artists we showcase are Lionel Richie, Stevie Wonder, New Edition, Hall & Oates. At night is when we really get into the rap material, as we never play any rap songs in any other days. Among the rap on their favorite radio station, "Regarding WFXC's crossover audience, Alvin observed, "Our tight format has begun to serve us well. We're getting some cross-over audience because our sound is as good as any general market station in the area. Because of the numerous local universities, we have to have intelligent people on

the people who enjoy this type of musical format -- no matter who they are -- regardless of income bracket, age, sex, or racial group. We're out to win, and win big! Our music is paramount to our format and our success. We try to make our music compatible for those who don't want that hard an edge. Regarding WFXC's crossover audience, Alvin observed, "Our tight format has begun to serve us well. We're getting some cross-over audience because our sound is as good as any general market station in the area. Because of the numerous local universities, we have to have intelligent people on

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Alvin Stowe Milton Garrett Connie Phillips Joe Jackson Kim Lewis



Doc Foster

**WQMG: It's In The Mix**

WQMG/Greensboro came in second in the Greensboro-Winston-Salem-High Point fall ratings book. MD/Production Director Earllyn "Doc" Foster, who has been in the industry for around 15 years, credits his station's success to "the people who work here and

the people who enjoy this type of musical format -- no matter who they are -- regardless of income bracket, age, sex, or racial group. We're out to win, and win big! Our music is paramount to our format and our success. We try to make our music compatible for those who don't want that hard an edge. Regarding WFXC's crossover audience, Alvin observed, "Our tight format has begun to serve us well. We're getting some cross-over audience because our sound is as good as any general market station in the area. Because of the numerous local universities, we have to have intelligent people on

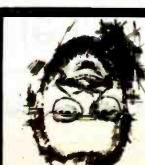
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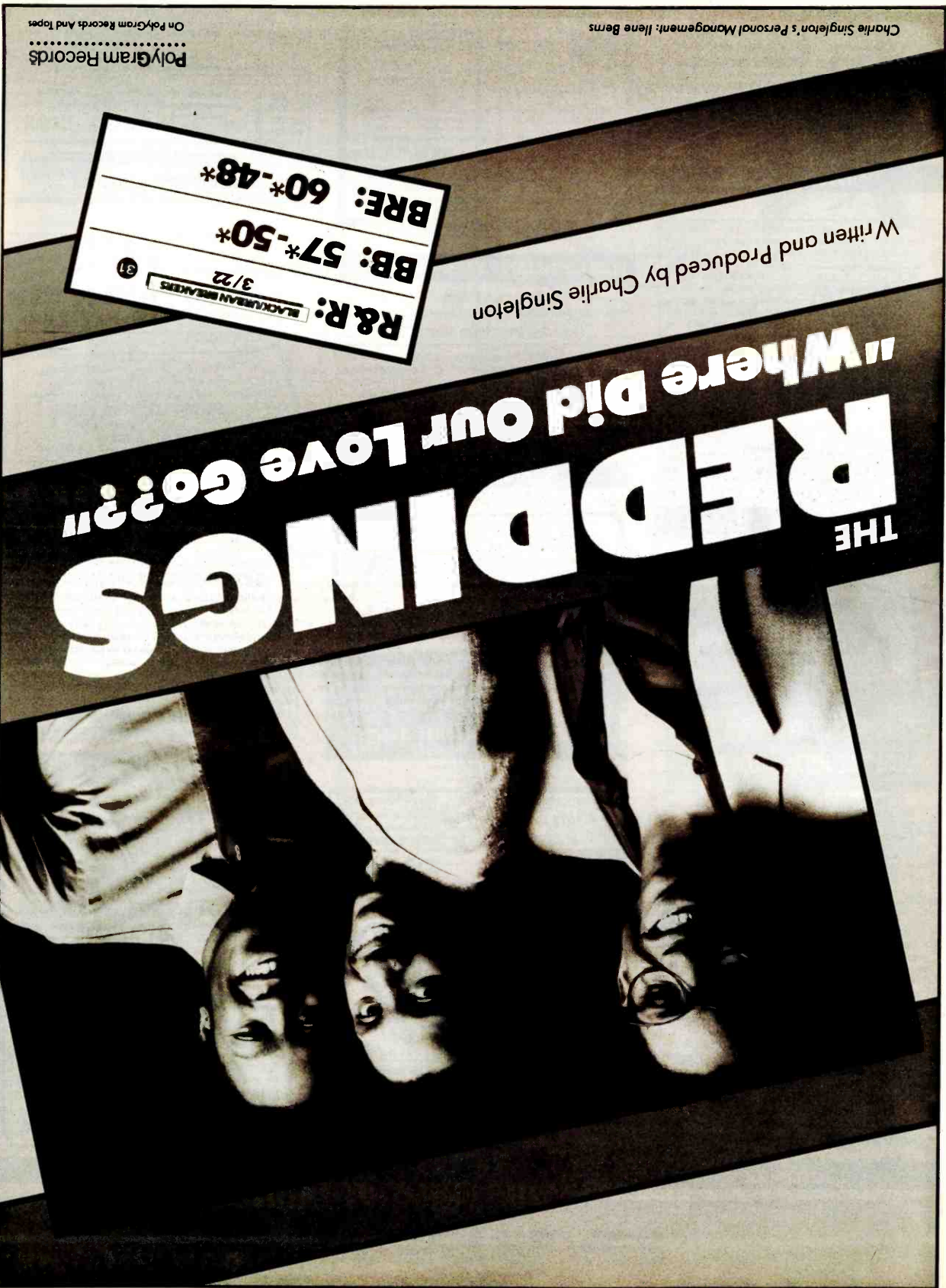
**BLACK/URBAN**

WALT LOVE



**Making It Work in North Carolina**





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Written and Produced by Charlie Singleton

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**BB:** 57\*-50\*  
**BRE:** 60\*-48\*

Charlie Singleton's Personal Management: Ilene Berns

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**Major Market Broadcaster**

Would like to purchase, go partners and/or invest in medium/small market FM stereo radio station. All areas will be considered. Principals only. Write with pertinent info to K-RADIO, Attention: Dave Sheppard, P.O. Box 6636, Fullerton, California 92634.

# OPPORTUNITIES

**AIR PERSONNEL NEEDED**

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:

**BROADCAST TALENT COORDINATORS**  
 Dept. R, P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

**Southern Starr Broadcasting**

Y/O/Orlando and WFLR/New Haven is acquiring additional properties and looking for highly creative talent in all areas. Send T.E.R. to Nick Sacco, Y106.33 North Lake Blvd., Altamonte Springs, FL 32701, EEO.

**ABSOLUTELY NO CALLS**

**EAST**

High energy individual with CHR experience needed for full time fill-in position at WLAN. T&R: FM97.252 N. Queen St. Lancaster, PA 17603. EOE M/F (4-5)

We are committed to local news. If you are, rush T&R. G.J. NO needed yesterday for 34w local news leader in central MA. WFLR, Box 210, Ware, MA 01082. EOE M/F (4-5)

Are you a lady broadcaster? Do you know 50's style? Are you a personality? Our group of stations need to know! T&R: Gary James, WARE, Box 210, Ware, MA 01082. EOE M/F (4-5)

Immediately wanted: Afternoon drive for US-Canadian border NY, NJ, CT, Massachusetts, NY 13662. EOE M/F (4-5)

R&R FRIDAY, APRIL 5, 1985/55

**BOB HARPER'S COMPANY**  
 Post Office Box 24337 • San Diego, CA 92124

Comedy Writer-Impressionist-Character Voices needed at one of our client radio stations to round-out a hit morning show. Prefer broadcast experience, but the ability to see the world as "one giant rinstor" is more important. Rush cassette tape and resume.

**NATIONAL**

Group with Country, Rock & Contemporary stations is accepting tapes for future job openings. Company Service Board. **Finally.**

Charlie Van Dyke, Inc. (med.) M/PROE No Fee. Tape, resume & photo.

855 E. Via de Ventura, #235  
 Scottsdale, Arizona 85235  
 (602) 951-8711

**Want to be a VJ in Boston?**

Channel 66 is looking for radio DJs who want to join our live major market music video operation. Send us your video audition tape or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Send tape and resume to:

**Program Director**  
**WJAZ-TV**  
 P.O. Box 9166  
 Framingham, MA 01701

No phone calls please. WJAZ-TV is on EOE.



**NATIONAL**

Group with Country, Rock & Contemporary stations is accepting tapes for future job openings. Company Service Board.

Charlie Van Dyke, Inc. is looking for former radio & major market talent for several of America's greatest radio stations. If you're ready to grow, or if you can recommend someone in your market, contact us. **NEEDED NOW!** CHR, AMPM/NITEs (mega-major & med.) Country, A/M drive (med.) News/Talk. DJ's hosts (mega major) PopUrban. All shifts.

855 E. Via de Ventura, #235  
 Scottsdale, Arizona 85235  
 (602) 951-8711

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Immediately wanted: Afternoon drive for US-Canadian border NY, NJ, CT, Massachusetts, NY 13662. EOE M/F (4-5)

R&R FRIDAY, APRIL 5, 1985/55



**WALK FM 97.5**  
**AM 1370**

Program Director  
Long Island's #1 Adult Contemporary station  
is seeking a #1 PD with excellent experience.  
Great opportunity for strong motivator with  
solid music and research background. Please  
send resume to: Station Manager, WALK  
FM/AM P.O. Box 230, Patchogue, NY 11772.  
(516) 475-5200. EOE M/F.

**Future Openings**  
**For Air Talent**

**WJYE**  
MM 103.5

WJYE...Sms's Only Rock and Roll...has been  
looking for a common sense type for a position at an AM/FM in  
Columbia area. M/F. T&R. Chuck Thomas, Box 425, Madsco, MO  
65266. EOE M/F (4-5)

WJYE, mid-America A/C Media station, is taking T&R's for the  
turnover. Minimum 10 years experience. Larry Tracy, P.O.  
Box 100, Kankakee, IL 60901. No calls. EOE M/F (4-5)

Morning news anchor needed for 5:45 AM & 5:00 PM. Strong  
turnover in must. Pts only apply. T&R. Bruce Scott, WFLU  
WNEO, Box 736, Ashland, OH 44804. EOE M/F (4-5)

**NORTHEAST A/C LEADER**

Seeks experienced, polished pro for AM drive  
opening. Team players only. Tape & resume  
to: Radio & Records, 1930 Century Park  
West, #959, Los Angeles, Ca 90067. EOE  
M/F

**Top Ten Northeast market seeks warm and  
funny radio's encouraged to apply. T&R to:  
Funny Radio's, 1930 Century Park West,  
#967, Los Angeles, CA 90067.**

**Immediate opening for humorous, articulate  
morning host at Airings leader.  
Best pay and benefits. No beginners. T&R  
to: George Nether, P.O. 134 Wallin Street,  
Watertown, NY 13601. EOE M/F**

**980**  
**1070**

Immediate opening for humorous, articulate  
morning host at Airings leader.  
Best pay and benefits. No beginners. T&R  
to: George Nether, P.O. 134 Wallin Street,  
Watertown, NY 13601. EOE M/F

**OPENINGS**

L/A's NEWS station seeks aggressive  
anchor/reporter. Includes weekend  
vacation land. T&R: Craig Hobbs,  
WJLM, Box 929, Lewiston, ME  
04240. EOE

**Afternoon Drive**  
**Announcer**

7:30a needs one more pro. All of our other on line record  
and knows how to what if you do not, we want to hear  
from you. If you're here, we want to hear from you. We  
are looking for someone who can work with our  
2:30a drive. M/F. T&R. Chuck Thomas, Box 425, Madsco, MO  
65266. EOE M/F (4-5)

**News Director**  
**Morning Anchor**

TOP-rated CHR in Greensboro/Winston-  
Salem/High Point is looking for a News Dir-  
ector/Anchor. Casefiles and  
resumes to: Bill Weller, GM, WJZL-FM, Nation-  
wide Communications, Box 11977, Winston-  
Salem, NC 27116. (919) 725-0556. EOE M/F

**The Best**  
**Only**

Our rapidly growing group needs  
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expansion. Win... with the best!  
Send resume and cassette to:  
Bill Thomas  
VP/Programming  
Capitol Broadcasting  
530 Beacon Parkway West, Suite 600  
Birmingham, Alabama 35299

**SOUTH**

04240. EOE

**OPENINGS**

Looking for morning host. Don't miss a Country wanted  
yesterday. T&R: Chris Taylor, KIZX/KMML, Box 10940, Amarillo  
TX 79116. EOE M/F (4-5)

**OPENINGS**

Looking for diverse talents. Only team players need ap-  
ply. T&R: Kevin Rebel, KOVY, Box 1478, Topeka, KS 66607.  
EOE M/F (4-5)

**A PRAIRIE HOME**  
**COMPANION**

Personal Assistant/Office Manager

Qualified candidate will act as personal assistant  
to the show's host, and as office manager for the  
show's business. Position requires familiarity  
with "Prairie Home Companion," proficiency  
on a word processor, good research/writing/editing  
skills, competency in office procedures, and a  
friendly manner.  
45 E. 8th St., St. Paul MN 55101 AA/EOE

**MIDWEST**

Looking for a common sense type for a position at an AM/FM in  
Columbia area. M/F. T&R. Chuck Thomas, Box 425, Madsco, MO  
65266. EOE M/F (4-5)

**Production**  
**& AIR PERSON**

Needed for AM/FM combo in Southeast.  
Start pay \$250/wk. Send tapes and re-  
sume to Scott Alexander WALK/WMMR.  
Permittion Three Rd, Selma Alabama  
36701. EOE

**WBCY-108 FM**

Charlotte's hottest CHR has a mid-  
day opening. If you're strong in pro-  
duction, team player, very person-  
able, and have always dreamed of  
working for Jefferson Pilot... apply  
now! No beginners, excellent pay  
available. T&R to: Bill Martin,  
1 Julian Price Place, Charlotte, NC  
28208. EOE M/F

**OPENINGS**

Looking for diverse talents. Only team players need ap-  
ply. T&R: Kevin Rebel, KOVY, Box 1478, Topeka, KS 66607.  
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EOE M/F (4-5)

**KAT**

Morning man going  
through mid-life  
crisis and has re-  
signed. Company  
desperately first  
turnover in 13 years. We don't know what  
to do, so we paid \$90 for this ad in hopes  
you can help!  
We need a modern Country PERSONALITY  
to take shift that's consistently individual  
Creative, upbeat, career minded individual  
with experience needed. We offer clean air,  
skating, fishing, hunting, camping, great com-  
munity... and you get paid! Modern  
well-equipped facility, good benefits, good  
support staff. Management wants you to  
prosper and succeed. Good growth with poten-  
tial. No floater's. T&R to: KAT, P.O. Box 1759,  
Twin Falls, Idaho 83301. Dennis Conrad  
(808) 483-4622

**WEST**

Aggressive medium market. All it's adding to talent pool. Would  
like to hear from personalities & musos. T&R: Larry  
Masco, KCLG, Box 489, Washington, UT 84780. EOE M/F  
(4-5)

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**OPPORTUNITIES**











# BLACK/URBAN

## BREAKERS.

### STEVE ARRINGTON Feel So Real (Atlantic)

74% of our reporting stations on it. Rotations: Heavy 4/0, Medium 24/1, Light 34/16, Total Adds 17 including WDJY, KMJQ, KYOK, WLUM, KMJM, KSOL, KOXL, WTKL, WENN, WPEG, WBLX. A most added record. Debuts at number 33 on the Black/Urban chart.

### ATLANTIC STARR Freak-A-Ristic (A&M)

70% of our reporting stations on it. Rotations: Heavy 3/2, Medium 21/2, Light 35/23, Total Adds 27 including WXYV, WAMO, WAOK, WDJM, WYLD-FM, WOWI, WGCI, WDMT, Z93, JET94, WLOU, WVKO. A most added record. Debuts at number 38 on the Black/Urban chart.

### CON FUNK SHUN Electric Lady (Mercury/PolyGram)

68% of our reporting stations on it. Rotations: Heavy 7/0, Medium 22/1, Light 28/10, Total Adds 11, WYLD-FM, WGCI, WNHC, WJYL, WQOK, WPLZ, KAPE, WEAS, WANM, WVKO, WKWM. Debuts at number 35 on the Black/Urban chart.

### SHANNON

#### Do You Wanna Get Away (Mirage/Atco)

68% of our reporting stations on it. Rotations: Heavy 3/3, Medium 19/10, Light 35/23, Total Adds 36 including WWIN, WAMO, WAOK, KKDA-FM, KYOK, K94, WOWI, WTMP, WGCI, WZAK, WLUM, XHRM, WEAS. This week's most added record. Debuts at number 39 on the Black/Urban chart.

### RICK JAMES

#### Can't Stop (Gordy/Motown)

67% of our reporting stations on it. Rotations: Heavy 5/2, Medium 25/2, Light 26/18, Total Adds 22 including WAMO, WDJY, WAOK, KKDA-FM, KRNB, K94, KJLH, OC104, KIIZ, WBMM, WJYL, KOKA, WDDM, KDKO. A most added record. Debuts at number 32 on the Black/Urban chart.

### FREDDIE JACKSON

#### Rock Me Tonight (Capitol)

61% of our reporting stations on it. Rotations: Heavy 2/0, Medium 11/2, Light 38/16, Total Adds 18 including WWIN, WXYV, WILD, KMJQ, WDMT, WZAK, WTKL, WJYL, WLOU, WKWM. Heavy: WVEE, KJCB. A most added record.

### OPUS TEN

#### Love's Calling (Pandisc)

60% of our reporting stations on it. Rotations: Heavy 1/0, Medium 18/0, Light 31/10, Total Adds 10, KRNB, WTMP, WBMM, KJLH, XHRM, KOXL, WPEG, WANT, KOKA, WANM. Heavy: KUKQ.

## NEW & ACTIVE

**BILL WITHERS "Oh Yeah" (Columbia) 48/12**  
Rotations: Heavy 0/0, Medium 18/0, Light 30/12, Total Adds 12, WILD, WAOK, KKDA-FM, WGCI, WDRQ, WKND, WTKL, Z93, WPEG, WPOD, WOKS, WKWM

**GEORGE DUKE "Thief In The Night" (Elektra) 47/12**  
Rotations: Heavy 0/0, Medium 8/1, Light 38/11, Total Adds 12, KYOK, WJLB, XHRM, WRDQ, WOKX, Z93, WKXI, WBMM, KHYS, KOKA, WKKO, WKWM

**THIRO WORLD "Sense Of Purpose" (Columbia) 45/3**  
Rotations: Heavy 10/0, Medium 20/0, Light 15/0, Total Adds 3, WRKS, WUSL, WVKO, Heavy: WXYV, WYLD-FM, WZEN-FM, OC104, WRDQ, WOKX, WKXI, WLOU, WORL, WEAS

**BILLY OCEAN "Suddenly" (Jive/Arista) 44/11**  
Rotations: Heavy 3/0, Medium 16/2, Light 25/9, Total Adds 11, WRKS, KKDA-FM, KRNB, WBLZ, WDRQ, JET94, WORL, KHYS, KAPE, WOKX, WKKO, Heavy: WDJY, WATY, WJLM

**DAVID SANBORN "Love And Happiness" (WB) 43/7**  
Rotations: Heavy 3/0, Medium 19/1, Light 21/6, Total Adds 7, WWIN, WXYV, WRDQ, WKXI, WPLZ, KHYS, WEAS, Heavy: WYLD-FM, WQMG, WPOD

**AMM STEWART "Friends" (Emergency) 42/9**  
Rotations: Heavy 5/0, Medium 14/2, Light 23/7, Total Adds 8, WVEE, WOWI, WZAK, WLUM, WKXI, WLOU, WORL, WANT, WTOY, Heavy: WWIN, WDJM, WNHC, WJLM, WTKL

**MADONNA "Material Girl" (Sire/WB) 37/1**  
Rotations: Heavy 17/1, Medium 16/0, Light 4/0, Total Adds 1, KOKA, Heavy: WAMO, WHUR, WVEE, WHRK, K94, WBLZ, WZEN-FM, KSOL, WNHC, OC104, Z93, WJAX, WBMM, WPLZ, WDDM, WOKS, Holds at number 40 on the Black/Urban chart.

**HAROLD FALTERMEYER "Axe! F" (MCA) 36/11**  
Rotations: Heavy 10/0, Medium 12/2, Light 14/9, Total Adds 11, WVEE, WDJM, K94, WBMM, WRDQ, KOXL, WOKX, WATY, WKWM, WYWS, WJOI, Heavy: WXYV, WRKS, WDJY, WGCI, WJLB, KMJM, OC104, WPLZ, WDDM, WANM

**TEENA MARIE "Jamin'" (Epic) 34/6**  
Rotations: Heavy 10, Medium 11/1, Light 22/5, Total Adds 6, WOWI, KOXL, WENN, WYLD-FM, WTKL, Heavy: KACE, Medium: WDJY, WAOK, WDJM, WBLZ, KDAT, XHRM, WFXC, WKXI, KAPE, KOKA

**LEGACY "Don't Waste The Night" (Private I/CBS) 34/3**  
Rotations: Heavy 3/0, Medium 15/0, Light 15/3, Total Adds 3, WBMM, WJLB, WKXI, Heavy: WDJM, WNHC, WANM, Medium: WAMO, WAOK, WEDR, WDMT, KMJM, WRDQ, WOKX, WENN, WPEG, WTOY, KAPE, WEAS, KOKA, WAAA, WTKL

**FREDERICK "Gentle (Calling Your Name)" (Heat) 34/1**  
Rotations: Heavy 13/1, Medium 12/0, Light 9/0, Total Adds 1, WTKL, Heavy: WDJM, WUSL, WAMO, KKDA-FM, KYOK, WZAK, WDRQ, WJLB, KOXL, KJCB, WYWS, WJOI

**GWEN GUTHRIE "Just For You" (Island) 33/6**  
Rotations: Heavy 1/0, Medium 10/1, Light 22/5, Total Adds 6, WBMM, WATY, WQOK, KAPE, WDDM, WVKO, Heavy: WJLM, Medium: WILD, KRNB, WDMT, WZAK, WRDQ, WENN, WBLZ, WEAS, WYWS

**PROCESS & THE OOD RAGS "Stomp & Shout!" (Columbia) 33/3**  
Rotations: Heavy 2/0, Medium 13/0, Light 18/3, Total Adds 3, WVEE, WKND, WENN, Heavy: WAOK, WPEG, Medium: WDJM, WAMO, KKDA-FM, WYLD-FM, WYLD-FM, KSOL, WRDQ, WKXI, KAPE, WANM, WYWS, KDKO

**WHAMI "Everything She Wants" (Columbia) 32/11**  
Rotations: Heavy 2/0, Medium 16/5, Light 14/6, Total Adds 11, WILD, WHUR, WDJM, WBLZ, WDMT, OC104, WJLM, WJAX, KJCB, WPLZ, KDKO, Heavy: JET94, WBMM, Medium: WUSL, KKDA-FM, KNOK-FM, KACE, KOAY, KJLH, WPEG, WORL, KOKA, WOKS, KUKQ

**SYLVERS "Falling For Your Love" (Geffen) 31/1**  
Rotations: Heavy 1/0, Medium 8/0, Light 22/1, Total Adds 1, WANT, Heavy: WAOK, Medium: WDJM, WVEE, KRNB, KSOL, WKXI, KHYS, WTKL, WYWS

## MOST ADDED

**SHANNON (38)**  
Do You Wanna Get Away (Mirage/Atco)  
**ATLANTIC STARR (27)**  
Freak-A-Ristic (A&M)  
**CHAKA KHAN (24)**  
Through The Fire (WB)  
**RICK JAMES (22)**  
Can't Stop (Gordy/Motown)  
**FREDDIE JACKSON (18)**  
Rock Me Tonight (Capitol)  
**POINTER SISTERS (18)**  
Baby Come And Get It (Planet/RCA)

## HOTTEST

**JESSE JOHNSON'S REVUE (42)**  
Be Your Man (A&M)  
**MAZE IFRANKIE BEVERLY (41)**  
Back In Sin (Capitol)  
**USA FOR AFRICA (40)**  
We Are The World (Columbia)  
**LUTHER VANDROSS (36)**  
Til My Baby Comes Home (Epic)  
**DEBARRE (31)**  
Rhythm Of The Night (Gordy/Motown)

## CHAKA KHAN "Through The Fire" (WB) 30/24

Rotations: Heavy 0/0, Medium 9/7, Light 21/17, Total Adds 24, WWIN, WDJM, WUSL, WAOK, WTMP, WZAK, WDRQ, WJLB, XHRM, OC104, WRDQ, WTKL, WATY, WPEG, WFXC, WJMI, WPOD, WBMM, WBLX, WANT, WANM, WAAA, WDAO, WTKL

## REDD'S & THE BOYS "Movin' & Groovin'" (TTED/Island) 30/5

Rotations: Heavy 3/0, Medium 10/0, Light 17/5, Total Adds 5, WATY, WQMG, KOKA, WANM, WOKS, Heavy: WHUR, WPOD, WTKL, Medium: WWIN, WXYV, WDJM, WDJM, WZEN-FM, WORL, KHYS, WTOY, WEAS

## CHANGE "Let's Go Together" (Atlantic) 29/1

Rotations: Heavy 0/0, Medium 10/0, Light 19/1, Total Adds 1, KOXL, Medium: WWIN, WXYV, WDJM, WUSL, WTMP, KMJM, WFXC, WJMI, WBLX, WDAO

## WHODINI "Big Mouth" (Jive/Arista) 28/7

Rotations: Heavy 4/0, Medium 12/1, Light 12/6, Total Adds 7, WWIN, WILD, K94, WTKL, WFXC, WJAX, WBMM, Heavy: KYOK, WZAK, WJMI, KIIZ, Medium: WRKS, WUSL, KKDA-FM, WDMT, KDAY, WATY, KJCB, WLOU, WDDM, WYWS, WRDQ

## POINTER SISTERS "Baby Come And Get It" (Planet/RCA) 26/18

Rotations: Heavy 0/0, Medium 6/2, Light 20/16, Total Adds 18, WDJM, WUSL, WAOK, KNOK-FM, WZAK, XHRM, WOKX, WPEG, JET94, WQMG, WBMM, KJCB, WJLS, WORL, WANT, KAPE, WANM, KDKO

## SIGNIFICANT ACTION

### TWIN IMAGE "My Baby Loves Me (Do Do)" (Capitol) 22/4

Rotations: Heavy 0/0, Medium 3/0, Light 18/4, Total Adds 4, KRNB, XHRM, KOXL, KDKO, Heavy: KKDA-FM, Medium: WYLD-FM, WDMT, WZAK

### WHIZ KID "He's Got The Beat!" (Tommy Boy) 20/6

Rotations: Heavy 1/0, Medium 3/1, Light 16/5, Total Adds 6, WDJM, WOWI, WLUM, KSOL, WQMG, WBMM, Heavy: KDAY, Medium: WFXC, KOKA

### CASHMERE "We Need Love" (Philly World/Atlantic) 19/12

Rotations: Heavy 0/0, Medium 5/3, Light 14/9, Total Adds 12, WAMO, KYOK, KRNB, WZAK, WZEN-FM, WENN, Z93, WPEG, WKXI, KAPE, WAAA, WKWM, Medium: KOKA, WTKL

### DARYL HALL & JOHN OATES "Some Things Are Better Left Unsaid" (RCA) 18/6

Rotations: Heavy 1/0, Medium 5/1, Light 11/5, Total Adds 6, WDJY, WAOK, KRNB, WOWI, KSOL, OC104, Heavy: WOKS, Medium: K94, WBLZ, WPEG, WJAX, KOKA

### ALFIE "Star" (Motown) 18/3

Rotations: Heavy 0/0, Medium 6/0, Light 12/3, Total Adds 3, WBMM, WQMG, WJYL, Medium: WXYV, WGCI, WZAK, WRDQ, WLOU, WYWS

### CURTIS HAIRSTON "I Want Your Lovin'" (Pretty Pearl) 18/3

Rotations: Heavy 0/0, Medium 5/0, Light 13/3, Total Adds 3, WWIN, WPLZ, WAAA, Medium: WAMO, KRNB, WQMG, WKXI, WBLX

### ANTHONY WATSON "Solid Love Affair" (SRO) 17/0

Rotations: Heavy 0/0, Medium 4/0, Light 13/0, Total Adds 0, Medium: WAOK, KRNB, WEDR, KSOL

### EDDIE "O" "Backstabbin'" (Philly World/Atlantic) 16/3

Rotations: Heavy 2/0, Medium 3/0, Light 11/3, Total Adds 3, WJLB, WKXI, KDKO, Heavy: KMJQ, KYOK, Medium: WDRQ, KMJM, WANM

### JEFFREY OSBORNE "Let Me Know" (A&M) 15/12

Rotations: Heavy 1/0, Medium 5/4, Light 9/8, Total Adds 12, KRNB, WTMP, KSOL, WFXC, WJMI, WANT, KAPE, KOKA, WANM, WDAO, WYWS, Heavy: WILD, Medium: WHUR

### HERB THE "K" "Breakin'" Super Turf" (Private I/CBS) 14/9

Rotations: Heavy 0/0, Medium 2/1, Light 12/8, Total Adds 9, WRHC, WATY, Z93, WKXI, KJCB, WTOY, KAPE, WEAS, WANM, Medium: KOKA

### TONEY LEE "Teaser" (Critique) 13/6

Rotations: Heavy 0/0, Medium 1/0, Light 12/6, Total Adds 6, WXYV, WOWI, WGCI, WANT, WTOY, WYWS, Medium: KRNB

### PHIL COLLINS "One More Night" (Atlantic) 13/3

Rotations: Heavy 6/1, Medium 3/0, Light 4/2, Total Adds 3, KMJM, WJLS, KOKA, Heavy: WHRK, WBLZ, WLUM, WJAX, WKKO, Medium: KACE, JET94, WOKS

### JUNIE MORRISON "Stick It In" (Island) 13/2

Rotations: Heavy 3/0, Medium 4/1, Light 6/1, Total Adds 2, KNOK-FM, WANM, Heavy: KKDA-FM, KYOK, KIIZ, Medium: WAMO, KRNB, WEAS

### RAPPIN' DUKE "Rappin' Duke" (JWP) 13/1

Rotations: Heavy 3/0, Medium 5/1, Light 5/0, Total Adds 1, WKWM, Heavy: WDRQ, WJLB, KIIZ, Medium: WWIN, WGCI, KMJM, KJLH

### READY FOR THE WORLD "Deep Inside Your Love" (MCA) 12/11

Rotations: Heavy 0/0, Medium 1/1, Light 11/10, Total Adds 11, KKDA-FM, KYOK, KSOL, WOKX, WPEG, WJMI, KJCB, WOKX, KAPE, WKWM, WYWS

### HOWARD JONES "Things Can Only Get Better" (Elektra) 12/7

Rotations: Heavy 1/0, Medium 2/0, Light 9/7, Total Adds 7, WTMP, KMJM, WPEG, WPOD, WBMM, WOKS, WYWS, WFXC

### PRIME TIME "Give It To The Beat" (Total Experience/RCA) 12/7

Rotations: Heavy 0/0, Medium 2/2, Light 10/6, Total Adds 7, WAMO, WDJM, WZAK, WATY, Z93, WTKL, KDKO

### DAN HARTMAN "Second Nature" (MCA) 11/5

Rotations: Heavy 1/0, Medium 2/0, Light 8/5, Total Adds 5, WAOK, KMJM, WKXI, KJCB, WORL, Heavy: KOKA, Medium: WVEE, WJAX

### RDXANNE SHANTE "Queen Of Rox (Shante' Rox On)" (Pop Art) 11/3

Rotations: Heavy 3/1, Medium 2/0, Light 6/2, Total Adds 3, WAMO, KRNB, KUKQ, Heavy: KMJM, WQOK, Medium: WUSL, WFXC

### CHAMPAIGN "Intimate Strangers" (Columbia) 11/1

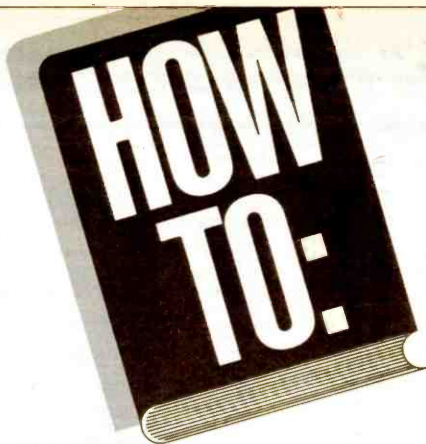
Rotations: Heavy 0/0, Medium 1/0, Light 10/1, Total Adds 1, KHYS, Medium: WTMP

### FAT BOYS "Stick Em!" (Sutra) 10/5

Rotations: Heavy 0/0, Medium 2/2, Light 8/3, Total Adds 5, WWIN, KRNB, WOWI, WZAK, WEAS

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.





**BUILD A BREAKER IN ONE WEEK  
BY  
ATLANTIC STARR**

With their new single:  
**"FREAK-A-RISTIC"**

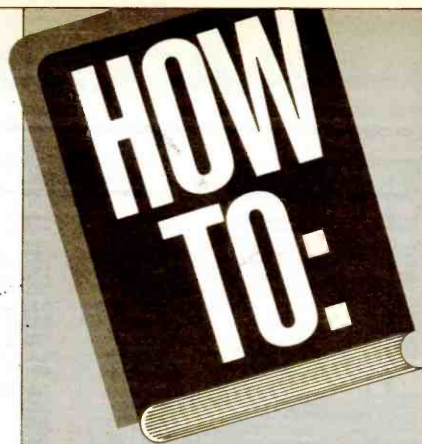
7-inch (AM-2718) 12-inch (SP-12126)



From their forthcoming album  
**AS THE BAND TURNS**  
(SP-5019)

Produced by David and Wayne Lewis  
Associate Producer: Jonathan Lewis  
A Jodaway Production

On A&M Records and BASF chrome cassettes.



**STAY #1  
2 WEEKS  
IN A ROW**

BY  
**JESSE  
JOHNSON**

With his first single and #1  
**"BE YOUR MAN"**

(AM-2702)

With the second on the way  
**"CAN YOU HELP ME"**

7-inch (AM-2730) 12-inch (SP-12129)

From the hit album  
**JESSE JOHNSON'S REVUE**  
(SP-6-5024)

Produced by J. Johnson  
for J.W.J. Productions, Inc.

**WHEN IT COMES TO HITS WE WROTE THE BOOKS!**

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# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

## TOP 50

APRIL 5, 1985

Three Weeks Two Weeks Last Week

Three Weeks	Two Weeks	Last Week	Artist/Song
3	1	1	ALABAMA/There's No Way (RCA)
8	5	2	JUDDS/Girls Night Out (RCA/Curb)
6	3	3	ANNE MURRAY/Time Don't Run Out On Me (Capitol)
12	9	5	DOLLY PARTON/Don't Call It Love (RCA)
14	11	7	GEORGE STRAIT/The Cowboy Rides Away (MCA)
21	20	13	EDDIE RABBITT/Warning Sign (WB)
22	21	15	SAWYER BROWN/Step That Step (Capitol/Curb)
20	18	12	REBA MCGENTIRE/Somebody Should Leave (MCA)
16	14	11	MICKEY GILLEY/I'm The One Mama Warned You About (Epic)
1	2	4	BELLAMY BROTHERS/I Need More Of You (MCA/Curb)
23	22	17	SYLVIA/Fallin' In Love (RCA)
24	23	18	CHARLY MCCLAIN/Radio Heart (Epic)
9	7	8	NITTY GRITTY DIRT BAND/High Horse (WB)
25	24	19	RONNIE MCDOWELL/In A New York Minute (Epic)
17	15	14	HANK WILLIAMS JR./Major Moves (WB/Curb)
30	27	21	JOHN CONLEE/Working Man (MCA)
5	4	6	EARL THOMAS CONLEY/Honor Bound (RCA)
15	12	9	WAYLON JENNINGS/Waltz Me To Heaven (RCA)
34	31	22	CONWAY TWITTY/Don't Call Him A Cowboy (WB)
31	28	23	MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)
33	29	24	T.G. SHEPPARD/You're Going Out Of My Mind (WB/Curb)
32	30	25	FORESTER SISTERS/(That's What You Do) When You're... (WB)
42	34	27	MERLE HAGGARD/Natural High (Epic)
—	46	40	OAK RIDGE BOYS/Little Things (MCA)
35	32	30	WHITES/If It Ain't Love (Let's Leave It Alone) (MCA/Curb)
36	33	31	BARBARA MANDRELL/There's No Love In Tennessee (MCA)
4	6	10	JOHN SCHNEIDER/Country Girls (MCA)
—	42	39	RICKY SKAGGS/Country Boy (Epic)
39	36	32	KEITH STEGALL/California (Epic)
40	37	35	KENDALLS/Four Wheel Drive (Mercury/PG)
37	35	33	MAINES BROTHERS BAND/Everybody Needs Love... (Mercury/PG)
—	44	41	CRYSTAL GAYLE/Nobody Wants To Be Alone (WB)
—	43	38	RONNIE MILSAP/She Keeps The Home Fires Burning (RCA)
47	41	38	MEL MCDANIEL/Let It Roll (Let It Rock) (Capitol)
2	8	16	DON WILLIAMS/Walkin' A Broken Heart (MCA)
17	10	20	JOHNNY LEE/Rollin' Lonely (Full Moon/WB)
19	17	26	BARBARA MANDRELL/LEE GREENWOOD/I Should've Been Love By Now (MCA)
—	—	—	<b>BREAKER</b>
10	19	34	EMMYLOU HARRIS/White Line (WB)
—	—	—	RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbia)
41	39	37	GAIL DAVIES/Nothing Can Hurt Me Now (RCA)
—	48	44	ED BRUCE/When Givin' Up Was Easy (RCA)
—	49	45	DAN SEALS/My Old Yellow Car (Liberty)
27	26	36	RESTLESS HEART/Let The Heartache Ride (RCA)
—	50	47	VINCE GILL/True Love (RCA)
13	13	28	JANIE FRICKE/The First Word In Memory Is Me (Columbia)
7	16	29	KENNY ROGERS/Crazy (RCA)
—	—	50	KATHY MATTEA/It's Your Reputation Talkin' (Mercury/PG)
—	—	—	<b>DEBUT</b>
—	—	—	LOUISE MANDRELL/Maybe My Baby (RCA)
—	—	—	<b>DEBUT</b>
—	—	—	STEVE WARINER/Heart Trouble (MCA)
—	—	—	<b>DEBUT</b>
—	—	—	EXILE/She's A Miracle (Epic)

Total Reports/Adds	Heavy	Medium	Light
163/0	151	10	2
159/0	142	12	5
155/0	138	9	8
155/0	125	27	3
159/1	114	36	9
158/1	87	63	8
156/3	94	51	11
157/1	88	61	8
149/2	92	41	16
135/0	95	30	10
159/1	58	87	14
153/1	63	81	9
135/1	89	25	21
157/3	52	91	14
140/0	75	42	23
156/4	44	101	11
127/0	85	20	22
124/2	69	30	25
156/3	36	98	22
155/8	35	91	29
156/5	28	108	20
142/6	47	64	31
153/8	26	93	34
155/18	14	88	53
145/4	20	97	28
144/9	17	91	36
101/0	47	38	16
139/11	14	92	33
123/4	17	73	33
119/4	18	77	24
116/4	20	56	40
147/15	6	84	57
148/41	10	62	76
141/14	13	78	50
87/0	31	36	20
82/0	31	30	21
67/1	17	34	16
105/15	4	55	46
68/0	17	31	20
78/3	5	51	22
104/13	0	47	57
96/27	1	41	54
62/0	10	39	13
89/8	4	43	42
54/0	17	26	11
59/0	15	23	21
75/13	2	38	35
92/25	0	38	54
88/40	1	32	55
73/46	2	22	49

## MOST ADDED

EXILE (48)
She's A Miracle (Epic)
WILLIE NELSON (44)
Forgiving You Was Easy (Columbia)
RONNIE MILSAP (41)
She Keeps The Home Fires... (RCA)
STEVE WARINER (40)
Heart Trouble (MCA)
LEE GREENWOOD (38)
Dixie Road (MCA)
STATLER BROTHERS (31)
Hello Mary Lou (Mercury/PolyGram)
CHARLEY PRIDE (30)
Down On The Farm (RCA)
DAN SEALS (27)
My Old Yellow Car (Liberty)
LOUISE MANDRELL (25)
Maybe My Baby (RCA)
EDDY RAVEN (25)
Operator, Operator (RCA)

## HOTTEST

ALABAMA (92)
There's No Way (RCA)
JUDDS (80)
Girls Night Out (RCA/Curb)
ANNE MURRAY (58)
Time Don't Run Out On Me (Capitol)
DOLLY PARTON (49)
Don't Call It Love (RCA)
GEORGE STRAIT (48)
The Cowboy Rides Away (MCA)
BELLAMY BROTHERS (46)
I Need More Of You (MCA/Curb)
NITTY GRITTY DIRT BAND (39)
High Horse (WB)
REBA MCGENTIRE (28)
Somebody Should Leave (MCA)
SAWYER BROWN (27)
Step That Step (Capitol/Curb)
EARL THOMAS CONLEY (22)
Honor Bound (RCA)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

EMMYLOU HARRIS  
White Line (WB)

On 64% of reporting stations. Rotations: Heavy 4, Medium 55, Light 46, Total Adds 15. WAJR, WXTU, WMZO, KASE, WTVY, KYXK, KYXX, WRNL, KJJY, WFMS, KYAK, KGNL, KCBQ, KSAN. Moves 45-38 on the Country chart.

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, 4-1-85.

"A miracle" is just what we expected.

**Exile's "She's A Miracle"**  
34-04864  
is the No. 1 Most Added single  
at Country radio



R&R Debut 50 BB 2nd week 56 CB Debut 69

From the Exile album "KENTUCKY HEARTS"  
Produced by Buddy Killen on Epic Records and Cassettes. PG-39424

What else would you expect from the hottest  
band in Country music!



# COUNTRY

## NEW & ACTIVE

**DAN SEALS "My Old Yellow Car" (Liberty) 96/27**  
 Rotations: Heavy 1, Medium 41, Light 54, Total Adds 27 including WXTU, WPOR, CHOW, WSOB, WUSY, WFNC, KYYX, WSLR, WMNI, WWWV, WFMS, WDAF, KGH, KYGO, KSON. Moves 49-42 on the Country chart.

☑ **LOUISE MANDRELL "Maybe My Baby" (RCA) 92/25**  
 Rotations: Heavy 0, Medium 38, Light 54, Total Adds 25 including WPTX, WCAO, WYVA, WUSY, WESC, WAMZ, WUSO, WUBE, KWMT, WDSY, KRFM, WKGS, KLGN, KVEG, KRPM. Debuts at number 48 on the Country chart.

☑ **STEVE WARINER "Heart Trouble" (MCA) 88/40**  
 Rotations: Heavy 1, Medium 32, Light 55, Total Adds 40 including WRKZ, WXL, KRRV, WYMI, WAMZ, WKIX, WCUZ, WFMS, KCBJ, KTKP, KMAK, KCCY, KRAK, KCKG, KIGO. Debuts at number 49 on the Country chart.

**TERRI GIBBS "A Few Good Men" (WB) 75/16**  
 Rotations: Heavy 1, Medium 20, Light 54, Total Adds 16, WGNB, WTSV, WOKQ, WPOR, WILQ, KMML, WYMI, WUSY, WKLO, WUSO, WSLR, KSO, KCBJ, WWOJ, KYYX, KKYC.

**KATHY MATTEA "It's Your Reputation Talkin'" (Mercury/PolyGram) 75/13**  
 Rotations: Heavy 2, Medium 38, Light 35, Total Adds 13, WPOR, WNYR, WMZQ, KIKK, KYYX, WTQR, WCXI, KWMT, WTSO, WTHI, KCCY, Heavy, WOKK, WCUZ. Moves 50-47 on the Country chart.

☑ **EXILE "She's A Miracle" (Epic) 73/46**  
 Rotations: Heavy 2, Medium 22, Light 49, Total Adds 46 including WYRK, WRKZ, WDSY, WYNN, WSOB, KPLX, KIKK, KYYX, WOV, KTTT, WIL, KTKP, KFDI, KLZ, KRISY, KCKC, (Debut at number 50 on the Country chart).

**JUDY ROOMAN "I've Been Had By Love Before" (MTM) 68/13**  
 Rotations: Heavy 2, Medium 19, Light 47, Total Adds 13, WSNB, WBOB, WKYS, KXYL, WCMS, WMNI, KWMT, KCBJ, WWOJ, WTHI, KTKP, KUJY, KUGN, KMAK, Heavy, KRKT, KIGO.

**RAZZY BAILEY "Modern Day Marriages" (MCA) 68/4**  
 Rotations: Heavy 1, Medium 29, Light 38, Total Adds 4, WOKQ, CHOW, WUSO, KUJY, Heavy, WCUZ, Medium, WBGW, WSNB, KMML, WUSY, WESC, KRMD, WTL, KFDI, KQIL, KSOP.

☑ **WILLIE NELSON "Forgiving You Was Easy" (Columbia) 62/44**  
 Rotations: Heavy 3, Medium 17, Light 42, Total Adds 44 including WHN, WXTU, WYVA, KASE, WXBQ, KIKK, KYYX, WTQR, KBMR, KSO, WMIL, WIL, KWEN, KGH, KUGN, KGA.

**JIMMY BUFFETT "Who's The Blonde Stranger?" (MCA) 60/12**  
 Rotations: Heavy 2, Medium 22, Light 31, Total Adds 5, WPOR, WMZQ, WGTQ, KIKK, WTQR, KWMT, WGEI, KTKP, KUJY, KMAK, KRISY, Heavy, WAMZ, WOKK, KYYX, KRKT.

**LEON EVERETTE "Too Good To Say No To" (Mercury/PolyGram) 52/10**  
 Rotations: Heavy 1, Medium 12, Light 39, Total Adds 10, WBGW, CHOW, WYVA, WILQ, WSOB, WUSY, WTVY, WAXX, KWMT, KQIL, Heavy, WESC, Medium, KYYX, KTTT, WTDQ, KSOP.

**CON HUNLEY "I'd Rather Be Crazy" (Capitol) 51/5**  
 Rotations: Heavy 1, Medium 19, Light 31, Total Adds 5, WPOR, WYVA, WILQ, WMNI, KWMT, Heavy, KYYX, Medium, WSNB, WEZL, WDSY, WCMS, KTTT, WTDQ, KIL, KEIN, KRISY.

☑ **CHARLEY PRIDE "Down On The Farm" (RCA) 50/30**  
 Rotations: Heavy 0, Medium 9, Light 41, Total Adds 30 including WSNB, WTSV, WILQ, WYNN, KTVY, WESC, KYYX, WKSI, WLWI, WCXI, WTSO, KTTT, KRKT, KXYC, KGA.

## SIGNIFICANT ACTION

**DAVID ALLAN COE "Don't Cry Darlin'" (Columbia) 45/15**  
 Rotations: Heavy 0, Medium 11, Light 34, Total Adds 15 including WCAO, CHOW, WYMI, KRRV, WYMI, WEZL, WCMS, WTL, KVOD, KRISY.

**ATLANTA "My Sweet Eyed Georgia Girl" (MCA) 44/9**  
 Rotations: Heavy 0, Medium 9, Light 35, Total Adds 9, WCAO, WRKZ, WPOR, WCMS, WTQR, KTKP, KKAL, KEIN, KXYC.

**WRIGHT BROTHERS "Fire In The Sky" (Mercury/PolyGram) 44/8**  
 Rotations: Heavy 0, Medium 12, Light 32, Total Adds 8, WGNB, KMML, WWOV, WAXX, KWMT, WTSO, WWOJ, KRPM, Medium, WOKQ, KEIN.

**JOHNNY PAYCHECK "You're Every Step I Take" (AMI) 41/10**  
 Rotations: Heavy 0, Medium 10, Light 31, Total Adds 10, WCAO, WSNB, WTSV, WXTU, CHOW, KMML, WOKK, KMAK, KRWQ, KRISY.

☑ **LEE GREENWOOD "Dixie Road" (MCA) 38/38**  
 Rotations: Heavy 2, Medium 8, Light 28, Total Adds 38 including WCAO, WNYR, WYVA, KASE, WAMZ, WCXI, WMIL, KXXY, KSOP, KSON.

**DAVID FRIZZELL & SHELLY WEST "Do Me Right" (Viva) 38/14**  
 Rotations: Heavy 0, Medium 7, Light 31, Total Adds 14 including WYVA, WYMI, KRRV, KLLL, WWOV, KBMR, KFGO, WGEI, KMAK, KEIN.

**JOHNNY RODRIGUEZ "Here I Am Again" (Epic) 37/5**  
 Rotations: Heavy 0, Medium 7, Light 30, Total Adds 5, WWOV, WMNI, KFGO, WFMS, WTL, Medium, KASE, KIKK, KYYX, KTTT, KUZZ.

**KENNY ROGERS "Love is What We Make It" (Liberty) 35/10**  
 Rotations: Heavy 0, Medium 12, Light 23, Total Adds 10, WRKZ, WYMI, WXBQ, WFNC, WLWI, WKIX, WKQ, KWMT, WTL, WTDQ.

**MASON DIXON "Only A Dream Away" (Texas) 32/0**  
 Rotations: Heavy 5, Medium 12, Light 15, Total Adds 0, Heavy, KLVI, KPLX, KIKK, KYYX, KRMD, Medium, CHOW, WTVY, WFMS, WOV, KRKT.

☑ **STATLER BROTHERS "Hello Mary Lou" (Mercury/PolyGram) 31/31**  
 Rotations: Heavy 0, Medium 6, Light 25, Total Adds 31 including WPTX, WYRK, WNYR, KYYX, WIRK, WIRE, K102, KUZZ, KRISY, KCKC.

**REX ALLEN JR. "When You Held Me In Your Arms" (Moon Shine) 30/18**  
 Rotations: Heavy 0, Medium 4, Light 26, Total Adds 18 including WYVA, WYMI, WTVY, WLWI, WQYK, WAXX, KVOD, KFDI, KKAL, KRISY.

**JOHN McEUEEN "Blue Days, Black Nights" (WB) 1**  
 Rotations: Heavy 2, Medium 26, Light 5, KHEY, WFNC, KKYX, KXXY, KIGO, Heavy, KFDI, Medium, KTTT, Light, WSNB, WCUZ, KQIL.

**MOE BANDY & JOE STAMPLEY "Still On A Roll" (Columbia) 27/6**  
 Rotations: Heavy 0, Medium 9, Light 18, Total Adds 6, KSSN, KSO, KFGO, KWMT, KVOD, KCKC, Medium, KKYX, KXXY, KTTT, KTM.

**DEBONAIRE "I'm On Fire" (MTM) 27/4**  
 Rotations: Heavy 2, Medium 5, Light 20, Total Adds 4, WXTU, WWOV, KBMR, KKAL, Heavy, WCUZ, KQIL, Medium, WBGW, KASE, WIRE, KRKT.

☑ **EDDY RAVEN "Operator, Operator" (RCA) 26/25**  
 Rotations: Heavy 1, Medium 4, Light 21, Total Adds 25 including WBOB, WDSY, KASE, WDXE, KRMD, WCXI, WCUZ, KZZ, KTM, KRPM.

**CHANCE "To Be Lovers" (Mercury/PolyGram) 26/12**  
 Rotations: Heavy 1, Medium 4, Light 21, Total Adds 12, WYVA, WPOR, KXYL, WEZL, WCOB, WLWI, WWWV, WCUZ, WCUZ, WTDQ.

**DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 26/7**  
 Rotations: Heavy 2, Medium 7, Light 17, Total Adds 7, WSNB, WXL, WILQ, WYMI, KFGO, WOV, KIOV, Heavy, WBOB, WCUZ, Medium, KCCY.

**GUS HARDIN "My Mind is On You" (RCA) 25/15**  
 Rotations: Heavy 1, Medium 2, Light 22, Total Adds 15 including WSNB, CHOW, WYMI, WWOV, WOKK, WKSI, KBMR, WTSO, KXYX, KXYC, KGA.

**USA FOR AFRICA "We Are The World" (Columbia) 24/8**  
 Rotations: Heavy 0, Medium 4, Light 20, Total Adds 8, WSNB, WOB, WXL, WDSY, WCOB, WKLO, WSA, KIOV, Medium, WGNB, WTSV, WHN, Light, WKYG, WILQ, KEAN, WESC, KYYX, WOKK, WUBE, KFKF, KYAK, KCCY, KCKC.

**KAREN TAYLOR-GOOD "Starlight" (Mesa) 24/5**  
 Rotations: Heavy 0, Medium 3, Light 21, Total Adds 5, WCAO, KMML, KIKK, WTL, KSOP, Medium, KHEY, KRMD.

**LLOYD DAVID FOSTER "I Can Feel The Fire Goin' Out" (Columbia) 22/3**  
 Rotations: Heavy 0, Medium 4, Light 18, Total Adds 3, WAMZ, WLWI, KYYX, Medium, KPLX, WTVY, Light, WBGW, KMML, WDXE, KVOD, KRISY.

**CHRIS HILLMAN "Running The Roadblocks" (Sugar Hill) 19/5**  
 Rotations: Heavy 0, Medium 2, Light 17, Total Adds 5, WYVA, WSNB, WFNC, KEIN, KRISY, Medium, KTTT, KFDI, Light, WYMI, KRRV, WCXI.

**EXILE "Stay With Me" (MCA/Curb) 19/0**  
 Rotations: Heavy 0, Medium 10, Light 9, Total Adds 0, Medium, WSNB, CHOW, KBMR, WUBE, KXXY, KRKT, KEIN, KRISY, KIGO.

**JOHN SCHNEIDER "It's A Short Walk From..." (MCA) 16/16**  
 Rotations: Heavy 0, Medium 5, Light 13, Total Adds 16 including WCAO, WBGW, KLVI, WDXE, WIRK, WCXI, KFDI, KUZZ, KSON.

**SNUFF "United Or Divided" (MCA/Curb) 15/4**  
 Rotations: Heavy 0, Medium 2, Light 13, Total Adds 4, WBGW, KRWQ, KEIN, KIGO, Medium, WWOV, WUSO, Light, WSNB, WBOB, WRNL, WLV.

**CARLETT "Show Down" (Luv Records) 14/5**  
 Rotations: Heavy 0, Medium 2, Light 12, Total Adds 5, WGTQ, WFNC, KKYX, KTTT, KRWO, Medium, KMML, KSOP, Light, WWOV, WTDQ, KVOD.

**KENNY DALE "Look What Love Did To Me" (Saba) 12/4**  
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 4, KMML, WDXE, KTTT, KSOP, Medium, KKYX, Light, WFNC, WLWI, WOV, KVOD.

**BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 12/0**  
 Rotations: Heavy 1, Medium 4, Light 7, Total Adds 0, Heavy, WTSO, Medium, WBGW, KLVI, KIOV, KCCY, Light, WOKQ, KEAN, WOKK, WUSN, KCKC.

**LISA ANGELE "Love, It's The Pits" (EMI America) 11/2**  
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 2, KKYX, KIOV, Light, WGNB, WKYG, WWOV, WCMS, WQYK, KFGO, WTDQ.

**DENNIS BOTTOMS "Did I Stay Too Long" (WB) 9/3**  
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 3, WWOV, WTDQ, KVOD, Medium, WCUZ, Light, WSNB, KRMD, KBMR, KRKT, KRWQ.

**McCAIN BROTHERS "If Love Was A Crime" (Rise & Shine) 9/1**  
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 1, WSNB, Light, WYMI, KKYX, KXXY, WOV, KVOD, KFDI.

**MALCHAK & RUCKER "Why Didn't I Think Of That" (Revolver) 8/1**  
 Rotations: Heavy 0, Medium 3, Light 5, Total Adds 1, WSNB, Medium, WYVA, WCUZ, Light, WXTU.

**STEVE WARINER "When We're Together" (RCA) 8/0**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 0, Light, WYVA, WSNB, WBOB, WOKQ, WPOR, WYMI, KRWQ.

## ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
ALABAMA/Forty Hour Week (RCA)	40 Hour Week
CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	Don't Call Him A Cowboy
NICOLETTE LARSON/When You Get A Little Lonely (MCA)	Say When
SHELLY WEST/If I Dance The Two-Step (Viva)	Don't Make Me Wait On...
RESTLESS HEART/She's Coming Home (RCA)	Restless Heart
DOLLY PARTON & KENNY ROGERS/Real Love (RCA)	Real Love
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?
GEORGE STRAIT/Any Old Time (MCA)	Does Fort Worth Ever...
EMMYLOU HARRIS/Rhythm Guitar (WB)	The Ballad Of Sally Rose

# HILLARY AND



# THE WORK STARTS THIS WEEK

# RADIO

# "We Work"

# WEEK















# AOR ALBUMS

Three Weeks	Two Weeks	One Week	Rank	Artist/Album	Label	Total Reports	Hot Rotations	Medium Rotations	Total Adds All Rotations
			1	<b>T. PETTY &amp; THE HEARTBREAKERS</b> /Southern Accents (MCA)		152	135	15	2 =
2	1	1	2	<b>PHIL COLLINS</b> /No Jacket Required (Atlantic)		152	132	20	0 =
6	3	2	3	<b>ERIC CLAPTON</b> /Behind The Sun (WB)		148	137	11	0 =
9	7	6	4	<b>THE BREAKFAST CLUB</b> /Soundtrack (A&M)		146	125	21	0 =
5	5	5	5	<b>JOHN FOGERTY</b> /Centerfield (WB)		144	118	26	3 =
1	2	4	6	<b>MICK JAGGER</b> /She's The Boss (Columbia)		145	106	39	0 =
3	4	7	7	<b>FIRM</b> /The Firm (Atlantic)		142	110	32	0 =
17	12	9	8	<b>TEARS FOR FEARS</b> /Songs From The Big Chair (Mercury/PG)		145	105	40	0 =
4	6	8	9	<b>DON HENLEY</b> /Building The Perfect Beast (Geffen)		137	105	28	7 +
8	8	10	10	<b>FOREIGNER</b> /Agent Provocateur (Atlantic)		119	86	33	1 +
			11	<b>DEBUT</b> <b>USA FOR AFRICA</b> /We Are The World (Columbia)		124	64	49	44
16	13	13	12	<b>CHICAGO</b> /Chicago 17 (Full Moon/WB)		99	82	17	2 +
7	9	11	13	<b>BRUCE SPRINGSTEEN</b> /Born In The U.S.A. (Columbia)		101	78	22	1 =
			14	<b>DEBUT</b> <b>KENNY LOGGINS</b> /Vox Humana (Columbia)		117	45	71	7
21	15	14	15	<b>VAN MORRISON</b> /A Sense Of Wonder (Mercury/PG)		120	34	86	2 =
27	20	15	16	<b>FIONA</b> /Fiona (Atlantic)		122	18	104	1 =
12	10	12	17	<b>SANTANA</b> /Beyond Appearances (Columbia)		108	46	60	2 +
			18	<b>DEBUT</b> <b>POWER STATION</b> /The Power Station (Capitol)		98	36	57	22
19	18	17	19	<b>GEORGE THOROGOOD &amp; THE DESTROYERS</b> /Maverick (EMI America)		100	28	72	1 =
			20	<b>VAN-ZANT</b> /Van-Zant (Network/Geffen)		106	13	92	10 =
40	29	23	21	<b>REO SPEEDWAGON</b> /Wheels Are Turnin' (Epic)		101	23	75	11 =
14	16	20	22	<b>DAVID LEE ROTH</b> /Crazy From The Heat (WB)		92	31	59	9 +
22	21	19	23	<b>LOS LOBOS</b> /How Will The Wolf Survive? (Slash/WB)		93	22	71	1 =
			24	<b>KATRINA &amp; THE WAVES</b> /Katrina & The Waves (Capitol)		94	20	70	13 =
13	14	18	25	<b>BRYAN ADAMS</b> /Reckless (A&M)		70	36	34	3 =
			26	<b>HOWARD JONES</b> /Dream Into Action (Elektra)		85	19	62	12 +
10	11	16	27	<b>ALAN PARSONS PROJECT</b> /Vulture Culture (Arista)		74	28	44	3 =
			28	<b>JASON &amp; THE SCORCHERS</b> /Lost And Found (EMI America)		82	2	76	10 =
34	30	29	29	<b>U2</b> /The Unforgettable Fire (Island)		62	12	49	1 =
38	36	32	30	<b>MOUNTAIN</b> /Go For Your Life (Scotti Bros./CBS)		71	2	66	6 =
			31	<b>HALL &amp; OATES</b> /Big Bam Boom (RCA)		64	18	46	6 =
			32	<b>PORKY'S REVENGE</b> /Soundtrack (Columbia)		69	6	59	8 =
			33	<b>DEBUT</b> <b>DOKKEN</b> /Tooth And Nail (Elektra)		56	10	42	15 +
18	19	22	34	<b>GREG KINN</b> /Citizen Kinn (EMI America)		52	12	40	0 =
			35	<b>GIUFFRIA</b> /Giuffria (Camel/MCA)		55	10	41	8 =
			36	<b>DEBUT</b> <b>GRAHAM PARKER &amp; THE SHOT</b> /Steady Nerves (Elektra)		56	7	41	21 =
25	24	24	37	<b>GARY O</b> /Strange Behavior (RCA)		49	10	39	0 =
			38	<b>DEBUT</b> <b>JULIAN LENNON</b> /Valotte (Atlantic)		55	8	44	14 +
36	37	37	39	<b>MICHAEL BOLTON</b> /Everybody's Crazy (Columbia)		50	5	41	8 +
			40	<b>DEBUT</b> <b>REFUGEE</b> /Affairs In Babylon (Chrysalis)		58	3	47	13 =

"I WOKE UP THIS MORNING AND REALIZED THAT, NOT ONLY DO WE HAVE THE 'RIGHT TO ROCK', BUT AOR IS PRETTY BORING WITHOUT IT. I'M FIGHTING FOR ROCK N ROLL!!"

J.B. BRENNER,  
NATIONAL ALBUM PROMOTION,  
A&M RECORDS

**KEEL** "THE RIGHT TO ROCK" **OVER 130,000 SOLD!**

## BREAKERS

**USA FOR AFRICA**  
We Are The World (Columbia)

81% of our reporters on it. 124/44 including adds at: WDVE, DC101, KZEW, KSRR, WLUP, WLVO, KGB, KOMI. Debuts at #11 on the Albums chart.

**KENNY LOGGINS**  
Vox Humana (Columbia)

76% of our reporters on it. 117/77 with adds at: KZEW, KGON, KINK, WPLR, WISA, WYFE, KQWB. Debuts at #14 on the Albums chart.

**POWER STATION**  
The Power Station (Capitol)

64% of our reporters on it. 98/22 including adds at: WIYY, WHJY, KZEW, WNOR, WAFF, WIOT, KKDJ. Debuts at #18 on the Albums chart.

**HOWARD JONES**  
Dream Into Action (Elektra)

56% of our reporters on it. 85/12 including adds at: KZEW, WNOR, KSHE, WAQY, KNCC, KRIX, KTCZ. Moves 26-26 on the Albums chart.

**JASON & THE SCORCHERS**  
Lost And Found (EMI America)

51% of our reporters on it. 82/10 including adds at: WBAB, KBCC, WAQX, WOUR, WOOS, WWTR. Moves 31-28 on the Albums chart.



**Howard Jones**  
**DREAM INTO ACTION**



Howard Jones

*THANKS YOU FOR PUTTING HIS*  
**DREAM INTO ACTION.**

**AOR TRACKS BREAKERS 20**

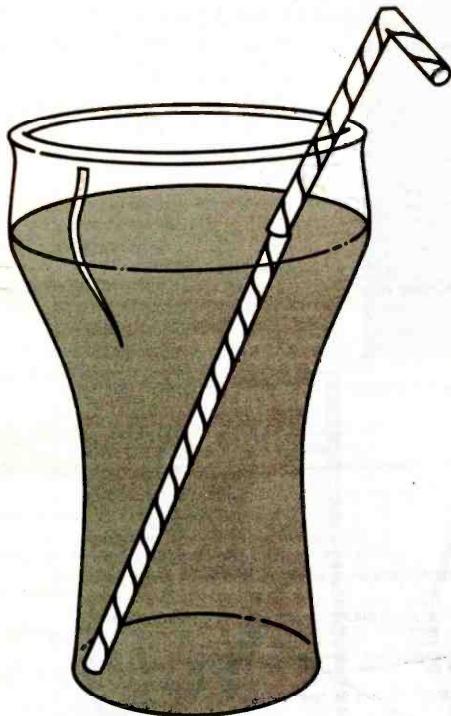
**AOR ALBUMS BREAKERS 26**

**CHR BREAKERS**

*THIS IS JUST THE BEGINNING...*  
**"THINGS CAN ONLY GET BETTER!"**



# YOU CAN'T DRINK IT



# BUT YOU CAN PLAY IT

**KIM MITCHELL**  
akimbo alogo



Catch the 100 proof sound of Kim Mitchell's, "Go For Soda." 7-99652  
From his long-awaited debut album, AKIMBO ALOGO.  
Brought to you by Bronze, in precious metal cans.



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70/R&R FRIDAY, APRIL 5, 1985

## AOR ALBUMS

### MOST ADDED

**SLADE (54)**  
Rogues Gallery (CBS Associated)  
**USA FOR AFRICA (44)**  
We Are The World (Columbia)  
**KIM MITCHELL (32)**  
Akimbo Alogo (Bronze/Island)  
**GLENN FREY (27)**  
The Allnighter (MCA)  
**POWER STATION (22)**  
The Power Station (Capitol)  
**GRAHAM PARKER & THE SHOT (21)**  
Steady Nerves (Elektra)

### HOTTEST

**ERIC CLAPTON (137)**  
Behind The Sun (WB)  
**TOM PETTY & THE HEARTBREAKERS (135)**  
Southern Accents (MCA)  
**PHIL COLLINS (132)**  
No Jacket Required (Atlantic)  
**BREAKFAST CLUB (125)**  
Soundtrack (A&M)  
**JOHN FOGERTY (118)**  
Centerfield (WB)  
**FIRM (110)**  
The Firm (Atlantic)

### NEW & ACTIVE

- ✓ **SLADE/Rogues Gallery (CBS Associated) 54/54 (0/0)**  
Adds: WBAB, WHJY, DC101, KZEW, WAQY, KQDS, KILO, WWWV, KQWB. Hots: 1 WKQQ. Mediums: 35 include KTXQ, WYNF, KYYS, WQFM, KSHE, KISW, WAAF, KISS.
- ✓ **ALISON MOYET/AN (Columbia) 49/10 (42/11)**  
Adds: WDVE, KLOL, WSHE, WRCN, WAQY, KTCZ, WWCT, KEZE, KMBY. Hots: 12 include CHOM, WXRT, CFOX, WLIR, CHEZ, CITI, KSPN. Mediums: 32 include WBAB, WMMS, WQFM, KBCC, KAZY, WZZO.
- ✓ **GLENN FREY/The Allnighter (MCA) 40/27 (14/12)**  
Adds include KTXQ, KLOL, KSRP, WLVO, KISS, KQDS, KKDJ, KOMP, KQWB. Hots: 3 KZEW, WYNF, WAFX. Mediums: 32 include WNOR, WMMS, KUPD, WCCC, WFYV, WRDU, WIOT, KZEL.
- SURVIVOR/Vital Signs (Scotti Bros./CBS) 37/5 (39/2)**  
Adds: WRIF, KSHE, KBPI, WIBA, KRQU. Hots: 15 include WMMR, WEBN, KLAQ, WIMZ, KMJX, KISS, WSKS, KGGO, KILO. Mediums: 21 include KTXQ, KLOL, KSRP, KMET, KPOI.
- ✓ **KIM MITCHELL/Akimbo Alogo (Bronze/Island) 38/32 (1/1)**  
Adds: WBAB, WHJY, KZEW, WLLZ, WRCN, WOUR, KATT, KILO. Hots: 4 KISW, WQMF, KNCN, WKQQ. Mediums: 17 include WIYY, WDVE, WYNF, WFYV, WDIZ, KEZE.
- GO WEST/Go West (Chrysalis) 33/1 (34/3)**  
Adds: WZZO. Hots: 11 include WBCN, WLUP, WXRT, WDHA, WLIR, WPLR. Mediums: 22 include WBAB, WNOR, WMMS, KROQ, WOUR, WRXL, KGGO.
- ✓ **TIL TUESDAY/Voices Carry (Epic) 31/12 (19/4)**  
Adds include WYSP, WMMS, KBCC, KOAK, WCCC, WRUF, KTYD. Hots: 8 WBCN, WHJY, 91X, WLIR, WAAF, KLB, KROU, KCGI. Mediums: 17 include WPLR, WAQY, WFYV, WGR, WBLM.
- ANIMATION/Animation (Mercury/PolyGram) 31/3 (33/7)**  
Adds: KMJX, KKCI, WRUF. Hots: 8 WSHE, WMMS, WZZO, WHMD, ZWEV, KLYV, WBSW, KFME. Mediums: 22 include WHJY, KSHE, WAQY, WIMZ, WRDU, KGGO, WBLM, WWWV.
- BLASTERS/Hard Line (Slash/WB) 30/3 (31/4)**  
Adds: WRCN, WCPZ, KRQU. Hots: 4 KBCO, WHFS, WLIR, KVRE. Mediums: 24 include KLOL, WXRT, KAZY, KROQ, KILO, KKDJ, KTYD.
- SADE/Diamond Life (Portrait/CBS) 27/1 (25/2)**  
Adds: WZZO. Hots: 12 include WXRT, WMMS, KBCC, KAZY, WHFS, WLIR, CHEZ, KTCZ. Mediums: 15 include WBCN, WBAB, KDKB, KOAK, WDHA, WRDU, KLYV.
- BRUCE COCKBURN/Stealing Fire (Gold Mtn./AM) 19/3 (18/5)**  
Adds: WHFS, KISS, KZOO. Hots: 1 KSPN. Mediums: 16 include CHUM, KINK, WRCN, WHÉB, KLAQ, KFME, WWWV, KUFO, KOZZ.
- CHESS/Soundtrack (RCA) 19/1 (19/3)**  
Adds: WHEB. Hots: 3 WMMS, KROQ, K97. Mediums: 15 include KBCC, KBPI, WHFS, WLIR, WRCN, WIMZ, KZOK, WBLM.
- NIK KERSHAW/The Riddle (MCA) 18/5 (17/6)**  
Adds: CHOM, KOAK, KTCZ, WIZN, WHMD. Hots: 4 WLIR, CHEZ, WCPZ, KRQU. Mediums: 11 include CHUM, WXRT, KBCC, KAZY, WPLR, K97.
- STREETS/Crimes in Mind (Atlantic) 18/2 (18/2)**  
Adds: WNEW, KRIX. Hots: 1 WQFM. Mediums: 15 include WDVE, WRIF, KGB, WEZX, KISS, WAPL, KATT.
- LORDS OF THE NEW CHURCH/The Method Of Our Madness (IRS/A&M) 17/6 (13/13)**  
Adds: KTXQ, KLOL, KOAK, KNCN, WZZO, KTYD. Hots: 0. Mediums: 14 include KZEW, KROQ, 91X, WHFS, WLIR, KLAQ, KQDS.
- SAMMY HAGAR/VOA (Geffen) 14/4 (13/6)**  
Adds: KLOL, WNOR, KNCN, KOZZ. Hots: 3 WLLZ, WAQX, KISS. Mediums: 11 include WLVO, WQFM, KEZE, KWHL, KTYD.
- SMITHS/Meat Is Murder (Sire/WB) 14/3 (11/0)**  
Adds: WIZN, KSPN, KRQU. Hots: 8 include WBCN, 91X, KOAK, WHFS, WLIR. Mediums: 3 WXRT, KBCC, CHEZ.
- KEEL/The Right To Rock (Gold Mtn./A&M) 14/3 (15/3)**  
Adds: WDHA, KKDJ, WRUF. Hots: 0. Mediums: 13 include WBCN, WLLZ, WQFM, KUPD, WKDF, KISS, KATT, KTYD.

**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.

**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.

**TRACKS** — Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown four-week trend of chart movement. Records showing significant upward momentum are bulleted. 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.



# RADIO & RECORDS NATIONAL AIRPLAY

# AOR TRACKS

## 153 REPORTS

Week	Peak	Last	Weeks	Title	Label	Total	Hot	Medium	Total Adds
4	2	2	1	<b>TOM PETTY &amp; THE.../Don't Come Around Here No...</b> (MCA)	146-131-15	0-			
1	1	1	2	<b>ERIC CLAPTON/Forever Man</b> (WB)	144-133-11	0-			
9	3	3	4	<b>SIMPLE MINDS/Don't You (Forget About Me)</b> (A&M)	145-124-21	0-			
20	11	5	4	<b>TEARS FOR FEARS/Everybody Wants To Rule The World</b> (Mercury/PG)	144+103+41	7-			
5	5	6	6	<b>JOHN FOGERTY/Rock And Roll Girls</b> (WB)	109-93-16	0=			
2	4	4	6	<b>DON HENLEY/All She Wants To Do Is Dance</b> (Geffen)	105-93-12+	0=			
11	10	10	7	<b>MICK JAGGER/Lonely At The Top</b> (Columbia)	120-65+54	1-			
8	8	8	8	<b>FOREIGNER/That Was Yesterday</b> (Atlantic)	110-83-27+	2+			
16	12	12	9	<b>CHICAGO/Along Comes A Woman (Full Moon/WB)</b>	99-82+17	2+			
7	9	7	9	<b>BRUCE SPRINGSTEEN/I'm On Fire</b> (Columbia)	99-78-21+	0-			
39	21	13	11	<b>JOHN FOGERTY/Centerfield</b> (WB)	113+55+58	9-			
—	18	18	12	<b>TOM PETTY &amp; THE HEARTBREAKERS/Rebels</b> (MCA)	113+53+56+	22-			
45	26	17	13	<b>KENNY LOGGINS/Vox Humana</b> (Columbia)	116+44+71	6-			
22	16	14	15	<b>VAN MORRISON/Tore Down A La Rimbaud</b> (Mercury/PG)	116+33+83	2-			
34	29	21	15	<b>PHIL COLLINS/Inside Out</b> (Atlantic)	100+58+42+	13+			
31	19	15	16	<b>FIONA/Talk To Me</b> (Atlantic)	120+18+102	1-			
30	28	23	17	<b>FIRM/Satisfaction Guaranteed</b> (Atlantic)	101+55+44+	17+			
54	30	19	18	<b>ERIC CLAPTON/She's Waiting</b> (WB)	102+48+54	10-			
3	6	9	19	<b>FIRM/Radioactive</b> (Atlantic)	87-64-23	1+			
<b>DEBUT</b>	20	20	20	<b>BRUCE SPRINGSTEEN/Trapped</b> (Columbia)	100 31 53 99				
27	23	20	21	<b>GEORGE THOROGOOD.../I Drink Alone</b> (EMI America)	95-27-68	1-			
—	35	25	22	<b>VAN-ZANT/I'm A Fighter</b> (Network/Geffen)	102+13+88	10-			
—	60	34	23	<b>REO SPEEDWAGON/One Lonely Night</b> (Epic)	97+19+75	16-			
23	22	22	24	<b>LOS LOBOS/Will The Wolf Survive?</b> (Slash/WB)	92-22-70	2-			
6	7	11	25	<b>MICK JAGGER/Just Another Night</b> (Columbia)	66-52-14	0-			
60	40	30	26	<b>DAVID LEE ROTH/Just A Gigolo</b> (WB)	86+29+55+	12-			
—	48	35	27	<b>KATRINA &amp; THE WAVES/Walking On Sunshine</b> (Capitol)	91+19+68+	13-			
47	34	29	27	<b>POWER STATION/Some Like It Hot</b> (Capitol)	77-36+41	3-			
—	48	35	28	<b>DON HENLEY/Drivin' With Your Eyes Closed</b> (Geffen)	80+27+45+	37+			
—	45	36	30	<b>HOWARD JONES/Things Can Only Get Better</b> (Elektra)	84+18+62+	11-			
25	14	31	31	<b>USA FOR AFRICA/We Are The World</b> (Columbia)	65-39-26	2-			
—	54	37	32	<b>JASON &amp; THE SCORCHERS/White Lies</b> (EMI America)	81+2-75+	12-			
43	39	35	33	<b>PHIL COLLINS/Don't Lose My Number</b> (Atlantic)	60+34+25	8+			
13	16	34	34	<b>SANTANA/Say It Again</b> (Columbia)	63-36-27	0-			
19	25	31	35	<b>FIRM/Closer</b> (Atlantic)	56-24-32	2=			
15	12	37	36	<b>PHIL COLLINS/One More Night</b> (Atlantic)	46-42-4	0-			
46	45	43	37	<b>PHIL COLLINS/Sussudio</b> (Atlantic)	48+34+14	4-			
57	53	45	38	<b>HALL &amp; OATES/Some Things Are Better Left Unsaid</b> (RCA)	64+18+46	6-			
51	46	40	39	<b>MOUNTAIN/Hard Times</b> (Scotti Bros./CBS)	67+2-63	5-			
49	41	38	40	<b>U2/A Sort Of Homecoming</b> (Island)	59-11-47	1-			
—	51	41	41	<b>DOKNEK/Alone Again</b> (Elektra)	56+10+42+	15+			
<b>DEBUT</b>	42	42	42	<b>HUEY LEWIS &amp; THE NEWS/Trouble In Paradise</b> (Columbia)	54 12 30 53				
—	53	43	43	<b>SANTANA/Breaking Out</b> (Columbia)	53+14+37	10-			
—	54	44	44	<b>GIUFFRIA/Lonely In Love</b> (Cameo/MCA)	55+9+42	8-			
15	20	42	45	<b>BRYAN ADAMS/Somebody</b> (A&M)	40-28-12	0-			
—	49	46	46	<b>TOM PETTY &amp; THE HEARTBREAKERS/It Ain't Nothin' To Me</b> (MCA)	46+20+24	5-			
26	27	33	47	<b>GARY O'/Shades Of '45</b> (RCA)	49-10-39	0-			
<b>DEBUT</b>	48	48	48	<b>REFUGEE/Exiles In The Dark</b> (Chrysalis)	58+3+47	13-			
18	24	49	49	<b>GREG KINN/Lucky</b> (EMI America)	48-11-37	0-			
48	50	47	50	<b>MICHAEL BOLTON/Everybody's Crazy</b> (Columbia)	47-5+38	8+			
14	14	26	51	<b>ALAN PARSONS PROJECT/Let's Talk About Me</b> (Arista)	44-13-31	0-			
44	47	46	52	<b>PHIL COLLINS/Only You Know And I Know</b> (Atlantic)	38-16-22	0-			
—	59	53	53	<b>ERIC CLAPTON/See What Love Can Do</b> (WB)	42+12+29+	6-			
<b>DEBUT</b>	54	54	54	<b>SLADE/Little Sheila</b> (CBS Associated)	54 1 35 54				
50	56	60	55	<b>MICK JAGGER/Lucky In Love</b> (Columbia)	58+17+21	8+			
<b>DEBUT</b>	56	56	56	<b>JULIAN LENNON/Say You're Wrong</b> (Atlantic)	44+5+36+	16+			
38	38	41	57	<b>JOHN PARR/Magical</b> (Atlantic)	37-5-31	3-			
29	36	52	58	<b>CARS/Why Can't I Have You</b> (Elektra)	30-13-17	1-			
41	44	57	59	<b>PHIL COLLINS/I Don't Wanna Know</b> (Atlantic)	31-17-14+	2+			
<b>DEBUT</b>	60	60	60	<b>ALISON MOYET/Invisible</b> (Columbia)	39+10-26	6-			

## BREAKERS

### BRUCE SPRINGSTEEN

Trapped (Columbia)

65% of our reporters on it. 100/99 including adds at: WMMR, DC101, WLUP, WXRT, WMMS, KSHE, KMET, KROQ, KOME. Debuts at #20 on the Tracks chart.

### HOWARD JONES

Things Can Only Get Better (Elektra)

55% of our reporters on it. 84/11 including adds at: KZEW, KSHE, WAQY, KNCN, KRIX, WRKI, KFMQ. Moves 36-30 on the Tracks chart.

### JASON & THE SCORCHERS

White Lies (EMI America)

53% of our reporters on it. 81/12 including adds at: WBAB, WSHE, KSHE, KBCC, WAQX, WOUR, WOOS, WYFE. Moves 37-32 on the Tracks chart.

### DON HENLEY

Drivin' With Your Eyes Closed (Geffen)

52% of our reporters on it. 80/37 including adds at: WNEW, WHJY, KTXQ, KZEW, WEBN, KOMP. Moves 48-29 on the TTracks chart.

## NEW & ACTIVE

- GLENN FREY "Smuggler's Blues" (MCA) 40/27 (14/12)**  
Adds include KTRD, KLBC, KSPR, WNDR, WLVO, KISS, KQDR, QWB, Hots: 3 KZEW, WYWF, WARK, Mediums: 32 include WMMS, WFYV, WIMZ, WTKX, WJOT, KKDJ, KOMP.
- POWER STATION "Bang A Gong (Get It On)" (Capitol) 38/38 (0/0)**  
Adds include WYSP, WHJY, DC101, KZEW, KROQ, WOUR, KKDJ, Hots: 5 WLUR, WFYV, WBSW, KFME, KYRE, Mediums: 23 include WYYY, WNDR, WLVO, 91X, KROR, KEZO.
- GEORGE HARRISON "I Don't Want To Do It" (Columbia) 38/6 (35/18)**  
Adds include WBAB, WMMR, WXRT, KBCC, KMET, WDIZ, KILQ.
- ALAN PARSONS PROJECT "Days Are Numbers" (Arista) 34/6 (29/11)**  
Adds: WMMR, KLPO, KROR, KLAQ, WIMZ, KRIX, Hots: 12 include KBCC, KAZY, CFOX, WDHA, WKKE, KTYD, Mediums: 20 include WBAB, WYSP, KLQJ, KSPR, WCCC, KZEL.
- KIM MITCHELL "Go For Soda" (Bronze/Island) 32/31 (1/1)**  
Adds include WBAB, WHJY, KZEW, WLLZ, WRON, WOUR, KILQ, Hots: 4 KISW, WCMF, KNCN, WKQO, Mediums: 17 include WYYY, WDVE, WYWF, WFYV, WDIZ, KATT, KEZE.
- GO WEST "We Close Our Eyes" (Chrysalis) 32/1 (33/3)**  
Adds: WZZO, Hots: 11 include WBCN, WLUP, WXRT, WDHA, WLIR, WPLR, KLYV, KFME, Mediums: 21 include WNDR, WMMS, KSPR, KROQ, WRON, WOUR, WGBF, WBLM, WWWW.
- ANIMATION "Obsession" (Mercury/PolyGram) 31/4 (33/7)**  
Adds: KMKJ, KKCI, WRUR, KZOO, Hots: 8 WSHE, WMMS, WZZO, WHMC, WZEW, KLYV, WBSW, KFME, Mediums: 22 include WHJY, KQRS, KSHE, WAQY, WIMZ, WRDQ, KGGG.
- TIL TUESDAY "Voices Carry" (Epic) 30/13 (17/4)**  
Adds include WYSP, WMMS, KBCC, KOAK, WCCC, KLAQ, WBLM, Hots: 8 WBCN, WHJY, 91X, WLIR, WAAR, KILQ, KROR, KILQ, Mediums: 16 include WPLR, WAQY, WFYV, KTYD.
- WANG CHUNG "Fire In The Twilight" (A&M) 30/10 (21/8)**  
Adds: WYSP, KBCC, KOAK, WRON, WEZX, WAQY, KLXP, KILQ, KROQ, KTYD, Hots: 10 include WHJY, 91X, WPLR, WHEB, WBSW, WCXI, Mediums: 16 include WBCN, WBAB, KTXQ, KROQ, KROR.
- RICK SPRINGFIELD "Celebrate Youth" (RCA) 30/9 (24/24)**  
Adds: KGB, WRON, KNOR, WIMZ, KNKX, WWCX, K97, WRUF, WZEW, Hots: 3 WHMD, KROQ, KLYV, Mediums: 22 include WMMS, WOOX, KQOS, WRKI, KXWV.
- DAVE EDMUNDS "High School Nights" (Columbia) 30/6 (26/10)**  
Adds: KROR, WPDJ, WOUR, WLAV, WBLM, KCGI, Hots: 2 WOOS, KROQ, Mediums: 25 include WBAB, WHJY, WXRT, WCMF, WAQY, KGGG, WWWW, KTYD.
- MICK JAGGER "Hair A La" (Columbia) 29/3 (29/2)**  
Adds: KILQ, KEZO, KICT, Hots: 13 include KZEW, WYRT, KMET, WLAV, KILQ, KKDJ, KPOI, WWWW, Mediums: 15 include KTXQ, KAZY, KOME, WDIZ, KOOS, WIOT.
- STEVE PERRY "I'm Only For The Moment, Girl" (Columbia) 25/24 (0/0)**  
Adds include KMET, KROQ, WWCT, KICT, KFMO, Hots: 8 WBAB, KBPI, WCCC, WTKX, WAKE, WGR, WHMD, KFME, Mediums: 11 include WNDR, WMMS, KINK, WCMF.
- GRAHAM PARKER & THE SHOT "Wake Up (Next To You)" (Elektra) 25/9 (18/18)**  
Adds include KJQJ, CHEZ, WE, WTUE, KLXP, KQWB, Hots: 3 WLIR, KTCZ, Mediums: 20 include WYSP, KBCC, KAZY, WCCC, WOUR, KILQ.
- NORTHERN LIGHTS "Tears Are Not Enough" (Columbia) 24/20 (0/0)**  
Adds include WDVE, KSHE, KMET, KROQ, WHEB, WWCT, KPOI, Hots: 10 include CHUM, KBPI, WDBA, K97, WWWW, KFME, Mediums: 10 include CHUM, KQKB, CFOX, WCMF, WAQX.
- SADE "Smooth Operator" (Parade/CBS) 24/1 (23/1)**  
Adds: WZZO, Hots: 11 include WXRT, WMMS, KBCC, WHFS, WLUR, CHEZ, Mediums: 13 include WBCN, WBAB, KOAK, WDHA, KLYV, KTCI.
- JULES SHEAR "Steady" (EMI America) 22/7 (17/17)**  
Adds: KISW, WWWW, WZEW, KFUO, KLYV, WZZO, KZOO, Hots: 0, Mediums: 17 include KBCC, KAZY, WDBA, WRON, WHEB, WDIZ.
- MICK JAGGER "She's The Boss" (Columbia) 22/0 (20/2)**  
Adds: 0, Hots: 15 include WMMR, WYSP, KMET, KROQ, KOAK, WFYV, KPOI, Mediums: 7 include DC101, WEZX, WDIZ, KICT, WKLT, KOZZ.
- GRAHAM PARKER & THE SHOT "Break Them Down" (Elektra) 19/9 (15/15)**  
Adds include WNEW, WPCN, CTT, KFME, WGR, Hots: 4 91X, KOAK, WKQO, WJZN, Mediums: 10 include WHFS, WDBA, WRON, KZOK, KTYD.
- MURRAY HEAD "One Night In Bangkok" (RCA) 19/1 (19/3)**  
Adds: WHEB, Hots: 3 WMMS, KROQ, K97, Mediums: 15 include WXRT, KBCC, WLIR, WIMZ, WBLM, KTCI.
- BRUCE COCKBURN "Lovers In A Dangerous Time" (Gold Mtn./A&M) 18/3 (15/4)**  
Adds: WHFS, KISS, KZOO, Hots: 1 KSPN, Mediums: 15 include KINK, KLAQ, KFME, WWWW, KOZZ.
- DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 18/2 (18/3)**  
Adds: WPCZ, KROQ, Hots: 6 KBCC, KAZY, KTCZ, WZEW, KSPN, KZAM, Mediums: 11 include WXRT, KINK, WKDF, WBLM, WWWW.
- STREETS "Don't Look Back" (Atlantic) 18/2 (18/2)**  
Adds: WNEW, KRIX, Hots: 1 WOPM, Mediums: 15 include WRF, KGB, WEZX, KISS, WAPL, KATT.
- GRAHAM PARKER & THE SHOT "The Weekend's Too Short" (Elektra) 16/7 (9/9)**  
Adds: WBAB, WEBN, 91X, KOME, KJQJ, WKDF, WRAL, Hots: 0, Mediums: 15 include WBCN, WYNY, WAQY, WAIF, WOOS, KRQJ.
- NIK KERSHAW "The Riddle" (MCA) 16/4 (15/5)**  
Adds: CHOM, KOAK, WJZN, WHMD, Hots: 4 WLIR, CHEZ, WPCZ, KROQ, Mediums: 9 include CHUM, WXRT, KBCC, KAZY.
- ERIC CLAPTON "Tangled In Love" (WB) 16/3 (17/2)**  
Adds: WEZX, WRDQ, KTCZ, Hots: 4 include WYWF, KAZY, KSSJ, Mediums: 12 include WDVE, KTXQ, WEBN, KOME, WJOT.

## MOST ADDED

BRUCE SPRINGSTEEN (99)

Trapped (Columbia)

SLADE (54)

Little Sheila (CBS Associated)

HUEY LEWIS & THE NEWS (53)

Trouble In Paradise (Columbia)

DOON HENLEY (37)

Drivin' With Your Eyes Closed (Geffen)

POWER STATION (37)

Bang A Gong (Get It On) (Capitol)

KIM MITCHELL (31)

Go For Soda (Bronze/Island)

## HOTTEST

ERIC CLAPTON (133)

Forever Man (WB)

TOM PETTY & THE HEARTBREAKERS (131)

Don't Come Around Here No More (MCA)

SIMPLE MINDS (124)

Don't You (Forget About Me) (A&M)

TEARS FOR FEARS (103)

Everybody Wants To Rule The... (Mercury/PG)

JOHN FOGERTY (93)

Rock And Roll Girls (WB)

DON HENLEY (93)

All She Wants To Is Dance (Geffen)











# REGIONAL AOR ACTIVITY

## MIDWEST (continued)

**KSHE/SL** Louisville  
(513) 642-1111

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
1:00-1:30  
1:30-2:00  
2:00-2:30  
2:30-3:00  
3:00-3:30  
3:30-4:00  
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10:00-10:30  
10:30-11:00  
11:00-11:30  
11:30-12:00

**WOIT/Toledo**  
(419) 248-3377

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
1:00-1:30  
1:30-2:00  
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10:30-11:00  
11:00-11:30  
11:30-12:00

**WXLP/Davenport**  
(319) 326-2501

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
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1:30-2:00  
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10:30-11:00  
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11:30-12:00

**WBA-FM/Madison**  
(808) 276-5450

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
1:00-1:30  
1:30-2:00  
2:00-2:30  
2:30-3:00  
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11:30-12:00

**KODS/Duluth**  
(218) 728-8421

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
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11:30-12:00

**KATT-FM**  
Oklahoma City  
(817) 848-0100

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
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2:00-2:30  
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11:00-11:30  
11:30-12:00

**PARALLEL THREE**

**WZZO/Terre Haute**  
(317) 232-3034

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
1:00-1:30  
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10:30-11:00  
11:00-11:30  
11:30-12:00

**WKWT/Muskegon-Hart**  
(616) 873-7129

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
1:00-1:30  
1:30-2:00  
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10:00-10:30  
10:30-11:00  
11:00-11:30  
11:30-12:00

**WCPZ/Sandusky**  
(419) 825-1010

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
1:00-1:30  
1:30-2:00  
2:00-2:30  
2:30-3:00  
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11:00-11:30  
11:30-12:00

**PLAYLISTS** — An artist's name appears once per playlist in the highest reported rotation. For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 'a' before an artist's name indicates the record is newly reported that week, or additional tracks have been added. An (M) or (L) after an artist's name shows that other tracks from that record are in those rotations (medium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation. When three or more tracks from the same album are reported in medium, that album will receive credit as being in hot and be listed as such. The album's tracks will continue to receive credit as being in medium rotation.

## WEST

**PARALLEL ONE**

**KQSD/Rapid City**  
(605) 292-1390

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
1:00-1:30  
1:30-2:00  
2:00-2:30  
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10:00-10:30  
10:30-11:00  
11:00-11:30  
11:30-12:00

**KQSO/San Francisco**  
(415) 383-1045

TO: 11:57 AM-12:00  
12:00-12:30  
12:30-1:00  
1:00-1:30  
1:30-2:00  
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**KROR/San Francisco**  
(415) 785-0045

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**WESBC/Cincinnati**  
(513) 874-5500

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**CTIF-FM/Winnipeg**  
(204) 788-8181

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**WWCK/Inn**  
(313) 766-1570

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**WKKE/El Paso**  
(915) 484-0580

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**WWTG/Maria**  
(308) 874-2000

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**WYFE/Rapid City**  
(605) 877-3075

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**KFMD/Minneapolis**  
(612) 478-8565

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**KQAK/San Francisco**  
(415) 478-8100

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**KLVJ/Dubuque**  
(319) 557-1040

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**91X/San Diego**  
(619) 281-9181

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**WVOC/Columbus, OH**

(614) 226-1271

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**WOOS/Canton**  
(216) 492-8430

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**WFOIndianapolis**  
(317) 257-7565

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**KEZZ/Omaha**  
(402) 592-5300

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**WLAV-FM**  
Grand Rapids  
(616) 456-5461

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**WAPL/Appleton**  
(414) 734-9226

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**WLLT/Alaska**  
(907) 248-2800

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**WBSW/Parkabe**  
(218) 736-2441

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**KQWS/Puget**  
(206) 736-7900

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**EAST** HOTTEST  
**Boy Meets Girl**  
**Rick Springfield**  
**Howard Jones**

**USA For Africa**  
**Madonna**  
**Phil Collins**

# CHARTS & HITS

**SOUTH** HOTTEST  
**Glenn Frey**  
**Rick Springfield**  
**Frankie Goes To Hollywood**

**USA For Africa**  
**Madonna**  
**Phil Collins**

**EAST**  
**PARALLEL TWO**

**WFLV/Miami, NY**  
**Total Hits**  
**KATINA & THE WAV**  
**RICK SPRINGFIELD**  
**HOWARD JONES**  
**USA FOR AFRICA 2-1**  
**NADOMA 4-1**  
**ANNIHILATOR 7-1**  
**CHICAGO 10-4**  
**DEBARGE 12-8**

**CONROSBORO, PA**  
**Bryan Gosnell**  
**FRANKIE GOES TO 8**  
**CRABA BRAWL**  
**FLORNA**  
**RICK SPRINGFIELD**  
**HOTTEST!**  
**PHIL COLLINS 3-1**  
**USA FOR AFRICA 3-2**  
**NADOMA 4-1**  
**ANNIHILATOR 4-4**  
**MURRAY HEAD 18-13**

**WBSB/Melbourne, NY**  
**Regis Christian**  
**POWER STATION**  
**PATTI LABELLE**  
**HOWARD JONES**  
**DOH HEWLET 17-10**  
**USA FOR AFRICA 1-1**  
**TEENA MARIE 5-1**  
**NADOMA 7-5**  
**ANNIHILATOR 7-5**  
**TEARAS 12-7 4-8**  
**BRYAN ADAMS 7-8**

**WISN/Charlotte, WV**  
**Cris Bailey**  
**ROY HEETS GIRL**  
**HAROLD PALTEMYRE**  
**FLORNA**  
**GLYN FRYE**  
**BRUNO S 10-1**  
**USA FOR AFRICA 4-1**  
**NADOMA 6-4**  
**DEBARGE 12-9**  
**STAYT HEAD 18-12**  
**POWER STATION 31-15**

**KIBWA, PA**  
**Sam Shapiro**  
**ROY HEETS GIRL**  
**BELOUIS SONE**  
**COMBOOSERS 12-8**  
**TEARAS FOR PEARS**  
**BRUCE SPRINGSTEEN**  
**STEVE PERCY**  
**HOTTEST!**  
**SCANDAL 2-1**  
**NADOMA 6-2**  
**BRUCE SPRINGSTEEN 5-3**  
**CHICAGO 12-9**  
**FOREIGNER 17-10**

**WRCZ/Leno, NH**  
**Scott MacKay**  
**ROY HEETS GIRL**  
**ALISON MOYET**  
**RICK SPRINGFIELD**  
**HAROLD PALTEMYRE**  
**JOHN JOHNSON (99)**  
**SHAMON**  
**GLYN FRYE**  
**HOTTEST!**  
**PHIL COLLINS 10-1**  
**USA FOR AFRICA 10-1**  
**NADOMA 11-4**  
**ANNIHILATOR 9-4**  
**BRYAN ADAMS 14-8**

**WJTV/Hartford, CT**  
**Miba West**  
**HOWARD JONES**  
**ROD & THE GANG**  
**PHILIP BAILEY**  
**HOTTEST!**  
**NADOMA 2-2**  
**USA FOR AFRICA 1-1**  
**NADOMA 2-2**  
**DEBARGE 3-3**  
**COMBOOSERS 5-4**  
**SIMPLE MINDS 18-10**

**WAMR/Columbia, WV**  
**Robyn/Collins**  
**SAGE**  
**TEARAS FOR PEARS**  
**DAVID LEE ROTH**  
**RED SPEEDWAGON**  
**LIAMIN**  
**PHIL COLLINS 1-1**  
**NADOMA 2-3**  
**BRUCE SPRINGSTEEN 12-5**  
**NADOMA 18-18**  
**DEBARGE 19-11**

**WEEA/Huntington, WV**  
**MBB/Suam**  
**ROD & THE GANG**  
**RICK SPRINGFIELD**  
**ROY HEETS GIRL**  
**LIAMIN**  
**GLYN FRYE**  
**HOTTEST!**  
**PHIL COLLINS 10-1**  
**USA FOR AFRICA 10-1**  
**NADOMA 11-5**  
**ANNIHILATOR 11-11**  
**CHICAGO 12-9**

**WLAN/Macon, GA**  
**Jerry Michaels**  
**ROY HEETS GIRL**  
**RED SPEEDWAGON**  
**FRANKIE GOES TO H**  
**GLYN FRYE**  
**HOTTEST!**  
**ALPHAVILLE 5-2**  
**USA FOR AFRICA 10-4**  
**NADOMA 3-2**  
**BRUCE SPRINGSTEEN 4-3**  
**FOREIGNER 8-4**  
**CHICAGO 12-9**

**WRLP/Williamsport, PA**  
**John Hines**  
**FRANKIE GOES TO H**  
**GLYN FRYE**  
**ROY HEETS GIRL**  
**HOTTEST!**  
**NADOMA 1-1**  
**USA FOR AFRICA 9-2**  
**DEBARGE 10-4**  
**DOH HEWLET 13-9**  
**POWER STATION 22-17**

**WTLN/Williamsport, PA**  
**Monroe/Tender**  
**SHAMON**  
**GLYN FRYE**  
**PHILIP BAILEY**  
**ERIC CLAPTON**  
**KURTIS BLOW**  
**ERIC CLAPTON**  
**HOTTEST!**  
**USA FOR AFRICA 1-1**  
**PHIL COLLINS 12-1**  
**ANNIHILATOR 10-10**  
**POWER STATION 20-15**

**WISN/Williamsport, PA**  
**Dino/Phila**  
**RED SPEEDWAGON**  
**LIAMIN**  
**RICK SPRINGFIELD (99)**  
**HOTTEST!**  
**PHIL COLLINS 2-1**  
**USA FOR AFRICA 2-1**  
**NADOMA 4-1**  
**ANNIHILATOR 4-4**  
**MURRAY HEAD 18-13**

**WISN/Williamsport, PA**  
**Dino/Phila**  
**RED SPEEDWAGON**  
**LIAMIN**  
**RICK SPRINGFIELD (99)**  
**HOTTEST!**  
**PHIL COLLINS 2-1**  
**USA FOR AFRICA 2-1**  
**NADOMA 4-1**  
**ANNIHILATOR 4-4**  
**MURRAY HEAD 18-13**

**WHTT/York, PA**  
**Michael/Barnhart**  
**none**  
**HOTTEST!**  
**HOWE & MATHY 5-5**  
**USA FOR AFRICA 10-10**  
**ERIC CLAPTON 17-21**  
**TEARAS 12-7**

**Q107/York, PA**  
**Tom Shannon**  
**SIMPLE MINDS**  
**ERIC CLAPTON**  
**HOTTEST!**  
**RED SPEEDWAGON**  
**HOTTEST!**  
**PHIL COLLINS 1-1**  
**USA FOR AFRICA 3-1**  
**COMBOOSERS 14-7**  
**ANNIHILATOR 14-8**  
**DOH HEWLET 17-10**

**WISN/Williamsport, PA**  
**John Hines**  
**TEARAS FOR PEARS**  
**PATTI LABELLE**  
**ROY HEETS GIRL**  
**RED SPEEDWAGON**  
**LIAMIN**  
**USA FOR AFRICA 2-1**  
**NADOMA 4-4**  
**ANNIHILATOR 18-12**  
**POWER STATION 31-15**

**WISN/Williamsport, PA**  
**John Hines**  
**TEARAS FOR PEARS**  
**PATTI LABELLE**  
**ROY HEETS GIRL**  
**RED SPEEDWAGON**  
**LIAMIN**  
**USA FOR AFRICA 2-1**  
**NADOMA 4-4**  
**ANNIHILATOR 18-12**  
**POWER STATION 31-15**

**WISN/Williamsport, PA**  
**John Hines**  
**TEARAS FOR PEARS**  
**PATTI LABELLE**  
**ROY HEETS GIRL**  
**RED SPEEDWAGON**  
**LIAMIN**  
**USA FOR AFRICA 2-1**  
**NADOMA 4-4**  
**ANNIHILATOR 18-12**  
**POWER STATION 31-15**

**WISN/Williamsport, PA**  
**John Hines**  
**TEARAS FOR PEARS**  
**PATTI LABELLE**  
**ROY HEETS GIRL**  
**RED SPEEDWAGON**  
**LIAMIN**  
**USA FOR AFRICA 2-1**  
**NADOMA 4-4**  
**ANNIHILATOR 18-12**  
**POWER STATION 31-15**

**WISN/Williamsport, PA**  
**John Hines**  
**TEARAS FOR PEARS**  
**PATTI LABELLE**  
**ROY HEETS GIRL**  
**RED SPEEDWAGON**  
**LIAMIN**  
**USA FOR AFRICA 2-1**  
**NADOMA 4-4**  
**ANNIHILATOR 18-12**  
**POWER STATION 31-15**

**WISN/Williamsport, PA**  
**John Hines**  
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**DOUG NEVIL**  
**STEVE PERCY**  
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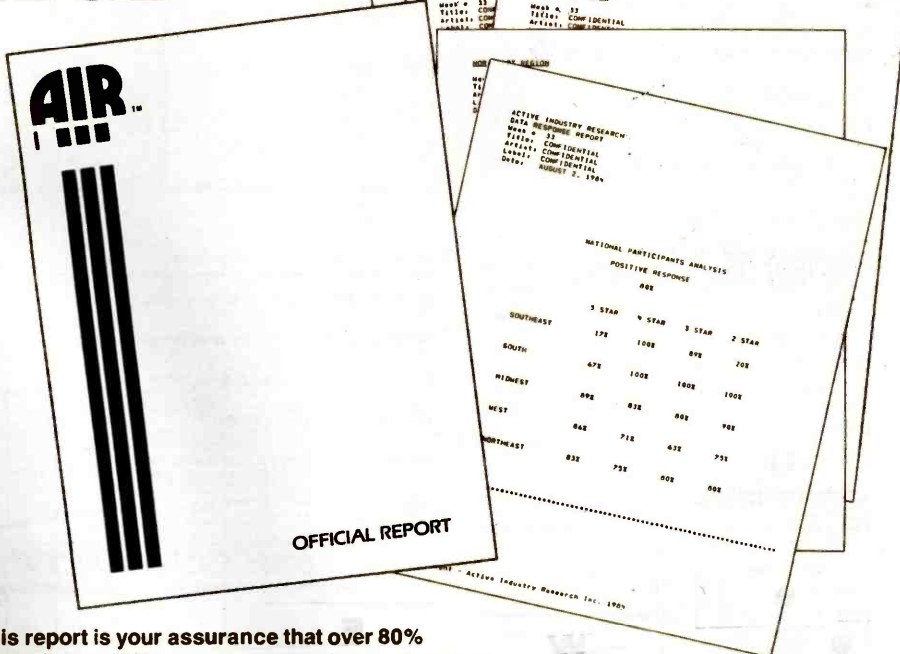








# THE EDGE



This report is your assurance that over 80% of the CHR or AOR reporters have listened to your priority. In an industry where perception is reality, AIR gives you the edge. Call Alan Smith at 301-964-5544. AIR . . . the fastest, most reliable research tool available for getting radio to listen to music.

WEEK # 26

**AIR Priorities**

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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, April 10, 1985

	TITLE	ARTIST	LABEL
<b>CHR</b>	(NO MATTER HOW HIGH I GET)	WILTON FELDER	MCA
	I'LL STILL BE LOOKIN' UP TO YOU	(with BOBBY WOMACK)	
	IN MY HOUSE	MARY JANE GIRLS	GORDY/MOTOWN
	STEADY	JULES SHEAR	EMI AMERICA
	WALKING ON THE CHINESE WALL	PHILIP BAILEY	COLUMBIA
TEARIN' THE DRIVE-IN DOWN	JOHNNY RIVERS	MCA	

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, April 11, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	THE COLLECTION	ULTRAVOX	CHRYSALIS
	"Loves Great Adventure"		
	STEADY NERVES	GRAND PARKER AND THE SHOT	ELEKTRA
	"Wake Up" "Break Them Down"		
	"The Weekend's Too Short"		

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.

# AIR

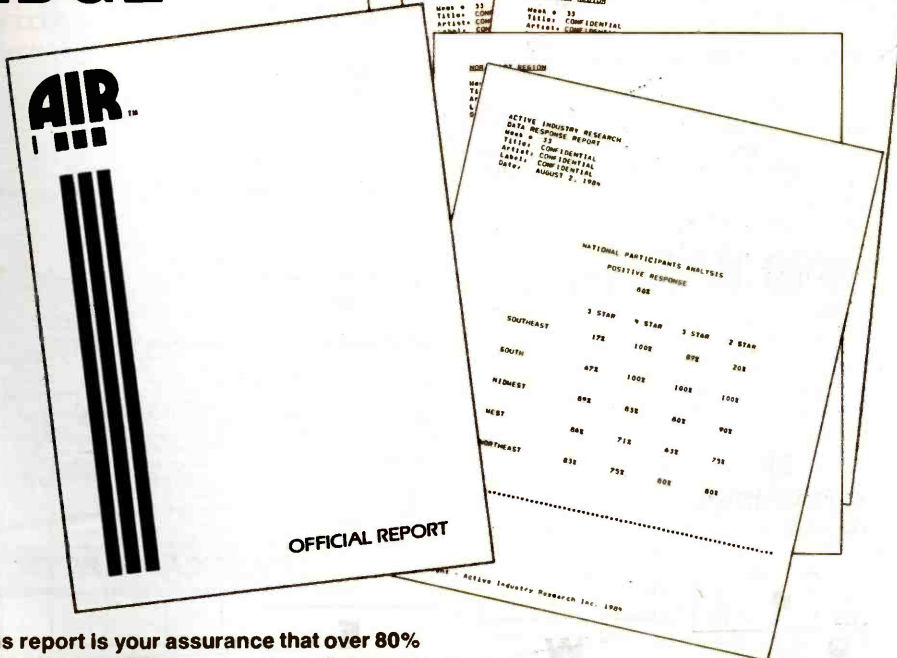
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	TITLE	ARTIST	LABEL
<b>CHR</b>	(NO MATTER HOW HIGH I GET)	WILTON FELDER	MCA
	I'LL STILL BE LOOKIN' UP TO YOU	(with BOBBY WOMACK)	
	IN MY HOUSE	MARY JANE GIRLS	GORDY/MOTOWN
	STEADY	JULES SHEAR	EMI AMERICA
	WALKING ON THE CHINESE WALL	PHILIP BAILEY	COLUMBIA
	TEARIN' THE DRIVE-IN DOWN	JOHNNY RIVERS	MCA

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, April 11, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	THE COLLECTION	ULTRAVOX	CHRYSALIS
	"Loves Great Adventure"		
	STEADY NERVES	GRAND PARKER AND THE SHOT	ELEKTRA
	"Wake Up" "Break Them Down"		
	"The Weekend's Too Short"		

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# CONTEMPORARY HIT RADIO

## BREAKERS

### REO SPEEDWAGON One Lonely Night (Epic)

72% of our reporters on it. Moves: Up 36, Debuts 61, Same 38, Down 0, Adds 48 including K106, WXKS-FM, WAVA, WNVZ, B96, WNCI, KKRZ. Complete airplay in Parallels.

### RICK SPRINGFIELD Celebrate Youth (RCA)

71% of our reporters on it. Moves: Up 10, Debuts 43, Same 51, Down 0, Adds 77 including Q107, B96, WGCL, WHYT, KHTR, KIIS-FM, KPUS. Complete airplay in Parallels.

### HOWARD JONES

#### Things Can Only Get Better (Elektra)

66% of our reporters on it. Moves: Up 49, Debuts 31, Same 50, Down 0, Adds 38, WXKS-FM, WNY, PRO-FM, Q105, WCZY, KPKE, KITS. Complete airplay in Parallels.

### HAROLD FALTERMEYER Axel F (MCA)

65% of our reporters on it. Moves: Up 34, Debuts 38, Same 27, Down 0, Adds 65 including B94, KEGL, B97, B96, WNCI, KBEQ, KMJK. See Parallels, debuts at number 38 on the CHR chart.

### KATRINA AND THE WAVES Walking On Sunshine (Capitol)

63% of our reporters on it. Moves: Up 18, Debuts 42, Same 44, Down 0, Adds 55 including WHTX, Y100, WGCL, 92X, KDWB-FM, FM102, KMEL. Complete airplay in Parallels.

### KOOL & THE GANG Fresh (De-Lite/PolyGram)

62% of our reporters on it. Moves: Up 42, Debuts 32, Same 40, Down 0, Adds 43 including WBLI, PRO-FM, WLOL-FM, KIMN, FM102, KS103, KWSS. Complete airplay in Parallels.

## NEW & ACTIVE

- TIME "The Bird" (WB) 134/13**  
Moves: Up 32, Debuts 17, Same 20, Down 2, Adds 13, WHTT, WGCL, WKFM, WPST, WRCK, WNOX-FM, KTFM, KF95, KISR, KXXL-FM, KKAC, KTRS, WAVA 11.8, KIIS-FM 23.17, KPUS 11.7. See Parallels, moves 36-33 on the CHR chart.
- GO WEST "We Close Our Eyes" (Chrysalis) 130/4**  
Moves: Up 77, Debuts 9, Same 39, Down 1, Adds 4, CFR, KBEQ, KOPA, WKFR, WXKS-FM 23.18, WLOL-FM 28.22, KWOD 40.36, KPUS 26.18, KUBE 22.16, KC101 26.21, WKRZ-FM 39.33, WSSX 23.18, WJZR 34.28, WOMP-FM 11.6, WBNO 18.14.
- PATTI LABELLE "New Attitude" (MCA) 128/9**  
Moves: Up 57, Debuts 22, Same 38, Down 2, Adds 9, WHTT, B96, KS103, WBN-FM, R104, KHFI, WQID, KITE, KDVV, WXKS-FM 19.15, Z93 4.3, WCZY 40.32, KMEL 22.16, WBQB 16.8, KX106 19.10. See Parallels, debuts at number 40 on the CHR chart.
- POINTER SISTERS "Baby Come And Get It" (Planet/RCA) 127/10**  
Moves: Up 24, Debuts 13, Same 57, Down 0, Adds 18 including WHYT, KBEQ, KHFI, KX106, WSSX, WNOX-FM, KTKS, WLSR, WNY, WRQN, KOXR, Q101, WNVZ 37.19, WWSR 40.29, KITE 22.17.
- LIMAH "Never Ending Story" (EMI America) 123/42**  
Moves: Up 17, Debuts 16, Same 47, Down 1, Adds 4, including WNY, CKOI, WGCL, WKFM, WNOX-FM, WZPL, KAY107, KDON-FM, KTDY, WBWB, KZ2B 31.22, Y106 35.25, WHOT 40.32.
- GLENN FRIEY "Smuggler's Blues" (MCA) 120/85**  
Moves: Up 4, Debuts 13, Same 39, Down 0, Adds 65 including WCAU-FM, WNVZ, B96, Q103, KWOD, KPUS, WLQ, KIJK, KZIO, KHYT, WOAY, KTDY, KHTR, KX104 35.26, KDON-FM 35.26.
- ALISON MOYET "Invisible" (Columbia) 112/22**  
Moves: Up 25, Debuts 19, Same 46, Down 0, Adds 22 including Z93, WNVZ, Q103, WERZ, WBQB, KAMZ, KIJK, KZIO, WZON, WJAD, KDVV, KIST, WLQ-FM 26.20, WLAN-FM 26.20, KCXP 19.9.
- RICK JAMES "Can't Stop" (Gordy/Motown) 107/28**  
Moves: Up 11, Debuts 13, Same 57, Down 0, Adds 20 including WHTT, KAFA, WNVZ, 92X, KOPA, WNOX-FM, WJRO, KOKO, KBOS, 103CR, Y94, KGOT, WXKS-FM 32.28, KJ103 35.31, KNMO 37.33.
- FRANKIE GOES TO HOLLYWOOD "Welcome To The Pleasure Dome" (ZTT/Island) 102/80**  
Moves: Up 3, Debuts 8, Same 41, Down 0, Adds 50 including B104, K106, WXKS-FM, Z93, 92X, KIMN, KWOD, KPUS, WPST, WANS-FM, WKDD, WXLK, KMGO, WRON 29.26.
- BOY MEETS GIRLS "Oh Girl" (A&M) 102/40**  
Moves: Up 4, Debuts 10, Same 48, Down 0, Adds 40, Including K104, WLAN-FM, WKFM, WZYP, WNY, WKAU, WHOT, KOXR, KHOP, KRO, OK100, KXLS-FM, KBQZ-FM, KPUS 4.36, KCXP 39.34, KTRS 40.36.
- GIUFFRIA "Lonely In Love" (Cameo/MCA) 97/16**  
Moves: Up 11, Debuts 9, Same 60, Down 1, Adds 16 including PRO-FM, KIMN, WGF, KZ2B, WRCC, KZIO, KIKK, KFHM, WOCM, WKH, KOZ-FM, WGCL 28.23, WKDO 39.35, KIJK 35.29.

## MOST ADDED

- RICK SPRINGFIELD (77)**  
Celebrate Youth (RCA)
- HAROLD FALTERMEYER (65)**  
Axel F (MCA)
- GLENN FRIEY (65)**  
Smuggler's Blues (MCA)
- KATRINA AND THE WAVES (55)**  
Walking On Sunshine (Capitol)
- FRANKIE GOES TO HOLLYWOOD (50)**  
Welcome To The Pleasure Dome (ZTT/Island)

## HOTTEST

- USA FOR AFRICA (232)**  
We Are The World (Columbia)
- MADONNA (210)**  
Crazy For You (Geffen)
- PHIL COLLINS (115)**  
One More Night (Atlantic)
- COMMODORES (75)**  
Nightshift (Motown)
- DeBARGE (73)**  
Rhythm Of The Night (Gordy/Motown)

## SHEENA EASTON "Swear" (EMI America) 79/4

Moves: Up 8, Debuts 7, Same 60, Down 0, Adds 4, CKOI, KTKS, WKZL, WPST, WCAU-FM d.25, KAMF 36.31, KPUS d.34, WRCK 39.36, WLQ 25.25, KITE 30.24, WOKI 39.34, WRNO d.39, WWSL 38.34, WCL-FM 31.26, KHTX 36.32

**PHILIP BAILEY "Walking On The Chinese Wall" (Columbia) 74/37**  
Moves: Up 0, Debuts 8, Same 29, Down 0, Adds 37 including WHYT, KMEL, WTC-FM, WLQ, WANS-FM, WKDD, KIJK, KOFM, KEYN-FM, KDON-FM, WCGO, WAZY-FM, KGOT, WNVZ d.39, KPUS d.37, WWSR d.36.

**LUTHER VANDROSS "Til My Baby Comes Home" (Epic) 70/21**  
Moves: Up 19, Debuts 6, Same 34, Down 0, Adds 21 including WCAU-FM, WHTX, 94Q, KIIS-FM, Q100, WERZ, WZLD, KZIO, KHYT, WKH, WKFS, WGLF, SLVR, WCFZ 24.19, KXJK 33.28, KPUS 31.23.

**MARY JANE GIRLS "In My House" (Gordy/Motown) 68/21**  
Moves: Up 16, Debuts 11, Same 48, Down 0, Adds 21 including B104, WNY, PRO-FM, 94Q, FM102, KS103, KITS, 92KTL, WBQB, KBFM, KISN, Q104, WPFM, 95.31.25, KIIS-FM 28.11, KMEL 24.18.

**NEW EDITION "Lost In Love" (MCA) 57/11**  
Moves: Up 16, Debuts 13, Same 17, Down 0, Adds 11, WCAU-FM, KWOD, WDCG, 94TX, KITY, WRCC, KOFM, WRON, WFBG, WKFS, WDBF, WHTT 35.19, FM102 21.16, KMEL 35.24.

**SHANNON "Do You Wanna Get Away" (Ampage/Atco) 55/27**  
Moves: Up 1, Debuts 5, Same 22, Down 0, Adds 27 including WCAU-FM, WGCL, WERZ, WANS-FM, KOFM, KEYN-FM, KMO, KSKD, KISN, T94, 99KG, 95.26, WTC-FM 32.29, Y106 d.36.

## SIGNIFICANT ACTION

### JULES SHEAR "Steady" (EMI America) 49/24

Moves: Up 0, Debuts 2, Same 23, Down 0, Adds 24 including WCAU-FM, WNVZ, WWSR, WERZ, 93Q, WPST, WOKI, WKFR, KEYN-FM, KZZU, KHYT, KIST, 94Q on, KKRD d.38, KQCR d.40.

**LOS LOBOS "How Will The Wolf Survive" (Slash/WB) 44/1**  
Moves: Up 4, Debuts 5, Same 34, Down 0, Adds 1, WKZL, WCAU-FM d.38, PRO-FM d.34, KKRZ on, 93Q on, WLQ 36.35, WZLD on, WKDD on-dp, KEYN-FM on, WCGO d.39, T94 35.33, Y94 d.39, KCDD 33.30, KOZE 34.31, KBIM d.40.

**JOHN PARR "Magical" (Atlantic) 41/21**  
Moves: Up 0, Debuts 4, Same 16, Down 0, Adds 21 including WCAU-FM, WNVZ, WHYT, WKZL, KOFM, KAY107, KKRK, KBOS, KQMG, KDON-FM, WFBG, WOMP-FM, Z299 d.35, WJQZ d.38, KQCR d.39.

**JESSE JOHNSON'S REVUE "Be Your Man" (A&M) 39/13**  
Moves: Up 4, Debuts 6, Same 16, Down 0, Adds 13, K106, WCAU-FM, 95, KIIS-FM, KITE, WZYP, KOFM, KISN, T94, KKOV, KCDD, KBIM, 94Q 30.27, FM102 30.24, KMEL 31.22.

### FIONA "Talk To Me" (Atlantic) 26/22

Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 22 including Q100, WWSR, WRCK, WLQ, KWIC, WOKI, WFMI, KX104, KZIO, WJQJ, KSKD, KCDD, PRO-FM on, WLAN-FM d.37, KZIO on.

**TIL TUESDAY "Voices Carry" (Epic) 23/10**  
Moves: Up 3, Debuts 4, Same 6, Down 0, Adds 9, 93FM, 95, WRCK, WOKI, WFMI, WJAD, KQKQ, KOZE, KHTX, KIST, WHTT 30.20, WXKS-FM 35.30, KPUS 40.30, WLAN-FM d.38, KZIO d.34, OK95 d.34.

**KURTIS BLOW "Basketball" (Polydor/PolyGram) 21/18**  
Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 16 including Z100, WCAU-FM, KMEL, WPST, WLQ, WBCY, WSKZ, WZLD, WDKI, Z104, KQKQ, KKF, Y100 on, KQAD on, Z102 d.39.

**ERIC CARMEN "I'm Through With Love" (Geffen) 21/19**  
Moves: Up 0, Debuts 0, Same 11, Down 0, Adds 10, WLQ, KWIC, WZLD, WRNO, OK100, WOMP-FM, WJAD, WNCI, KHTX, KBIM, WNVZ on, K104 on, WERZ on, KZ2B on, WJQJ on, KMGX on, KQ95 on.

### ROBIN GEORGE "Heartline" (Bronze/Island) 18/4

Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 4, WHTT, 93Q, 99KG, OK95, WERZ on-dp, WRCK on-dp, WLQ on, WFMI on-dp, WJQJ on-dp, WHOT on, KOZ-FM on, WJAD on-dp, WCGO on, Q101 on, WCL-FM on-dp, KIST on.

**NIK KERSHAW "The Riddle" (MCA) 14/7**  
Moves: Up 1, Debuts 1, Same 5, Down 0, Adds 7, CKOI, CHUM, WZLD, WFMI, KX104, WJAD, OK95, CFR 36.35, WWSR on, KQMG on, KHYT on, T94 on, KGOT d.36.

**DAVE EDMONDS "High School Nights" (Columbia) 14/5**  
Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 5, WRCK, KX104, WJQJ, KSKD, KBIM, K104 on, WFMI on, OK100 on, 95XIL d.37, WOMP-FM on, WTV on, WWSL on, OK95 on.

### CHAKA KHAN "Through The Fire" (WB) 10/8

Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 8, KMEL, Q100, WANS-FM, WFMI, KZIO, KOFM, KKF, 95XIL, OK100 on, WSOV d.39.

**NORTHERN LIGHTS "Tears Are Not Enough" (Columbia) 10/3**  
Moves: 3, Debuts 1, Same 3, Down 0, Adds 3, KEGL, Z299, KKKL-FM, CKGM 32.22, CFR 7.1, CHUM 10.1, K104 d.40, OK100 on, 95XIL on, WTV on.

**TOTO "How Does It Feel?" (Columbia) 10/8**  
Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 0, KWIC on, KNMG on, KLUC on-dp, 95XIL on, WJAD on, WCGO on, Q104 on, KNOE-FM on, OK95 on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist's name (above) designation indicate the total number, how many added for the first time this week. Moves indicates 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 80% 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.



# Bryan Adams



## HEAVEN

The new single A&M

The sky's the limit  
for Bryan Adams.

Bryan's "World Wide In '85" tour  
touches down in the U.S. for four solid  
months beginning May 4th.

## RECKLESS

The platinum LP SP 36131

Produced by Bryan Adams and Bob Clearmountain

Available on A&M Records, Compact Discs,  
and BASF Chrome Cassettes.

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CONTEMPORARY HIT RADIO

Three Two Left

30 8 3 1 USA FOR AFRICA/We Are The World (Columbia)

12 7 5 3 4 MADONNA/Crazy For You (Geffen)

11 5 4 4 MADONNA/Material Girl (Sire/WB)

2 1 2 4

4 PHIL COLLINS/One More Night (Atlantic)

3 2 1 2

11 5 4 4 BRUCE SPRINGSTEEN/On Fire (Columbia)

10 10 6 6

7 DEBARGE/Rhythm Of The Night (Gordy/Motown)

23 21 15 7

8 COMMODORES/Nightshift (Motown)

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7 DEBARGE/Rhythm Of The Night (Gordy/Motown)

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8 CHICAGO/Along Comes A Woman (Full Moon/WB)

20 14 9 9

3 ANIMOTION/Obsession (Mercury/PG)

22 19 12 12

10 DON HENTLEY/All She Wants To Do Is Dance (Geffen)

25 21 15 15

11 SIMPLE MINDS/Don't You Forget About Me (A&M)

31 21 15 15

12 BRAUN ADAMS/Somebody (A&M)

13 13 11 11

8 MURRAY HEAD/One Night In Bangkok (RCA)

23 27 19 19

15 FOREIGNER/That Was Yesterday (Atlantic)

33 27 19 19

16 DIANA ROSS/Missing You (RCA)

24 22 17 17

19 POWER STATION/Some Like It Hot (Capitol)

27 24 22 22

18 MICK JAGGER/Just Another Night (Columbia)

9 9 10 10

10 REO SPEEDWAGON/Cant Fight This Feeling (Epic)

1 3 3 3

19 WHAMI/Everything She Wants (Columbia)

1 3 3 3

20 WHAMI/Caribbean Whispers (Columbia)

7 11 11 11

21 WHAMI/Everything She Wants (Columbia)

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22 DIONNE WARWICK & BARRY MANILOW/Run To Me (Arista)

1 3 3 3

23 TINA TURNER/Private Dancer (Capitol)

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26 KOO & THE GANG/Fresh (De-Lite/PG)

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27 DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA)

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