

I N S I D E:

ROCKIN' NORTH OF THE BORDER

Steve Feinstein takes you on a tour of six AOR stations in Canada, and spotlights the wide variety of approaches they take under the Maple Leaf.

Page 45

COUNTRY CONSULTANTS CONVERSE

A lot of blame has been laid at the boots of the country consultant. This week Lon Helton gives them their turn to respond.

Page 55

AOR PROMOTION TODAY

Four of the leading AOR promotion chiefs are surveyed by Adam White in his continuing survey of format promotion attitudes.

Page 38

IN THE NEWS THIS WEEK

- Arbitron reissues Houston book
- Mike Phillips PD at KOIT
- WLTW remains overturned by court
- Gary Herron PD at KCBQ-AM & FM
- Testimony heats up at home taping hearings
- Jay Clark now consults KHTZ, PD Steve Scott to KRTH
- Rick Scarry to RKO creative post, Phil Hall KHJ PD
- Jerry Boulding heads new SMN format
- Bob McKay OM at WQAM & WKOS, Gene Bridges WQAM PD
- Advisory Council blasts Arbitron
- Jon Konjayan directs A&M A/C promotion
- Steve Seplowe VP/GM, Jeff Salkin GSM at WROW-AM & FM
- WICE, WBBF Go Gold
- Rob Ryan OM at WMNI & WRMZ
- Tom Haymond GSM at KLTR
- WHAT & WWDB sale resolved

Page 5, 6, 8, 11

DEFINING YOUR MISSION

Consultant Ed Shane points up the importance of a clearly-defined mission statement for a goals-oriented radio station.

Page 24

FCC SIMPLIFIES AM APPLICATIONS

The FCC's elimination of previous AM application strictures should make it easier for applicants.

Page 12

PDs DON'T GROW ON TREES

What makes a great PD? Joel Denver talks to four of the best and finds it's a matter of study and hard work as well as inspiration.

Page 40

NEXT WEEK IN R&R

As the Young Black Programmers Coalition prepares to meet, Walt Love hears some of their prime concerns, while Sean Ross casts an eye over impending Black/Urban ratings battles.

Newsstand Price \$3.50



GROUP W TO DIVEST KFWB

RKO Sells KHJ-TV But Sticks With Radio

RKO officials insist the company remains firmly committed to its 12 radio properties despite Tuesday's surprise announcement that its two biggest television stations will be sold.

Speculation that RKO would pull out of broadcasting altogether was triggered by the news that RKO is selling KHJ-TV/Los Angeles to Westinghouse for \$215 million, and is putting WOR-TV/New York on the block.

"That is speculation that's wrong," said RKO VP/Corporate Communications Steve Ellis. "We plan to continue operating our 12 radio stations and WHBQ-TV/Memphis and to defend our licenses before the FCC."

One result of the deal is that Group W will almost certainly have to divest all-News KFWB/Los Angeles, since FCC rules prohibit formation of new radio-TV combinations.

RKO sources cited two rea-

TRUCE DECLARED

NAB Agrees To Joint Meeting With NRBA

After dropping hints for months about going it alone in 1986, NAB this week agreed to stage another joint convention with NRBA next year. The meeting will be held in New Orleans, September 10-13.

The agreement was reached Monday (11-4), when the executive committees of the two associations held a hastily-called meeting in Chicago. All that remains is for NAB's board to approve the conference, which NRBA's board previously endorsed.

"We found out that the industry wants only one broadcast convention," NAB Chairman Ted Snider explained, "so we felt we could at least be responsive to that point." Snider and other NAB officials had talked openly of splitting the meetings after NRBA's August proposal for a unified "super" radio association.

NAB/See Page 47

DOUBLEDAY, METROMEDIA DEAL

Sillerman Buys Five For \$38 Million

After recently divesting several stations he owned with "Cousin" Bruce Morrow, Robert Sillerman has formed Sillerman Communications Group, Inc., purchasing Doubleday Broadcasting's KPKE/Denver, KDWB-AM & FM/Minneapolis, and WLLZ/Detroit for \$9 million each. At the same time, Sillerman acquired outlet KHOW/Denver from Metromedia for \$11 million, establishing an AM/FM operation there.

The sole shareholder in his new company, Sillerman still owns WHMP-AM & FM/Northampton-Springfield, MA independently. No major changes are expected at any of the five stations, although Sillerman said, "Nobody ever buys a station absolutely happy with what it's producing, and that's true in our case. On the other hand, we think we have the right people in place and that they're doing the right thing. There are some refinements that are necessary, but I don't think you'll see for-

mat changes or anything like that."

Sillerman, an advertising and marketing veteran who entered SILLERMAN/See Page 47

Networks Unite For 'Comic Relief'

As the long Thanksgiving weekend approaches, radio continues to gear up for its involvement in the Cartoonists' Thanksgiving Day Hunger Project. From a national to local level the industry is getting involved in this "comic relief" with the networks leading a national charge. Here's what some of them have planned:

- Mutual Broadcasting - "America In The Morning" and the "Larry King Show" will be devoted (all or in part) to the project on Thanksgiving Day; the network also plans on cutting some PSAs and feeding actualities to promote the cause.
- United Stations - The network is working with the National Cartoonists Society to ob-

tain interviews with project organizers and cartoonists for use in news features both Wednesday and Thursday (11/27-28). Also, the news department is treating the project as an im-

WARNING LABEL OR LYRIC SHEET?

Music Industry Mulls Lyrics Accord

By Adam White

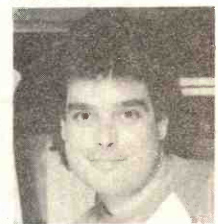
A quick fix with nowhere to go? Or a workable solution to an emotional issue which has kept the music business in the media spotlight almost as much as — if not more than — USA for Africa, Live Aid, and Farm Aid? Those and other opinions surfaced this week as the industry began evaluating the details of the November 1 agreement between the Recording Industry Association of America (RIAA) and the Parents' Music Re-

source Center/National PTA coalition over explicit song lyrics.

The accord, announced at a Washington press conference, finds 22 member companies of the RIAA willing to alert consumers to songs reflecting "explicit sex, explicit violence, or explicit substance abuse" by way of a warning label applied to the back of the album jacket, or by making the lyrics available either on the back of the jacket or on a lyric sheet shrink-wrapped to the album. The labels themselves will choose which product might require one or other of the "consumer information" courses of action. All the major U.S. record companies are among those accepting the RIAA "policy statement," as are a number of smaller firms.

LYRICS/See Page 47

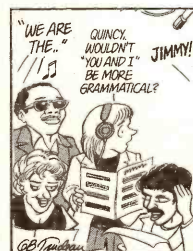
Stacy PD At 195



Rick Stacy

WINZ-FM (195)/Miami has hired WHLY(Y106)/Orlando PD Rick Stacy as PD. He replaces Keith Isley, who left three weeks ago. A replacement for Stacy is being sought.

WINZ-AM & FM VP/GM Stan Cohen told R&R, "Rick fits every one of my criteria: major market CHR experience, tri-ethnic programming abilities, super motivational skills, plus a successful track record." Stacy, who joins the station in two weeks, will be working with STACY/See Page 47



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COMICS/See Page 47

Why KKDA chooses to use the best:

"Lots of companies do research. We don't just need research, we need great strategy and there is only one company to go to for that."

"At K-104 FM in Dallas our ratings have improved tremendously since we started working with The Research Group three years ago. Then, we had a pretty decent 12+ share in the 5s—but we really weren't growing and we were 'neck and neck' with our format competitor.

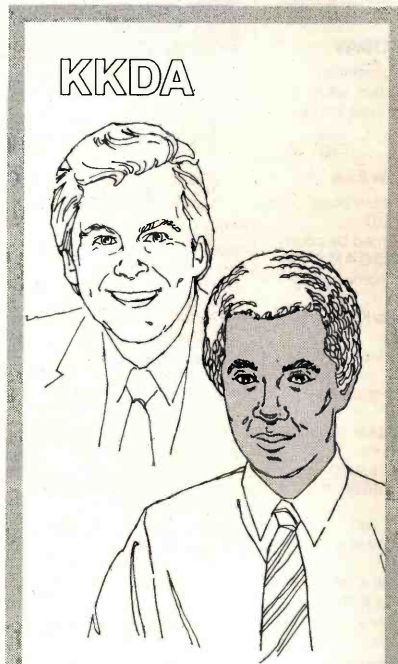
Today, thanks to our partnership with The Research Group, we're up to an 8.3 share 12+, #1 in the market, and we've outdistanced our competitor who is now down at a 2.3 share.* And our last four out of five books have been the highest in the station's history.

The most valuable thing The Research Group offers is a clear direction for the station—a specific strategy based on the research. We have a great team of people at K-104 and we've all benefited from working with The Research Group. They are responsive to our needs—and always there to help us when we need to act quickly.

The Research Group is more than good researchers—they're strategists who know how to win."

Michael Spears
Vice President
of Programming
KKDA-FM

Chuck Smith
Station Manager
KKDA-FM



*Summer 1985 Arbitron. AQH Share, M-S, 6A-12M, MSA

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

The Research Group

Radio's Strategic Research Team

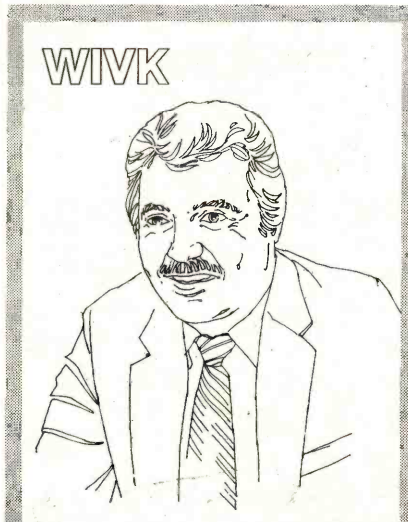
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Why WIVK chooses to use the best:

“Their recommendations are specific, detailed, and very effective.”

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Bobby Denton
General Manager
WIVK-AM and FM



*Spring 1985 Arbitron. 12+ AQH Share. M-S, 6A-12M, MSA.

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NOVEMBER 8, 1985

A/Cs ACT AGGRESSIVE

A number of major market A/C stations are reversing the format's conservative image by adding new music promptly. **Donna Brake** offers four programmers a forum to explain that philosophy.

Page 53

Transactions	11
Washington Report	12
What's New	14
Ratings & Research: Jhan Hiber	19
Networks: Reed Bunzel	20
Management	24
Image & Marketing:	
Harvey Mednick	28
Street Talk	30
On The Records: Ken Barnes	34
Datebook: Sean Ross	36
Records: Adam White	38
CHR: Joel Denver	40
AOR: Steve Feinstein	45
Black/Urban: Walt Love	50
Calendar: Brad Messer	52
A/C: Donna Brake	53
Country: Lon Helton	55
Nashville: Sharon Allen	58
Marketplace	59
Opportunities	60
National Music Formats	64
Jazz Chart	65
Country Chart	69
A/C Chart	96
AOR Chart	96
Black/Urban Chart	96
CHR Chart	96

BRIDGES WQAM PD

McKay Upped To OM At WQAM & WKQS

WKQS/Miami PD Bob McKay has been promoted to Operations Manager for Sunshine Wireless's Country WKQS and recently-acquired WQAM. Gene Bridges, most recently PD of the company's previous Miami outlet, WLQY, was named PD at WQAM, an AM Trans-County affiliate which features live programming mornings and overnights.

Sunshine Wireless President Dan Cohen said, "Obviously, both these announcements stem from our recent acquisition of WQAM. Bob has an extensive background in Country programming, and we felt we could best take advantage of his expertise and success in this capacity. Gene has been with our company for three years and has demonstrated to us the abilities we look for in a good manager."

McKay told R&R, "The acquisition of WQAM is very exciting. We've cornered the market on Country and look for nothing but good things for these stations."

Bridges commented, "WQAM has such a tradition in the Miami-Ft. Lauderdale marketplace that I feel it a privilege to become part of its history. We have a niche and a job to do, and I appreciate the chance to do it."

McKay has been PD at WKQS since February of this year, having

McKAY/See Page 47

ONE DIARY SHAKES UP MARKET

Arbitron Reissues Houston Book

Incorrect age crediting involving one heavy-listening Hispanic diary has caused Arbitron to reissue its summer '85 report for Houston. According to Radio Product Manager Claire Kummer, "The diary involved a situation where the entry from a 14-year-old was credited instead as a 74-year-old. As a result, the key station involved, (AOR) KSRR, had an unusually heavy male 65+ audience. Correcting the situation means that stations in the market with an older-skewing au-

dience will now pick up a little, while KSRR's share will slip slightly. However, KSRR will now have a better teen audience figure."

The new book was not available at presstime but subscribers reported that KSRR lost six-tenths of a share 12+ (6.0-5.4) as a result of the changes, gaining six-tenths in teens, but dipping among 35+ males. However, it appears that other stations were affected by no-

more than two-tenths of a share positively or negatively 12+.

When asked under what conditions the ratings firm would consider the rare and expensive step of a reissue, Director/Communications Tom Mocarisky elaborated, "It depends on the type of error. If it's one we call 'non-systemic' — those that tend to cancel out — we don't reissue the book. This one looked like it had too wide-ranging

an effect. The diary/keeper credited 278 quarter-hours to KSRR, and with Hispanic diaries we assign a higher weighting value."

KSRR PD Andy Beaubien noticed the discrepancy, which after the weighting he calculates amounted to approximately 4200 quarter-hours. The results didn't affect KSRR's prime demos (18-34 men) which, according to Beaubien, ac-

HOUSTON/See Page 47

JAZZ ENTHUSIASTS PREVAIL

Court Strikes Down WLTW Renewal

The seven-year battle over preservation of a Jazz format in New York City shows no signs of ending. The latest development occurred last week when the U.S. Court of Appeals struck down WLTW/New York's license renewal and sent the case back to the FCC for further consideration.

At issue is whether Viacom misrepresented its programming plans to the FCC when it purchased the Jazz station, then called WRVR, in 1978. Although it said at the time it planned no change, Viacom soon converted the station to Country-formatted WKIK, and later to Adult Contemporary WLTW.

In 1981 Citizens for Jazz on WRVR filed a petition to deny WKHK's license renewal. The group produced a former station employee who said she was told of the Country switch a week before Viacom took over. Viacom denied the misrepresentation charge, and the FCC granted WKHK's renewal

without holding an evidentiary hearing.

In remanding the case back to the FCC, the appeals court criticized the Commission for insisting that it have "clear, precise, and indubitable" evidence before slating a hearing. Instead, the court said presentation of "a substantial and material question of fact" should

be sufficient.

The court wrote, "The statute in effect says that the Commission must look into the possible existence of a fire only when it is shown a good deal of smoke; the Commission has said that it will look into the possible existence of a fire only when it is shown the existence of a fire."

'TAX' OR 'ROYALTY'

Senators Debate Home Taping Issues

By Adam White

Pressing the case for a royalty on blank tape and tape hardware during 1982 Congressional hearings, spokesmen for the record industry cited its poor economic health as evidence of the damage being done by home taping. Testimony from A&M's Jerry Moss and

producer Quincy Jones, among others, identified slumping album sales and the destruction of opportunities for new artists. Economist Alan Greenspan spoke of falling profits for record companies, and Recording Industry Association of America (RIAA) President Stan Gortikov said research showed that \$2.8 billion in music sales was lost each year because of consumers' taping habits.

That testimony was recalled last Wednesday (10-30) during new Congressional hearings on the same topic — but by members of the consumer electronics community who oppose the tape royalty. They contended that the decline spoken of in '82 has not only been arrested and reversed, but that the music business is now experiencing

HOME TAPING/See Page 52

Boulding Heads SMN's Heart & Soul Format



Jerry Boulding

Longtime Black/Urban programmer Jerry Boulding has been named Operations Manager of Satellite Music Network's new "Heart & Soul" crossover Black/Oldies format, scheduled to begin operations November 15. Boulding returns to radio programming after a two-year hiatus which included a brief stint at Strategic Radio Research and the Affiliate Relations Manager post at Syndicate II, Inc.

BOULDING/See Page 6

CLARK CONSULTS, SCOTT TO KRTH

KHTZ Undergoes Programming Shake-up

KHTZ/Los Angeles OM Jay Clark has stepped down to pursue a consulting/GM career, while PD Steve Scott has joined crosstown KRTH as an air personality. Mike Wagner, PD of co-owned KRLA, is serving as interim OM for both stations.

GM Bob Moore explained, **SCARRY PROMOTED**

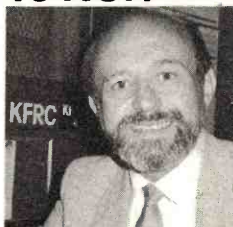
Hall New KHJ PD

WTIC/Hartford PD Phil Hall has accepted the PD's post at "Car Radio" KHJ/Los Angeles. He succeeds Rick Scarry, who's been promoted to an as-yet-unnamed creative post for RKO that will include KHJ and sister FM KRTH.

KHJ GM Ron Thompson commented, "Phil's an outstanding man whose reputation speaks for itself. He'll be a real addition, and especially now with Dave Hull doing mornings, we're moving strongly in the right direction." Hall, a former PD at crosstown KLAC and WFLA & WOJC/Tampa, was unavailable for comment at presstime.

On Scarry's new post, Thompson **HALL/See Page 47**

Phillips Moves To KOIT



Mike Phillips

KFRC/San Francisco PD Mike Phillips has joined crosstown Bonneville A/C outlet KOIT in the new post of Program Director. Bonneville VP/Programming-California Division Rob Edwards had been overseeing KOIT since its recent conversion from Easy Listening. **KXLR & KOIT VP/GM Chuck Tweedle** observed, "I've known Mike and respected his work for some time, and we'll be working together to maximize KOIT's potential." Edwards added, "Mike

PHILLIPS/See Page 47

Herron PD At KCBQ-AM & FM



Gary Herron

Gary "Fuzzy" Herron has been promoted to PD for KCBQ-AM & FM/San Diego. He had been acting PD since OM Lee Rogers left for KRPM/Seattle-Tacoma a month ago. Herron is a five-year KCBQ staffer who has been PD of the FM, MD for both stations, Promotions Director, and air personality.

GM Charlie Ochs told R&R, "Gary's expertise in Country radio, promotion, country music, San Diego, and KCBQ make him the most logical choice for this position. Together we're looking for great things from KCBQ."

Herron said, "I'm looking forward to working for Charlie Ochs. I really appreciate his vote of confidence in my abilities."

Konjoyan Heads A/C Promotion At A&M

A&M National Singles Director Jon Konjoyan has added the duties of Director of A/C Promotion, a position vacant at A&M for several years.

A&M National Promotion Director Steve Resnik commented, "Jon has been here a few years and he's been a dedicated and hard-working promotion man in covering CHR radio promotion. We thought it was time for him to take another step."

"We've believed in A/C for a long time and felt we could handle A/C promotions through our promotion field staff, but we needed someone who could oversee it on a fulltime basis."



Jon Konjoyan

Konjoyan told R&R, "My being named Director of A/C says a lot about how A&M sees the growth of Adult Contemporary. It's the number one format, and we want to do even better with A/C than we've done."

Konjoyan has been with A&M since 1981. He served as National Secondaries Director from 1981-1984 and for the past year has been National Singles Director. He joined A&M from RSO Records, where he handled secondary promotion from 1978-1981.

ARAC Raps Arbitron Year-Round Plan

Negative reaction to Arbitron's announced expansion of continuous measurement into the top 75 markets (R&R 10-18) from the NAB, NRBA, and RAB was broadened this week by Arbitron Radio Advisory Council Chairman Larry Wexler, whose comments may well reflect those of the entire Council when it meets with the ratings firm December 3 in Arizona.

Reinforcing a central complaint from the trade groups that Arbitron acted without first discussing the plan, Wexler told R&R, "A conference call together with the 14 members would have saved them a great deal of grief and aggravation. They look like they did something clandestine and without regard to radio broadcasters. Arbitron generates fear and distrust better than any company I've ever seen."

Responded Arbitron Director/Communications Tom Mocarsky, "It's tough to make a business decision like this if we go out to the industry and say, 'Well, guys, what do you think? Had we dropped this on ARAC's lap, what would have changed? The Council members would've been put in the middle,

compelled to take some sort of stand when our minds were made up. That's being hypocritical and would undermine the Council's credibility."

Charged Wexler, "We could have at least issued a statement as to whether or not we agreed with it. (Arbitron Chairman) Ted Shaker told me he wanted to keep the heat off us, but the way to do it is to let us give them input from a radio broadcaster's standpoint. Then they could do what they wanted."

Addressing NAB President Eddie Fritts's comments that the ad agency community should help bear the additional cost if

Arbitron's intent was to help them, Mocarsky said, "Traditionally, 90% of the freight has been carried by stations; ad agencies pay the other 10%. The stations ultimately benefit from the numbers reported, while agencies are merely conduits for placing the money from advertisers. I can't see how that would change."

Noting that subscribers aren't compelled to pay for the additional surveys, Mocarsky emphasized Arbitron is "committed to the investment and to the losses we could suffer over the next couple of years to do this. We had hoped more broadcasters would see it as a way to show off radio's strength year 'round. In fact, some of the response we're getting from the agencies is that, 'Now this makes radio a heavy-hitting medium.'"

Retorted Wexler, "If that's true, then why don't they have a bunch of quotes from major agency spokespeople saying this? Why didn't they wait to do this?"

In a conciliatory tone, Mocarsky said, "We are not unaware of the (radio industry's) concern. It was a tough decision and we know it. Perhaps we couldn't please everybody in the way we handled it, and we regret that, but I think we made the right decision, and we're going to stick with it."

Boulding

Continued from Page 3

SMN OM Robert Hall told R&R, "Jerry's background — having played the music that we're going to be playing for the last 20 years or so — makes him uniquely qualified. A lot of (B/U) programmers are pretty young, so I needed somebody who actually knew this music and had programmed it."

Boulding stated, "What we're going to offer in this format is a combination of the best-researched music and the strongest presentation ever offered in the format. It's an idea not only whose time has come but whose people have come. It also represents a chance for me to expand beyond programming and research to a different level of management."

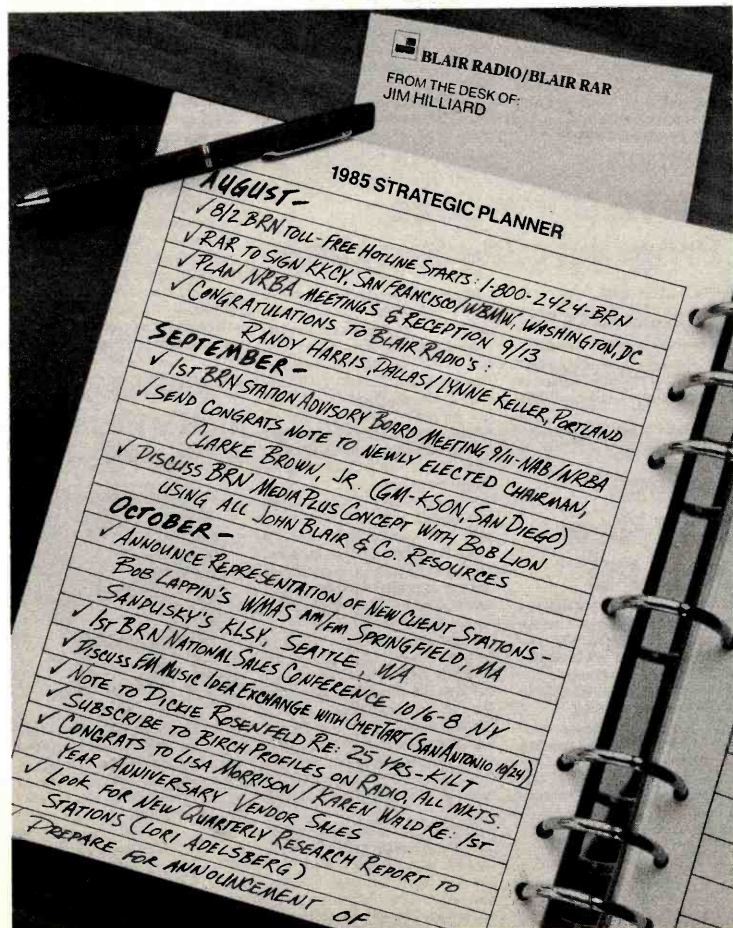
Boulding has programmed WJPC/Chicago, WCHB & WJZZ/Detroit, KDIA/Oakland, WOOK/Washington, and WWRL/New York during his two-decade career. He says the new format will begin life with at least 11 affiliates and feature an integrated staff. Announcers currently set are Bob Jones (KUSN/Concord, CA), Alvin John Waples (KJLH and KACE/Los Angeles), Ron Cooper (KDLZ/Ft. Worth), Laura Cain (KLUV/Dallas), Rick St. Clair (KDIA and KOWH/Omaha).

Wexler pointed out, "This is going to be a tremendous help for Arbitrends, which I feel is the future for Arbitron. Without a summer book, May-June-October or June-October-November Arbitrends are totally meaningless. The growth of Arbitrends was being retarded."

"In the long run, continuous measurement is good for the radio business. Unfortunately, we have no control over the cost of this service improvement, and its results will not be felt as positively as the negative impact of the additional cost. As usual, we have to pay up front to see if Arbitron is right when it comes to the idea that continuous measurement is good for our business."

For The Record

In R&R's News/Talk column last week (11-1), the ratings trends for News/Talk stations were inadvertently listed out of sequence. The first column is actually the summer '85 results, the second is for spring '84, and the third column reflects the spring '85 figures.



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Presented by Bhaskar Menon to Tina Turner during her recent engagement at The Universal Ampitheater.

WICE Opts For Oldies

Capitalizing on its revival of longtime local Top 40 call letters, WICE/Providence (formerly WGN) ended Country programming October 31 with Bill Haley & The Comets' "Rock Around The Clock," kicking on its new Oldies format.

The new slogan, "All Oldies... Playing The Classic Hits," underscores the 1955-72 music range which targets 25-54 demos. "Most of the playlist is 'Big Chill' music - '62-'72," said President/GM Bruce Mittman. "That means Beatles, British Invasion, and lots of Motown. We have all our old jingles, and the flavor is very much WICE 20 years ago. (PD) Jim Raposa's done an outstanding job with the music mix, getting a lot of uptempo hits."

As for his objectives, Mittman said, "Given that there's only a month left in this book, I'll be very pleased if we show up. For the longterm, we'd like to break into the top ten and show some strength in this market."

WBBF Ends N/T For Oldies

After three years as a News/Talk outlet, LIN Broadcasting's WBBF/Rochester switched to Oldies November 2, featuring hits from the '50s, '60s, and '70s.

"It's with regret that we depart from the News/Talk format," said President/GM Harold Deutsch, "but the lack of strong audience ratings in the critical 25-54 year-old category, resulting in minimal advertiser support, brought us reluctantly to our decision."

Referring to WBBF's earlier heritage as a CHR station, Deutsch added, "We feel our Oldies format will be an exciting alternative for the Rochester radio audience. After all, Rochesterians grew up with these songs and with WBBF."

NBC Talknet personalities Bruce Williams and Sally Jessy Raphael will continue their regular week-night airshifts, and WBBF is maintaining its news, weather, traffic, and sports commitments, including Buffalo Bills football.

NEWS IN BRIEF



Cyndi Bullock



Dick Ward



Gail Nevins McHale

Eric Nuri

● **CYNDI BULLOCK** becomes Regional Sales Manager for **TM Communications**. Bullock brings ad agency and retail experience to her position, which will involve selling TMC's commercial sales libraries.

● **ERIC NURI** is named Director/A&R-Black Music for **CBS Records**, moving up after nine months as Product Manager-East Coast for **EPIA**.

● **HAL MERRILL** is named Local Sales Manager at **KRTH/Los Angeles**. Merrill joined **RKO Radio** in 1979 as an AE, having previously worked ten years with **KTLA-TV/Los Angeles**.

● **BARRY GORFINE** and **ELAINE JENKINS** have been appointed Executive Committee members at **Major Market Radio**. Gorfine is the Los Angeles VP/Manager and Jenkins serves as Dallas VP/Manager.

● **MICHAEL MCGANN** was elevated to General Manager at **WRKZ/Hershey, PA**. McGann previously served as WRKZ's Station Manager and OM, having earlier been in radio with **Hearst** for ten years.

● **DICK WARD** has been upped to Operations Manager at **WREN/Topeka, KS**. A 25-year broadcaster, Ward continues as the station's morning personality.

● **GAIL NEVINS McHALE** was promoted to National Sales Manager at **WOR/New York**. A former Major Market Radio and Selcom Radio AE, she advances from her post as Account Executive for Agency Sales.

PRODUCTION VALUES

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Seplowe VP/GM, Salkin GSM At WROW-AM & FM

At JAG Communications' A/C-Easy Listening combo WROW-AM & FM/Albany-Schenectady-Troy, GSM Steve Seplowe has been promoted to VP/GM, while Jeff Salkin comes aboard as GSM November 18 from his AE post at co-owned WLKW-AM & FM/Providence.

JAG Exec. VP Morton Hamburg noted, "We are very proud that we have so many experienced and talented people in our organization able to fill these important managerial positions."

Seplowe succeeds Eugene Mitchell, who transferred to recently-acquired WFOG/Norfolk as VP/GM. A seven-year station sales executive, Seplowe moved up to GSM in 1984. He told R&R, "I hope to continue the very substantial growth we've been enjoying the last couple of years as a JAG station."

Regarding Salkin, Seplowe added, "Jeff has a varied background with a number of formats. He's a tremendous talent as an AE and sales manager, and he'll help us grow even more in the sales department."

Prior to his one-year term at WLKW, Salkin was an AE with neighbor WPRO-FM.

STAFF

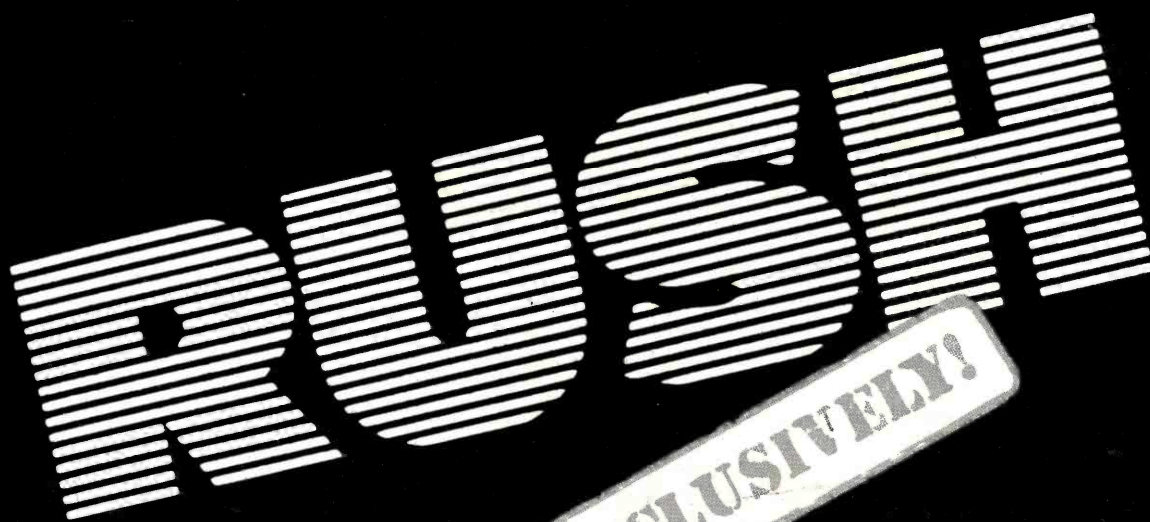
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ROCKLINE

HOSTED BY BOB COBURN

The word 'ROCK' is rendered in a large, bold, sans-serif font. Each letter is filled with a pattern of horizontal white lines, creating a striped effect. The letters are set against a solid black background.

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PSYCHEDELIC PSNACK

A daily treat of classics from the psychedelic 60's, punctuated with artist interviews and some very special 60's style memories. *AOR 6-10 minutes*

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It's 80% music, 20% talk and 100% sizzle! Hot tracks are blended with a single, in-depth interview session to take listeners inside the mind, heart and soul of a rocker. Hosted by the biggest insider in the business — premier rock journalist and former Rolling Stone Editor Timothy White. *AOR 60 minutes*

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TRANSACTIONS

Million-Dollar Buyout Ends WHAT & WWDB Tangle

In what the National Black Media Coalition (NBMC) is calling "our biggest case," Banks Broadcasting has agreed to sell WHAT & WWDB/Philadelphia to separate minority owners. As part of the settlement, over \$1 million will be paid to various groups, station employees, and attorneys involved in the complicated case.

WWDB, one of the nation's few FM Talk stations, will be sold to Ragan Henry of NEWSystems Group for \$5.99 million. Black/Urban WHAT will be dealt to Reginald Lavong and Miller Parker of Main Line Communications for \$625,000, including real estate.

The black-owned stations have been embroiled for years in charges of racial discrimination. The problems escalated recently when the FCC designated both stations for hearing on charges that WHAT aired religious information disguised as literary programming over a ten-year period ending in 1983.

NBMC counsel David Honig, who will file the settlement agreement with the FCC this week, said \$1,060,000 in buyout payments will be divided as follows:

- \$500,000 divided among 20 former and present station employees who had filed discrimination suits against their employer, but have agreed to settle out of court.
- \$200,000 to American Minority Communications, which will withdraw its competing application for WWDB.
- \$250,000 over five years to NBMC. Honig said the money will be used to recruit minorities to the stations and help set up a Philadelphia Media Job Bank, which will hold annual training and career seminars for area minority students and broadcast executives.
- \$125,000 to Honig, two other lawyers, and two researchers who worked on the case.
- \$15,000 to the Tri-State Black Media Coalition in Philadelphia.

KLEO & KSKU/WICHITA

PRICE: \$3.3 million
BUYER: FirstCom Corp., headed by Jerry Atchley. Atchley recently sold KSSN/Little Rock and WGKX/Memphis.
SELLER: Sampson Communications
DIAL POSITION: 1480 kHz; 102.1 mHz
POWER: 5 kw days/1 kw nights; 100 kw at 550 feet
FORMAT: MOR; CHR

KKFM/COLORADO SPRINGS

PRICE: \$3 million
BUYER: Citadel Communications Corporation, which also owns KAIR & KJYK/Tucson.
SELLER: Sky Hi, Inc., which also owns KVMT/Vail.
DIAL POSITION: 96.5 mHz
POWER: 23 kw at 2300 feet
FORMAT: A/C
BROKER: Kalif & Co.

WKHI/OCEAN CITY, MD

PRICE: \$3 million
BUYER: Baltimore Radio Show, Inc., which also owns WFBR/Baltimore.
SELLER: Atlantic Broadcasting
DIAL POSITION: 99.9 mHz
POWER: 50 kw at 319 feet
FORMAT: CHR

KCOL-AM & FM/ FORT COLLINS, CO

PRICE: \$2.5 million
BUYER: KCOL Corp., headed by Jack Minkow, who owns Asset Management Corp. Minkow is a former VP/GM of WRIF/Detroit and WLSI/Chicago.
SELLER: Beef Empire Broadcasting, which also owns WJAG & KEXL/Norfolk, NE.
DIAL POSITION: 1410 kHz; 107.9 mHz
POWER: 1 kw fulltime; pending FCC approval is an application to increase to 5 kw days; 100 kw at 470 feet.
FORMAT: A/C; Beautiful Music
BROKER: Robert L. Heynamm Jr.

WKITH/ENDERSONVILLE, NC

PRICE: \$2.2 million
BUYER: AmCom General Corporation, headed by George Francis, which also owns KRMD-AM & FM/Shreveport, LA; and WHHQ & WHHR/Hilton Head Island, SC. This is the fifth station in the third market purchased by AmCom in the past four months.

SELLER: Radio Hendersonville Inc., which also owns WHKP/Hendersonville.

DIAL POSITION: 102.5 mHz
POWER: 100,000 watts at 332 feet
FORMAT: Country

BROKER: American Media Brokers
WJSO/JONESBORO &
WJSO-FM/ELIZABETHTON, TN

PRICE: \$780,000
BUYER: Eaton P. Govan, who also owns WDNT & WLKY/Dayton, TN, and with his father owns WEPG/South Pittsburg, TN.

SELLER: Thomas C. Motter, who is receiver for Mountain View Broadcasting.

DIAL POSITION: 1590 kHz; 99.3 mHz
POWER: 5 kw; 3 kw at 79 feet below average terrain.
FORMAT: MOR; Country

Ryan OM At WMNI & WRMZ

Rob Ryan has been named to the new position of Operations Manager for WMNI & WRMZ/Columbus. Remaining in place are WMNI PD Joe Cunningham and WRMZ PD Damon Sheridan. Ryan had most recently programmed KKAT/Salt Lake City and, earlier, KWEN/Tulsa.

VP/GM Mark Jividen explained, "As the stations have expanded it became apparent we were either going to have to pull one or both PDs off the air or hire someone else. Because both Joe and Damon are talented air people we chose to do the latter. We felt our rubber band was about to break and that we needed someone in the operational area to take off the stress — and Rob's the man. He will have overall control for the operations of both stations, including promotions."

Ryan told R&R, "I'm raring to go with the only two Country stations in the city, and we're looking to become a dominant force in the market."

KRJB/MONTE RIO, CA

PRICE: \$600,000
BUYER: Southcom Inc., headed by Robert J. Ligette, who also owns KTYD/Santa Barbara and Michigan stations WFMK/East Lansing, WLHT/Grand Rapids, and WHNN/Bay City.

SELLER: Communications Associates, Inc.
DIAL POSITION: 97.7 mHz
POWER: 450 watts at 977 feet
FORMAT: Cultural
BROKER: American Radio Brokers/SFO

WSAL-AM & FM/ LOGANSVILLE, IN

PRICE: \$850,000
BUYER: Logansport Radio Corp.
SELLER: Logansport Broadcast Corp.
DIAL POSITION: 1230 kHz; 102.3 mHz
POWER: 1 kw days/250 watts nights; 3 kw at 300 feet
FORMAT: MOR; A/C
BROKER: Blackburn & Co.

WMRN-AM & FM/ MARION, OH

PRICE: \$2.8 million
BUYER: Marion Radio Co.
SELLER: Marion Broadcasting Co.
DIAL POSITION: 1490 kHz; 109.5 mHz
POWER: 1 kw days/250 watts nights; 25 kw at 340 feet
FORMAT: MOR; Country

ARTIST LINER CONTROVERSY

Open Letter: KPLZ's King Challenges WTIC's Barsanti

Dear Tom,

How does it feel to succeed at a "terrorist" attack on a record label? Now, as a result of your boycott of A&M Records (R&R 9-27), I will be denied "liners" by Amy Grant, Sting, and Simple Minds' Jim Kerr. Yes, your kneejerk action in Hartford has crept into other sleepy villages like Dallas, Seattle, Chicago, and Lubbock. Why hold an innocent record label responsible because you failed to assert your position as a strong market leader?

Can you honestly believe someone is driving down the interstate in Connecticut, not hearing Simple Minds or Bryan Adams and thinking, "Way to go, 'TIC, you showed 'em!" And if it's not the airplay but just the report you're withholding, come on! You're that powerful!

Isn't this whole issue your ego? Positioning is the battle to "get there first." If someone beat you to one position, beat them to another. Don't shoot yourself in the foot and let that untreated gangrene spread to innocent bystanders. Fight back! But fight fair! Don't hold labels and stations hostage.

Program to your audience, not to the trades.

Jeff King
PD, KPLZ/Seattle

Haymond New KLTR GSM

KLTR/Houston Senior Account Executive Tom Haymond has been advanced to GSM. He takes over for Don Peterson, who joined KBEQ/Kansas City as VP/GM three weeks ago.

Noted KLTR VP/GM Miles Sexton, "Tom's one of the leaders in marketing this format. He's been instrumental in our growth and has the confidence and following of the staff."

Haymond joined KLTR (then KRLY) in 1982, having previously been an AE with crosstown KULF for two years. Earlier, he worked for eight years in various capacities at neighbors KTRH & KLOL. He told R&R, "My number one objective is to assemble the best staff in Houston. We'll also be working to help people buy radio not only more efficiently, but also more effectively, and that means utilizing all of our resources."

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STL CONGESTION EASED

FCC Deregulates AM Applications, Antennas

Following an orgy of rule-slashing last week at the FCC, it will now be far easier in non-rural areas to apply for a new AM or make a major change in an existing one. Maintaining AM antenna systems was simplified, the crowded Studio-Transmitter Link (STL) band was loosened up, and the Commission proposed easing FM stereo and subcarrier requirements.

The AM rules jettisoned last week essentially required that new AMs only be located in rural areas with little or no radio service. Under those regulations, which the FCC said were outdated, new and major change AM applications were only accepted if one of these three conditions existed:

- No FM channel was available and 20% of the community of license received fewer than two radio signals
- At least 25% of the area or population to be served had no AM or FM primary service
- The community of license had fewer than two authorized local services and no FM channel was available

By tossing out these "non-technical AM acceptance criteria," the Commission gave an especially big boost to daytimers who were

previously blocked from applying for nighttime authority.

M Skeleton Proofs Buried

In other action, the Commission substantially relaxed its technical rules on AM antennas. Specifically, it:

- Abolished skeleton antenna proofs formerly required two out of every three years.
- Will let stations determine on their own how often to perform

partial proofs, rather than requiring one every three years.

- Switched to quarterly, rather than weekly or monthly, field strength measurements for stations that don't have approved antenna sampling systems.
- Eliminated specific design, installation, and equipment standards for antenna sampling systems.

Stacking STL Frequencies

The Commission also moved last week to ease some of the congestion in the frequencies used for Studio-Transmitter Links (STLs) and Intercity Relays (ICRs). Competition for these channels has intensified in 1985 as stations seek to escape skyrocketing costs for telephone private lines.

To provide more flexibility, the STL/ICR 950 mHz band was broken down into 25 mHz "stackable" segments. Narrowband criteria were set at 300 kHz for FM and 200 kHz for AM. Stations licensed for narrowband operation will be allowed to lease excess capacity on a primary basis.

For the first time, STL/ICR stations will be allowed to operate in

the UHF-TV spectrum with secondary status. The Commission also eliminated detailed rules for remote control systems, now requiring only that they be capable of controlling the transmitter.

Marketplace Regulation Of FM Stereo Quality

While the AM rule changes got the final okay last week, the Commission asked for public comment on several changes in the FM arena.

"It will now be easier in non-rural areas to apply for a new AM or make a change in an existing one."

It said competition gives stations so much incentive to sound good that it's no longer necessary for the FCC to police many aspects of signal quality. It abolished rules for the technical quality of FM stereo signals, and freed stations to modulate their subcarriers as they choose, as well as determine their own levels of cross-talk between SCAs and the main channel.

The Commission also proposed wiping out most of the rules on the installation of FM transmission systems, including safety standards. And all the requirements on the electrical properties of transmitters were earmarked for extinction, except those that prevent FM interference.



SNIDER'S NIGHT — NAB Chairman Ted Snider was honored last week in Washington as NAB staged its annual fall reception for the head of its joint board of directors. Snider, President of KARN & KKYK/Little Rock, is flanked above by his wife Jane and FCC Chairman Mark Fowler.

NEWS BRIEFS

Second 80-90 Filing Window Opens

The FCC has announced its second filing window for FM drop-ins under Docket 80-90. Between November 15 and December 16, it will accept applications for new Class A FMs on 101.1 mHz (Channel 266) in twelve communities: Elba, AL; Bloomfield, IN; Girard, KS; Jonesville, LA; Vicksburg, MS; White Rock, NM; Fort Plain, NY; Grove City, OH; Sutherland, OR; Hardeeville, SC; Port Isabel, TX; and Richmond, VA.

Taft, RKO Elected To NAB Board

The winners of a special election for two new seats on the NAB Board of Directors are RKO and Taft. NAB created the seats specifically for major radio groups, who felt the board was dominated by small market broadcasters.

Representing the two winning companies on the board will be RKO Radio President Jerry Lyman and Taft Exec. VP/Radio & Cable Carl Wagner. They'll take their seats in January.

To qualify for nomination and take part in voting for the two new seats, radio groups had to have at least seven stations, at least two of which were in the top 25 markets.

WEEI Editorial Creates Senate Stir

An editorial by WEEI/Boston editorial director Avi Nelson has become an issue in the Senate confirmation of Alex Kozinski to sit on the ninth U.S. Circuit Court of Appeals in California. The editorial linked a group opposing Kozinski, now chief judge of the U.S. Claims Court, to "a revolutionary group hostile to the U.S. and with ties to terrorist groups such as the PLO."

After Kozinski sent copies of the editorial to several supporters, Sen. Howard Metzenbaum (D-OH) denounced it at as a "smear piece" at a hearing last week on Kozinski's fitness to be a judge. Metzenbaum accused the nominee of "red-baiting." Despite the editorial flap and other issues cited by opponents, Kozinski is expected to be confirmed by the full Senate.

NRBA Signs McKinney For AM Town Meetings

FCC Mass Media Bureau Chief Jim McKinney has agreed to participate in four "town meetings" on AM radio sponsored by NRBA. The sessions are slated for Los Angeles, January 6; Dallas, January 20; Chicago, February 12; and Washington, February 26.

Local broadcasters will be invited to the meetings to contribute their ideas on how to revitalize the AM band, which now accounts for only 29% of radio listening. The sessions will take place as McKinney's staff works on a comprehensive report on AM in preparation for some kind of rulemaking.

Religious Broadcasters Set February 2-5 Meeting

The 1986 annual convention of the National Religious Broadcasters (NRB) will be held February 2-5 at the Sheraton Washington Hotel in Washington, DC.

NRB says it anticipates more than 300 exhibits at the convention, the theme of which is "Changing Lives to Change the World." NRB Executive Director Dr. Ben Armstrong says religious broadcasting "has exploded," and the 1986 *Directory of Religious Broadcasting* lists over 100 more TV and 100 more radio stations than last year's edition.

President Reagan and Vice President George Bush are both invited to return, and the February 5 banquet speaker will be evangelist Pat Robertson, President of the Christian Broadcasting Network and a potential candidate for the 1988 GOP presidential nomination.

For further information contact NRB at (201) 428-5400.

Other Key Developments:

- Over 40 radio pros have signed up for NRBA's new "broadcaster-to-broadcaster" consulting program. The experts in sales, programming, engineering, and other areas are available to consult other stations by phone or on site, for expenses only. Contact NRBA in Washington or Bob Sims at KOSK/Santa Fe at (505) 983-5878.

- FCC Chairman Mark Fowler's new special assistant is John Kamp. Replacing Kamp as legal assistant to Mass Media Bureau Chief Jim McKinney on an acting basis is David Donovan. Leaving the FCC is Ray Strassburger, Fowler's Special Counsel for Congressional Affairs.

- House Commerce Committee Chairman John Dingell (D-MI) warned in recent remarks to a group at NAB headquarters in Washington that the beer and wine ad ban issue, while dormant at the moment, may come to life again in Congress next year.

- The Radio Information Center reports that 571 radio stations, or nearly 7% of all those licensed, changed call letters in the 12 months ending September 30.

- KDEN/Denver has won a clean bill of health from the FCC on its minority hiring practices. The station, which was put on a short-term renewal in 1984 due to EEO deficiencies, has been granted a full license term because of improvement in its recruitment of minorities.



DRUG-FREE HOLIDAYS — In preparation for National Drunk and Drugged Driving Awareness Week (December 15-21), anti-drug leader Joyce Nalepka tapes a radio PSA that NAB will distribute, along with other spots, via the national radio networks in mid-November. Nalepka is President of the National Federation of Parents for Drug-Free Youth.



“THE SUN ALWAYS SHINES ON T.V.”
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PRODUCED BY ALAN TARNEY.

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Portable Satellite Uplink

A completely portable satellite uplink designed specifically for remote broadcast and satellite news gathering operations has recently been introduced by Mountain View, CA-based **Modulation Associates**.

The "Ku 02" provides continuous two-way, multichannel communications between remote locations and a master control center, enabling the user to transmit a full complement of communications and program channels, including the engineer's private line, the IFB line, and digital data channels. This two-way communication is possible without interruption of broadcast programming.

Among the Ku 02's features are selective signaling, audio monitoring, and telephone termination equipment. The unit can be used with a micro (1.2 meter) antenna, and the small uplink can be easily installed by one person at the news site on a roof, in a parking lot, or on top of a station wagon.

For more information, contact Modulation Associates at (415) 962-8000.

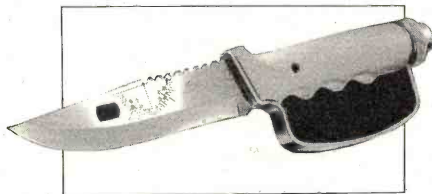
FOR THE MAN WHO HAS EVERYTHING . . .

Survival Knife

It's a jungle out there, and this being the beginning of the holiday season, what better gift for the man-who-has-everything than the **Explorer Survival Knife**? Naturally, the item comes with a lifetime guarantee; that's why it's called a "survival knife," right?

Manufactured in Spain for **Gutmann Cutlery**, the 4mm thick blade is 5½" long and formed from 440 C stainless steel hardened to 56-58 Rockwell. A clinometer for estimating elevations, a protractor for map orientation, a ruler and international land-to-air signals are etched into the blade as well.

Anatomically designed to fit your hand, the handle is high-tensile injected aluminum coated with 180-degree cured epoxy resin. As a matter of fact, the handle doubles as a hammer. Unscrew the pommel and detach the handguard (both



made of nonmagnetic stainless steel), and the blade can be attached to a stick for use as a spear.

Inside the pommel you'll find a liquid-suspended compass, while the hollow knife handle contains a magnifying glass, a survival capsule with Morse code, a first aid scalpel, a water purification tablet, sewing thread and needles/splitter removers, wind-proof matches, a magne-

sium flint bar and cotton for starting fires, a harpoon attachment and fishing line, bobber, weights and hooks.

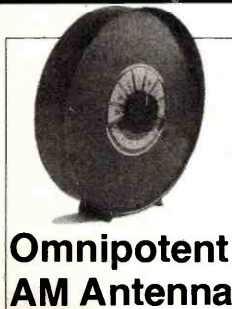
The sheath houses a concealed sharpening stone, screwdriver and pivot that turns the back of the blade into wire cutters. The knife measures 11" long and (with sheath) weighs 1½ pounds. Retail price: \$129.

Clock Radios Tops In U.S.

Nearly seven out of 10 U.S. households sport at least one clock radio, making them the most popular home radio receivers in America. According to a recent report in *Merchandising Magazine*, the second most popular home radio receivers are portable radio sets (found in 57.5% of U.S. homes), followed by table models (found in 33.2% of U.S. homes).

Personal portable radio sets, such as Sony's "Walkman," are growing steadily in popularity and are now found in 17.6% of all American households. Meanwhile, sales of shower radios are mushrooming. According to *Housewares Magazine*, annual sales of shower radios are expected to be in the neighborhood of two to three million units, with annual gross sales of \$40 million predicted by 1986.

Boomboses, on the other hand, are owned by only nine percent of U.S. households, a figure that appears to have leveled out in recent years.



Omnipotent AM Antenna

Using the principle of mutual inductive coupling, the **Omnipotent AM** radio antenna amplifies your station's signal by a factor of 75 times. A great promotional item if your listeners live in rural areas, the antenna was developed for use by Alaskan oil workers hungry for sports broadcasts from the "lower 48."

To use this gizmo, simply place the 11" diameter antenna next to your AM radio, then tune both radio and antenna to the same frequency. No AC power or batteries are required. If you're not satisfied within 60 days of use, Kirtland, OH-based **Harrington** firm will refund the \$39.95 purchase price.

"Investing In Radio" Guide Available

Beginning in December, Washington, DC-based **Broadcast Investment Analysts, Inc.** will introduce "Investing In Radio," a guide to the top 175 radio markets. Covering each market individually, the publication includes everything from a map of the radio market, its historic financials, revenue projections, growth outlooks, age demographics, and geographic orientation to detailed examinations of the competing radio stations (technical attributes, ownership data, station sales, formats, and Arbitron rating

trends). In addition, the guide's transfer summary section lists station sales by primary, market size, geographic region, and technical specifications. Priced at \$225, the guide will be useful to anyone who's ever dreamed of owning a radio station. Who knows? You may even glean some informational tidbits about a future employment situation from the publication.

For additional information, contact **Mike Hesser** at (415) 366-1781.



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Kurtis Blow
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Duke Bootee
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George Clinton
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Bob Dylan
The Fat Boys
Peter Gabriel
Peter Garrett
Bob Geldof
Daryl Hall
Herbie Hancock
Nona Hendryx
Linton Kwesi Johnson
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Grandmaster Melle Mel
Michael Monroe
John Oates
Sonny Okosuns
Bonnie Raitt
Joey Ramone
Lou Reed
David Ruffin
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Bruce Springsteen
Zak Starkey
Ringo Starr
Tina Turner
Pete Townshend
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Tony Williams
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Bobby Womack*

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Channels 02 Left - 03 Right

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November 16 1 PM Eastern
November 17 1 PM Eastern

Satellite Courtesy IDB Communications



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PRO:MOTIONS

K-LITE Taps Elkins-Hubert

Erin Elkins-Hubert has been appointed Local Sales Manager at K-LITE/Portland. She accepts the newly-created post after three years with K-LITE (formerly KCNR-FM) as an AE. Prior to that she worked with the KGW-TV Portland sales department.

RAB Board Elects VPs

Susie Johnson and Charles Shepard have been elected VP/Comptroller and VP/Communications and Director of Production, respectively, by the RAB Board of Directors. Johnson has served as comptroller since 1967, while Shepard, a 14-year RAB staff veteran, has worked as production manager and production director. Four radio executives were also elected to the Board: Beck-Ross Communications Chairman Martin Beck, First Media VP/Radio Herb McCord, Beasley Broadcasting Group Exec. VP Allen Shaw, and United Stations President Nick Verbitsky.

Racely Heads

New DCC Service

Data Communications Corporation has added a new service to its BIAS (Broadcast Industry Automation System) Product Line: radio and TV consulting for business automation. Ruth Racely will oversee the consulting service. For more information call (901) 345-3544.

PROS ON THE LOOSE

Don Amez — Operations Manager KOZY/Dallas (214) 343-3948 or (214) 748-0105

Don Cox — Afternoons 195/Miami (305) 947-0122

Jerry Downey — MD KEUNE/Eunice, LA (318) 457-3042

Dick Fennessy — Nights WFIL/Philadelphia (215) 927-5376

Robert Halmark — Middays KEAN/Abilene (915) 695-4144

Brad Krantz — Mornings WZOU/Boston (212) 737 4554

Jeff Lauffer — West Coast National Album Director Arista (213) 650-6099

Charlie O'Neal — Mornings KCBQ/San Diego and WMAQ/Chicago (619) 486-3429

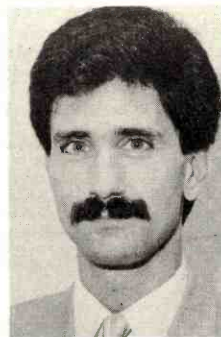
Guy Phillips — MD/Evenings KYAK/Anchorage (907) 276-4935

Chuck Podhasky — Night Talk Host KNUS/Denver (303) 733-3256

E/A Names Daniel, Braverman



Doug Daniel



Larry Braverman

Doug Daniel has been named Director of Marketing/Promotion within the Special Markets division of Elektra/Asylum. His background includes serving as National Director of College Promotion for E/A as well as Promotion/Marketing Manager covering the Baltimore/Washington, DC area. Daniel was also the chief announcer/music assistant with Clark College's WCLK/Atlanta. In other company news Larry Braverman has been appointed Director of Production, succeeding Kent Cooper. He joined the label in 1980 as National Director of College Radio, later advancing to Associate Director of AOR Promotion for the northern/southern regions, New York Promotion Marketing Manager, and Northeast Regional Marketing Manager.

Culpepper Joins Paramount Pictures



Gary Culpepper

Gary Culpepper has joined Paramount Pictures Corporation as Director of Business Affairs, Music for the company's Motion Picture Group. He comes to Paramount after four years with Capitol Records; the first two as Director of Entertainment Law, the last two as Director of Business Affairs. Culpepper's industry background includes stints with A&M Records, Manager/A&R Administration; ABC Records, Assistant General Attorney; and Casablanca Records, Senior Counsel.

Borchetta Segues To MTM

Scott Borchetta has been named Associate National Promotion Director for the MTM Music Group. He joins the company from Mike Borchetta Promotions, where he was involved in national promotion. His background also includes a stint as Promotion Coordinator with Jammer Records.

Viacom Taps La Barbiera

Susan La Barbiera has been appointed Research Analyst for Viacom International's Radio Division. La Barbiera comes to Viacom from Blair/RAR, Inc., where she was Research Analyst for its national sales office. Prior to that, she served as Sales Research Specialist for CBS television stations for five years.

Record Bar Promotes Two



Steve Bennett



Chip Cappelletti

Record Bar has upped Steve Bennett from Director/Purchasing to VP/Purchasing. A ten-year company employee, he joined the Purchasing department in 1978 and advanced to Director in 1982. In other Record Bar news, Chip Cappelletti has moved from Store Planning, Design and Construction Administrator to Director/Store Planning. He's been with the company for five years.

HNW&H Names Christo Promotion Director

Joi Christo has been tapped as Promotion Director for Hillier, Newmark, Wechsler and Howard/New York. A three-year company vet, she was promoted from her position as Sales Assistant Supervisor and Assistant to New York Sales Manager Jacqui Rosinsky.

Jones Heads Fidelipac Marketing

Kinsley (Ken) Jones has joined Fidelipac Corporation as Marketing Director. Prior to this, Jones served as District Sales Manager for Harris Corporation, Director of Sales at Martin Industries, and National Sales Manager for Moseley Associates. Jones was most recently VP/Marketing for Broomfield, CO-based Television Technology Corporation.

CHANGES

Robin Baime, former Account Executive at WAVA/Washington, appointed Account Executive at WYNY/New York.

Beth Kempksie, former Salesperson at WVBF/Boston, appointed Account Executive at Kadetsky Broadcast Properties, Inc.

George Becker, former Director/Marketing & Administration, CBS Records, appointed Director/Financial Analysis & Budgets, CBS Records.

Jim Cortez, former supervisor for Harmony House/Royal Oak, MI, appointed Field Merchandiser for WEA/Detroit.

Lucy Diaz, former Marketing Manager for Maranath Music/Costa Mesa, CA, appointed Children's Product Marketing Manager for Sparrow Records/Chatsworth, CA.

Jim Reilly, former Account Executive at New Jersey's WADB/Point Pleasant and WERA/Elizabeth, appointed Account Executive WFRM/New York.

CHRONICLE

Born To:

- Transtar A/C's Dave Bogart and his wife Donna, son Eric Wayne.
- WGRX/Baltimore PD Alan Lawson and his wife Colleen, son Nicholas Thomas.
- KOZZ/Reno MD Steve Funk and his wife Cassie, daughter Keyvn Ann, October 20.
- KAY107 VP/GM Rick Cohn and his wife Miramar, son Jessie Arron, October 25.

Married:

- Vivien Friedman, VP Public Relations for Chappell/Intersong, to Robert Newman, Manager/Production Administration for NBC News.
- KWEB/Rochester's Sue Dawson and Caryl Elmsin, who met on the station's "Loveline Program."
- Jem Records Promotion Manager Robyn Weiss to Fred Cook, Account Supervisor for Edelman Public Relations.

I'd like to wrap up a Dream for you all.

(a very Christmas radio special)

"It's radio's answer to the timeless Miller TV spot, with kids as the horse drawn sleigh and bells."

Don Richman
Chuck Blore & Don Richman Inc.
Hollywood, CA

Premiering this Christmas Season on WJR/Detroit, KFI, KOST-FMLA, WHDH, WZOU-FM/Boston, KBPI/Denver, KEGU/Dallas-Ft. Worth, KLSY/Seattle.

KLSI/Kansas City, KDKB/Phoenix, KBZT/San Diego, WIRE/Indianapolis, KKCV/Portland (OR), WKHX/Atlanta, KQEE, KXFM/Tucson, WOKY, WMIL FM/Milwaukee, KALL/Salt Lake City, KNMQ/Santa Fe, WLK/Charlotte, WTQR/Winston-Salem, WKDD/Akron, KLLS/San Antonio, KIDO/Boise, WGVN, WDM5-FM/Greenville (MS), WYAT, WLTS.

FM/New Orleans, Q 105/Tampa, WAA, WIOD-FM/Miami, WPTC, WDN-FM/Macon, KKBG-Hilo (HI), KUAD/Windsor (CO), WHIO/Dayton, WKEA/Scottsboro, KHAR, KKL-FM/Anchorage, KNUS/Muskogee, WSBM, WQLT-FM/Florence, KDKP/Watertown-Pierre, WXRJ/Norfolk, WEBE/West Port, WZYQ/Frederick, WFQK/Front Royal, WOCB, WJFK-FM/Cape Cod, WZGO/Phila-

delphia, KICY/Nome, KBOZI/Bozeman, WSCQ/Columbia (SC), WWA/Wheeling, KEZA/Fayetteville, WHNN/Saginaw and the exclusive Canadian radio rights have been purchased by McDonalds of Canada.

If you'd like to wrap up the exclusive radio rights in your market to "a Christmas programming staple for years and years to come," please call...

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CBS
RADI RADIO
THE PROGRAMMING SERVICE
WITH THE CBS DIFFERENCE

countdown

First 2 Weeks:

KIIS-FM/AM Los Angeles

Gerry DeFrancesco said YES!

KISS-108/Boston

Sonny Joe White said YES!

Q101/Chicago

Dan O'Toole said YES!

Y100/Miami

Robert W. Walker said YES!

And almost 100 other top
programmers nationwide said YES!

Here's why:

We'll give you everything you need to do your own, national-quality
countdown show, on a local level, using your air personalities.

You'll Get:

- ① An easy to follow script, that's pre-timed to all record intro's and outro's compiled by 2 of the best countdown writers in the business. The **plain-rap countdown** script is informative and humorous with fascinating stories about the stars.
- ② **Celebrity Interviews.** Each week, we'll send you between ten and twenty big-name interview snippets, to be dropped in, over the record intros and outros, to supplement your show. Stars Like: *Cyndi Lauper, Tina Turner, Lionel Richie* and *Huey Lewis* could soon be visiting your station.
- ③ A set of **Vocoder or Sonovox countdown numbers**, and music beds for raps into stop sets, all custom-designed for the plain-rap.

The **plain-rap countdown** is whatever you want it to be. You can use all of the materials or just some of them. Each and every week, you'll receive a complete countdown, based on that week's Radio and Records CHR Back Page Survey. However, we're fully aware that your local countdown may differ, so we'll make it easy for you to rearrange the pages and change the numbers.

All you add is your own
station and talent.

Great for CHR & A/C-CHR hybrids!

Available Market Exclusive, On The Barter Basis
Call your **plain-rap countdown** representative today

(213) 460-2012



JHAN HIBER

RATINGS AND RESEARCH

WEEK IN REVIEW

New Diary Review Reservation Form

Arbitron subscribers will receive a new diary review reservation form in late November. GMs interested in reviewing the fall '85 diaries for their market should fill in the information and return it by December 16. Once all the reservations for a market are received, Client Services Manager Jay Billie will randomly choose the order by which stations will be allowed to conduct their review.

RICHARDS RETIRES AS CHAMP

Annual Research Quiz Answers

I do not believe in payola. I would not accept bribes. Wild horses couldn't make me grade these quizzes in any way other than how you folks really replied.

I go to these lengths to assure you this contest is not rigged, because the outcome of this year's annual Research Quiz might make you wonder. As I mentioned in the September 27 column, WNCI/Columbus PD Bill Richards had won the honors for the last two years. Could he do it again, I mused.

Richards Retires The Trophy

In a word, yes. Bill Richards re-

tires the imaginary trophy, after winning the Annual Research Quiz for the third time. Bill was the only entrant who was able to correctly answer all the questions, including the tiebreaker. Along with his imaginary trophy, Bill takes home an equally fictitious check for \$1000 and all the Arbitron diaries he can grab. However, after proving his research prowess, Bill must move on to greener pastures as he can no

longer be eligible for the quiz title.

The runner-up this year was PD Gary Bruce of WMBD/Peoria. Gary missed only one question. Overall, this must have been a tougher challenge, as the average score was 70%. Let's review and see how you compared with the answers I was looking for.

Correct Answers Displayed

1. Of the three formats shown in the question — AOR, Country, and/or Black/Urban — which saw continued slippage in the most recent spring Arbitron results?

Black/Urban and Country, at least in the top 100 markets.

2. Which, if any, of the four major ad agencies shown in the question had recently signed up to use Birch estimates primarily when buying radio? BBD & O and Kenyon-Eckhardt were the proper choices here.

3. You were asked to define turnover, then elaborate on its uses. The formula is to divide your relevant cume audience by the average quarter-hour audience for your station in the same demo and daypart. The answer is usually a two-digit number. Country and Easy Listening stations may have an overall turnover under 15. News or CHR stations often see their overall turnover at 20 or more.

How you use this comparison concept is up to you. When looking at audience flux the higher the turnover, usually the shorter the time spent listening. Thus, you can use turnover to compare your station's flux to the competition's, plan effective rotation of records or promotional announcements, and see how various demos within your cume compare in terms of loyalty. Be sure to trend turnover from book to book to add to its value as a comparative device.

4. Arbitron has announced new criteria for its High Density Hispanic Areas. I wanted to know what the zip codes involved in the HDHAs had to contain in terms of Hispanic population. It used to be that 35% of a zip code's 12+ populace had to be Hispanic before that zip could qualify to be part of the HDHA. Now, however, that figure is only 25%. This has the potential of enlarging many HDHAs. Many of you missed this one.

5. You were asked to list some of the pros and cons of four major types of perceptual research. I was most impressed with the answers you fed back. Virtually all got this one correct, usually including additional sheets to elaborate on each research method. When this column began in 1979, I think most broadcasters thought focus groups had to do with photography. Today's broadcasters are more sophisticated about research, and your answers to this question showed it.

6. I was interested if you had picked up on a recent column discussing Arbitron's proposed new Daypart Diary. There are two formats that might see slippage with the new design; which were they? The correct answers were Black/Urban and Beautiful Music/Easy Listening. Since these formats often benefit from long-span listening entries — the type that would be split into dayparts by the new layout — they may see some slight softening.

7. This question seemed to be the big stopper for most of you. It dealt

with the demos that will or won't be plugged into the redesign of the Arbitron Radio Market Reports. I asked which of the three demos listed — 12-34, 25-64, or 35+ — would not be in the new book look. The first two won't. Only 35+ (of the choices given) made the final cut. The 12-34 demo was talked about but didn't get in, while the 25-64 demo is a Birch offering.

8. What is Birch's typical response rate? In an interview with Tom he quoted a figure of 55-56%. His firm is striving for the 60% level but isn't there yet. By comparison, Arbitron's response rate overall is slightly under 50%.

9. This item had to do with the new Arbitron weighting scheme affecting Arbitrends and the quarterly reports. I asked if the technique means that a station's quarterly report would only be an average of its three Arbitrends reports for the relevant months. The answer to that is true. The thrust here is that Arbitron wants to build up the credibility of Arbitrends as it battles Birch incursions. Also, given the recent Arbitron announcement about year-round sweeps in the top 75 markets, this push to firm up Arbitrends (which come as part of the year-round package) suddenly makes a lot of sense from Arbitron's perspective.

10. This question dealt with the concept of Effective Buying Power. What is it? As I defined it in a column, EBP involves taking your average or cume audiences and multiplying that figure by a qualitative ingredient. The latter can be household income, intent to buy a home worth so much, spending so much monthly at department stores, etc. The point is to combine research from qualitative sources with quantitative numbers, and then put together a story about how much your audience is worth.

I've found this approach especially helpful for high-cuming stations that are aggressive with their rates and, as such, get beat up on cost-per-point or cost-per-thousand criteria. When you can talk to an advertiser about delivering an audience worth \$9 billion, you'd be surprised how CPP and CPM shrink in importance.

Tiebreaker: How many markets are now measured monthly by Birch? 86 was the correct reply. How'd you do? Here's hoping you had some fun and learned something along the way. As always, thanks to the dozens of you who entered, from GMs to nighttime jocks. With Bill Richards retired from competition we'll see a new champion next year.

Next week: a look at Arbitron's Continuous Measurement announcement and its potential effects.

Because your listeners need to know fast when snow closes schools, factories, businesses, or events, here's

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Transform your IBM PC into an instant, computerized, "closing" control center.

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All payments must be in US dollars, sorry, no COD or purchase orders.



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

MORE PROGRAMMING, MORE INNOVATION

Midsummer Dream Survey Results

A column last summer (R&R 8-9) featured a "Midsummer Net's Dream" syndication wish list, done in the interest of product development. The questionnaire was compiled to serve two purposes: 1) to see if networks and syndicators were fulfilling the needs of radio stations; and 2) to determine those areas where greater concentration might prove to be profitable.

Obviously, individual affiliate relations departments conduct their own research and development, but competition generally prevents this information from reaching the public domain. This survey was designed to make some R&D information available (in limited doses) to the under-informed. One note: the methodology used is not necessarily "scientific." Information derived from the results are presented for your interest only and should not be accepted as "gospel truth."

A Few Of The Findings

Stations using syndication might use more if "appropriate" programming was available. One out of five stations use more than eight hours of syndication per week, but that number increases to 50% when stations are asked what they would consider using if appropriate programs were available. The survey indicates a noticeable upward shift in the amount of syndicated or network product stations would be willing to carry if such programming was suitable to a station's formats and profile.

Two-thirds of all responding stations currently air at least one

countdown during the course of a week, but only 14% would like to see more of them. With six CHR countdowns currently available and two more in development, producers might want (as Abigail Van Buren would say) to wake up and smell the coffee. Countdowns are typically easy to sell to advertisers and stations because they have a recognizable structure and work to maintain strong quarter-hours. However, there seems to be widespread sentiment that the market is becoming saturated.

Live concerts are broadcast occasionally by 43% of all responding stations, but this does not necessarily indicate a strong demand for an increase. Only 20% voiced a desire for more live concert programming, which again could mean that the market is either saturated or that the live concert community needs more. The fact is, this 20% represents a large chunk of the 43% that currently use live concerts, indicating a perceived need by those stations for more concerts. Producers could interpret this as either a strong growth market, or an indication that other areas might prove more profitable in the long run.

Oldies programs, entertainment/music features, and "miscellaneous music shows" currently enjoy healthy usage and more of the same seems to be in demand. Obviously, this programming covers a wide spectrum of product, but it all can be considered relatively "safe" for program producers to be involved with.

Surprise, Surprise

Nine out of ten stations prefer barter to cash, which comes as no surprise to anyone. What is surprising is the source of the dissenting voters. Past studies revealed that large market stations, which can charge more for local spots, were less willing to part with valuable (and often sold-out) time than other stations. However, this study found that most of the few minority cash stations came from the 100+ or unrated ranks, which could mean one of two things: either these stations are having remarkable success selling out their inventory, or network/syndicator policy prevents the smaller markets from receiving barter programming. Many advertisers aren't interested in the "miscellaneous markets," so some distributors make barter programming difficult to obtain.

Virtually all major networks are now linked by satellite, and other syndicators (ad hoc or otherwise) are seeking out the birds, but the preferred method of distribution remains disc and tape. Exactly two-thirds of all respondents listed disc or tape as #1, while the other third preferred live/recorded programming via satellite. Depending on how you look at it, this could be positive for both methods:

- Disc and tape is still number one, so there is no immediate need for a syndicator to seek out a satellite delivery system (except maybe for cost-effectiveness and speed of distribution).

- Five years ago no station would have preferred satellite to traditional distribution methods. In half a decade at least one-third of all stations have installed satellite receiving equipment, and now actually choose it over disc and tape. What will the next five years bring?

Most syndicators believe that their reputation is one of the most important determinants when a station elects to carry a program. While reputation seems to be important, it actually ranks behind five other factors.

Naturally, every station insisted that a program had to first fit the format. This doesn't come as any surprise, except when some comments indicated that many programs seem to target more than one (or two) formats. This tends to make the station very wary. The

Midsummer Syndication Survey*

Amount Of Product	Currently Used	Might Use
1-4 hours	37%	24%
4-8 hours	43%	26%
8-12 hours	11%	32%
over 12 hours	9%	18%

Syndicated Product	Currently Used	Want More Of
Countdowns	66%	14%
Live concerts	43%	20%
Oldies programs	40%	37%
News/Information shorts	40%	20%
Entertainment/music shows	37%	40%
Miscellaneous music shows	34%	34%
Artist profiles	31%	23%

Preferred Payment Method:

Barter	91%
Cash	9%

Preferred Distribution Method:

Disc	46%
Tape	21%
Live via satellite	19%
Recorded from satellite	14%

Important Factors In Choosing Programming:

Program fits station's format	100%
Production quality	77%
Cost of program	60%
Length of program	40%
Program features contemporary artists	40%
Reputation of network/syndicator	34%

*Some percentages total more than 100%.

message: don't try to cover all bases at once. CHR is CHR, not A/C or AOR.

Production quality was found to be the second most-important element, followed by cost of program (see barter/cash above), program length, and contemporary content. Reputation was deemed important by one-third of responding stations. Of course, it would follow that if the other five important elements were found in one syndicator, that company would probably have a good reputation. Right?

At least one conclusion can be drawn from these findings: the market for syndication is growing. Stations definitely want more outside programming, and while they use a lot of product that's currently available, they seem to be looking for something different. Responses show that there may be a "burnout factor" for what's out there, and stations might be willing to take a chance in unproven territory. Instead of turning out more countdown shows in a "Miami Vice" clone mentality, producers might look to new concepts.

RSVP

Now for a few necessary qualifications: Response to this survey was about average for a "direct mail"

sample: about nine percent. U.S. geography was well-represented, with each of the four R&R reporting regions garnering between 22-27% of total responses. Equally representative were stations of various market sizes: about ten percent of the respondents were in top ten markets; ten percent were in markets 11-25; ten percent were 26-50; 15% were 51-100, and the rest were in smaller (or unrated markets). A/C stations responded at a ratio of 2:1 over CHR and Country, with Black/Urban and AOR falling in behind.

Stations which use syndication had more incentive to participate than stations which don't, so these findings include only one segment of the station population. Of course, networks and syndicators are primarily interested in the former group anyway, so the lack of participation by "nonusers" isn't sorely missed. Also, because of the sample size (unscientific at best), the error rate can make figures misleading. Thus, figures presented above are to be used only as indications.

So, with all these disclaimers attached, make use of this study as you see fit. Further information will be released in related future columns.

Thank You

I would like to extend my sincerest gratitude to the hundreds of kind people and organizations who expressed their heartfelt sympathy following the recent death of my wife, Deborah. Your words, thoughts, and prayers have been very comforting and reassuring, and only indicate what a caring and close family the radio industry really is.

Thank you,
REB

NADD

Network Against Drunk Driving

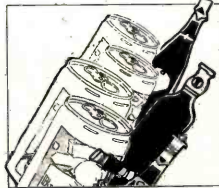
The ABC Rock Radio Network has announced the winners of its national public service campaign against drunk driving. "The ROCK Project" (Reckless Operators Can Kill) was developed to encourage network affiliates to launch local programs to address the problems of alcohol abuse.

The envelope, please...

- The \$1000 award for first place goes to two stations which tied for top honors. WYYY/Baltimore's "Rock Hard, Ride Safe" campaign and KFMG/Albuquerque's "Liferide" program were both judged to be most effective based on creativity, exposure, and overall execution.

- The project's \$500 second-place winner was the campaign initiated by WNOR/Norfolk, which is officially credited with having reducing the death rates in alcohol-related accidents in Virginia.

- A third place award of \$200 was given to WTKX/Pensacola for



forming the alcohol-awareness program "Rock Force."

All the other stations which participated in "The ROCK Project" will receive a commendation from the network.



SO FAST, THE COMPETITION WON'T KNOW WHAT HIT THEM.

From the minute we launched our NEWSPOWER 1200 service, we knew we were on to something hot.

Because it delivers news that people want to hear. It delivers news you can believe. And it delivers it, without a glitch, at 1,200 words per minute.

That's 18 times faster than the AP Radio Wire.

Not only that, NEWSPOWER lets you pre-program your news. So you get only the news you need—state and local reports, sports, financial, world news and weather.

There's something else. With NEWSPOWER 1200, you get a direct line to the most pervasive, precise news staff in the world.

And when you consider all that, you realize something.

You realize that AP NEWSPOWER 1200 can be a tremendous advantage in your business, no matter what kind of competition you run up against.

For details about NEWSPOWER 1200, call Jim Williams, at AP Broadcast Services (800) 821-4747.

AP ASSOCIATED PRESS BROADCAST SERVICES WITHOUT A DOUBT.

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

November 11-15

The Weekend

November 16-17	
American Country Portraits (BRE)	Rick Dees' Weekly Top 40 (US)
Ricky Skaggs	David Foster
Christian Countdown America (CCA)	Rock Chronicles (WO)
Leslie Phillips	Canadian rockers: Saga/Triumph/Corey Hart
The Countdown (WO)	Rock Over London (RI)
Taman/ta Mara/Seen	Justin Hayward
Countdown America With Dick Clark (USR1)	Rock Reunion (BRE)
Billy Joel	Beatles
Country Report Countdown (WRN)	Rock Week (WO)
Gus Hardin/Eddie Rabbit/Tammy Wynette/Keith Whitley/Jim Gasser/Steve Wariner	Rush/INKS
Dick Clark's Rock, Roll, & Remember (US)	Scott Shannon's Rockin' America Countdown (WO)
15th anniversary show	Glenn Frey/Arcadia/Freddie Jackson
Dr. Demento (WO)	Silver Eagle (DIR)
15th anniversary show	Judds (11-16)
Entertainment Coast-To-Coast (CBSR)	Solid Gold Saturday Night (USR2)
OMD/Harry Anderson/Ellen Burstyn	Psychedelic nuggets (11-16)
Great Sounds (US)	Superstar Portraits (BRE)
Pat Page	Cary Simon
Hot Ones (US)	Superstars Of Rock (BRE)
Heart	John Cougar/Melencamp
King Biscuit Flower Hour (DIR)	Superstars Rock Concert (WO)
Dire Straits, Pt. 2	Care
Lee Arnold On A Country Road (MBS)	That's Love (WO)
Loretta Lynn/Ricky Skaggs/Earl Thomas Conkey	Neil Sedaka/Michael J. Fox/ Gladys Knight
Musical! (WO)	Weekly Country Music Countdown (US)
"Pippin"/Liza Minnelli/Gene Nelson	Waylon Jennings
National Music Survey (MBS)	
Billy Joel/Mark White/Kurt Smith	
On The Radio (NSBA)	
Pat Benatar	
Power Cuts (GSN)	
Aerosmith/Steve Nicks	

MONDAY

November 18	
Country Report (WRN)	
Jim Gasser/Steve Warner	
Line One (WO)	
Eliot Easton	
Rockline (GSN)	
Rush	
Solid Gold Country (US)	
Golden Duets	

TUESDAY

November 19	
Country Report (WRN)	
Tammy Wynette/Eddie Rabbit	
Live From Walt Disney World (NBCE)	
Exile	
Solid Gold Country (US)	
Feature year 1980	

WEDNESDAY

November 20	
Country Report (WRN)	
Keith Whitley/Jim Gasser	
Solid Gold Country (US)	
Curly Putnam	

The Week Of

November 18-22	
Country Closeup (NP)	
Ronnie McDowell/Tom Schuyler	
Country Today (MJI)	
Lee Greenwood	
Earth News (WO)	
Sting/Michael Apted/Wang Chung/Jen Hammer/Dave Marsh	
Encore With William B. Williams (WO)	
1943: Mills Brothers	
In Concert (WO)	
Sammy Hagar	
Interview (IN)	
Live From Gilley's (WO)	
Con Hunley	
Metalshop (MJI)	
Ratt	
Off The Record (WO)	
Dre Stralts/Tommy Shaw/Wang Chung	
Off The Record Special (WO)	
Heart	
Shootin' The Breeze (WO)	
System/Eugene Wild/Sheila E	
Special Edition (WO)	
Bobby Womack	
Star Trak (WO)	
Jane Wiedlin/Olivia Newton John	
Star Track Profile (WO)	
Barry Manilow Part 2	

THURSDAY

November 22	
Country Report (WRN)	
Steve Wariner/Tammy Wynette	
Live Album Party (NBCE)	
Stevie Wonder	
Solid Gold Country (US)	
Stars in the news	

FRIDAY

November 21	
Country Report (WRN)	
Eddie Rabbit/Keith Whitley	
Solid Gold Country (US)	
Elvis Presley	
Ticket To Ride (DIR)	
Paul is dead, Part 2	

COMEDY

Daily Feed (DCA)	
Farm bailout bonds/man/space shuttle cartoons/Maryland Savings & Loss/summit take 2/a man with two feet	
Laugh Machine (PRN)	
Rodney Dangerfield/Bickersons/Kjo Addotta/Bill Cosby/Woody Allen/Frederic & Brooks	
Party Drop-Ins (ASR)	
Surgery by number/hold on, please/purple m.u./wrestlers:party/five soap/spazzmo	
Radio Hotline (ASR)	
Cigarette: Bud & Sylvia #3 my radio broke/I don't believe it/lawyer	
Stevens & Grdnic's Comedy Drop-Ins (ASR)	
Nude Dental Assoc./topless PSA/cordless phonelocal/this announcement void/soda taste test	
United Spots Of America (ASR)	
Two guys named Vince/genetic memory camp/ET feminine spray/generic country/guiltmasters	

GENERAL INFORMATION

Ed Busch Talk Show (AP)	
Winter gardening/manners & etiquette (11-9) Criminal analysis/Enca Jong/detense costs (10-11)	
Computer Program (PRN)	
Add-ons/line plotters/steady power/bubble memory/paging	
Larry King Show (MBS)	
Bob Greene (11-11)	
Peter Ueberroth (11-12)	
Mark Green (11-13)	
Dizzy Gillespie (11-14)	
Dr. Steve Peters/Dr. Joseph Bellini (11-15)	
News Blimp (PRN)	
Classic reruns/celebrity impersonators/cold vaccine/celebrity lures/natural childbirth	
Newsline Extra (NBC)	
Designer drugs	
Public Affairs (PIA)	
Fish oil	
Sound Advice (PRN)	
Home repairs/warranties/record handling/record care	
Waldenbooks Review (WO)	
Garrison Kellor/Andrew Vachas/Charles & Dana/Claire Jones/"The Rishi"	

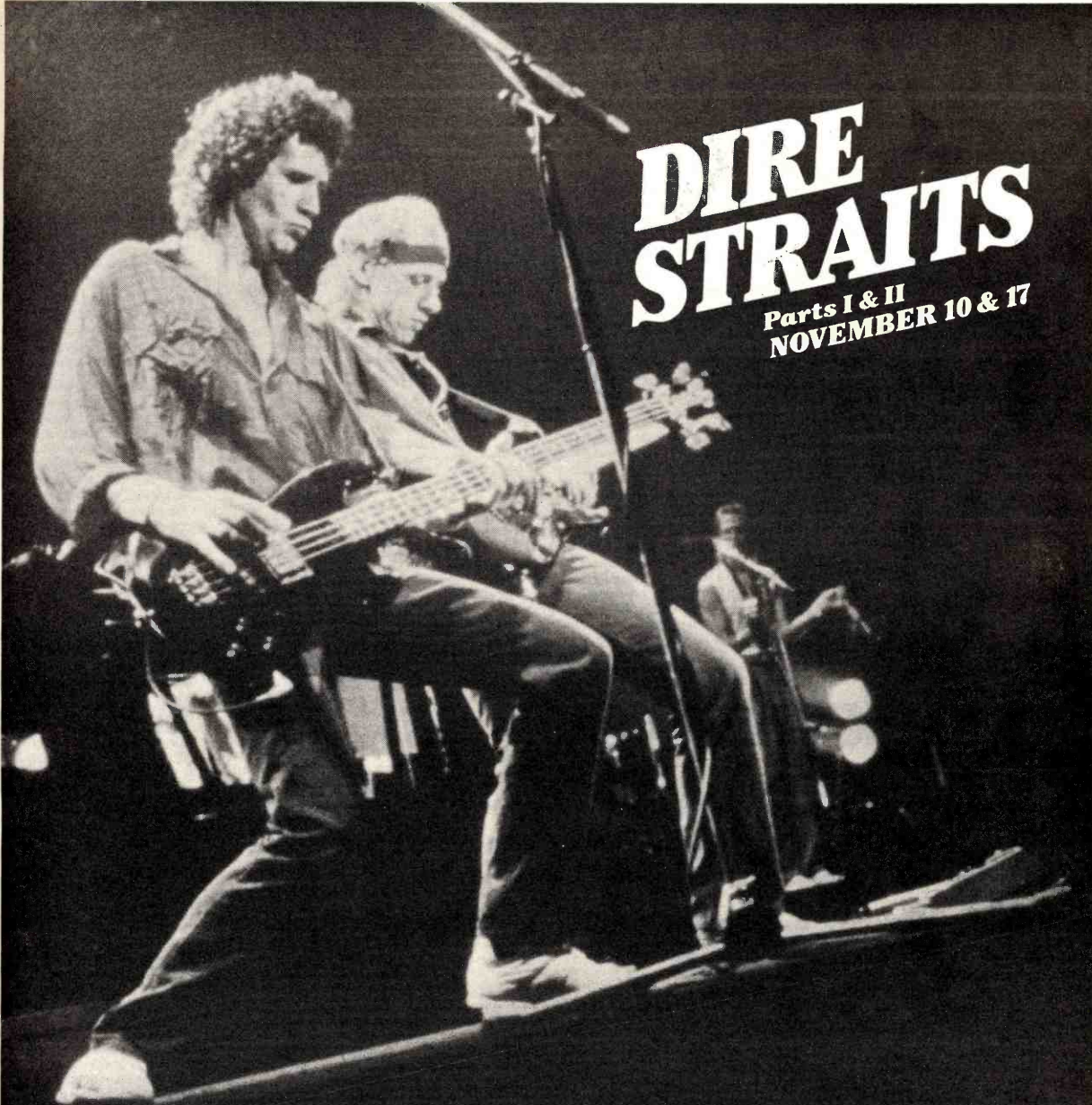
ABC, Screen Link Join Forces For Talent Acquisition

ABC Radio Networks and Screen Link, Inc. will be joining forces for talent acquisition and program development. Screen Link is a newly-formed company developed by former MTV Director/Acquisitions Chip Rachlin and Director/Talent & Artist Relations Gale Sparrow, and this cooperative effort with ABC is designed to bring more concerts to the network, as well as give national exposure to individual artists or groups. Screen Link's initial objective is to acquire artists for ABC's "Supergroups," but additional joint participation is expected in the future.



Pictured (l-r): ABC Director/Special Programming Beverly Padratzik, Screen Link President Chip Rachlin, Screen Link VP/Marketing & Project Development Gale Sparrow, ABC VP/Sr. Exec. Bob Benson, and ABC Manager/Special Programming Gina Suarez.

B	TO	Program Directors	AIR DATE	The Week of Dec. 2	TIME	ONE HOUR
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
O	"The Words & Music of JOHN LENNON"					
	A B.B.C. EXCLUSIVE from WESTWOOD ONE					
M	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY					



DIRE STRAITS

Parts I & II
NOVEMBER 10 & 17

THE KING BISCUIT FLOWER HOUR

The spectacular **DIRE STRAITS** in concert! To join the more than
250 stations carrying the Biscuit, contact Station Relations at
DIR Broadcasting (212) 371-6850

DIR
DIR BROADCASTING

Developing A Mission Statement

By Ed Shane

When Akio Morita and his partner founded the Sony Corporation in a bombed-out Tokyo department store in 1946, they had a mission. The articles of incorporation called for their company to "do what others have not done" and "keep the entire world in sight."

Morita is still Sony's CEO. And it was Morita in 1979 who thought that people might enjoy carrying tape recordings with them. He asked his engineers to develop a cassette player with light, comfortable headphones. Today the Sony Walkman is a pervasive music medium.

Recently, I've been helping broadcast managers examine their own missions. Most of these missions don't encompass the world as Morita's did for Sony. Nonetheless, the electronic missions we develop are every bit as vital to our clients' strategic planning.

Trade Rules

Marketing texts give us three rules of the trade: set goals clearly, communicate goals broadly, and create a business environment for achievement. The mission statement we facilitate translates ultimately to the familiar "goal" described in marketing.

Developing a mission statement begins with the now-famous ques-

tion, "What business are you in?" Harvard's classic study stated that had the railroads identified themselves as being in the "transportation business," they would not be trapped on the ground while airlines preempt them today. Had railroads made broadstroke statements about their position in the transportation process, their missions would have been truly visionary. It's important to note that these goals or missions are most often visions.

John Naisbitt and Patricia Aburdene set the same tone in "Re-Inventing The Corporation": "We believe the first ingredient in re-inventing the corporation is a powerful vision (emphasis added) — a whole new sense of where a company is going and how to get there. . . . The company's vision becomes a catalytic force, an organizing principle for everything that the people in the corporation do."

Vision Quest

Sports figures take the idea of visualization literally, and research shows that athletes can improve performance if the visualization is accompanied by practice. Naisbitt and Aburdene add that visualization has now entered the business domain. CEOs are forming new images of their business and where they ought to be going, and bringing those visions into reality.

Vision starts at the top with a mission statement from a company's leader. Apple Computer's Steve Jobs founded his company to bring technology to everyday people. Arbitron's parent, Control Data, was founded by William Norris "to address society's major unmet needs as profitable business opportunities."

"Vision," as Naisbitt describes it, "is the link between dream and action." That link is also termed "alignment" by MIT's Peter Senge. Alignment means synchronization with co-workers, an unplanned synergy that, according to Senge, "surpasses expectations based on past performance." In other words, it's getting the vision



Media consultant Ed Shane operates Houston-based **Shane Media Services**. The firm provides management, programming, and research consultation to a variety of radio stations — CHR, A/C, Soft Rock, AOR, Country, News/Talk, and Oldies — and conducts strategic planning sessions and management seminars for group owners and individual operators. Shane is also author of "Programming Dynamics: Radio's Management Guide."

into the employee's mind and making that vision a guiding force in the company's day-to-day business.

Three-Step Process

To develop an actionable vision for radio, there are three steps in the process: examination, description, and application. The process cannot be taken casually if you wish your vision to pervade your operation. It requires a careful balance of soul searching and brainstorming.

Under each step are listed typical questions, which can't be satisfied with a simple "yes" or "no."

1. EXAMINATION

Describe the market. Is it mature? What are the station's assets to its listeners now?

What new assets does the station hope to bring to the listener?

Will bringing this new set of assets disrupt old listening patterns? If so, what? Who? Is it costly in terms of audience erosion?

What are the station's liabilities in management's eyes?

Do these liabilities also affect the listener?

Who are our competitors? What are their strengths and weaknesses?

2. DESCRIPTION

What are the key factors for success?

What selling target do we need for the station?

What demographic target do we want to attract?

What demographic target gives us the proper mix to achieve our selling target?

What is our core group — our longest listening and most loyal demographic group?

Is this a core we want to target?

What lifestyle attributes do we fit as a station?

How long will it take us to implement strategy?

What percentage of the company's resources will be devoted to each market segment?

3. APPLICATION

What conclusions do you draw from the answers so far?

Write a statement of goals, based on the brainstorming done so far. Put down each thought as a complete sentence, such as "Our target audience is . . ." "Our average listener is . . ."

Develop this statement in fits and starts, because that's the way it works. You'll write a line, scratch a phrase, add a word, etc. Edit ruthlessly. Cut sentences to phrases.

Trim the statement to five lines.

I'll admit that the final number

of lines is arbitrary, but it forces an editing job that provides a well-hewn mission statement.

Down To Specifics

My questions reduce the statement to a narrow definition that applies to radio programming and marketing. You can draw it as broadly or as narrowly as you want; the steps and the questions are basically the same.

Specifics are always helpful for internal communication and motivation: "Our mission is to attract listeners with bank accounts," one began. Another said, "We will present a station that sounds like a new car smells."

Ask questions about your own target audience: Is he male? Is she female? How does he or she dress? What type of car? Neighborhood? How many kids? Who cuts the grass? How much money's in the bank? Is it a bank or an S&L? Any stocks? Money markets? How much travel?

I've helped clients get so specific in their target audience descriptions that a photographer could be hired to stage a picture. That's a literalization of visualization. But it helps because that kind of communications doesn't suffer in translation.

Mission Possible

Every business should have a mission statement, but radio needs it even more. Almost everybody in the average radio station changes jobs several times a day. An account executive changes from retail expert to agency numbers-cruncher simply by driving from one appointment to the next. The PD is comedian/entertainer for four hours a day, and manager/motivator the rest of the day. The GM is salesman, psychologist, cheerleader, or public relations expert, depending upon the demands of the minute.

Development of a mission statement can help each staff member keep an overall goal in mind, regardless of what role is being fulfilled at the moment. That introduces another topic: *Communication* of the vision to all employees, regardless of rank or position. The station manager, the sales manager, the all-night jock, the receptionist — everybody — must understand the mission their company has undertaken.

Marketing guru Regis McKenna expressed it best in his book, "The Regis Touch": "It is critical each member of the management team understands his or her own role in the company, and that they all share a common vision of the company's plans and goals."

That, in itself, is a mission statement.

Some of the Guard's most important people don't wear uniforms.

Every year, thousands of teachers, broadcasters, business executives and other Americans like you encourage young people to join the Army or Air National Guard.

We want to thank you for giving your time and talents so generously. And we hope you will continue to lend us your invaluable support.

To us, you're not ordinary civilians. You're extraordinary citizens.

So from one group of Americans at their best to another, thanks.



National Guard

Americans At Their Best.

IN MEMORIAM

"Tommy Judge"

Thomas E. Milner
June 11, 1950 - October 26, 1985

WSHE

A JK Communications, Inc. Station



PLAY FA

YOUR LISTENERS WON'T



STARSHIP

"WE BUILT THIS CITY"

STARSHIP SOARS
TO THEIR BIGGEST HIT EVER!

CHR CHART: 1

243 REPORTERS — 99%



MR. MISTER

"BROKEN WINGS"

RCA DOMINATES THE TOP 5!

CHR CHART: 5

244 REPORTERS — 99%

FAVORITES



HAVE IT ANY OTHER WAY



POINTER SISTERS "FREEDOM"

CHR NEW & ACTIVE
105/15 - 43%

ADDED THIS WEEK:

WNYS	Q103	WHHY-FM	WVBS
CKOI	FM102	KBOS	KKAZ
WCAU-FM	WTIC-FM	WKHI	OK95
WHYT	WZLD	WGLF	

PRODUCED BY RICHARD PERRY



DIANA ROSS "CHAIN REACTION"

**RADIO IS HAVING A "CHAIN REACTION"—
ADDS THE FIRST WEEK OUT OF THE BOX:**

WKSE	WPST	WSSX	OK100	KGOT
K104	WTLQ	WRQN	95XIL	OK95
KC101	KZZB	KSKD	WJAD	



EURYTHMICS DUET WITH ARETHA FRANKLIN

"SISTERS ARE DOIN' IT FOR THEMSELVES"

CHR CHART: 29
193 STATIONS - 78%

K106 30-25	WNYS deb 28	94Q 31-26	92X 32-28	KIIS-FM deb 28
WHTT 36-29	WPHD 31-27	Z93 31-28	WHYT 25-22	KKRZ 21-18
WXKS-FM 25-22	WCAU-FM 38-29	KRBE 23-17	WKTI 20-16	KS103 30-26
WBEN-FM 19-17	Z106 35-33	B97 25-21	WZUU 35-30	KPLUS 25-21
WKSE 27-22	B94 26-22	WMMS 20-17	KWK 28-25	



KENNY ROGERS "MORNING DESIRE"

A/C CHART: 10 . . . AND NOW CROSSING CHR!

K104 32-27	95XIL 21-18	KNOE-FM 26-20
KAMZ add 26	WJAD add	KBOZ-FM add
OK100 37-34	Q104 add	KTRS deb 40

RCA
Records and Cassettes



HARVEY MEDNICK

CREDIT CARDS AS A MARKETING TOOL

How Fantastic Is Plastic?

... As fantastic as you make it! Although credit cards are nothing new, they're a lot older than you may think.

Texaco issued the first known card (a cardboard version) in 1914. The plastic card version we use today was introduced in April 1950 by the Diner's Club. And just in case you're wondering, you haven't been leaving home without your American Express card since October 1, 1958. Since its humble service station beginnings, the credit card has evolved into a major industry. Thirteen companies nationwide manufacture cards for a host of clients from insurance companies to grocery stores.

The Radio Connection

As far as I know, the first radio industry plastic card was WRKO's Supercard, introduced in the early '70s. Within a short period of time the Boston station managed to put over 240,000 in circulation. For a number of years, these cards worked very well to promote the station's image and sales.

The major supplier of radio plastic cards is Madison Heights, MI-based 2B Systems. 2B became involved as the result of inventing the process for printing plastic cards via a continuous form in 1957. The company branched out and began providing cards to a number of major industries. But radio wasn't considered as a client until 2B was approached in 1979 by WLS/Chicago's then-Director/Advertising and

Promotion Linda Waldman. WLS produced 1.5 million cards and distributed the first million by tipping listeners/readers in a Sunday edition of one of the city's daily newspapers.

There are two rules of thumb when deciding how many cards to produce: 1) one-third your ADI come, or 2) as many as you can comfortably afford. As far as return is concerned, the percentage you can generally rely on falls between the 20-40% range.

Theory And Practice

The theory behind station plastic cards is no different than the one behind any credit card. Plastic is associated with value. And consider this concept - the thicker the card the more valuable it's perceived to be. Thin may be in when it comes to figures, but fat is where it's at in the wallet. Spend the extra amount it takes to produce a card that feels as substantial as your Visa or Mastercard.

Cards are not cheap. You can, however, co-op the card with a sponsor and suffer no audience resistance or displeasure. Soft drink companies, through their local bottlers, have been outstanding supporters of the concept. This is one of those good news/bad news situations. The soft drink associa-



tion doesn't turn off the listener, but it does restrict the opportunities. For example, should Pepsi sponsor your card, you can't very well offer a promotion to a fast food outlet that features Coke. Naturally, if you can do the card on your own that should be your first choice. But, given the choice of no card or one with built-in restrictions, the decision is obvious.

The Three C's

Once you've made your decision, the three C's come into play: Commitment, Carrier, and Continuity. The production of a station card requires an enormous commitment on the part of the station. Bruce Mansfield, National Sales Manager for 2B Systems says, "If you're planning this as a one-book promotion, then forget it. You have to think about it as a station staple. It's too great an investment to use once."

The carrier, or paper to which the plastic card is affixed, must be visual and attractive, and not antagonize the recipient. The market research questions you print on the carrier should avoid income and other intimate subject areas individuals wouldn't normally volunteer without hesitation. And, if you're doing it yourself, make sure there's some sort of "activator" card the listener must return to the station. That way you can record each cardholder's name/number, and end up with a mailing list that doubles as the source for callout research and a method for announcing potential winners on the air. Remember, if you can't account for every card, you don't have the degree of management you need in the promotion.

Station cards are only as hot as you make them. As Bruce notes, "You (the promotion director) are the 'ringleader.' You have to constantly beat up on the sales force to keep the sponsors involved and the card hot. If the card has no ongoing value to the listener, then it's a waste of a lot of money." Here's where your relationship with the

sales manger and department will meet its toughest test.

Final Notes

You are not only offering the listener a credit card, but also a newspaper coupon competitor with "cents off" value. So you can, and should, sell your card promotions to sponsors against the local paper.

Point of purchase is critical: Stickers for the doors of establishments which honor the card, counter cards spotlighting any major on-air promotions the card is good for, window banners featuring in-store bonuses received through use of the card. Distribution is key and must involve an outside primary source (McDonald's, ARCO, Union Bank, Safeway stores), with supplemental distribution through the station.

Embossed cards are also available and offer a unique bonus situation. You can have the stores record the discounts they've given by running the cards through on

their sales receipt forms. Then bonus the advertiser a similar amount or percentage in air time. This way everyone wins - the station, the listener, and the advertiser. And that makes plastic truly fantastic!

DATELINES

1986

February 1-4

6th Annual Managing Sales Conference, Radio Advertising Bureau Amfac Airport Hotel, Dallas

February 2-5

National Religious Broadcasters' 43rd Annual Convention Sheraton Washington, Washington, DC.

March 6-8

Country Radio Broadcasters' 17th Annual Country Radio Seminar Opryland Hotel, Nashville.

ONE YEAR AGO TODAY

- KPRZ becomes KIIS (AM)/Los Angeles
● Guy Zapoleon PD at KZZP/Phoenix
● Doug Brown GM at WLTE/Minneapolis
● Steven Downes GM of WISN & WBTT/Milwaukee
● Scott McCloud PD at KCNR/Portland
● Thomas Land PD at WTKX/New Orleans
● #1 CHR: "Purple Rain" - Prince (WB) (2 wks)
● #1 A/C: "Penny Lover" - Lionel Richie (Motown) (2 wks)
● #1 BIU: "Cool It Now" - New Edition (MCA)
● #1 Country: "Nobody Loves Me Like You Do" - A. Murray & D. Loggins (Capitol)
● #1 AOR TRACK: "Run To You" - Bryan Adams (A&M)
● #1 LP: "Reckless" - Bryan Adams (A&M)

FIVE YEARS AGO TODAY

- Bob Oakes PD at KSTP/Minneapolis
● #1 CHR: "Lady" - Kenny Rogers (Liberty)
● #1 A/C: "Woman In Love" - Barbra Streisand (Columbia) (5 wks)
● #1 BIU: "Master Blaster (Jammin') - Stevie Wonder (Tamla) (5 wks)
● #1 Country: "Could I Have This Dance" - Anne Murray (Capitol)
● #1 LP: "The River" - Bruce Springsteen (Columbia) (2 wks)

TEN YEARS AGO TODAY

- #1 CHR: "Island Girl" - Elton John (MCA) (2 wks)
● #1 A/C: "They Just Can't Stop It" - Spinners (Atlantic) (2 wks)
● #1 Country: "In The Movies" - Merle Haggard (Capitol)
● #1 LP: "Rock Of The Westies" - Elton John (MCA)

2B PLASTIC CARD PROMOTIONS
MOST PHENOMENAL SUCCESS STORY IN RADIO PROMOTION HISTORY
Advertiser funded. 2B Plastic Card Promotions are virtually 'cost-free'...

DO PROGRAM DIRECTORS BUY ON-AIR BROADCAST CONSOLES?

Apparently, most manufacturers don't think so.

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

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

The Whole Story

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

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

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

"Human Engineering"

This is not covered in terms by now. But it was invented to try to address the operational features that are built into some broadcast consoles. Some broadcast consoles. Many boards that spec out beautifully are a nightmare to use. Or at least offer none of the operational benefits that can help your talent use the console to sound better on the air.

Our Story

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

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

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

Our Price

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

In the past, a console that looked and worked the way ours

does cost much more than most stations could afford. Programmers wouldn't get the consoles they wanted because of price.

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

Our Ads

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

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

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

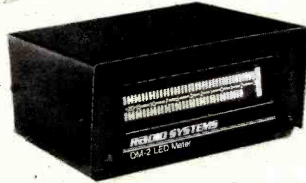
RADIO SYSTEMS INC.
1113 WEST CHESTER PIKE - EDGEMONT, PA 19028
800/523-2133 or (in PA 717-356-4700)



Remember this AD?



TM-1 studio timer



DM-2 LED meter



DA 8/16 distribution amplifier



PA-1 phono preamplifier



ESA-10 broadcast console

Apparently, many of you do...

When this ad ran earlier this year, we got a barrage of mail from PD's and other programming people asking about our consoles.

Just this month, an engineer from New Zealand approached us at a trade show to purchase several consoles. When we asked him how he had heard of Radio Systems in the "down under," he pulled a carefully folded copy of the R & R ad from his pocket. Apparently, his PD had torn it from the paper and given it to him to check out. Now that's an ad man's dream come true!

A Minor Revolution

The original ad invited you to look through the pages of R & R and notice that there were no equipment ads. The point we wanted to make was that we were the only company that valued your opinion.

The products from Radio Systems make you sound better.

Well—look through this week's issue of R & R. Guess what! If the past few months are any indication, there will be several ads for consoles and other equipment from our competitors. It looks like maybe we've started something. And—it's only going to be to your benefit. It's about time that everyone realized that well run stations are listening to their programming people when it comes to equipment purchases.

Consider Radio Systems

A little competition doesn't worry us. In fact, our gear has always been better and less expensive than the other brands. A sample of our products are shown below, and you can write or call for more information.

After all—we started the trend. Now everyone is going to have to pay attention.

RADIO SYSTEMS INC.

5113 WEST CHESTER PIKE, EDGEMONT, PA 19028 • 215/356-4700

800/523-2133 (in PA 800/423-2133)



**TOO GOOD
TOO NEW
"TOO YOUNG"**

THE NEW SINGLE FROM

**JACK
WAGNER**

CHR NEW & ACTIVE

Check These Moves!

WXKS-FM 27-24	WPST add	KIKK add
WPLJ 24-22	WKZR-FM deb 36	Z104 deb 37
Z100 20-17	WTLQ 36-31	WRQN 30-24
WCAU-FM 40-30	WSSX add	KAY107 add
Z106 15-10	WROQ deb 30	KIKX 5-1
PRO-FM on	WNOK-FM add	WIGY add
Y100 on	WDCG 32-23	103CIR deb 30
Q105 24-21	KAMZ add	.95XXX deb 32
WCZY deb 26	Y107 deb 29	WGAN deb 38
WHYT 20-16	BJ105 13-11	WCGQ add
KKRZ add	Y106 38-29	WGLF add
WZOU 19-14	94Z 21-17	KTRS 19-16
		KBIM 24-20

Produced by Cliff Magness and
Glen Ballard for **Capitol**
From the album
Lighting Up The Night.

Manufactured and
Distributed by Warner Bros.
Records, Inc. • © 1985 Qwest
Records

Right at presstime, Street Talk heard that **HOWARD STERN** was ready to ink a deal with **WXRK (K-Rock)/NEW YORK**. The move would be a return to AOR for Howard, who worked at DC101/Washington prior to WNBC. PD **PAT EVANS** denied Stern's arrival, and his agent had no comment either way. Which airshift Howard would take wasn't definite.

Confusion abounds this week in Chicago as to exactly why **WBMX/CHICAGO PD LEE MICHAELS** was let go from the Black/Urban station. Nobody's talking, but some think his sudden departure came down to his involvement in the Airplay Research Co., which was construed by some as a conflict of interest. Will Lee come back if he abandons his personal projects? Stay tuned.

After rumors from several sources kept pointing to the sale of **SELCOM RADIO** and **TORBET RADIO** to **BLAIR**, Selcom Inc. President **PETER MOORE** quipped, "If I keep calling Canada one more time to find out if we've been sold, they might just say yes." So far, all quiet on the Northern front.

With **MIKE PHILLIPS** riding the cable car from **KFRC** to **KOIT**, the San Francisco **RKO** legend needs a new PD. And we do mean program director, since a good part of the duties may include supervising the "Game Zone." Contact new VP/GM **JIM SMITH**.

WESTWOOD ONE has taken the first step in tailoring **MUTUAL** to its own specifications. Eight staffers were given walking papers: 43 others will join Mutual's satellite services (retained by parent **AMWAY**); the other eight were let go by Amway, including VP/Programming **DICK CARR**, Director/Sports **LUKE GRIFFIN**, and Director/Personnel **CAROL PETERSON**. Mutual's programming department was also eliminated; that will be handled by WW1.

The smoke is still clearing at **WASH/WASHINGTON** this week, where Asst. PD **RALPH RHOADES**, MD **JANE MORAN**, Production Director **ROB SIDNEY**, and evening jock **BLAIR GARNER** have all exited. The A/C station is still without a PD, as well, but handling programming on an interim basis is staffer **TOM TRADUP**. No word yet as to the reasons for all the changes.

KIRO/SEATTLE's lawsuit against crosstown **KJR** has ended in an out-of-court settlement. KIRO has the radio rights to the SuperSonics, but team owner **BARRY ACKERLEY** recently bought KJR, which has been carrying the pre/postgame shows.



WE ARE THE RAB — The heads (and shoulders) of many top radio groups gathered for this photo at RAB's 35th annual meeting recently in Palm Springs. First row (l-r): Tait's Carl Wagner, Group W's Richard Harris, Sorenson's Dean Sorenson, Mutual Radio's Jack Clements, and RAB's Danny Flanberg. Second: Eastman Radio's Frank Boyle, Blair Radio's Barbara Crooks, Grace's Mike Lareau, Group One's Roger Berk, and RAB President Bill Stakelin. Third: Sandusky's Toney Brooks, Doubleday's Gary Stevens, Interop's Ellen Hulleberg, RAB's Bob Galen, and Katz Radio's Ken Swetz. Fourth: Nationwide's Steve Berger, RAB's J. Ray Padden, Kaye-Smith's Lester Smith, and Texas Coast's David Morris. Fifth: Great Trails' Alex Williams, Cox's Don Kidwell, Multimedia's Paul Fiddick, Sampson's Jack Sampson, and Buckley's Richard Buckley. Sixth: Susquehanna's Arthur Carlson, Swanson's Gery Swanson, RAB's Bill Shriftman, and Shamrock's William Clark. Seventh: PrairieLand's Richard Monahan and Steve Bellinger, CBS Radio's Robert Hoskings, WTRN/Tyrone's Cary Simpson, and RKO Radio's Jerry Lyman.

Besides matters of tickets and the availability of team players for interviews, the suit involved where KIRO sportscasters were being placed at the games. Specifics weren't revealed, but one source reported that the PBP talent nearly ended up broadcasting from the top of the Kingdom.

After a decade on the air, **KABC/LOS ANGELES** and **ABC TALKRADIO** host Dr. **TONI GRANT** is leaving ABC after December 31. In '86, she will concentrate on a female psychology book, a TV pilot, and audio/videocassettes. And starting November 18, Dr. Grant will be heard on Talkradio only Mondays and Tuesdays; Dr. **DAVID VISCOTT** will appear Wednesday-Friday in the new one-hour format. Dr. **DEAN EDELL** handles the second hour with medical advice.

Continued on Page 33

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MULTI-
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SMASH...AND WE MEAN MULTI

“GO HOME”
1817TF

STEVIE
WONDER

*WILL BE AVAILABLE
TO YOU THIS WEEK*

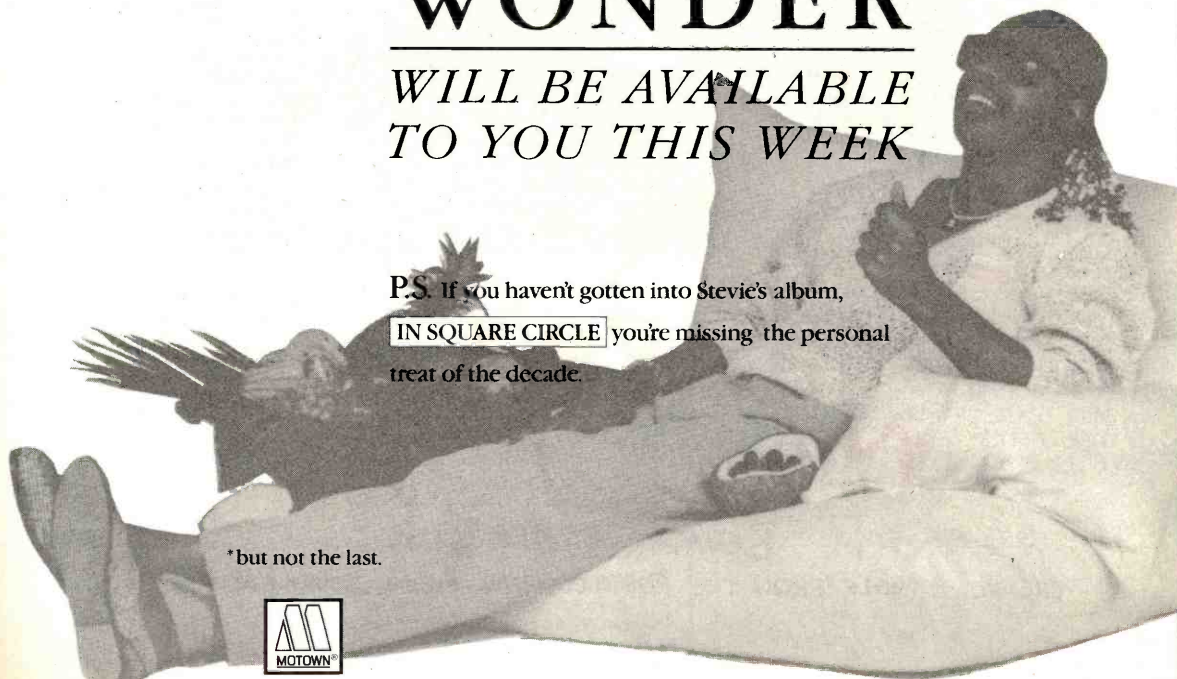
P.S. If you haven't gotten into Stevie's album,

IN SQUARE CIRCLE you're missing the personal
treat of the decade.

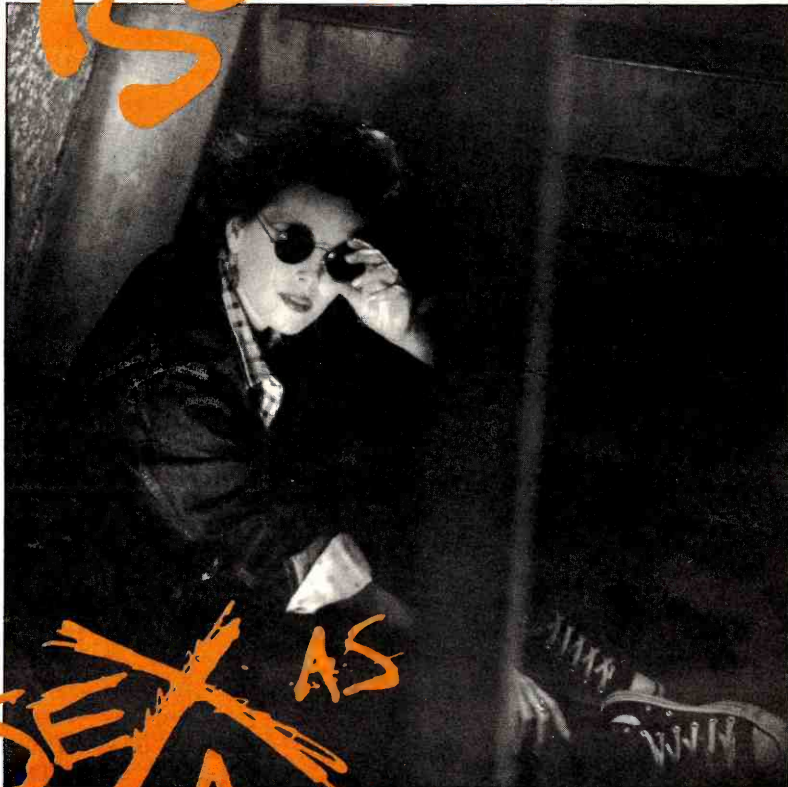
*but not the last.



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PAT BENATAR



SEX AS A WEAPON

Produced by Neil Giraldo,
Associate Producer Joe Chiccarelli

BENATAR AT HER BEST...
THE NEW SINGLE FROM THE FORTHCOMING ALBUM "SEVEN THE HARD WAY."

0941507



Chrysalis

STREET TALK

Continued from Page 30

Tuesday (11-5) claimed the lives of two broadcasters. Sad to report the death of **KFI/LOS ANGELES** newscaster **RUSS CARLTON**, who died from a brain tumor. Russ was 38.

Early that morning, first-time broadcaster and **KFMC/FAIRMONT, MN** MD/PM driver **JOHN FERNHOUT** was apparently playing with a .38 caliber pistol at home when he accidentally shot himself in the head. Ironically known on-air as "John Dillinger," Fernhout, 28, was with his girlfriend and Janet Lynn, a **KFMC** parttimer, when the tragedy occurred.

Happy anniversary to **DR. DEMENTO**, whose show is now 15 years old. He's come a long way from his weekend show on **KMET/LOS ANGELES**. So has **WW1** President/Exec. Producer **NORM PATTIZ**, who's profiled in this month's *Esquire*.

ARISTA West Coast National Album Director **JEFF LAUFER** has left the label and is actively seeking a fresh challenge. See "Pros On The Loose."

All of us at **R&R** extend our most sincere wishes for a speedy recovery to one of the record promotion industry's finest gentlemen, **MOE PRESKELL**, who's about to undergo major surgery. Our hopes and prayers are with you and your wife, Sophie.

FIRST MEDIA's **WKKT/BOSTON** is now calling itself "WZLX, Classic Hits." The call letter change is official for the station, which used to be known as **WHUE** and, earlier, **WCOZ** in the not-too-distant past.

Former GM/PD/personality **DAN ACREE** has joined PR firm **SOLTERS/ROSKIN/FRIEDMAN** in L.A. and is looking to sign some major broadcast personalities. Dan, who has represented Rick Dees, Wolfman Jack, and Richard Blade, can be reached at (213) 936-7900 . . . And speaking of talent, **DON ANTHONY's** "Talent Masters" is officially setting up shop in Atlanta: (404) 926-7573.

Two weeks ago, Street Talk told of **KNBQ/SEATTLE** being on the block. Actually, the parent company **TRIBUNE PUBLISHING**, is what's for sale as an entity, and **KNBQ** is one of its many communications assets.

Keeping the spirit alive, **KEN KRAGEN** has Exec. produced "We Are The World: A Year Of Giving" as a November 19 **CBS-TV** special highlighting pop music's major hunger relief efforts. The show covers Band Aid, Live Aid, and Farm Aid, as well as **USA FOR AFRICA**. For its part, **CBS** is running the show without a profit.

The latest chapter for **WLLZ's** new morning team of **JIM JOHNSON & GEORGE BAIER** is a "Free J.J. & The Morning Crew" rally Wednesday, as listeners signed petitions to help free the duo from their noncompete with **WRIF**. There were prizes for the biggest signs and, of course, yellow ribbons.

In a little musical-chair action at **KEARTH/LOS ANGELES**, night host **KIM AMEDON** has exited; PM driver **PAT EVANS** took over. Then **KHTZ PD STEVE SCOTT** joined up for afternoons (see Page 3), and former **KIQQ AM** cohort **BRUCE CHANDLER** came in for weekends. Finally, parttimer **PETE HARMON** booted off the automation and is doing overnights live. Joining AM sister **KHJ** is another former **KIQQ** staffer, **JAY COFFEY**. Got it all?

In case you're wondering who'll win the home taping battle (see Page 5), **RCA RECORDS** President **BOB SUMMER** calculated last week at a B'Nai B'rith meeting in N.Y. that the consumer electronics industry could outspend the music business eight times over in lobbying Congress against legislative action. He also blasted Pioneer for a new portable music system which can accommodate a CD player alongside its twin-cassette unit.

Veteran Miami talent **DON COX** left **195** this week after time apparently ran out on his contract negotiations (see "Pros On The Loose," Page 16).

The folks at **WKQQ/LEXINGTON** bristled after reading rival **WFMI's** remarks in Street Talk last week. 'FMI is doing its best to help listeners win **WKQQ's** \$10,000 contest. Retorts **WKQQ PD DAVE KRUSENKLAUS**, "Our GM called them because **WFMI** had stopped referring to 'the other station.' They made it sound like it was their money, thus misrepresenting the contest. We've installed safeguards to make sure **WFMI's** listeners never win."

Meanwhile back in L.A., **KMGG** played **KIIS-FM's** \$50,000 three-song winning combination, which immediately burned down the Magic 106 phone lines from unsure listeners. Designed to pick up some extra quarter-hours, the interesting move reportedly caught the attention of **GANNETT's** lawyers, who we hear requested a "cease and desist." That request was promptly granted.

And then there's **WSEA/GEORGETOWN, DE's** "Dead Chicken Report," heard all over Sussex County, the heart of the state's chicken industry. Poultry patrollers report on bereft birds on the roads to the station, which advises listeners to "avoid them or run them over, depending on their (fowl) disposition." Participating cardholders can win prizes, accompanied by the sounds of screeching tires and the cackle of an expiring chicken.



TARZAN BOY BALTIMORA

7" AND 12" SINGLES.
CHR NEW & ACTIVE

Now On Over 50 Reporters!
INCLUDING:

WXKS-FM deb 35	ZZ99 deb 34	KWES 31-26
WKSE 29-26	KKRZ 29-26	WPFM 33-30
CKGM 39-36	KMEL 18-15	KZOZ 40-37
WCAU-FM 39-31	KPLUS 38-29	OK95 29-25
CFTR deb 29	WERZ 40-37	WPHD 38-36
CHUM 22-11	KIKX 38-30	KRBE add
195 36-28	KDON-FM 36-28	WHYT add
WMMS deb 40	95XXX 30-21	KITS add

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R&R FRIDAY, NOVEMBER 8, 1985/33

So, who is this guy **Barry Skidelsky** and what's an attorney/consultant? What he's *not* is an ordinary attorney. With over 15 years of small and major market radio programming, sales and management experience behind him, he really knows how to protect you and can help make your deal go through, saving you both time and money. He conducts a course on buying your first radio station, and also has a good deal going on the new FM opportunities under the FCC's Docket 80-90. For the rest of the story, and to find out how he can help you or your station, call **(212) 370-0130**.



KEN BARNES

ON THE RECORDS

BEGINNINGS, PT. II

Journey To The Past

As threatened, here's the second part of a casual look at the pasts of some of today's hitmakers. This series gives you the kind of deep background that allows you to out-ro a Simple Minds record by informing your listeners. "They used to be known as Johnny & The Self Abusers" and insert your own one-liner (I'd just as soon leave that one alone, thanks).

Anyway, on to this week's targets. ZZ Top, as I may have mentioned earlier, was a merger between members of two Texan '60s bands, the American Blues, who featured Dusty Hill and Frank Beard, and the Moving Sidewalks, starring Billy Gibbons.

The American Blues cut a couple of albums, one local and one for Uni/MCA. The latter work, recorded in summer 1968 at the PAMS jingle studios in Dallas, by the way, has some fabulous liner notes "explaining" each song — but with titles like "Chocolate Ego," "Captain Fire," and "Nightmare Of A Wise Man," you figure they needed some explanation.

For instance, you might not deduce from the title "Nightmare Of A Wise Man" that it "tries to unfold truth in the form of a nightmare which flew on the wings of a snow white dove from Fort Worth to Waxahachie on Halloween night." Or that "Captain Fire" "reveals a common bond hidden in the depths of our most inner selves and can be interpreted on any level of consciousness."

Even simpler titles like "Shady," which "has to be experienced under vegetation," and "Just Plain Jane," which we discover is "a metaphysical truth," turn out to have inner depths and levels of a profundity you might hardly suspect on casual inspection.

Anyway, the Moving Sidewalks were a top Houston psychedelic quartet, who did a couple of national singles (the most famous of which is shown on this page) and a



Billy Gibbons went to the "top" with this tune

local (or should that be "loco") album with tracks like "Crimson Witch" and "Pluto — Sept. 31" which could use some explanations from the American Blues. It was a long way to the Top.

STING: As cited before, he was in a jazz-oriented band out of Newcastle called Last Exit before joining the Police. One single reputedly exists.

CARS: Subject of a previous column, which showed Ric Ocasek and Ben Orr under different (and longer) names in a band called Milkwood on a Paramount LP.

OLIVIA NEWTON-JOHN: Again this is a repeat, but after singing backup on various Australian mid-sixties records and working in a duo with singer Pat Carroll, she was chosen by Monkees/Archie's mastermind Don Kirshner to be part of a group called Tomorrow, assembled for a record/movie package. At least a single did come out.

ELTON JOHN: Besides session work and several solo songs that predate his breakthrough in 1970, Elton sang lead on two or three singles by the British soul band Bluesology.

MAURICE WHITE: A longtime drummer, featured on many of the best Chess R&B records of the '60s, he formed a group called the Salty Peppers, which evolved into Earth, Wind & Fire, but not before leaving a single or two for posterity. Salty Peppers collaborator Wade Flemons had a minor hit in 1959, so there's quite a timespan on this one.

CRUZADOS: Just to prove this back-pages stuff doesn't always dredge out '60s or early '70s begin-



The American Blues, early band of ZZ Top's Dusty Hill and Frank Beard



Billy Gibbons is one of these Sidewalks

ings, the Cruzados were first known as the Plugz a few years back and recorded a pair of albums and a few singles under that name, with one of the latter's sleeves pictured here.



Later the Plugz were pulled in favor of Cruzados

SIMPLE MINDS: Oh yeah, referring back to the first paragraph, it's true — several of the members of Simple Minds, including singer Jim Kerr and his main composing compatriot Charlie Burchill, did record one single in 1977 as Johnny & The Self Abusers, with a bizarre hip-nuns graphic on the sleeve.



Second to nuns: Johnny & The Self Abusers were too shy to include their photos. Later they became more simple-minded

Turnabout Is Fair Play For Airplay

After testifying before the Senate Commerce Committee on explicit lyrics, Frank Zappa is incorporating remarks from seven of the Senators he sparred with on a track from a forthcoming (November) album, "Frank Zappa Vs. The Mothers Of Prevention." The senatorial comments have been electronically treated to achieve the sort of effects Zappa wishes to convey, and it's an interesting turnabout. Wonder what kind of rating it would get?

"Smuggler's Blues" has set some kind of standard by appearing on three consecutive Glenn Frey singles. First it was the flip side of "The All-Nighter," then it was an A-side of its own, and now it's the flip of "You Belong To The City." (It's not unknown for the same B-side to appear on a number of records; one Parliament song was on four straight singles in the early '70s, and I've lost count how many times Neil Young has used "Sugar Mountain" for B-side purposes, but it's unprecedented for the song to have been a hit on its own in between flip side appearances.)

Top Ten Rock & Roll Hall Of Famers

The recently established Rock and Roll Hall of Fame has chosen ten initial inductees: Chuck Berry, James Brown, Ray Charles, Sam Cooke, Fats Domino, the Everly Bros., Buddy Holly, Jerry Lee Lewis, Little Richard, and Elvis Presley. Hard to argue.

Some more mid-career name-changers, following a recent column. Profile Records chief Cory Robbins mentioned that Atlantic's Jenny Burton recorded some disco material as Jeanne Burton; I had the record he mentioned but didn't know it was the same person. He

also points out that Donnie Iris was known by his real name, Dominic Ierace, while in the Jaggerz. And finally he mentions Paul Shaffer's early TV/recording duo, Greg & Paul, with future "B.J. & The Bear" star Greg Evigan taking the other role.

Ronnie Pugh of the Country Music Foundation scratches the surface of country namechangers by mentioning Sheb Wooley, who often recorded as Ben Colder; Ferlin Husky, who did novelties as Simon Crum; and Hank Williams, who used the Luke The Drifter alias frequently. (His son Hank Jr. has used Luke The Drifter Jr. as well as, for a couple of obscure rock recordings, Bocephus.) As Ronnie mentions and I know full well, there are many more name switches to be found in country.

In Memoriam: Ricky Wilson



Ricky Wilson

I was sad to hear that B-52's guitarist Ricky Wilson died of cancer recently at age 32. Wilson's guitar lines were the most fascinating thing about the B-52's to me (along with his sister Cindy's singing), and powered the group so thoroughly that they never employed a bass player.



Salty Peppers probably didn't have the right cosmic flavor for Maurice White

Klymaxx

CHR BREAKERS

35-23

“I MISS YOU”



FROM THEIR **GOLD** LP
“MEETING IN THE LADIES ROOM”

AVAILABLE ON MCA RECORDS AND CASSETTES



MCA RECORDS

AND
SHE
WAS

THE
NEW
SING
GLE

TAL
KING
THE
ADS

CHR NEW & ACTIVE

<i>WXKS-FM 24-20</i>	<i>PRO-FM 17-17 frozen</i>	<i>KSNS deb 35</i>
<i>KAFM 34-32</i>	<i>WLS 28-28 frozen</i>	<i>KSKD add</i>
<i>WRSR 40-39</i>	<i>WLS-FM 28-28 frozen</i>	<i>WGUY 20-17</i>
<i>B96 23-20</i>	<i>Q100 26-16</i>	<i>95XIL 25-22</i>
<i>KHTR 30-26</i>	<i>WERZ 30-27</i>	<i>WGAN 24-21</i>
<i>KWK on</i>	<i>WGFM 29-26</i>	<i>KFMN 37-33</i>
<i>KZZP deb 28</i>	<i>KZZB 34-33</i>	<i>WHSL 8-6</i>
<i>KKRZ 18-14</i>	<i>WLRS 30-28</i>	<i>WBWB 18-16</i>
<i>KMJK on</i>	<i>KIHK 27-24</i>	<i>WCIL-FM 9-14</i>
<i>KPLUS 22-17</i>	<i>Z104 18-14</i>	<i>Y94 add</i>
<i>KUBE 33-30</i>	<i>KQXR 29-26</i>	<i>WAZY-FM 15-10</i>
<i>KNBQ add</i>	<i>KF95 add</i>	<i>WPST 18-14</i>
<i>B94 11-11</i>	<i>KIYS 14-11</i>	<i>OK95 12-9</i>

from the groundbreaking new LP
Little Creatures (1/4 25303)



© 1983 Sire Records

DATEBOOK

SEAN ROSS

Idea Of November

The only thing more frustrating than being a one-hit wonder is having a one-hit comeback. For a while, it looked like **Jim Peterik's Survivor** would be known only for "Eye Of The Tiger." That song defined the group's career to the point where, at follow-up time, "people expected 'Eye Of The Tiger II' from us" according to drummer **Marc Droubay**. Indeed, when Peterik hired **Jim Jamison** from **Cobra** as the new lead singer, the only thing Jamison knew about his new group was "Tiger."

Until "I Can't Hold Back," Peterik had the interesting distinction of having written more hits for **38 Special** than himself. With three of his own over the past year, Peterik and his group can do the soundtrack to "Rocky IV" because they want to . . . not because they have to. That'll be a nice present for Peterik's 35th birthday Monday. He formed the **Idea Of March** in Berwyn, Illinois, while he and the other members were in high school and kept them together until roughly 1973. **Survivor** was formed in 1980 and had actually released two LPs before "Tiger" was written "in about an hour" to replace "Another One Bites The Dust" on the "Rocky III" soundtrack.

MONDAY, NOVEMBER 11

1958/In one of the heavy all-time ironies, **Hank Ballard & the Midnighters** record their original version of "The Twist" in Cincinnati, then watch it go on and make money for a lot of other people.

1969/**Jim Morrison** is arrested for annoying a flight attendant on a Los Angeles to Phoenix flight. She eventually withdraws charges.

1973/"Hee Haw" star **Stringbean** and his wife are found shot to death.

1982/Two weeks after its release, "Undercover Of The Night" is **R&R's** #1 AOR track.

1984/After a writing/recording career of nearly 25 years, **Don Addrisi** dies of cancer at age 45.

Birthdays: Andy Partridge (XTC) 1953, Lavern Baker 1929, Jesse Colin Young 1944, Narvel Felts 1938.

TUESDAY, NOVEMBER 12

1957/"Jamboree," the **Jerry Lee Lewis/Fats Domino** movie premieres. Co-stars include **Connie Francis, Carl Perkins, and Slim Whitman**.

1979/**Marty Balin's** rock opera, "Rock Justice," premieres after many years in the works.

1982/Longtime producer **Lenny Waronker** becomes President of **Warner Brothers Records**.

1982/**Billy Joel's** "Allentown" is released on 45, making its namesake city the symbol of coaltown depression worldwide . . . even though it never had any coal industry.

Birthdays: Neil Young 1945, Booker T. Jones 1944, Brian Hyland 1943.



WEDNESDAY, NOVEMBER 13

1968/**Brian Jones** buys **A.A. Milne's** farm in Sussex, England. There are statues of "Winnie The Pooh" characters on the grounds.

1971/**Slade** has its first British #1 with "Coz I Luv You."

1974/A con man passing himself off as **Deep Purple's Ritchie Blackmore** smashes up somebody else's Porsche in Iowa City. The real Blackmore is performing in San Francisco at the time. The pseudo-Blackmore is charged with misrepresentation.

THURSDAY, NOVEMBER 14

1922/The **BBC** transmits its first regular program.

1942/Britain's **New Musical Express (NME)** begins printing its first record sales charts.

1975/Great contest prizes for our times department: **WXLO (99X) New York** gives away a \$10,000 scholarship to St. John's University.

1975/**Queen's** "A Night At The Opera" LP is released in Britain.

Birthdays: Stephen Bishop (active again as the author of "Separate Lives" 1951.)

FRIDAY, NOVEMBER 15

1956/"Love Me Tender," the movie, premieres.

1969/After she refuses to help police force her audience to sit down, **Janis Joplin** is arrested in Tampa on charges of "vulgar and indecent language," which are eventually dropped.

1971/**Grand Funk Railroad's** "E Pluribus Funk" is released with a circular die-cut cover.

1974/**Billy Swan's** "I Can Help" goes #1 on **R&R's** Back Page.

Birthdays: Petula Clark 1932, Frida 1945, Joe Leeway (Thompson Twins) 1957.

SATURDAY, NOVEMBER 16

1971/"Led Zeppelin IV" goes gold.

1973/**David Bowie** gets his first TV special.

1978/In keeping with the motif of their "Fat Bottomed Girls/Bicycle Race" single, **Queen** open at New York's Madison Square Garden with fat bottomed girls on bicycles.

1979/**Infinity Records** is absorbed into **MCA**.

1983/**Barbra Streisand's** "Yentl" premieres in Los Angeles and New York.

SUNDAY, NOVEMBER 17

1967/The **Los Angeles Times** recently panned a group by describing them as "for those whose favorite **Monkees** was **Davy Jones**." On this day, Jones opened a **Greenwich Village** boutique, **Zilch**.

1970/**Elton John's** "11/17/70" LP is recorded live and broadcast on **WABC-FM** (now **WPLJ**) **New York**.

1971/**Rod Stewart & Faces** release their "A Nod Is As Good As A Wink To A Blind Man" LP, featuring "Stay With Me."

Birthdays: Gene Clark 1941, Jimmy Marinos (Romantics) 1953, Gordon Lightfoot 1938.



I want all of you "on the air" people to know that next Tuesday, November 12th, is a real special night for me!

Our show "Wild Horses" will be on CBS from 9-11pm!

During a time when all Americans are concerned about our real life (things like hunger, peace and ecology. Things you all are talking about on your shows every day)...

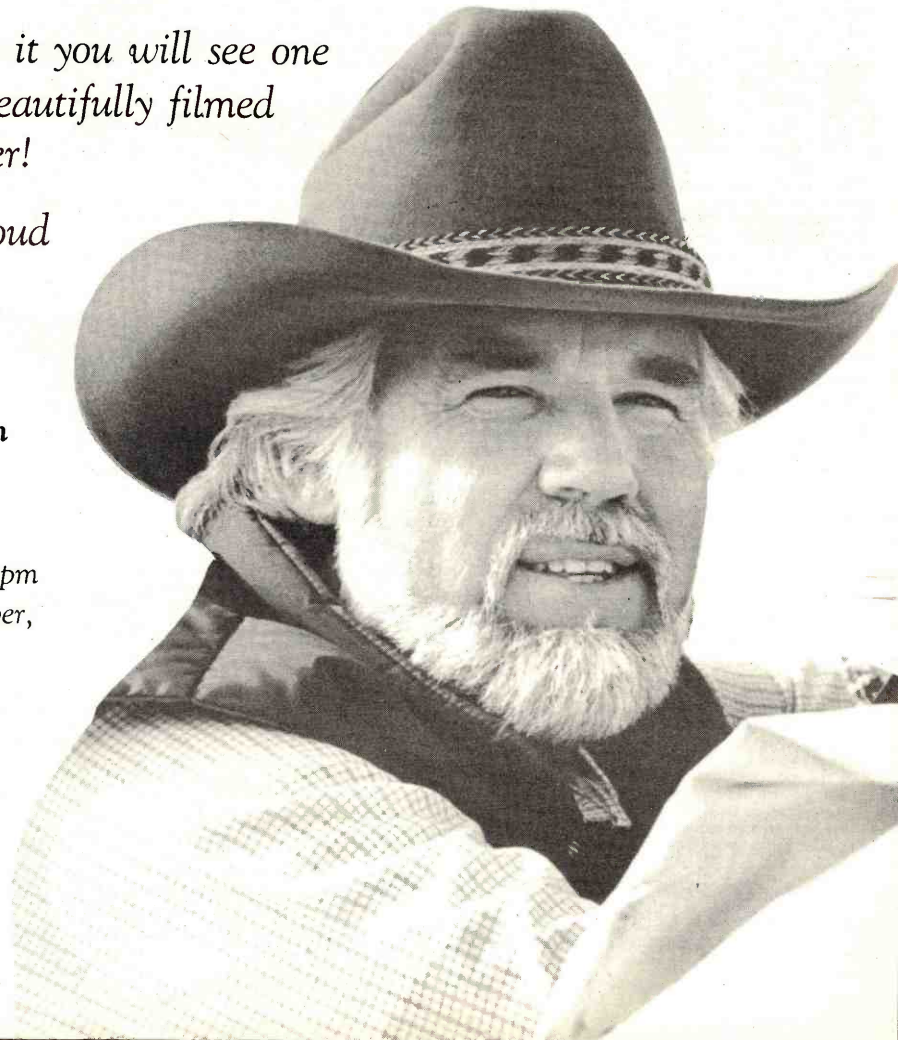
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ADAM WHITE

RECORDS

Perspectives In Promotion: AOR

Do you remember Clive Davis criticizing rock radio several years ago at an industry meeting? He said AOR stood for Album Oldies Radio, claiming that not enough attention was being paid to the new acts upon whom the record business's future well-being depended.

You can hear much the same criticism today, as I did in gathering material for this report on prevailing attitudes among record companies' AOR promotion heads. But there was emphasis on a range of topics relating to the format's current health and its prospects for 1986. Doing the talking: E/P/A VP/National Album Promotion Bill Bennett, Island Director/National Album Promotion Bob Catania, Arista National Director/Album Promotion Sean Coakley, and RCA Director/National album Promotion Alan Wolmark.

Album radio's position at a time when CHR gets so much label attention drew some interesting remarks, with a couple of the execs pointing to AOR acts that were allowed to get away from the format. Bill Bennett identifies Cyndi Lauper as a case in point. "That was one of my biggest headaches. I was banging and banging on WKLS/Atlanta, for example, to deal with this artist and not let (CHR competitors) 94Q and Z93 come in and take her. They could have established Cyndi and denied them that opportunity."

Nevertheless, he says, it's important to support the format. "Our allegiance is always to the album stations if possible. We try to take care of our friends, although sometimes situations get out of hand, such as when a promoter has a sweetheart deal with the CHR in town. We try to interfere when we can, but those kind of things are going to happen."

States Alan Wolmark, "AOR's reluctance to pick up on the innovative and the new has virtually handed it to CHR. They let so many bands escape: Culture Club, Eurythmics, and now OMD, to name three." But he sees signs of a change, exemplified by Tears For Fears and Mr. Mister, and he wants to sustain that by helping



Alan Wolmark

promote the format. "For Auto-graph's first tour, I've encouraged live local broadcasts rather than only a couple of national live tapings. We do singles on 12-inch ahead of the 7-inch that goes to CHR. We try to give AOR alternative versions of songs, to redefine rock radio as the tastemaker in the market."

Alan continues, "A lot of times at industry conventions and conferences, I keep hearing that AOR is not supported as much as CHR. That's basically true because, to some extent, album radio has allowed it to happen. But an AOR station that's responsive to its community and reflective of what's happening in its marketplace should be able to attain the ratings of a CHR. Within years of adding a record, it should be able to garner



Bill Bennett

more in the way of record company support. The trouble is that stations don't aggressively pursue that record. Yet selecting the right one and really giving it a shot commands attention in the market and makes the station much more viable (from a label's point of view). Also, album radio needs to realize its own successes and capitalize on them."

The RCA exec further observes that the success of CHR has demonstrated that people do want to hear new music. "There's room for the old, but rock radio needs more room for the new. The demos they're aiming at don't only want to hear oldies; today's generation is growing up wanting to hear new sounds, hence the impact of an act like Tears For Fears."

Make It Entertaining

That's a perspective shared by Sean Coakley. "AOR has this opportunity now to be picking up on new music, but the one thing that could continue getting in the way is the 50% oldies mentality. I still maintain that one of the reasons CHR radio is doing so well is not because they're playing the hits over and over again, it's that they're excited about what they're doing. They're making the format entertaining, and AOR has to go back to being that way. The successful stations do, like WMMR/Philadelphia, WBCN/Boston, and KGB/San Diego. KGB is a completely different station from 'BCN, but dominates its market because it's fun to listen to."

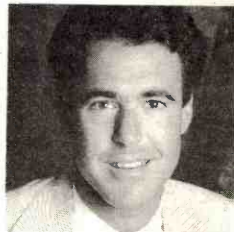
It's been a long time since there was a general feeling that album radio was breaking records or acts, Sean says. "Most programmers have been so educated to the reality of their job, which is to deliver listeners to their sales staff, that their responsibilities do not include keeping record companies in business by breaking bands. However, most of them are smart enough to intuit that they, in fact, have to be part of that process to keep their own format alive. You must be out there developing new talent all the time."

That such an awareness may be returning, comments Sean, has been apparent with new Arista signing, **Cruzaos**. "For the first time in about three years, an AOR programmer - Ted Utz at MMR - said to me, 'I wanna break this band.' And it's not because I haven't been working any good records. All of a sudden, you realize that this is a guy who can do it. He wants to get a leg up on everybody else; he wants to be associated with it. They certainly proved that with the Hooters, so that really excited me when I heard it."



Bob Catania

In Bob Catania's view, "a lot of the top-quality music and programming people of the last several years" are leaving the format. They're going into operations and even sales positions, being replaced by "well-intentioned, well-meaning people who aren't given the musical autonomy to make the decisions to put records on the air." Those decisions, says Bob, are still partly handled by the programmers who moved up, "but they obviously don't have the time to spend with music as they used to."



Sean Coakley

Promotion More Difficult

The result, he believes, is making record promotion more difficult. "I can talk to 50 music directors who all love my record, but it's meaningless because their input is not all that significant. To complicate it even further, there are many instances when you have to go through not only the PD, but also a group PD, and then the consultant. I have one station where I talk to the MD, but that person has to go through an assistant PD, the PD, group PD, consultant, and group consultant. So my contact could tell me that she thinks something is the biggest record since 'Sgt. Pepper,' but her feeling is not necessarily going to make it happen."

"There are a lot of times when I feel at the end of the week that I've worked real hard, talked to a lot of radio stations, but still have a totally inaccurate picture of where I stand with my record."

On a related issue, Bob feels that many talented people have resigned music positions through frustration about becoming a go-between with the record labels. "There's a corps of really good programmers running AOR stations, which is obvious from the success the format is again enjoying. But many of those people are now further removed from the music than before, yet they still have the ultimate music decision to make. It forces me to wonder if we're entering an era where the music director is an endangered species."

What About Consultants?

Not an endangered species are consultants, and the comments I received about them were candid. There's Bill Bennett's view that they represent a two-edged sword ("You can deliver a record without them, but you can certainly feel it when something's been put on the SuperStars work list"). And there's Alan Wolmark's contention that the radio world "has created a monster." Says the RCA exec, "It's not that consultants are by nature a bad thing. They can be very good, experienced programmers with a national overview. But a lot of GMS play off a PD's insecurities and treat consultants as surrogate programmers, which is the wrong approach. At the same time, consultants must understand not only their responsibility to radio stations, but also to the medium. That means listening to the music honestly, rather than simply flying around looking after clients."

Says Bill Bennett, "There's certainly less of a penguin mentality than there has been in past years. Programmers have become much more astute than any consultant due to competition and pressure - pressure from the GM, from the aggressive CHR across the street, and from the new hybrid A/C stations. As people start going after the 25+ and 35+ numbers, everyone's going to have to be a little more individual."

An Open Door

In conclusion, Bill also points to a more recent trend, one that's turned up in the last few weeks: where record companies have stood up to radio stations and said, "Enough is enough." The E/P/A VP thinks this development can be beneficial in fostering more of a "give-and-take" between radio and records, rather than what he calls the "one-way street of the past five to ten years." Comments Bill, "There are some PDs who choose not to deal with the record community. But if there's an open door and a communicative relationship, a lot of the problems we have between us won't happen."

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WNYS add
Z100 add 28
93FM add
I95 add

Y100 add
WGCL add
KOPA add
KITS add 27

K106 26-23
WKSE 39-37
WPHD 35-28
WCAU-FM deb 36
WMMS 39-34
KMEL 31-28

Q100 deb 40
WVSR deb 39
WERZ deb 39
WPST 40-34
WRCK deb 40
WTLO deb-18
94TYX 39-34

WOKI deb 36
Z98 deb 29
WIGY deb 39
WZYQ deb 29
WGAN 33-24
WFXX 33-28
WHSI deb 36
SLY96 deb 40

BLACK/URBAN NEW & ACTIVE

34/14 - 40%

AOR TRACKS: 44

FEATURING:

AFRIKA BAMBAATAA • RAY BARRETTO • STIV BATOR
PAT BENATAR • BIG YOUTH • RUBEN BLADES
KURTIS BLOW • BONO • DUKE BOOTEE • JACKSON BROWNE • RON CARTER
CLARENCE CLEMONS • JIMMY CLIFF • GEORGE CLINTON • MILES DAVIS
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JOEL DENVER

Great PDs Don't Grow On Trees

Contrary to popular belief, great PDs don't fall off tree limbs like overripe fruit and land in radio stations. They exert a lot of sweat and effort, contributing immense amounts of time and concern. Mediocre PDs do the exact opposite. To them, the job means little more than pickin' the hits and cranking out a weekend lineup.

Successful programmers share certain key characteristics (see "Qualities Worth Learning"). If you've worked for such a PD you know what these qualities are. And if you've worked for one who takes the job for granted, then you probably know how not to act.

Aside from compiling your own notes about what makes an outstanding programmer, I thought a variety of opinions on the subject was in order. With the help of WKTI/Milwaukee VP/GM Dallas Cole, KITS/San Francisco PD Richard Sands, consultant Alan Burns, and KFMN/Abilene, TX PD Dom Testa, you'll learn what makes a great PD.

"I'm the cheerleader behind the staff. I must be able to relate to all the staff members at all levels."

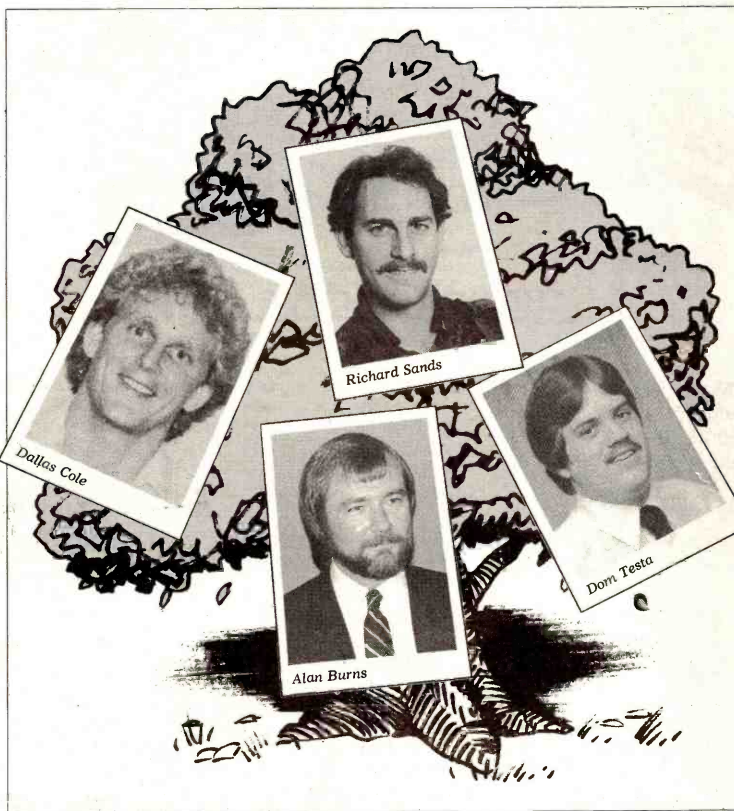
— Richard Sands

Tag, You're It

"I don't miss programming yet as I've been so involved in the business and sales sides. I'm really having fun. It's like programming — when you're not having fun it's time to reevaluate," noted Dallas, who's only been a GM since June. His track record is quite impressive for someone who just turned 28. Besides programming WKTI, he spent time at WLS-FM/Chicago as PD and at Q107/Washington as Assistant PD. He also handled the programming duties at WZOK/Rockford.

"You have to want to be a PD," Dallas continued. "It's often dumped on someone, and he has to grow into it or fail. You have to have an attitude and feel for the job and a concept of programming, as well as sensitivity toward people both inside and outside the station."

Alan, now President of consulting firm Alan Burns & Associates, programmed ABC's Q107 for five



and a half years. He elaborated on how most people become PDs. "You often get to be a PD by being the best jock on staff. As a jock, you have no one to answer to or communicate intimately with but a microphone. Now, suddenly, you've got a whole staff to deal with. Your world becomes more than just hot clocks, liner cards, request lines, and records."

Learning From Others

Frequently, the only way to gain any ground in a new situation is to fall back on what you've seen others do in the same position. Sometimes you may want to avoid their examples. Dom, who became PD at KFMN four years ago, calls predecessor Randy Kemp (now at K-LITE/Oklahoma City) his mentor.

"Beyond teaching me the tricks of making a format work, I saw him really clean this station up and get it moving. His people-organizing abilities were wonderful. No one was treated like an employee.

He was very instrumental in helping me get my ego in check. (As a result), I've adopted a very open management style."

Alan also credited some of his fellow ABC PDs — WLS's John Gehron, WPLJ's Larry Berger, KTKS's Chuck Morgan, former WRIF programmer Fred Jacobs, and KLOS PD Tim Kelly — as having had a positive influence on his Q107 programming career.

"I call upon everyone to help me with things as needed, which has really built more of a team spirit."

— Dom Testa

Get Out The Pom-Poms

Before joining KITS, Richard Sands programmed KTHO/Tahoe.

So what's at the top of his priority list of PD qualities? "Being a people person is the first thing you've got to master. As PD I'm the cheerleader behind the staff. I must be able to relate to all the staff members at all levels."

Dallas added, "My favorite motto is 'I get paid to have fun.' A positive attitude will motivate the staff even if the position or situation at hand isn't the most popular stand you could be taking. This way, they'll respect where you're coming from. You have to gain their respect."

"Put a game plan together, and give it enough time to see it through. Don't vacillate or overreact, and always keep a cool head. The staff will react as you react. If you're uptight then they will be also. You're under the microscope the whole time, (being scrutinized by) the manager, jocks, and sales department. Be ready to back your decisions and execute them."

Accessibility

Have you ever tried to make an appointment to see someone, but you never get past the receptionist? Then you know the frustration some staffers feel toward their PD. The bottom line is too many of them are unavailable. "You can't get into your ivory tower," cautioned Richard. "I've spent a lot of years in the Bay Area, so I'm familiar with the market. I'm not out everywhere, but I really try to be as active as possible. I always ask my people's opinions on music and what the public is talking about. To do that, they (the staff) have to be able to see me."

Dallas also believes in accessibility. "It's awfully frustrating for anyone not to have the ability to sit down and talk with you. This not only includes your staff but clients and record people."

The road takes a "philosophical fork" at this juncture. Just how close do you become with your staff without losing their respect for your position? Dom commented, "As I said earlier, I run a real open door policy. Setting up appointments for airchecks never worked out, so I let people come to me as needed. This works well for me."

"Managing by intimidation doesn't bring the fruits that respect does. People governed by fear will only give you what they have to in order to keep their jobs. They'll leave at the first opportunity."

— Alan Burns

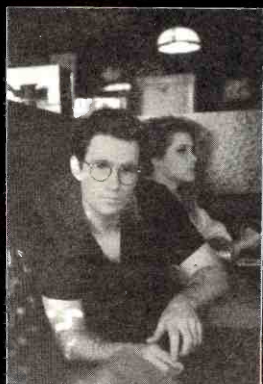
Hire The Best

Richard is also eager to share time with his folks. "Thankfully, I really like the people who work here, so we're pretty close. We see each other a lot in the station and party together often. This isn't the best way for all people, but it works for me. I could, however, see the wisdom of keeping a certain distance with the staff if this were a different situation."

Dallas offers a word of caution to programmers when it comes to dealing with the staff. "A good PD shouldn't get too close to everyone, but that's hard to do. It's a fine line between getting to know and understand them on a personal level, and seeing how they operate best."

Continued on Page 42

A Little Wildness
Is Good For The Soul



"Little Wild One (No. 5)" Marshall Crenshaw's new single. From the album Downtown.

Produced by T-Bone Burnett, Marshall Crenshaw and Larry Hirsch. Management: Richard Sarbin Associates/NYC. Photography: Victoria Pearson



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Great PDs Don't Grow On Trees

Continued from Page 40

A PD must know the difference between hiring friends and hiring people who are qualified to do the job. Too many PDs try and do it all. A PD must be hands on, but I don't think he can do it all."

"My shortcoming is delegating duties," admitted Dom. "I've had to overcome this problem of trying to do it all myself. In the last two years I've made a lot of strides, although I still have an airshift and handle the music. I call upon everyone to help me with things as needed, which has really built more of a team spirit."

Be Even-Handed

Alan talked about the need to be even-handed with everyone. "The challenge is dealing with people equally, not favoring some over others. To help facilitate this, only hire people whose goals are symbiotic with the station's. People who aren't performing up to their potential need to be motivated, not beat up. They tend to translate your personal likes and dislikes into their outward behavior.

"Managing by intimidation doesn't bring the fruits that respect does. People governed by fear will only give you what they have to in order to keep their job. They'll leave at the first opportunity. If people are scared to death of you, the atmosphere isn't conducive to

anyone becoming an overachiever." Along those same lines, he added, "Unless someone's personal life is affecting their job, stay out of it unless you're asked for advice."

GM, GSM Rapport

Along with the obvious requirements — knowing the audience's musical needs, selecting the right promotions and marketing plans — goes the ability to sell these ideas

"Being a problem-solver almost insures you'll always have a job. A lot of PDs forget why they were hired; the job is most important, not them."

— Dallas Cole

to your GM and GSM. Because of his market's size, Dom has daily conversations with his GM. "Every account is important in this market. So a good relationship between my department and GM Lloyd Mynatt is crucial. There are times when a sales promotion comes up that doesn't hit me right, so it's neces-

sary to think it through and walk the fine line between balanced programming and the dollars it will bring in. For those reasons Lloyd trusts me 100% by backing my moves and decisions."

Alan said dealing with your GM just means "being a good negotiator. You have to do this every day as a PD." But Dallas noted, "As a GM I can see how many PDs get themselves into trouble. In John Lennon's song 'Watching The Wheels,' the line 'there are no problems only solutions' is my philosophy.

"Being a problem-solver almost insures you'll always have a job. A lot of PDs forget why they were hired; the job is most important, not them. To think the opposite is a non-compromising philosophy. Many PDs have developed too much of a purist philosophy. That puts blinders on them when it comes to looking at the big picture or another person's viewpoint."

Editor's Comments

It's nice to see so many thoughtful comments on the PD's job, which has been deemed a second-class position for far too long. Fortunately, many GMs and owners are recognizing that today's successful programmers are every bit as important as the General Sales Manager. After all, without the product, sales has nothing to sell.

Qualities Worth Learning

Consultant **Alan Burns** outlined some specific points worth considering when hiring a PD or undergoing a self-reflective growing process. A strong PD should be or have:

- Self-motivated
- Alert, observant, and analytical
- High expectations of self, staff, and company
- Creative, organized, and excited by a challenge
- A fighter with self-confidence to withstand a bad book or criticism.
- A good judge of people's strengths and weaknesses
- A teacher, student, strategist, and tactician in music and promotion
- A good ear for music and what fits the station
- Able to delegate duties
- Sales and engineering knowledge.

Using this list as a basis, Alan remarked, "I can walk into a station and get a reading on it in the first five or ten minutes. It's obvious if a station is in a state of flux or a stable and creative environment. The PD's first duty is to generate a comfortable surrounding for the staff. This cannot be achieved if there's no empathy demonstrated for the particular situation."

He also recommended "What They Don't Teach You At Harvard Business School," a book programmers can use to improve their time management and negotiation skills. It's written by **Mark McCormack** and published by **Bantam Books**.

MOTION

Eric Page, MD/morning talent from WSKZ/Chattanooga, is now doing overnights at Q107/Washington ...

Maggie Brock becomes News Director/morning anchor at KZZP/Phoenix ...

Shannon West is named PD at BLU92/Hinesville, GA ...

WIKZ/Chambersburg welcomes **Bill Matthews** as Station Manager ...

OK100/Ithaca ups overnights **Steve Wilkens** to MD ...

Rod Hampton makes the move from PD at WZXY/Kingsport, TN to MD/afternoons at WWSR/Charleston, WV ...

Look for **WRCL**/Saginaw to drop its Country format in favor of a live CHR approach as **WKQZ**.

David Kolin is the new Director of Comedy for Z100/New York's "Morning Zoo" ...

Bill Kelly leaves **WFMI**/Lexington for MD/afternoons at **WJAD**/Bainbridge-Albany ...

Former **KWFM**/Waterloo PD **Mark Potter** takes on the programming at **WQUT**/Johnson City to replace **Jay Christian** ...

Summerfield Horner is the new PM driver at **KRQX**/Dallas ...

KHIT/Seattle midday personality **Maureen Matthews** is upped to MD ...

KEGL/Dallas names **Tony Johnson** Promotions Director.

WJZR/Charlotte bids a friendly farewell to midday man **Jonathon Rush (Rod Metz)**, who's leaving for an unnamed station in Akron. **Van Radford** steps in to replace him ...

KBOZ-FM/Bozeman PM driver **Roger Nelson** is upped to MD/middays, replacing **Michael Hesse**, who's leaving to finish school. Evening personality **Rick Alden** slides into afternoons ...

WQID/Biloxi PD **Mickey Coulter** exits for **Star101**/Orlando. **Ricky Mize** is the new morning man, but no PD has been named yet.

KAY107/Tulsa weekender **Bob Braver** takes on middays ...

Rick Allen exits **KKLS-FM**/Rapid City for afternoons at **KSEZ**/Sioux City under the new identity of **Scott Shannon** ...

Erica Smith gets boosted from Music Coordinator to MD at **KOPA**/Phoenix ...

Sue Krautkramer leaves **KZZP**/Phoenix to be Promotions Director at **KDWB-FM**/Minneapolis ...

Jeff Moreau retains his airshift but relinquishes his Program Coordinator title at **WRSR**/Norfolk, and **WQKS**/Williamsburg's **Doc Michaels** steps in as the new MD ...

KWNK/Simi Valley's **Kidd Nordhoff** finds a new home doing 7pm-midnight at **KPUR**/Amarillo ...



SEVERAL OF THE LIVING — KC103/Evansville visited backstage when Tina Turner came to town. Shown (l-r) are PD "Fast Eddie" Ashton, AE Karen Jones, Tina, air personality Randy Scott, and a contest winner.

Bob Hope

Caspar Weinberger

Barbara Walters

Lucille Ball

Carl Sagan

George Bush

Gary Hart

Bill Murray

Pete Rose

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the records to add **+** the reasons to add them



clarence clemons with jackson browne

"you're a friend of mine" 

DOUBLE BREAKER:

CHR Chart: **40** 156/17 — 63%

AOR Album: **22** — 66%

AOR Tracks: **18**



eddie murphy

"party all the time" 

CHR BREAKERS

CHR Chart: **27**

18 Top 10 stations — 16% Hots

#1: WBEN-FM WHYT 40 — **27**



loverboy

"dangerously" 

46 CHR Reporters
Out Of The Box

This album is a TOP 10 best
seller in your market. Their first
single went TOP 10 nationally.

Including:
WBEN-FM WMMS
WPHD KHTR
WGCL KPLUS



james taylor

"everyday" 

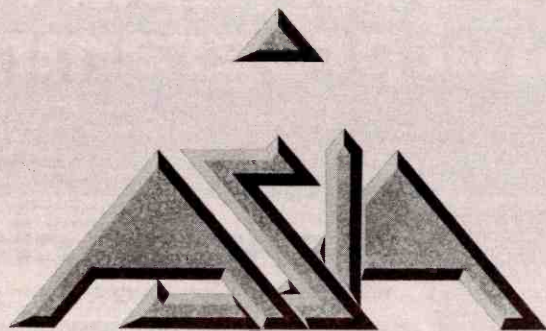
3rd week in a row of heavy
double-digit CHR activity:

CHR NEW & ACTIVE

67/24

A/C Chart: **9**

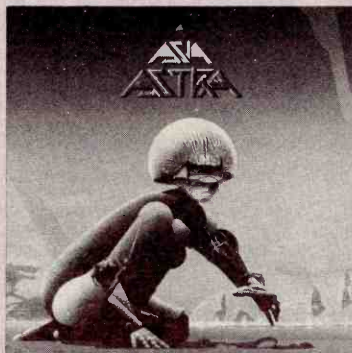




The New Album



The Pro
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GEFFEN RECORDS

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STEVE FEINSTEIN

AOR

CANADA'S CAN-DO ROCKERS

Northern Lights Burn Bright

From Montreal on the east to Vancouver on the west, Canada stretches over 2500 miles. A look at six AOR stations in five markets across that distance reveals a range of formatic approaches.

Q107/Toronto

Toronto is Canada's largest market, with a population of over 3,000,000. CILQ(Q107), AOR since 1978, is the country's hardest rocker. It doesn't play crossovers by Tina Turner, Howard Jones, Paul Young, or the Thompson Twins, and passes on textured material by Kate Bush, Mr. Mister, and Prefab Sprout.

"We've resisted the trend of going the way of the wimp," says Programming & General Manager Gary Slaight. "We're fairly pure in our musical stance. ZZ Top is the perfect group for us."

Slaight's taken Q107 in a less modal direction since crosstown CHUM-FM moved from AOR to a more hit-oriented approach. While Q107 includes the Eurythmics and Tears For Fears, it's still the only major market Canadian AOR playing Motley Crue, Kiss, Dio, and Iron Maiden, albeit dayparted.

That stance continues to be viable. Its summer '85 cume of 737,000 was fifth in the market, and the station ranks third in total hours tuned. (For the broadest gauge of audience size, Canadian stations look first at circulation (cume) figures rather than share.) Q107 also shows across-the-border in AOR-less Buffalo, notching a 2.6 12+ and a #2 rank in men 18-34.

Foreground programming includes a daily talk show at noon and a music magazine at 6pm, with jazz, comedy, rhythm 'n' blues, and sex therapist call-in shows on the weekends. Q107's homegrown album, now in its seventh year, uncovered Honeymoon Suite two years ago.

An anti-drunk driving campaign distributed 500,000 "If you drink, don't drive" bumper stickers, and had artists cut IDs with messages that play on song lyrics; i.e., Huey

Lewis advises, "Don't walk the thin line... don't drink and drive."

Burkhart / Abrams - consulted Q107's sale by Slaight Communications to Western Communications awaits government approval. Slaight plans to continue with Q107 after his father's company transfers the station.

CFNY/Toronto

For a quick handle on CFNY, think of a cross between KROQ/Los Angeles's modern music mix and the progressive posture of a WXRT/Chicago or KBCO/Denver.

The key word is "alternative." Currents are dramatically different from most AORs'; out of 46 titles on CFNY's 10/25 list, only three ("This Time," "Strength," "Alive & Kicking") were on R&R's Top 60 tracks chart. Jocks, who program their own shows, are discouraged from playing any song more than once a day.

Director of Operations David Marsden has programmed CFNY for virtually all of its nine-year AOR history. "I've always seen CFNY as a mirror image of whatever new music is being produced by artists," he says. "We've always looked to tomorrow."

As the direction in new music has changed, so has CFNY's music mix over the years. In the late '70s, CFNY was the first station in North America to play metal acts like AC/DC and Ozzy Osbourne, according to Marsden. In the '80s, playing imports has given CFNY the jump on new music acts who were unknowns at the time, like Simple Minds, U2, Eurythmics, Howard Jones, and the Thompson Twins. Imports figure so prominently on CFNY that the station employs a separate import music director and a domestic music director, along with Assistant PD/Grand MD Don Berns.

News commitment is such that CFNY's news staff numbers 12 fulltimers, including four street reporters. On weekdays, the 5pm hour includes so much news, sports, and commentary that there's usually time for only five songs.

CFNY's longtime slogan, "The Spirit Of Radio," inspired the song by Rush. Ironically, CFNY no longer plays Rush, as the band's popularity renders them inappropriate for its alternative stance. Even so, when jock Earl Jive bought Geddy Lee's Porsche, he found all five FM radio buttons set to CFNY.

CFNY's annual "U-Know Awards" are an alternative (there's that word again) to the Canadian music industry's Juno Awards, a Grammys equivalent. Junos are based on record sales and tend to reflect an artist's past year; U-Knows, people's choice awards tabulated from ballots, are more apt to trumpet up-and-coming artists. Paul Shaffer co-hosted last year's awards, which were broadcast nationally on network TV.

To spoof other stations' "Top Five At Five" features, CFNY does the "Top One At One," where a listener is chosen the "CFNY Listener Of The Day." He receives a trophy and prize package worth \$100.



David Marsden

CRTC Rules And Regs

Think FCC regulations are a headache? Thank your lucky stars you don't have to contend with the bureau's Canadian equivalent, the CRTC (Canadian Radio & Television Commission).

Its Canadian Content rule, commonly referred to as "Cancon," requires all stations to play a minimum percentage of records that meet at least two of four "M.A.P.L." criteria: music or lyrics composed by a Canadian citizen, performance by an artist who is either a citizen or lives in Canada half the year, or a recording produced wholly in Canada. Each station is bound by the Can Con minimum its license promises, with FMs ranging from 15%-30%.

Cancon applies to AM and FM stations, while FM stations are subject to many additional mandates;

• **Format:** Stations may not change format freely. Any change must be approved by the CRTC.

• **Rotations:** Generally, FM stations may not play any song more than 18 times a week, and may not play a ratio of more than 50% "hit" to "non-hit" material. ("Hit" is defined as records in the top 40 of an international trade chart.) They must play a minimum amount of non-repeated song titles over the

course of each week and a prescribed percentage of current material.

• **Special Programs:** Stations must air a specific amount, usually 20% each week, of "foreground programming" — 15 minutes or more on the same theme or subject. This can include anything from public affairs shows to artist profiles with biographical info.

• **Talk:** Minimum talk content required is between 9-12% a week.

• **Cash Giveaways:** Stations may not give away more than \$5000 in cash each month, though they can award prizes worth more.

These mandates are intended to preserve FM programming as a cultural alternative to AM. The effect, particularly with regard to rotations, is that true CHR is prevented on FM. Thus, music radio is still healthy on AM, and CHR giants such as CHUM(AM)/Toronto and CKGM/Montreal avoid mass audience erosion to FM.

On Sundays, the regular format rests, as the day is devoted entirely to special programs. In the morning, "Masters and Moderns" mixes classical with contemporary music inspired by the classics. Other shows spotlight jazz, comedy, French music from Quebec, and music by Ontario artists without label contracts but with independent records or cassettes available in local stores. The day closes with a contemporary gospel show hosted by ex-Lighthouse ("One Fine Morning") drummer Skip Prokop.

CFNY's ratings continue to rise steadily. A cume of 548,000 ranks seventh in the market, and the station's hours tuned are among the highest. Its owner is Selkirk, which also owns rep firms SelCom in the U.S. and All Canada in the north.

CHOM/Montreal

Montreal is market #2, with a population of close to 3,000,000 and 24 radio signals. CHOM's summer '85 cume of 672,000 placed it #3, and first among English stations.

AOR since 1969, CHOM has moved away from a hard rock image

over the last 18 months. Says six-year PD Rob Braide, "We're not playing Judas Priest or Motley Crue, although we have a 'Metal File' show to service metal loyalists. We emphasize a Simple Minds, Paul Young, or Thompson Twins sound that appeals to a wider base of listeners. But we're not CHR; our turnover isn't 90 minutes, and we won't play Madonna or Wham!"

Specialty programs help stretch CHOM's image to cover all the musical bases. While CHOM as a station will co-promote mass appeal acts like ZZ Top or Supertramp, its "New Music Foundation" show sponsors a Cure appearance and the Metal File will present Motley Crue.

Morning man Terry DiMonte has a "Miami Mice" bit that features two hip rodents, Cracker and Crumbs, who drive Ferraris and hang out at the Ratz-Carlton Hotel. CHOM promotions are often sports-related, including a 30-member ski demonstration team. A "No Record Weekends"

Continued on Page 46



Gary Slaight

Q107

Jon & Vangelis Friends Of Mr. Cairo
Jan Hammer Miami Vice Theme
Alarm Strength
Pink Floyd Comfortably Numb
Kinks Lola
Bruce Springsteen Pink Cadillac
Triumph Hold On (live)
Peter Gabriel Salsbury Hill
Dire Straits Sultans Of Swing
Huey Lewis Back In Time

cfnyfm 102.1 the spirit of radio

Tom Robinson Rikki, Don't Lose That Number
Elvis Costello I Want To Be Loved
Jane Siberry Map Of The World
Godley & Creme Cry
Gong Xtasea
Ambrosia Nice, Nice Very Nice
Age Of Mirrors Wave About Her
Belouis Some Imagination
Rough Trade Up Against The Wall
Kinks Around The Dial

chem 98 ROCK FM

Arcadia Election Day
Cream Strange Brew
Don Henley Drivin' With Your Eyes Closed
Marillion Kayleigh
Fleetwood Mac Dreams
Aldo Nova Fantasy
David Bowie Fame
ZZ Top Sleeping Bag
Dire Straits Money For Nothing
Rush Big Money
Stones Paint It Black
Who Behind Blue Eyes



Rob Braide

Northern Lights Burn

Continued from Page 45

used compact discs exclusively, and a "Rock Of Ages Weekend" displayed listeners' sets of their favorite songs from the '60s, '70s, and '80s in that order.

The official language in the province of Quebec is French. CHOM, one of the city's eight stations licensed as English-speaking, is required to play at least five percent French vocals. (The French stations must play at least 65%.) On the other hand, CHOM is not allowed to speak French on the air. Even though Braide estimates 70% of his audience is French, the station isn't handicapped since over half of those listeners are bilingual.

CHOM and its sister AM CHR, CKGM, were recently purchased by the CHUM Group, whose extensive media holdings in Canada include CHUM-AM & FM/Toronto and the MuchMusic video channel.

CFOX/Vancouver

With just over 2,000,000 people and 18 signals, Vancouver is Canada's third largest market. CFOX is the country's oldest AOR, rocking since 1967. It's been programmed for the last six years by Don Shafer, who's also been PD at CHOM and jockeyed at CHUM-FM, KNAC/Long Beach, and KPCC/Pasadena.

In Shafer's opinion, "Canadian AOR is generally more intelligent than American AORs. They talk less and play more music, while we're mandated to talk a lot and come up with special programming. Instead of just rock news and trivia, we come up with news and lifestyle information."

For example, an 8am daily feature has live interviews with sports

stars from teams in both Canada and the States. CFOX also has a half-hour talk show at 1:30pm every day, and runs a 90-second comedy feature called "Laugh Track."

Shafer also takes American AOR to task for what he feels is an over-reliance on gold. "In 1985, with as much great music as there is, I can't believe we're still hearing double-shots of the Doors. I love hearing Doors and Led Zeppelin records, but to make that a regular part of your programming diet is debasing the past."

CFOX itself has a high new music profile - 75% currents and recents up to six months old.



Don Shafer

Oldies are played primarily in foreground programming. The ratio was adopted a year and half ago because CFOX's ratings "had peaked," says Shafer. "We became static, and had to get past our modal programming era." Last spring, a 360,000 came ranked fourth in the market.

Owens On AOR Up North

Few bands get more directly involved with radio on both sides of the border than Canada's **Triumph**. The biggest difference between AOR in the two countries, says manager **Joe Owens**, is that "Canadian personalities are more subdued. American radio has a more excited, aggressive attitude. There are good promotions here, but crazy things like staying on the air for a week or **WMMR/Philadelphia's 'Louie Louie'** kazoo parade don't happen."

The reason, says Owens, is that "Canadians are a more reserved people who would find that kind of lunacy embarrassing rather than fun and neat."

He also feels there's more market-to-market variation in music among Canadian stations. "In the States, you can drive through the Midwest and not know when you've lost **WTUE/Dayton's** signal and picked up **WSKS/Cincinnati**. But when you've lost **CHOM** and picked up **Q107**, there ain't no doubt about it."

Does Canadian Content result in mediocre native bands getting on the air? "Never, contrary to what every programmer in America

thinks," says Owens, noting the wealth of first-rate Canadian talent like **Loverboy**, **Bryan Adams**, **Corey Hart**, and **Rush**. "These aren't nobody bands from Flimflam, Manitoba."

High points for Owens in radio up north include **CHOM's** "slick, cosmopolitan presentation. Its finger is on the pulse of Montreal, and (morning man) **Terry DiMonte** is a genius with a cerebral sense of humor."

CFOX is "classy," **CFNY** and **CHEZ** are "clever," and **Q107** gets Owens's "biting, scratching, and fighting its way to the top award. They are the heart and soul of rock 'n' roll in this country."

C-FOX

Paul Young *I'm Gonna Tear* ...
 OMD *So In Love*
 Tina Turner *What's Love Got To Do With It*
 Thompson Twins *Lay Your Hands On Me*
 John Cafferty *C-I-T-Y*
 Billy Joel *The Night Is Still Young*
 Rolling Stones *Going To A Go-Go*
 Artists United Against Apartheid *Sun City*
 Otis Redding *The Dock Of The Bay*
 Mr. Mister *Broken Wings*
 Toto *Rosanna*
 ZZ Top *Sleeping Bag*
 ABC *Be Near Me*



R.E.M. *Green Grow The Rushes*
 Who *Baba O'Riley*
 Prefab Sprout *Faron Young*
 Eric Clapton *Forever Man*
 Marshall Crenshaw *Little Wild One, No. 5*
 Nick Lowe *I Knew The Bride*
 Paul Revere & Raiders *Kicks Tears For Fears Change*
 Stevie Wonder *Part-Time Lover*
 Elton John *Where To Now, St. Peter?*
 X *Burning House Of Love*
 Billy Idol *Flesh For Fantasy*
 Bryan Adams *Diana*



Starship *We Built This City*
 Huey Lewis *Back In Time*
 Beatles *Continuing Story Of Bungalow Bill*
 Tina Turner *One Of The Living*
 Journey *Lovin', Touchin', Squeezin'*
 John C. Mellencamp *Small Town Scandal The Warrior*
 Phil Collins *Only You Know And I Know*
 Crazy Elephant *Gimme, Gimme Good Lovin'*
 Eurythmics *Sisters Are Doin' It*
 Platinum Blonde *Situation Critical*
 Van Morrison *Domino*



Steve Colwill

The station's community involvement includes the CFOX Kids Fund, which has raised over \$250,000 for the Variety Club in the last five years.

CHEZ/Ottawa

Ottawa is market #4, with about a million in population. **CHEZ**, AOR since 1977, leans to the progressive side of the AOR spectrum like **CFNY**. Its playlist is extensive, currents constitute as much as 80% of its music mix in the evenings, and jocks have a hand in programming their shows.

Unlike **CFNY**, though, **CHEZ** will play a song more than once a day and is more likely to continue playing hits once they cross to other formats. And while both stations play adventurous artists like **Propaganda**, **Shriekback**, and **Kane Gang**, **CHEZ** also includes mainstream acts that **CFNY** avoids, such as **Rush** and **John C. Mellencamp**.

Five-year PD **Steve Colwill** says the station he identifies with most is **WXRT**. "XRT should be flattered - of 16 Ottawa stations, **CHEZ** is second in overall come, first with adults 18-34 and 18-49, and second in 25-49 adults."

Surprisingly, for a station with progressive leanings and relatively little hard rock, **CHEZ** is also first with teens. Rather than a result of programming, the teen numbers appear to be a function of certain promotions that image **CHEZ** as the station that teens can grow into. For instance, the high school that raises the most money for the United Way will get a free concert by the winner of the station's next "SHARE **CHEZ**" homegrown talent contest.



Neil Edwards

CHEZ employs a news staff of seven fulltimers to cover developments in Ottawa, the country's capital.

K97/Edmonton

Edmonton has a metro of around 750,000. **K97**, like **CFNY**, is owned by **Selkirk**. Its summer '85 came of 235,000 was third of 19 stations. **Neil Edwards**, PD since **K97** went AOR in 1979, feels the station's music mix differs from other AORs in that "most won't go back as far as we will and do it as often. We're not an Oldies station, but we give people an idea of what happened in the past and of what's new."

K97 will play **Elvis Presley** next to **ZZ Top** in morning drive, where an hour might include tunes by **Roy**

Orbison, **Marvin Gaye**, and **Mungo Jerry**. "Most stations will play these songs as flavor, where we make them a part of our programming," **Edwards** explains.

Edmonton's tastes in contemporary music are distinct from other regions in Canada, according to **Edwards**. **Rush** and **Triumph** are not as big as they are in Toronto, he claims, while **Streetheart** sold 150,000 copies in the province of Alberta alone while receiving little play in Toronto.

K97 foreground programming includes an hour of talk weekdays at 11am, followed by a half-hour news magazine at noon. A weekly "Alternatives" show spotlights new European sounds.

Picks To Click

Which Canadian artists who haven't broken in the States should American programmers be aware of?

Gary Slaight: **Gowan** and **Platinum Blonde**.
Neil Edwards: **Headpins** and **Gowan**.

Joe Owens: **Strange Advance**, **Doug Cameron**, **Jane Siberry**, and **Idle Eyes**.

Don Berns: **Jane Siberry**, **FM**, **The Box**, **Strange Advance**, and **Rough Trade**.

Steve Colwill: **Rough Trade**, **M&M**, **Parachute Club**, **Rational Youth**, **Luba**, and **Gowan**.

Don Shafer: **Doug & The Slugs**.

SEGUES

WXRK/New York taps **Steve Jones** from **WLIR**/Long Island for morning news ... Five-year **WAAF**/Worcester-Boston promotions ace **Steve Stockman** resigns next week ... **Gary Clouse** is the new GM at **KZEL**/Eugene as **Eugene Broadcasting, Ltd.** takes over.

WLLZ/Detroit slots **Roz** for late-nights, as **Mike Halloran** moves to crosstown **WDTX** ... **Summerfield Horner** is on **KROX**/Dallas afternoons ... **Eric Schiller** becomes **KSOY**/Rapid City's News Director ... **Dave Dougas** is new to **KGB**/San Diego weekends.

WNOR/Norfolk's new address is 801 Boush Street; Norfolk, VA 23510. Same phone number.



THE BRIDE OF DC101 - Linking with "The Bride" movie, **DC101**/Washington assisted with the wedding of Transylvanian-born **Christina Cheplik**, who's being led down the aisle by **DC101** boss jocks **Adam Smasher** (left) and **Young Dave Brown**.

Houston

Continued from Page 3
tually went up owing to some additional discrepancies found when Arbitron reviewed all the diaries. He said, "Bringing it to Arbitron's attention was a calculated risk on my part. For all I knew, that 74-year-old man could've been 44, 24, or 34. If he had been 34, we would've been in fat city. If I could do it over again, I would, because in our prime demos (18-34 men) we lost nothing. We only fell in 12+."

KRBE-FM/Houston PD Roger W.W. Garrett commented, "What surprises me is how much effect one diary can have, and how anyone at Arbitron could accept that a 74-year-old male would listen to an AOR station around the clock."

Mocarsky responded that Arbitron is "format-blind" and would not detect something as unusual as heavy AOR listening by a Hispanic senior citizen. Some subscribers, said Mocarsky, don't provide the ratings firm with format information.

Beaubien concluded, "I think the most damage is not to KSRR or other stations in the market, but to Arbitron's credibility with the buyers. It puts the entire summer book in question. We're basically ignoring it. We're not going to try to sell it; we're not going to down-sell it. We're just going to say 'You want to buy the summer book? Which one - the old one or the revised one?'"

Houston Numbers Revised

Here are the revised Houston summer 12+ ratings (unconfirmed at presstime):

	Orig.	Revised
KMJQ (B/U)	10.3	10.2
KKBQ-FM (CHR)	7.6	7.8
KIKK-FM (Ctry)	7.3	7.2
KTRH (News)	6.3	6.4
KLTR (AC)	6.4	6.3
KODA (B/EZ)	5.9	6.0
KSRR (AOR)	6.0	5.4
KLOL (AOR)	5.5	5.3
KRBE-FM (CHR)	4.6	4.7
KILT-FM (Ctry)	4.5	4.5
KFMK (AC)	4.4	4.4
KQUE (AC)	4.1	4.3
KPRC (N/T)	3.2	3.3
KYOK (B/U)	2.3	2.3
KLEF (Clas)	1.8	1.7
KILT (Ctry)	1.5	1.5
KXYZ (Span)	1.2	1.3
KLAT (Span)	1.2	1.2
KYST (Span)	1.1	1.1

Hall

Continued from Page 3
said, "Rick will be doing a lot of voicing and writing, handling promos and the special-event kinds of things for KHJ & KRTH. He'll also contribute to three or four of the other RKO stations in the way of voicing. We all know what he's supposed to do, but we haven't been able to chisel it in stone and put a title on it."

Scarry added, "Basically, it will be a creative development type of job. I'll still be actively involved and headquartered at KHJ & KRTH. It's been a challenging 16 months developing 'Car Radio,' and I'm sure Phil Hall will do a great job in carrying on with it."

NAB

Continued from Page 1
NRBA President **Bernie Mann** commented, "I think it makes an even better convention having them there. They would have some real problems going back to separate meetings because they are responsible to the concerns of the broadcast community."

Snider said NAB is concerned that only 7% of stations were represented at September's joint meeting in Dallas. "We want to broaden the appeal to attract more broadcasters," he added.

Although NAB hadn't planned to make a decision on the joint convention before next week, it was NAB who issued the invitation last Thursday for the meeting with NRBA. "They seemed to feel a tremendous sense of urgency," Snider said of NRBA. "They felt we were ducking them, which we were not. I think they feel more comfortable now."

RKO

Continued from Page 1
license battle before the FCC.

Backdoor Sale Required
Technically, RKO can't sell KHJ-TV because its basic character qualifications are under investigation by the FCC. At issue is a lack of candor with the FCC which resulted in the loss of WNAC-TV/Boston (now WNEV-TV).

Because a direct sale is impossible, RKO will actually withdraw its renewal application for KHJ-TV. The FCC would grant the competing application of Fidelity Television, whose stock would immediately be sold to Group W for \$95 million. RKO would receive \$215 million from Group W for the station's "tangible assets."

Since the KHJ-TV proceeding is the forum in which the FCC is deciding on RKO's overall fitness to hold any licenses, the character aspects of the case would most likely be transferred to one of RKO's 13 remaining license proceedings.

McKinney Says Deal Could Work

FCC Mass Media Bureau Chief **Jim McKinney** told R&R the Commission will take a close look at the proposed deal before giving its approval.

But he observed, "It looks like something that could be done under the rules. There are character issues against RKO, but those could be shifted to another RKO hearing." McKinney added that the FCC would also probably have to approve a waiver of the trafficking rule to allow Fidelity to sell the station after holding it for less than one year.

McKinney noted that RKO could dispose of all its properties in a similar manner without settling the character issue. But if the firm ever tried to reenter broadcasting, the qualifications issue would be instantly revived.

Comics

Continued from Page 1
the project. These promos are being fed to all affiliates and are available to all other stations as well.

• ABC, CBS, NBC - All three networks will draw attention to the project by treating the project as a major news story on Thanksgiving.

In addition, WOR/New York's **John Gambling** has agreed to read a wide selection of 'Thanksgiving Day's strips over the air in the style of Big Apple Mayor **Fiorello LaGuardia**. Other stations are developing similar plans with their morning personalities.

Over 175 cartoonists, including project coordinators **Garry Trudeau**, **Charles Schulz**, and **Milton Caniff**, are participating in the Thanksgiving Day event.

Stacy

Continued from Page 1
Assistant PD **Mark Shands**, who had been interim PD.

Stacy, who piloted Y106 to a dominant CHR position over longtime format leader **WBJW** in the spring book, told R&R, "I haven't formulated a definite plan of attack yet. The only thing I will say is that we will remain CHR and give the market an aggressive run. I have no doubts of this facility's resources to allow us to win big."

Sillerman

Continued from Page 1
radio in 1979 as an owner, remarked, "I'd call it the launching pad to the zenith of my career. We're very proud to own these stations in these markets. It's rare you can put together something like this that involves legendary stations in terrific markets that are burgeoning, and in many cases, are on the verge of exploding."

"The cornerstone of this company is to become a major force in broadcasting, and that is exactly what we intend to do - in both radio and TV. The thrust will be particularly in radio, toward the major markets."

Explaining the reasons for the sale, Doubleday President **Gary Stevens** said, "Doubleday wanted a reduction on its debt and a return on its investment. When we get these kinds of attractive prices today, it's very difficult not to accept an offer like Bob made us."

"I've known and liked Bob for a long time. We wanted to sell them as a package if we could, while retaining some semblance of the group, as we've done. With Bob not having a fixed operating structure, it meant our people would be retained, and that was very important."

Stevens said that Doubleday will continue to look at Top 10 market stations, adding that he will take on an expanded corporate role while overseeing the remaining properties - **WNN & WAPP**/New York and **WAVA**/Washington - which he says are not for sale.

Executives from **Metromedia** were not available to comment on the transaction, which is expected to be completed in February.

Lyrics

Continued from Page 1
"Slippery Slope To Censorship"

Representing the **Musical Majority**, **Danny Goldberg** commented, "We must be careful not to let this compromise lead us down the slippery slope to censorship... Labelling by anyone without the artist's approval is abhorrent to the entire creative community. The 'generic warning sticker' will cause far more problems than it could ever solve." He urges all major labels to use the lyrics option "if there has to be a compromise."

Goldberg represents the loosely-knit group of artists, managers, broadcasters, songwriters, and others who formed the **Musical Majority** in September to counter the **PMRC** campaign. Record label executives aligned with the group include **Island's Charly Prevost**, who called the November 1 agreement "a compromise to kill the issue," and **Geffen's Gary Gersh**. Added Goldberg, "We all hope that the high-decibel smears on American music will now end, and that senators can go back to dealing with the real problems of America, while musicians can continue to inspire the world."

Less certain that the issue has been effectively diffused is **Jim Bonk**, Exec. VP of major record retail chain **Camelot**. "I

Phillips

Continued from Page 3
brings heavyweight programming experience to **KOIT's 'Lite Rock'** format." Edwards will return to his duties at **KBIG/Los Angeles** while assuming additional programming projects and assignments.

A former **NBC FM Group VP**, Phillips came to **KFRC** in the spring of 1984, following programming stints with neighbors **K101** and **KYUU**, as well as **KGW/Portland**. He also worked on-air at **KFRC**, **KJR/Seattle**, and **99X/New York**. He commented, "RKO is a fabulous company and the staff has some of the best people in broadcasting." Referring to the station's sagging ratings, he continued, "But obviously, things became fairly difficult, as it is with any major AM facility in the country."

"KOIT is running very few commercials, and we're playing the hits. The company is, as I am, very research-oriented; we believe in callouts and auditorium testing. That'll be the basis for the way we do music."

No replacement for Phillips was named at **KFRC**. Said **VP/GM Jim Smith**, "I'm looking to fill the job as quickly as possible, as we have some critical decisions to make, including the direction of the 'Game Zone.' Should we continue with the games, I want that to be a decision the new PD participates in."

Smith added that air personality **Dave Sholin** will be acting PD.

McKay

Continued from Page 3
previously programmed **KUUY/Cheyenne**. He had spent four years as **KCBQ/San Diego** PD before joining **KUUY**.

don't see it correcting the problem at hand. This is a quick fix that's going to go nowhere." Bonk has stated his opposition to warning labels on albums, concerned that record stores will have to face local protests from parents' groups. Other retailers came out against a warning label last month under the auspices of the **National Association of Recording Merchandisers (NARM)**.

Retail reaction is thought to have influenced a number of record companies - most prominently, **MCA** - in indicating an early preference for publishing lyrics when a sticker appeared to be the course preferred by the **RIAA**. An **MCA** spokesman confirmed its acceptance of the new accord, emphasizing that it will take the lyrics approach if and when releasing potentially explicit product.

"Positive" Parents

For their part, the **PMRC** and the **PTA** have indicated that they will "balance their presentations" in future by "applauding positive factors within the recording industry." It's their intent to "support and defend the lyrics and labeling policies and the companies which implement them, and to appeal to the remaining companies for cooperation." **Tipper Gore** of the **PMRC** told R&R, "We're going to see how this works. We hope that record companies will make good on their word."

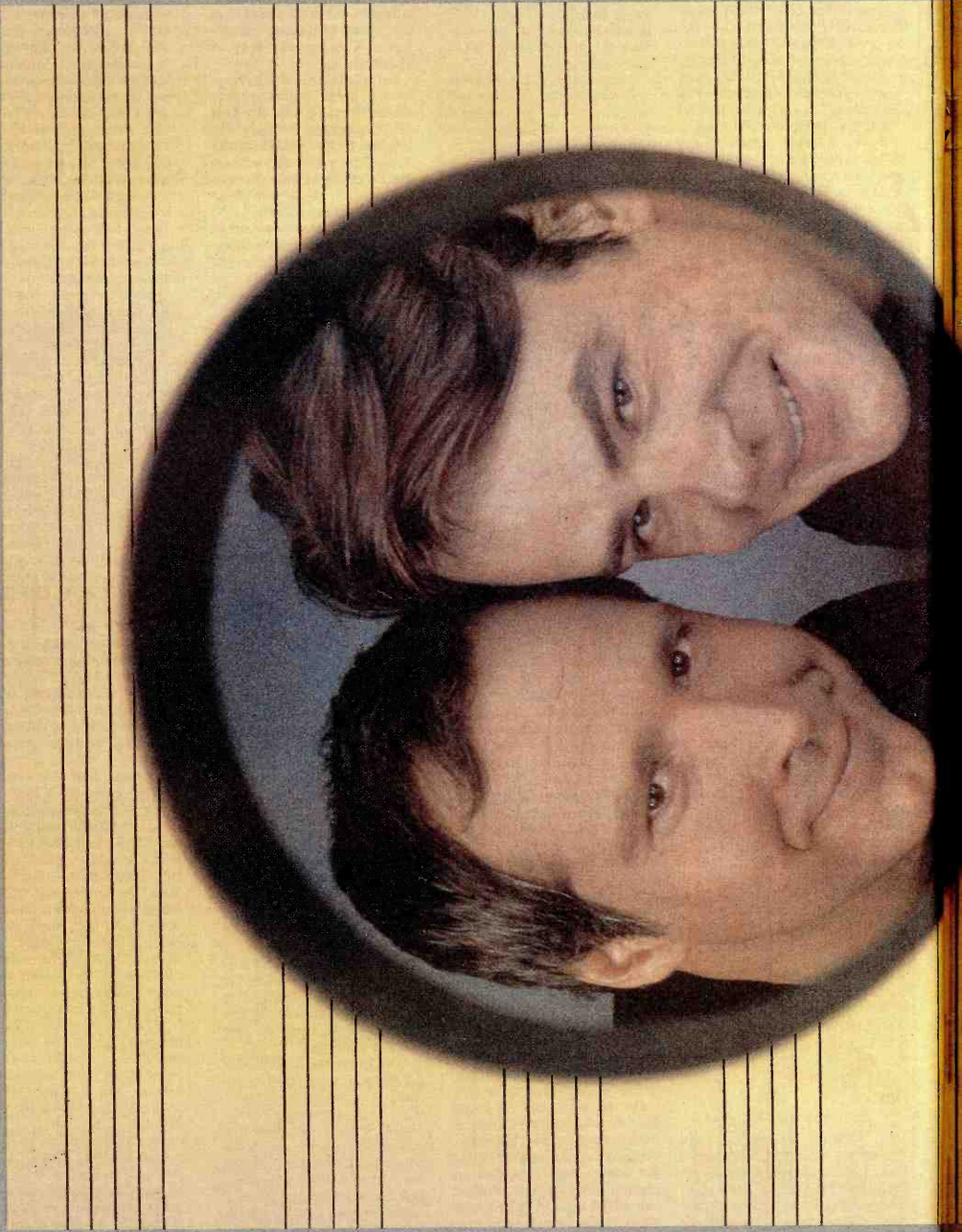
During last week's Washington press conference announcing the agreement, Gore was asked whether her husband, **Sen. Albert Gore (D-TN)**, would be voting for the home taping royalty bill currently before a Senate subcommittee. "My husband has been a cosponsor of the tape tax for years," she said, "but that is a separate issue." Critics of the **RIAA** have contended that the association's interest in the taping legislation has compromised its effectiveness in dealing with the **PMRC**.

If any record companies use the inscription agreed upon between the **RIAA** and the parents' groups, the wording will be: "Explicit Lyrics - Parental Advisory." Labels will use a "see LP for lyrics" imprint on cassettes.

RIAA members which have accepted the November 1 policy statement are: **A&M**, **Arista**, **Atlantic**, **Columbia/Epic/Portrait**, **Capitol/EMI/Manhattan**, **Chrysalis**, **Compaet**, **Crescendo**, **Elektra/Asylum**, **MCA**, **Mike Curb Productions**, **PolyGram**, **RCA**, **Solar**, **Scotti Bros.**, **Tabu**, and **Warner Bros.** An **RIAA** spokesman told R&R that other member companies had not yet responded to or been approached on the accord.

Concluded **RIAA** President **Stan Gortikov**, "It is our conscientious intent to implement these approaches in good faith. We are convinced that this can be accomplished without jeopardizing or diluting the rights and freedoms of creators and recording artists, who must be assured protection against censorship."

Paul McCartney





SUPERSINGERS

NEW SINGLES

TITLE SONG FROM THE WARNER BROS. MOTION PICTURE

Capitol.





WALT LOVE

BLACK/URBAN

WYLD-FM's Great Talent Show

It's not hard to notice that the talent show contest is a favorite promotion among Black and Urban Contemporary stations. The history of Black radio has shown us that most stations in this format must be creative because promotional budgets are usually nonexistent, and the talent contest became a way to create excitement for those without a stockpile of "dead presidents."

Like many B/U stations, WYLD-FM/New Orleans' next talent show (November 15) is during the colder months. PD Dell Spencer took a break from his busy preparation schedule to talk about talent shows, why they work, and how it's being produced.

Putting It Together

A ten-year industry veteran, the two-year station programmer explained that New Orleans has only one citywide talent show annually. "In 1984 we auditioned 550 participants. This year's auditions began in mid-August, and from those we'll select 24 acts for the main event."

Because there'll be TV coverage, there are advance production meetings with the camera crew. Next comes a coordinated effort with the local police, and many other responsibilities. Said Dell, "Believe me, this presentation can really become a job."

No doubt that the talent program is a lot of work, but the benefits are many, including its widespread appeal. This year's show, booked at the 8500-seat New Orleans Municipal Auditorium, is already sold out. And that's without any headline acts. Dell said, "They're all local amateur acts. These kids do a great job and they all take it very seriously."



Dell Spencer

all of the other things necessary to make the event a success.

"We have managed, even with the escalating cost, to keep our ticket prices under ten dollars. Many are sold in 12 and 20-ticket blocks. Some buy them for relatives and friends because they want them to see their kids perform. It's really fun to watch."

young people have never had anyone take an interest in them or what they're interested in doing with their lives. That's one of the biggest reasons we do this. Discipline and pride are also motivating factors. We're a community radio station and this is our community. We get so much from the city that we feel that we must put something back into it."

"We have so much local talent in New Orleans that it just makes sense to do this type of promotion."

—Dell Spencer

Special Support

As far as who does all the work to make the magic happen, Dell said, "The station staff — we all volunteer to do something, no matter what it is. Our News Director, Monica Pierre, is involved this year. Loretta Sweat, (Exec. VP/GM) Jim Hutchinson's assistant, is also working with us, as is Traffic Manager Marcel Lee. It's a team effort for a good cause."

Publicity for the event is being boosted by plenty of good, old-fashioned word-of-mouth. "The people in this town talk about local happenings," Dell said, "and we're one of them. That's another reason why we keep it going."

Melting Pot Of Talent

I wondered if the talent show turns out to be as racially mixed as WYLD-FM's listening audience. "This year we've had more whites

Showdown On Talent Street

Starstream Communications, Inc. is a marketing and promotion company that works with radio stations and national advertisers on specifically targeted radio promotions. Because there is a national sponsor, there's no cost to stations that get involved.

Starstream President Gary Firth and all of his staff have radio backgrounds. The now-famous Budweiser Showdown has been happening for the past four years, and 80% of the stations participating have done it before. "We have a lot of repeat business," he said. "Many stations like the Showdown because we do all the difficult work."

"For example, in New York City we distributed 20,000 entries blanks, 8000 posters and 7000 counter cards. Most local radio stations can't do this sort of thing with their limited manpower. This is one of the reasons it's good to have a partner like Budweiser."

If you don't have the budget for your own talent show, the Budweiser Showdown might be something for you to think about. This year the program was videotaped for TV. Just think... your call letters all over town and you didn't have to do the legwork. But there are some things that participating stations must do for Bud and Starstream.



Said Gary, "Each station must agree to promote the contest in a reasonable fashion. That consists of regular promos from 6am to midnight."

"Each station has a local contest and finds a winner it thinks can compete with others from all over the country. Once that's taken place, it's on to the finals for your station's and your city's representative. The country is divided into five areas, and regional winners go to the finals in hopes of winning some of the big money prizes."

Among the stations involved in this year's showdown are WUFO/ Buffalo, KKDA (K104)/Dallas, WTMP/Tampa Bay, and WBMX/ Chicago.

participate in the auditions," Dell said. "In previous years that wasn't the case, maybe because of where our station is located. Or it could be other reasons that are really very negative. Being in the Deep South, it seems as if some racial overtones may keep most whites away from the performing aspect. We're always hoping that sort of thing doesn't rear its ugly head."

Dell also said the the local TV

newspeople have responded positively. Besides giving the show coverage, one station (Channel 8) has decided to shoot the whole program this year. That station also plans to air an hour of the show during the Thanksgiving season, right after the show takes place.

If you'd like to know more about how the WYLD-FM staff brings together this worthwhile project, give Dell a call and tell him we told you to!



Financial Factors

Who gets the revenue? Dell laughed, "We don't make any money, that's for sure! The show is really done for the community. We have so much local talent in New Orleans that it just makes sense to do this type of promotion on an ongoing basis. We use the money to pay for the cost of the facility and

Stars Get In Your Eyes

Why does WYLD-FM do this? Dell replied, "Just looking at these kids on the night of the show is enough of a benefit for us. They're all brushed up and ready to go out, on that stage with stars in their eyes. They're happy, and that means a lot to all of us."

Dell continued, "Most of these

This format's always had a disproportionate share of AM daytimers, but relief is coming to some. The latest is WANT/Richmond, which went fulltime October 21 under new PD LaDonna (Monet) Freeman, who also does nights for the station... Another longtime high-end daytimer, KAPE/San Antonio, has stuck it out for 25 years. It celebrated its silver anniversary in October by giving away various prizes involving silver.

Johnny Flowers is the new PD at KJCB/Lafayette, coming to the station from KYOK/Houston... Kevin Brown segues to mornings at WQBH/Detroit after five years at KDKO/Denver... Lauren Kates returns to her native Philadelphia to do promotions for WFIL & WUSL after working for the New York PR firm Richard Gersh Associates.

Michael Jackson is now handling WKMI/Kalamazoo's night B/U block and is trying to establish record service. He can be reached at (616) 344-0233. Jackson was previously a newsmen for crosstown Country outlet WCJZ... Zilla Mays is now handling the 7-9am gospel block at WIGO/Atlanta, replacing Michael Gamble, now on neighbor WBUS.

Louisville is getting very hard to keep up with. After just a few months as MD at WJYL, Keith Landecker has gone crosstown to program WDGS/Clarksville, IN, which several months ago began aiming an "Adult Urban" format at Louisville. At WJYL, Timm Jherland is now handling mornings, with Bill Callis going back to middays.

WFXA/Augusta is looking for a new

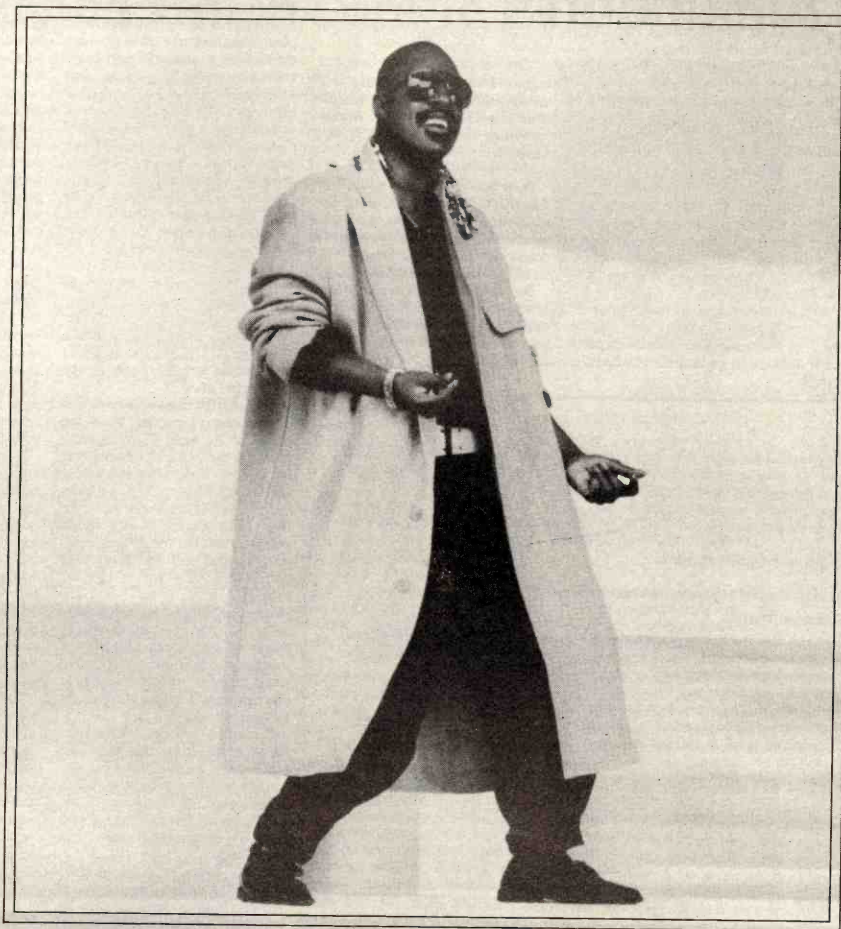
morning drive person. T&Rs should go to Tony Sewell, Box 1589, Augusta, GA 30903... WDPN/Columbia held an Andre Cymone "Dance Electric" Contest for Halloween Eve with a \$500 grand prize... Congratulations to WLUM/Milwaukee PD Bernie Miller, who'll marry WISN-TV/Milwaukee anchor Eleanor Hayes on his birthday January 18. (Does this mean they have to repeat the ceremony on her birthday?)

Professional meetings this weekend: 1) The Midwest Radio & Music Conference at Chicago's McCormick Center Hotel, which will be hosted by WBMX and is billed as "A Radio & Music Nexus." 2) The Black Entertainment Lawyers Association's fifth annual conference at Barbados' Cunard Paradise Beach Hotel.

ACTION

STEVIE WONDER

ALBUM PARTY

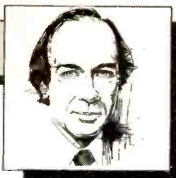


NBC Radio Entertainment is proud to present the magic of Stevie Wonder in a very special live Album Party. NBC's Rona Elliot talks with Stevie about his latest creation, "In Square Circle," the new lp on Tamla/Motown Records. Featuring "Go Home," "Overjoyed,"

"Land Of La La" and "Part-Time Lover." Join the circle. Call Shirley Maldonado at (212) 664-5538.

Thursday, November 21,
10PM Eastern, 9PM Central
8PM Mountain, 7PM Pacific

 **NBC Radio
Entertainment**
America's Music Network



BRAD MESSER

CALENDAR

"This Is A Bulletin"

Newspeople want to get hot news on the air immediately. Or faster. When a newsman has a fistful of bulletin and wants on the air, getting in his way is like tampering with the environment — something's probably going to get out of balance.

The sense of urgency is visceral. Gut-level. When a bulletin clears, mysterious natural forces deep within the newsman urge him to open a mike switch immediately. But should it be that way?

Should bulletins always be bulletined? Some believe not.

Consider this statement from the book "Newswatch: How TV Decides the News" by ABC News

Executive Producer Av Westin: "Critics argue that the scramble to get on the air first is merely a result of the competition for ratings and undermines the credibility of TV news.

"Why not take more time or even forgo live coverage in favor of bulletins and special reports that could go on the air when the

facts are verified and clear? On-the-air editing would thus be substantially eliminated, and misinformation would be sharply reduced."

Does that make sense to you? It doesn't to Westin. He dutifully stated those arguments and then concluded, "The public, which demands 'the latest' from TV, would probably not stand for it."

Seems that applies to radio, too. It's a good argument in favor of not standing in the newsperson's way when nature is driving him to air his hot bulletin.

Home Taping

Continued from Page 3

ing new heights of profitability. One speaker went so far as to say that products such as Walkman-type cassette machines and Compact Disc players "have helped spawn" that recovery.

The hearing was held by the Senate Subcommittee on Patents, Copyrights & Trademarks to discuss the Home Recording Act (S.1739) introduced last month by Sen. Charles Mathias (R-MD), Chairman of the subcommittee, Mathias proposes that manufacturers pay a penny per minute of blank tape playing time to copyright owners, and that tape hardware companies pay 5% of each machine's wholesale price. In addition, producers of double-well cassette recorders — dubbed "copyright killers" during Wednesday's session — would pay 25% of the wholesale price.

Under S.1739, these sums would go to the Copyright Royalty Tribunal for distribution to copyright owners; i.e., performers and musicians, songwriters and music publishers, unions and record companies. Under a comparable bill introduced into the House of Representatives in June by Rep. Bruce Morrison (D-CT), the money would be collected and distributed by the Copyright Office.

Although the sales of records and tapes have recovered from the slump of the early Eighties, testimony by the RIAA's Gortikov during last week's hearing echoed his earlier warnings. "The problem has reached crisis proportions," he said. "The amount of new music released into the marketplace has now declined each and every year for six straight years; in 1984, we released only about half the number of albums we released in 1978 . . . Are we to stand by passively and watch the greatest musical creative community in the world strangle to death from newer and newer generations of copyright killer machines?"

Continued Gortikov, "We ask for some relief from the tape and equipment manufacturers, because it is they who are benefitting at our expense. Their businesses and products virtually are dependent on copyrighted music and recordings."

In his remarks, Sen. Mathias noted, "The underlying premise of the constitutional authorization for copyright legislation is to provide artists and authors an incentive to develop their talents so that the whole public can benefit from and enjoy their creations." Likewise, in his testimony, Ralph Oman, Register of Copyrights, asked, "Is compensation to copyright owners for home audio recording likely to invigorate creative instincts, and encourage the creation and wide dissemination of the works thus created?"

The "royalty" rates established by the Mathias bill, in Greenspan's estimation, would yield approximately \$200 million for copyright owners and creators — far less than the value of sales displaced by home taping, he said, but essential to avoid putting the industry's future at risk.

Will New Artists Benefit?

But a question posed by opponents of the Home Audio Recording Act was: how much of that money

would reach the new artists whose interests and prospects have been consistently invoked by the bill's proponents? "How much money do artists need to induce artistic output?" asked Carol Tucker Foreman, former Executive Director of the Consumer Federation of America. She added, "We just can't find where the bill says the tape tax proceeds will go to Joe Struggling Artist . . . All that's in there is Michael Jackson and CBS and Warner. They aren't starving artists, and giving money to them doesn't equal increased creativity."

In similar vein was testimony submitted by Charles Ferris, the former FCC Chairman who is now a lobbyist for the Audio Recording Rights Coalition, representing the consumer electronics interests. He criticized the legislation's "utter lack of any criteria to guide the distribution process." His was also the testimony that questioned the music community's need for compensation in light of current market conditions. He noted "an embarrassment of riches as industry sales and profits have reached all-time highs."

Questions about music industry profitability provoked subcommittee member Sen. Howard Metzenbaum (D-OH) to suggest Gortikov should provide more specific data on labels' profit-and-loss picture in light of claims that it's fighting for survival. "Your case is substantially weakened without submitting your figures," the legislator said.

There were comments from subcommittee members that put the royalty opponents on the defensive, too, particularly concerning the purpose of double-well cassette machines. And some observers were surprised to find tape manufacturers contending that qualitative differences between tape types was only minimal — this to counter the royalty proponents' plan to exempt certain types that, in theory, are not used for home taping of music.

The subcommittee record is being kept open until November 30 to allow further submissions for or against S.1739. A spokesman for Sen. Mathias said that his emphasis now would be on "fine-tuning" the bill, and on ensuring that any royalties find their way to the creative community if it's eventually enacted.

Action In 1986 — Maybe

"Eventually" may be the operative word. The music industry's quest for home taping compensation is now more than three years old, and a number of previous legislative efforts have come and gone. No movement towards mark-up for the current Mathias bill is expected before 1986, which is also the year Mathias says he will leave the Senate — though that may also spur him to greater efforts for a cause he's long believed in.

Meanwhile, among grass-roots efforts to be undertaken by pro-royalty forces is one to enlist more support from record retailers. "Home taping to us is like shoplifting to you" is the general theme of this effort. The National Association of Recording Merchandisers (NARM) endorsed Mathias-sponsored legislation in 1982 (which subsequently died), but the organization has not taken a position on S.1739 — largely, it's thought, because of conflicting opinions among its board members.

Veterans Day

MONDAY, NOVEMBER 11 — Veterans Day used to be called Armistice Day. It originally marked the end of World War I. The armistice was signed 67 years ago today - in 1918 - at 11 o'clock on the 11th day of the 11th month. Armistice Day was changed to Veterans Day in 1954.

1939 — "God Bless America" first performed in America (by Kate Smith).

1933 — Dust storm from South Dakota deposited soil in New York State, inspiring creation of the USDA Soil Erosion Service.

1921 — Tomb of Unknown Soldier dedicated Arlington, Virginia.

1889 — Washington 42nd state.

Birthdays: Jonathan Winters 60. Kurt Vonnegut Jr. 63. Sen. William Proxmire 70.

Japanese WWII Boss Condemned

TUESDAY, NOVEMBER 12 — The man who had been Japan's leader during World War II, Premier Hideki Tojo, was sentenced to death in 1948. On his execution day, Tojo's final word before hanging was the battle cry "Banzai!"

1933 — First purported photograph of Loch Ness monster.

1902 — Enrico Caruso recorded the first million-selling record (from the opera "Pagliacci").

Birthdays: Rumanian gymnast Nadia Comaneci (seven "perfect" scores 1976 Olympics) is 24. Neil Young 42.

Stephanie Powers (Tatly Paul) 43. Convicted murderer Charles Manson 51.

"Fantasia" Had Stereo

WEDNESDAY, NOVEMBER 13 — Walt Disney's animated movie "Fantasia" was released 45 years ago (1940). It was the first movie with stereo sound. The critics panned "Fantasia." It went on to earn millions. Disney chose the Broadway theater in New York City for the first showing of "Fantasia." That's where this first Mickey Mouse cartoon had opened a dozen years earlier (when the theater was named the Colony).

1982 — Vietnam Veterans memorial dedicated in Washington.

1982 — Lech Walesa released after 11 months internment in Poland.

1974 — Karen Silkwood found dead in wrecked car in Oklahoma.

1971 — Mariner 9 arrived at Mars and became the first space probe to orbit another planet. It's still in orbit.

1939 — First cow-milking machine demonstrated.

Birthdays: Paul Simon 43. Charles Bronson 63.

Second man on Moon

THURSDAY, NOVEMBER 14 — America's second manned rocket to the moon took off 16 years ago (1969). The Apollo-12 mission was a big success, except for the part where Charles Conrad became the first astronaut to trip and fall down on the moon.

1983 — U.S. Nuclear cruise missile deployment began in Britain.

1942 — Eddie Rickenbacker rescued after 23 days adrift in a liferaft in the Pacific.

1935 — Philippine Islands declared a commonwealth by FDR.

1851 — Herman Melville's "Moby-Dick" or "The Whale" published.

1832 — Charles Carroll died at age 95. He was the last surviving signer of the Declaration of Independence.

Birthdays: England's Prince Charles 37. Jordan's King Hussein 50. Brian Keith 64.

Atlanta In Flames

FRIDAY, NOVEMBER 15 — General Sherman's "march to the sea" began in 1864 (Civil War). Sherman's Union troops burned much of the little Southern town of Atlanta, Georgia - population 15,000 - and then marched away toward Savannah almost 300 miles away . . . destroying nearly everything in their path.

1969 — 500,000 participated in second anti-war National Mobilization march and demonstration in Washington, D.C.

1926 — NBC radio network kicked off with a four-hour live show.

1806 — Explorer Zebulon Pike sighted the Colorado peak later named for him.

1763 — Mason and Dixon began surveying the boundary between England's American colonies of Pennsylvania and Maryland.

Birthdays: Petula Clark 51. Ed Asner 56.

Saturday (11-16) Sadie Hawkins Day. Meteor shower. 1969 — Vietnam My Lai Massacre story broke. 1907 — Oklahoma 46th state. 1901 — Automobile 60mph "speed barrier" broken.

Sunday (11-17) Pres. Richard Nixon's "I'm Not a Crook" speech. 1800 — Congress convened in Washington, D.C. for the first time. Rock Hudson would have been 60.



DONNA BRAKE

MAJOR MARKET AGGRESSIVE

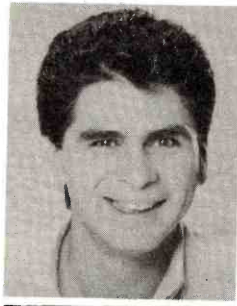
Stations Which Dare To Be Different

Have you ever heard programmers say, "We're tightening up the music because we're in a book or "Gee, we had to cut back on currents because we have a new competitor in the market"? Of course you have. Maybe you've even uttered these same words yourself.

But can it really be true that listeners would prefer to hear the same tried-and-true records over and over again during a ratings sweep rather than current music? Ironically, some PDs are playing it close to the vest right when record companies are releasing an abundance of product by many of their prize artists.

But not everyone subscribes to these "tighten up" methods. This week I talked with programmers who have decided to take the road less traveled.

KOST/Los Angeles, WCLY/Washington, and WHTX/Pittsburgh all maintain a current and, in many cases, aggressive musical posture - regardless of whether or not they're in a ratings sweep or facing new competition. All are



"The Los Angeles listener would expect KOST to be one of the first, if not the first station to play (the new Barry Manilow), so why disappoint that audience?"

- Jhani Kaye

we're not about to change, even with the added competition in the market. It's true you have to always look over your shoulder and be aware of what the other guy is doing. But it's a very big mistake to change your methods just because there's a new signal in the market."

What are Jhani's feelings about the "we're cutting back because of a ratings book" viewpoint? "We used to subscribe to that mentality when I was programming KINT/El Paso," he said. "In L.A., we can't operate like that because we're in a ratings period almost every day. I think it's great that 75 markets are going to be rated all year long because you get out of this panic situation as a programmer to be perfect for a certain timeframe. Now, every week of the year is important, and you need to sound good all year 'round.

"Actually it tends to make you relax a little bit and look at your job and the work you have to do in a more objective matter."

Jhani said that choosing to be a current radio station fits in with KOST's overall "typical" philosophy. "The Lionel Richie, Barry Manilow, or Dionne & Friends for AIDS are typical records. I believe the audience will tune up and down the dial to find these kinds of songs, especially when there's general knowledge about them, either through other stations' broadcasts or television features such as 'Entertainment Tonight.' It's very important you have that product on the air when you know your audience is going to be curious about it and wants to sample it.

"In the case of the new Barry Manilow record in particular, the Los Angeles listener would expect KOST to be one of the first, if not the first, station to play that song, so why disappoint that audience?"

But KOST was also one of the first A/Cs on singles by such new or unfamiliar artists as ABC, A-Ha, Bryan Ferry, and Klymaxx. Jhani noted, "Those records were added early for a reason. They were L.A. songs, and our guts told us that they were right for the marketplace. As unfamiliar as those tunes might be the first couple of listens, playing them still had a positive short/longterm affect.

"If a song is good for the station or format, or will help balance out the playlist because of tempo or production value, I don't believe you can get hurt by it, whether that song goes top ten or not."

Taking Risks

WCLY/Washington has taken a much more aggressive approach with A/C in almost every way. Music is certainly part of that position. PD Allan Hotlen commented, "We're aggressive about most things we do and take a lot of risks. It seems to me that it's a mistake to assume that super familiarity is the only benchmark for music. We can make a good statement about this radio station by being earlier on selected music than our competitors.

"We're certainly by design not going to win the 'more music' battle or the 'lightest music' battle. But there is a textured, exciting, fresh, and non-canned sound that we emit from having the subtle difference of some new music before the other stations. It's not our ultimate positioning statement, but it's part of it."

WCLY MD Dave Foxx added, "It's like going to Las Vegas or Atlantic City. You won't win a lot unless you risk a lot. We risk a lot more than our competitors do. I call the format of all music and all liners and zero personality 'jukebox radio.' They tend to be very late on records, and everything they do play is safe. You don't win big if you don't take the risks."

A Love Affair With Listeners

Allan then said, "I believe most radio stations underestimate and misread the needs of their listeners. There's a new audience out there that enjoys hearing new music, and although that's not the backbone of our station, it does separate us from the competition and gives us the edge. People kid themselves when they program only for the book; there are too many traps in that. Besides, contemporary music has never been better.



"If you take a back seat to being aggressive, you're going to lose because that lack of aggressiveness will spill over into every other aspect of your station."

- Keith Abrams

"Years ago, the only way you knew about new songs or a new act was from trade papers. We're in an age now where you can read about music in the Washington Post. The point is that what used to be inside stuff isn't anymore. People are very smart and very aware. To not offer that to the audience or to concede it to CHR is foolish."

Allan continued, "One thing that mitigates burnout is that we keep bringing in fresh music. We program not simply to music fans, but to radio fans - people who like what it can be and enjoy being involved. We're consciously much more foreground than a lot of A/Cs.

"It's a real love affair with our listeners. On a very personal level we're saying, 'We have something good here and want to share it with you.'"

Dave Foxx elaborated, "You have to keep the music fresh, otherwise you can run the risk of getting taken for granted. It's like if you have a love affair with someone and keep doing the same things over and over; there's no spice or verve. That's what can happen to radio stations too."

"We're not trying to be all things to all people, we're simply letting our audience know there will be a few surprises when they listen to us. It's not going to be the same songs day in and day out."

Pittsburgh Aggressiveness

WHTX/Pittsburgh has gradually moved from CHR to A/C over the past year. Said PD Keith Abrams, "The aggressive A/Cs are, for the most part, going to be the music-in-

tensive FM stations. They're going to have a much better chance of sharing audience with the CHR neighbor than with the full-service competitor. The 25-44 year-olds who listen to my station and the 25-44s who listen to KDKA are two different animals.

"I add a song based simply on the merits of being good. I don't worry about whether it's going to be worked A/C or CHR. We were out of the box with Ronnie Milsap's 'Lost In The '50s Tonight' and Natalie Cole's 'A Little Bit Of Heaven.' It's not my role to be the station that breaks the most records, but there are songs that my station has to break if they're going to be hits in Pittsburgh. Those are the kinds of records I'm looking for. There probably aren't that many stations which would, on the one hand, add Ronnie Milsap out of the box, then a couple of months later add Dire Straits' 'Walk Of Life' the first week."

Keith talked about his target audience. "We appeal to 25-44 year-olds. I'm 25 and single - a lot different than my GM, who's in his early 40s and married with three kids. We have to do things to satisfy



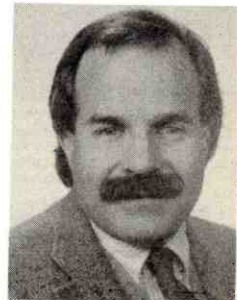
"If you have a love affair with someone and you keep doing the same things over and over again, you start to get taken for granted. The same thing happens in radio."

- Dave Foxx

successful stations in major markets competing with A/Cs far more conservative or recurrent-based.

Playing Currents - What A Concept

KOST is L.A.'s leading A/C. When it would be easy to play it safe, the station has always been responsive to current music, and in many instances has led the country on new releases. OM Jhani Kaye said, "KOST has always maintained the posture we have now and



"People kid themselves when they program for the book only. There are too many traps in that."

- Allan Hotlen

both of those profiles. If you're a music-intensive station, you have to do it through music; you've got to be playing the right records. Today's 40-year-olds are a lot more current and aware than those of the past.

"If you take a back seat to being aggressive, you're going to lose because that lack of aggressiveness is going to spill over into your promotions and into every other aspect of your station. If you're a winning station, you're aggressive and a trendsetter."

A/C PICTURE PAGE



TOP NODS FOR BEST BODS — WYAV helped give Myrtle Beach its first annual "Best Body On The Beach" Contest. Shown are (l-r): WAVE 104's Kim Carter and Pam May, the men's and ladies winners, WAVE 104's Tom Brockway, MD Bob Vandergrift, OM Jeff Kelly, and Rusty Price.



YOU KNOW HIM, YUU LOVE HER — KYUU/San Francisco's Jeff McNeal has more fun than PM drive jocks are allowed to have when Laura Branigan gives him a headlock.



LESS FILLING, HUGS GREAT — Miller Lite All-Star Lee "The Doll" Meredith left Mickey Spillane long enough to join WNAM/Appleton-Oshkosh's George Norman "Midweek" show.



WAXY WAVES ITS WORRIES AWAY — To insure that it would continue broadcasting during the worse storms possible, WAXY/FL Lauderdale set up a Hurricane Center on top of the tallest building in Broward County. Checking the antenna site are Chief Engineer Wayne Dilucente (left) and VP/GM Douglas Donoho.



CLASSIC ROCKERS — Those who have accused WFOX/Atlanta of adding only oldies may not be too surprised at seeing the staff with Mozart. However, it was a part of the station's eighth annual "Fox Family Film Festival." Joining "Mozart" at the piano are (l-r): Program Manager Dennis Winslow, morning personalities Don Shaffer and Stacia Kelly, and the Fox Theatre's Jay Constance.



BLASTING AWAY IN VIRGINIA — If this were New York City, Crazy Eddie would sell it. But in Hampton Roads, the big blastbox was a prop for WWDE's "Ear-Waves" spot. Holding their heads high with the master blaster are (l-r): Director of Photography Glenn Marlin, Art Director Michael Bavaro, Spotwise Sales & Marketing Director Richard Gertz, WWDE-FM President Dick Lamb, and Spotwise Director William Miller.



OK, HOW DO YOU GET TO NEW YORK? — KHOW/Denver's New York/New Jersey Reunion Party attracted over 2000 former residents of the two states. Gathering in front of the Statue of Liberty are (l-r): KHOW morning cohost Charley Martin, Oldies specialist Da Boogie man, Promotion Director Deb Dowling, morning cohost Hal Moore, midday's Molly O'Brien, and morning producer Red Baron.



LON HELTON

COUNTRY

A Musical Guide To Consultants

The last few months have seen consultants blamed for everything but the national debt — and they're being investigated for that. Lately, consultants have been behind the eight-ball for perceived ills ranging from fostering the trend to shorter playlists to blocking new artists' entries onto the charts by "playing it safe."

The record company viewpoint heard of late was perhaps best capitalized in a "Your Turn" commentary (R&R 10-11) called "When In Doubt, Do Nothing — Or Become A Consultant," written by RCA/Nashville Director/National Promotion Jack Weston.

Of course, the scope of a consultant's role varies with great degree from station to station. For the purposes of this discussion, we'll focus only on the advisor's role with regard to music selection. In an attempt to discover what insidious things these nefarious consultants are really up to (and to think, some of my best friends are consultants), I went to the Research Group's Jason Kane, Burkhardt/Abrams/Michaels/Douglas & Associates VP Bob Elliot, and Drake-Chenault's Joe Patrick for the real inside scoop.

The Word From On High

Seriously, much has been written and said about stations being true to their own markets when it comes to adding records and placing them in various rotations. Are these ideals incongruous with the notion of a guru sitting in a national ivory tower handing down playlists like so many tablets? Undoubtedly. But that description doesn't fit the way the consultants I talked with view their roles.

Bob said, "Local PDs and MDs provide me with sales input, request information, and any other research data they've compiled before I make any recommendations on music."

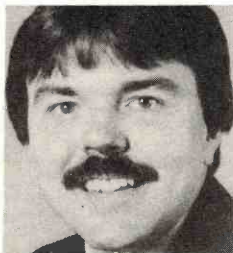
"Our position is like that of a national music director. We provide input and make suggestions. But there's no way I'm gonna sit in Atlanta and tell someone who lives in El Paso what record is right for his market."

— Bob Elliot

Concurring, Joe added, "A consultant has to get very close to the local PD and get a real gut feel for the market."

Jason says his responsibility is "to help radio stations increase their overall market share through

the use of local research and implementation of sound strategic plans. We establish the target, figure out what it (the target) wants (product alignment), position the product in the prospect's mind, and then promote it to let them know it's available. We help Country stations market themselves better. We help them create the kind of product people will want to buy; i.e., to help build the kind of station people will want to listen to, based on the tastes of their specific target.



Bob Elliot

"Only after we've isolated the musical needs of the biggest group of Country consumers in the market do we make recommendations on playlist length and turnover rates."

Now What?

OK, once the consultant has gotten to know the PD and the market, what's his role in the music selection process?

Bob Elliot emphasized, "I don't work for any radio station where I can say, 'Add this' or 'Take this off.' We're advisors. I present them with the research available to us, passing on the info that other stations work with are getting on the record."

"Our position is like that of a national music director. We provide input and make suggestions. But there's no way I'm gonna sit in Atlanta and tell someone who lives in El Paso what record is right for his market."

"The PDs and/or MDs and I talk about the music a lot. We have a 'jukebox jury.' If we all feel good about it — and I hope we've all been in the business long enough to know a good record from a bad record — then we'll put it in a limited rotation."

"Working with stations in a variety of market sizes is a definite asset. We'll take chances in a



Joe Patrick

smaller market with a larger-playlisted station to see what type of response we get. The patterns that develop in smaller markets guide the recommendations we make to larger stations with tighter lists."

Jason Kane is more of a generalist, explaining, "I don't get involved in the week-by-week selection of music unless I'm asked. In general, we haven't found a way to research new music. Therefore I give them my opinion. At that point it's as good as anyone else's. My advantage is a national overview with which I can realistically look at how a record is doing in other markets. Current music research is done at the local level and I can use information from one station to help another."

"What I'm most concerned about in terms of current music is the balance of currents vs. oldies on the radio station. What's important is if the design of the product meets the needs of the target audience we're aiming at."

"Blaming consultants for short playlists and the safe musical positions stations have taken is a copout."

— Joe Patrick

Objectivity In The Face Of Hype

Joe Patrick said his job is to "be objective while providing a national overview. Many stations don't have the luxury of doing callout research. So on the local level, unless the phones are burning up, you really don't get enough good input. That's where we can be especially effective."

"The objectivity we provide can be particularly important in the case of stations which are trade reporters. There are a lot of radio guys filling slots and doing favors for record promoters and companies. They get deluged by everybody and their brother who needs

'one more add' or one more point for a bullet or whatever. Some promoters lean on programmers to add records which don't warrant it. Moreover, some stations feel obligated to the promoters and add records they shouldn't. I can be more objective in these cases than the PD/MD on the local level who's right in the middle of all the hype. I know — as does everybody in the business — who's doin' their homework and who the 'easy adds' are. I use the R&R New & Active and Significant Action listings to see who is doing what with each record. I use it to separate the real records from the 'favor' records."

Joe went on to say, "I have the final say as to what's added with about 50% of my clients. With the others the PD/MD and I voice our



Jason Kane

opinions and try to arrive at a consensus as to which records best serve the station's purposes. These are the ones we add."

"I have the majority of input on current music, secondary music, new music, recurrents, and powers. I recommend and we reach agreements. We try to leave room for the local PD to add records. Regional acts have to be taken into account."

"I've been in Country for 15 years at a variety of markets and believe I have a good idea as to the potential of any given record. I listen to the music that's available and try to find the best six or so to add every week."

"We recommend playlists in the 35-40 range. Some markets can get away with longer lists, but I don't think the product is getting rotated sufficiently in those cases. You're just taking up three minutes of space. I don't see that many good songs which are longterm records. I see a lot of short-term stuff out there."

Amplifying on Joe's last point, Bob Elliot definitely sees every record as part of a station's long-term plan. "We want 90% of the records we play to become our 'gold' records. As with any adult format, we're trying to build familiarity on the air. If a record doesn't receive enough industry

support nor enough lateral marketplace support, it's not going to wind up as part of our gold library. It might be a great record for today or even five weeks, but it won't be a lasting part of our station, and so for a record to be a five or seven-week song is simply not worth it. Anytime you deal with an adult format, a certain percentage of familiarity on the station is essential. We have a commitment to build that record into something we can keep forever."

Their Turn

What do these guys think of the charges leveled at consultants in recent months?

Says Joe Patrick, "Blaming consultants for short playlists and the safe musical positions stations have taken is a copout. Our contracts run for two, three years and we want to achieve 80% renewals. We're in the position of recommending; stations can do what they want. In the end, we're the people who are going to be looked at first. We need extended results because we're in it for the long term."

Joe also has very strong feelings on music in general, asking, "Should we play everything that's promoted or released? If you sat down and listened to everything that came in, you'd only end up with four adds a week anyway. At any one time there are less than 50 good records out there. And you have to give a good amount of exposure to even hit music for it to become familiar. You can't do that when you add too many records every week."

"People seem to ignore the fact that these records are in lunar rotation. Who's gonna hear them? The problem with some of these lunar tunes is they don't stay on the playlist nor get enough exposure to become familiar to the listener who spends less than 90 minutes sampling your station. I don't think anybody in a competitive situation can play 55-60 records and win."

"I don't call what we do playing it safe. I call it playing it smart."

— Jason Kane

However, as Bob Elliot points out, seldom are consultants brought into a winning situation. Because of this, drastic measures are sometimes needed. "Ninety percent of the time we're called in is because they need help. We sometimes get a bad rap because we come in and say, 'We think that for your current situation against your particular competition you're

Continued on Page 56

A Musical Guide To Consultants

Continued on Page 55

playing too many titles and running them through too quickly."

Elliot also feels part of the reason consultants have been dumped on lately is because "We're used as scapegoats a lot of the time. It's an easy way out, and also part of the reason people pay us. They can always say, 'They told us not to play it.' And believe me, not every client we work with does everything we tell them to do."

Waxing a bit more philosophic, Jason Kane said, "There certainly are places where the radio and record industry meet. But there's a basic difference between selling records and getting listeners. There are separate marketing strategies for each of those goals. Since I work for radio stations, the marketing strategies I help build and institute are strategies to get more market share."

The Performance Edge

As for playing it safe, Elliot trotted out the old axiom, "Everybody's comfortable with old shoes. You feel safer adding an established artist. One's past performance is always an advantage. A season-

ed quarterback is certainly gonna get a shot over the rookie. This doesn't mean that the newcomer isn't as good, it's only that the other guy gets an edge for his track record. We're every bit as tough on the established artist if we don't feel it's a good record.

"We're used as scapegoats a lot of the time. It's an easy way out, and also part of the reason people pay us."

—Bob Elliot

"We're always looking for new artists in this format. When your oldie categories are filled with records by a relatively few number of power artists, you need to be on the lookout for hits by other performers to get the balance you need.

"The biggest problem I've had with Country stations is dealing with the tendency, within both the station and format, to make the

record a big hit and then get rid of it — the 'number one to off' syndrome. What I've done is convince our clients to bring the records through slower. Stations in the past have taken records through hit-bound to subpower to power to recurrent. I've tried to get them to go hitbound, subpower, power, subpower, then to recurrent. This cuts out half of those "middle" records. If you're playing 30 records, you'll end up with 20 "new" and 10 on the way down. In essence, this does cut down on the amount of new product you can play, but it makes your station sound much more familiar. That should translate to better ratings.

"It's not radio's duty to expose acts that may never come home for them. We're looking for the best product available; we're not in the business to develop artists' careers. But it's to our advantage to discover the talents of a new artist quickly. We need to have quality acts unique to the Country format."

Putting it more succinctly, Kane concluded, "I don't call what we do playing it safe. I call it playing it smart."

Editor's Note

By the way, this column was designed to elaborate on the roles consultants play, as opposed to answer Jack Weston's "Your Turn" piece point by point. However,

each consultant intimated he'd have no problem providing a long list of stations which improved their ratings after implementing the consultant's recommendations, including those of cutting playlist size.

CLOSE-UPS



I SAW IT ON THE RADIO — WVMJ/Biloxi spiced up its airwaves by broadcasting the wedding between evening jock Al Murphey and sweetheart Linda Vaughn.

- **KYGO/Denver** was one of a number of stations coordinating activities in conjunction with the Patsy Cline bio-pic "Sweet Dreams." The stations were looking for the "Patsy Cline of the '80s" in local talent competitions. The winners were sent to Nashville to compete in the national "Sweet Dreams" talent contest, and the national winner will appear at the Grand Ole Opry.

- **WMZZ/Washington** joined the Northern Virginia Builders Association in a 72-hour house construction project to benefit the Paul Anderson

Youth House in Prince William County. The house provides counseling to troubled youths and has been a project of Redskins head coach **Joe Gibbs**. The funds raised from raffle ticket sales were distributed to this charity-supported house and four other local beneficiaries.

- **KNIX/Phoenix** has provided its staff with its own, 24-hour fitness facility. Over 90% of the staff takes advantage of the seven-day-a-week aerobics classes. Weightlifting programs with a certified trainer are also offered.

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B.J. SUPPORTS LIBERTY — "America Is" from B.J. Thomas' new album, "Throwin' Rocks at the Moon," is the official song for the Liberty Centennial Campaign for the restoration of the Statue of Liberty. Pictured (l-r) are Thomas, producer Gary Klein, and lyricist Hai David.

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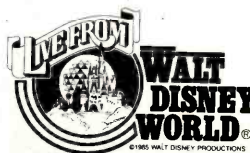


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SHARON ALLEN

NASHVILLE THIS WEEK

Morris Lands Colbys Role

Gary Morris has been tapped to appear in several episodes of upcoming segments of the "Dynasty" spinoff "Dynasty II: The Colbys." The show is due to air Thursday nights on ABC beginning November 21. The Colbys will feature Charlton Heston and Barbara Stanwyck. Morris is due to appear about the eighth or ninth week.

Warner Bros. sources relay that he will probably be appearing as a country singer, and will, they hope, sing his own songs. His role is now scheduled to run for seven weeks and there's hint of romance in his part.

Hall of Fame Slates Opry Exhibit

The Country Music Foundation in conjunction with Opryland U.S.A. plans to open a major exhibit celebrating the 60th anniversary of the Grand Ole Opry next spring. CMF Exec. VP Emmylou Harris heralded the exhibit as the first joint effort of the CMF and Opryland, and commended the Opry for its \$50,000 donation, the largest in the foundation's 21-year history.

"We wanted to plan an event which would provide country music fans everywhere an opportunity to participate in the Opry's birthday celebration," Hal Durham, GM of the Opry and Sr. VP of Opryland U.S.A., said. The exhibit, titled "The Grand Ole Opry: 60 Years," will occupy 1200 feet of floor space at the entrance to the museum on Music Row. The exhibit will remain for three years.

In addition to a temporary section devoted to the 60th anniversary, the exhibit will include six principal sections consisting of an introductory section, a section spotlighting milestones in the Opry's broadcasting history, one showing the growth of the Opry, another showing the importance of the road shows, and also sections on the Opry artists, announcers, sponsors, business allies, etc.

The exhibit will cost an estimated \$100,000. The CMF is contributing \$25,000 and additional funds will be generated from corporate assistance.

BITS AND PIECES: Bobby Bare is working on a television special for Tennessee's Homecoming '86 Celebration.

The show will be part reunion, part history lesson, and part old-fashioned hoedown. Bare also has a new band member, Jamie Whiting, on keyboards. . . Tammy Wynette taped segments for two syndicated television shows, "The Start of Something Big" and "Lifestyles of the Rich and Famous," both shot at her Nashville home. The Epic recording artist has also been tapped to cohost "Country Countdown," a television special counting down the R&R year-end Top 30. The Bob Banner production will tape in Los Angeles the first week in December. . . . Between now and January 14, Ricky Skaggs will be involved in the taping of "American Bandstand's 33rd Anniversary Celebration," set to air on ABC-TV in November; a PBS Special, "A Tribute to Country Greatness," slated to air in March; and the "CMA's 60th Anniversary Show," which will air in late December or early January with Skaggs acting as one of the cohosts. . . . John Schneider is scouting locations in Argentina for his upcoming Western-themed movie, "Seven Ways From Sunday." The film will be shot later this year. John wrote the screenplay, which he will also produce and direct.



BITS & PIECES: Minnie Pearl's "Christmas at Grinders Switch" (pictured) is currently in book-



SUN REUNION ROCKS — Johnny Cash, Roy Orbison, Jerry Lee Lewis, and Carl Perkins recently recorded a new album in Memphis at the old Sun studio where each got his start. The "Homecoming Sessions" were videotaped by Dick Clark Productions for a future television special. Pictured (l-r) are Perkins, Lewis, Orbison, and Cash.

stores. Published by Abingdon Press, the book includes an introduction by Roy Acuff and stories of Uncle Nabob and Grinders Switch clan. . . . Alabama's Jeff Cook just bought WQRX/Valley Head, AL near Ft. Payne. As the station features an Oldies format, Cook has collected station promos from artists such as the Platters, Paul Revere, the Turtles, and the Ventures. Cook says his objective for the AM stereo station is to "put personality back into radio" . . . Look for Kenny Rogers's CBS Movie-of-the-Week "Wild Horses" to air November 12 at 9pm (EST) . . . Ralph Emery will serve as roastermaster at the November 12 banquet honoring Nashville's "Banker to the Stars" Clarence Reynolds. Barbara Mandrell will serve as chairperson for the \$100-per-plate affair benefitting the Touchstone Foundation. For more information call (615) 321-5844 . . .

When you receive Joe Sun's new single "West Texas Wind," be sure to notice the caricature accompanying the release. Joe is not only the artist doing the singing but he did the drawing as well. . . . John Anderson will be the Smithville Chairman for the 1986 Tennessee Homecoming. He and 40 schoolchildren will participate in the reconstruction of a one-room, one-teacher school house on September 6, 1986. . . . Janie Fricke recently joined Reba McEntire on stage at Music Village in Hendersonville, TN. The two performed a duet of "She's Single Again," which Reba also included on her latest LP. . . . Johnny Rodriguez, John Denver, Cliff Robertson, Dennis Weaver, and Harvey Korman were in Washington D.C. recently to participate in the third annual World Food Day '85, sponsored by the End Hunger Network, an alliance of 176 organizations such as

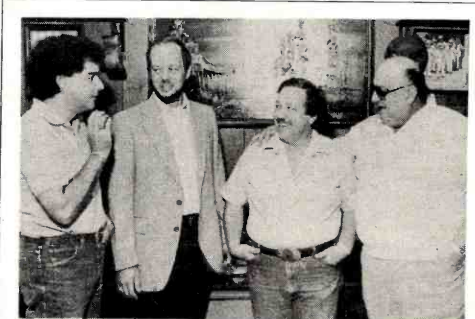
UNICEF, CARE, and Save the Children. During the festivities Denver received the Presidential Award for his "vision, initiative, and leadership in the effort to create a world without hunger." Denver and Rodriguez performed at the National Cathedral. "One of the highlights of my life was singing at the National Cathedral for a cause like that," Rodriguez commented. . . . Bill Anderson recently joined Ray Stevens, Ray Charles, Little Richard, James Brown, and Brenda Lee as the only living members of the Georgia Music Hall of Fame. . . . Jerry Reed's new movie "What Comes Around" will premiere in Nashville on November 21. . . . And word is out that there will be a second FarnAid concert in Yankee Stadium in June. We'll keep you posted on details as they develop. Just thought you'd like to know!

NASHVILLE IN MOTION

Frank Jones resigned as head of PolyGram/Nashville. His successor has not yet been named. . . . John Conlee just signed with Buddy Lee Attractions. . . . David Chamberlain, Skip Ewing, and S. Alan Taylor joined the Acuff-Rose/Opryland staff of songwriters. . . . Dorothy Hamm joined the staff of Jane Lybrand Associates in Bedford, TX as Director of Public Relations & Marketing. . . . Eda Galeno is the new press relations liaison between the Greenwood Management Group and publicist Kathy Gangwisch of Gangwisch & Associates. Galeno

was formerly with WHNN/New York. . . . The Masters Five signed with Don Light Talent for bookings. . . . Roger

Miller re-signed with Tree International. He's been with the publishing company since 1957.



CONLEE JOINS BLA — John Conlee recently signed with Buddy Lee Attractions for bookings. Pictured (l-r) are agent Tony Conway, Conlee's manager Dave Roberts, Conlee, and Buddy Lee.



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Submit to: **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330



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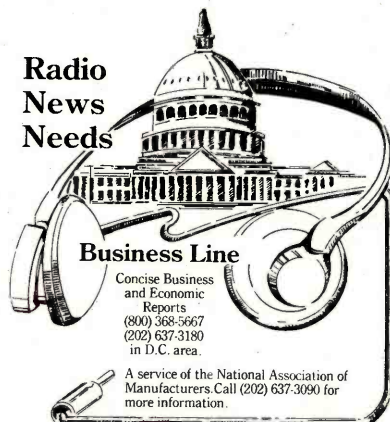
TRAVELOG — 90-second travel feature reviewing resort and vacation areas worldwide

DID YOU KNOW — 60-second lifestyle feature dealing with a variety of topics.

Call the BPE Instant demo hotline weekdays after 5pm. EST and all day weekends.

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in D.C. area.

A service of the National Association of Manufacturers. Call (202) 637-3090 for more information.

IF IT'S THE "EASY SOUND"

We're more than tape,
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Not just music, total involvement.
More Than Records, Custom Music

Personal on the scene involvement. We can improve every aspect of your operation and/or provide your station's programming. Call Ed Winton today.



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HITS ON TAPE

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OLDIES • A/C • CHR • COUNTRY
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HITS ON TAPE 6290 Sunset Blvd., Ste. 625
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GREAT SONGS BY GREAT ARTISTS-ON TAPE

- Oldies, MOR, A/C, Nostalgia — first generation custom dubs.
- Complete libraries, formats, fill-ins — perfectionist quality.
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TRY ONE OF AMERICA'S SMALL BUSINESSES. (216) 932-1911

The S.T.A.R. © Format. 3760 Colony Rd., Cleveland, Ohio 44118

PERSONALITY

INFO-BITS

"MOST USABLE SERVICE EVER."

A SHEET LIKE NEVER BEFORE

TWO WEEKS TRIAL ONLY \$5.00

INFO-BITS, c/o KFMB, BOX 80888, SAN DIEGO, CA 92138

IMMATERIAL

Presents "USED CARS" Used by a little old disk jockey who worked weekends at an automated Beautiful Music station. Good material **CHEAP**. Sample:

1395 Overlook Ave., N.W.,
Salem, OR 97304

When you're overworked and you just
can't write, who ya gonna call?

GHOSTWRITERS!

Dear DJ. Advice to the Lovelorn with hilarious responses
6 scripts — \$5 / 30 scripts — \$20

Ghostwriters

2301 Unity Avenue North, Minneapolis, MN 55422

RECORD SERVICES

OLDIES BY THE THOUSANDS

NEW EXPANDED UP-TO-DATE CATALOG of 45-rpm oldies
from the past 40 years. Fast, reliable service. Credit card
accepted; send \$2 for comprehensive catalog to:

American Pie

Box 66455, Dept. #R&R, Los Angeles, CA 90066
(213) 391-4088

FOR SALE:

Radio Stations

OUTSTANDING OWNER-OPERATOR OPPORTUNITIES

AMs, FMs, Combos

All Price To Sell

Colorado, Nebraska, New Mexico, Texas

Norman Fischer & Assoc., Inc.
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INCREASE SALES RESULTS

The radio and record industries
are big markets to cover with a
limited sales force.

So why not put R&R Marketplace
to work for you?

It's a sure way to generate
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Just Call

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OPPORTUNITIES

OPENINGS NATIONAL

MOVE UP NOW!

If you place a high value on working in a stimulating and creative environment, you're probably already working for our group! If you're not yet, you should be. Apply now for the following present and future opportunities.

- Production Director
- Entry level program manager
- Administrative Assistant in Corporate Programming office
- News Anchor
- Upeat Country and AC air talent
- Promotion Director

We're winning big in Mobile, Charleston, Louisville, Birmingham, and Charlotte. Be a part of our next success story. Send info to:

Bill Thomas
Vice President/Programming
CAPITOL BROADCASTING CORPORATION
530 Beacon Parkway West,
Suite 600
Birmingham, AL 35209



Capitol Broadcasting Corporation

RADIO 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:



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RM LOWRY & CO

presents

Two Job Openings

Entertaining C&W - personalities who can follow a format and remain creative. Production or promotional skills a plus.

Production Director/Air Talent - Can you make promos sparkle? Can you create theater-of-the-mind spots? Can you relate to lite rock target? Top 50 market.

Send tape & resume to **RM LOWRY & COMPANY, 5888 East Onyx Avenue, Scottsdale, AZ 85253 EOE**



BURNS MEDIA CONSULTANTS

PROGRAM DIRECTOR AM COUNTRY

No. 1-Rated Country station in Top 100 Mid-west market is looking for a take-care-of-business PD. Send T&R to Burns Media, 3054 Dona Marta Dr., Studio City, CA 91604 EOE M/F.

EXCEPTIONAL OPPORTUNITIES AVAILABLE

We're looking for great morning talents, and charismatic ladies with sparkle and energy. If you're REALLY, REALLY good . . . and ready to move up either in market size or to a more successful station, we need your T&R immediately! Respected company - desirable city! Send to Radio & Records, 1930 Century Park West, #172, Los Angeles, CA 90067. EOE M/F

OPENINGS

Seeking experienced Country PD, AM/FM. T&R: Jim Beard, WKY/WXXX, Box 368, Parkersburg, WV 26101. EOE M/F (11-8)

Get a foot in the door with fast-growing chain. 95XIL needs 6pm-midnight jock. High energy, no silliness. C&R: Paul DeVille, Box 1228, Parkersburg, WV 26101. EOE M/F (11-8)

WJBO 50kw FM Classic Hits radio has immediate midday opening. T&R: Brian Phoenix, MD, WJBO, 583 Warren Ave., Portland, ME 04103. EOE M/F (11-8)

OPENINGS

Need people with talent & drive. T&R: Dave Fierro, Box 707, N. Adams, MA 02147. EOE M/F (11-8)

OC 104 FM, has possible future openings for anchor/reporter in AM/PM drive. T&R: Leigh Alexander, Dr. 1850, Ocean City, MD 21842. EOE M/F (11-8)

WRKI AOR Superstars, shadow of New York, seeks morning newswoman/personality. For questions, call Buzz Knight, PD, (203) 775-1212. EOE M/F (11-8)

WANTED

For award-winning New Jersey AM-FM combo, "take charge" News Director who can lead by example of covering news, writing & airing story . . . Also wanted . . . additional news persons. Send tape & resume to Radio & Records, 1930 Century Park West, #174, Los Angeles, CA 90067. EOE

NEW ENGLAND A/C FM
Looking for mature-sounding, morning newswoman and production animal with strong air skills. Send tape & resume to Radio & Records, 1930 Century Park West, #163, Los Angeles, CA 90067. EOE

CT news & on-air needed for immediate parttime positions. WNLN is looking for you. T&R: Bob Perry, Box 1031, New London, CT 06320. EOE M/F (11-8)

FM-100 needs conversational newswoman for mornings who knows Central PA. Females encouraged. T&R: Tony Rose, WUFM, N. Rt. 72, Lebanon, PA 17042. EOE M/F (11-8)

Dominant NE combo has openings for A/C personality, outstanding one-to-one, voice & production. Rush T&R: Steve Resnick, Box 2143, Binghamton, NY 13902. EOE M/F (11-8)

Ski free! Country's largest ski reporting network needs writers, producers, & announcers, now. C&R: Rochelle Berliner, CRN, 1125 Dixwell Avenue, Hamden, CT 06514. (10-25)

Full & parttime positions open if you have talent & drive. Send T&R: Dave Fierro, WMNB, Box 707, North Adams, MA 01247. (11-1)

Powhouse FM needs up & coming jocks now! Mature voice/good production a must. T&R: WZMM 98, 16th Street, Wheeling, WV 26003. (11-1)

WYCR (FM) seeking mature, personable, adult "less talk" communicators for immediate fulltime openings. T&R: John Lawrence, WYCR, Box 234, Hanover, PA 17331. EOE M/F (11-1)

Classy 95

WCLY-FM/WPGC-AM WASHINGTON, DC

is looking for America's most creative PRODUCTION PERSON

- You create commercials; you don't "do promos."
- You're an inspired writer; and your voice is as good as your copy.
- Your friends always say, "you ought to open up an advertising agency," but you love radio too much.
- On the air you're natural, warm, and interesting.
- You can handle creative freedom.
- You're mature enough to be organized and creative.

We're asking a lot. We'll pay a lot.

Please send a tape with lots of production samples, plus an aircheck to:

Allan Hotlen
Program Director, Classy 95 Radio,
P.O. Box 10239, Washington, DC 20018

WCLY-FM/WPGC-AM
Stations of The First Media Corporation
An equal opportunity employer

Announcer, copywriter, producer, for small market MD's Eastern shore. T&R: Andy Douos, WOMU, Box 210, Pocomoke City, MD 21801. No calls. EOE M/F (11-8)

Looking for talk pro, must be personable & get involved with community current events. Open phones. T&R: Steve Resnick, Box 2143, Binghamton, NY 13902. EOE M/F (11-8)

Successful, contemporary Country in 200,000+ market now recruiting for future openings. T&R: Jim Williams, WCHA, Box 479, Chambersburg, PA 17201. EOE M/F (11-8)

NE CHR PROMOTION DIRECTOR

Image-conscious, hard-working with contemporary creativity. On-air experience a plus. Send resume to Radio & Records, 1930 Century Park West, #169, Los Angeles, CA 90067. EOE

Community-minded A/C in Northern NJ seeks team player for future fulltime slot. C&R: PD, WRAN, 251 Millbrook Ave., Randolph, NJ 07869. EOE M/F (11-8)

Powhouse CHR FM looking for up & coming jocks with mature voice/strong production. Salary requirements/T&R: WZMM 98, 16th St., Wheeling, WV 26003. EOE M/F (11-8)

AFTERNOON TALENT with strong production for 50,000-watt ADULT CHR on COAST OF MAINE between Bangor and Bar Harbor. Class of the market seeks stable, seasoned PRO ready for the good life.

NO CALLS, NO BEGINNERS. Tapes & Resume to: TIM MOORE, P.O. Box 9494 Ellsworth, ME 04605 EOE M/F



WEBR newsradio 970

News Anchor/Reporter

Opening at Buffalo's all-News radio station, WEBR. This is a challenging position in a great work environment. We require at least two years of professional radio news experience, strong on-air ability, and solid writing and reporting skills. We are especially interested in women and minorities; WEBR is an equal opportunity employer. Send resumes and audition tapes to Mike St. Peter, Director of News and Programming, WEBR, 23 North St., Buffalo, NY 14202. No calls please.

PROGRAM MANAGER

WARM, Scranton/Wilkes-Barre full-service leader, seeks program manager. Prefer candidates with experience at successful full-service stations. Must be a communicator, not a jock. Strong people and promotion skills. T&R to Al Saunders, Susquehanna Broadcasting Co., 3405 Piedmont Rd., Atlanta, GA 30305. EOE.

SOUTH

100kw Country seeking air talent, production skills. Located near lake resort area. T&R: Les Gardner, WTWE, Box 400, Manning, SC 29102. EOE M/F (11-8)

All night 100kw South FL powerhouse A/C, CHR. T&R: Bill James, Box 3032, Ft. Pierce, FL 33448. EOE M/F (11-8)

WFNR, SW VA's most powerful AM station, looking for full & parttime air personalities. T&R: R. Colby, Box 2100, Christiansburg, VA 24073. EOE M/F (11-8)

Creative, stable, experienced, good pipes. MOR mornings, PD possible. No beginners. Creativity & personality in tape. T&R: Lowell Homburger, Box 31344, Jackson, MS 39206. EOE M/F (11-8)

#1 TEXAS CHR

Needs morning crazy, middays/promotions director, and night kicker. Great station and company. Send tape, resume, and photo to: Radio & Records, 1930 Century Park West, #164, Los Angeles, CA 90067. EOE

OPPORTUNITIES

OPENINGS

PD Needed For Urban Hit Music-Oriented Ratings Dominator

Salary in the low 20s, plus ratings bonus. Strong leadership and administrative abilities necessary. Do you expect to grow into management? Do it with us. Resume with references and tapes to: Radio & Records, 1930 Century Park West, #175, Los Angeles, CA 90067. Also future openings for air talent. EOE M/F

WFKX/KX96 has opening for air talent/production. Rep/T&R: J. Michael Pruet, Box 2763, Jackson, TN 38302. EOE M/F (11-8)

Announcers/producer. Modern Country, nice area. T&R: WMFL, 1275 S. Jefferson St., Monticello, FL 32344. EOE M/F (11-8)

ADULT AOR

Need great staff for adult AOR. Desirable Top 50 market. Terrific opportunity for morning talent, all other dayparts, Production Director with writing ability. Send best aircheck, examples of production, resume, references ASAP. Radio & Records, 1930 Century Park West, #173, Los Angeles, CA 90067. EOE

Immediate openings for air talent. East or West Coast FL T&R: Peter Clancy, WKGR, 600 Atlantic Ave., Ft. Pierce, FL 34850. EOE M/F (11-8)

Experienced engineer for FL Class C & A stations. Familiar w/studio & transmitter maintenance. Resume: Garrett Clancy, 600 Atlantic Ave., Ft. Pierce, FL 34850 EOE M/F (11-8)

Possible future openings at 100kW A/C in FL. Send your best Bill James, WOVV, Box 3032, Ft. Pierce, FL 33448. EOE M/F (11-8)

The Big DM (WVDM) is looking for highly creative & energetic personalities for future openings. C&R: Marva Mays, PD, WVDM, Box 308, Sumpter, SC 29151. EOE M/F (11-8)

W-Lite 96FM needs permanent Format #41 morning host. Previous #1 experience helpful. T&R: Mike Fenley, Box 12526, Raleigh NC 27605. EOE M/F (11-8)

NEWS DIRECTOR

and/or MORNING DRIVE ANCHOR

Needed in the sunny South. Need a people person who is a total person first and a great communicator second. If you're looking to do information radio geared toward adults and are looking for a position with longevity, excellent benefits, and pay, you may be what we are looking for. Send picture, resume, and audition tape now. Radio & Records, 1930 Century Park West, #171, Los Angeles, CA 90067. EOE

Country FM looking for A/C personalities. No comedians or egos. FL's treasure coast! Women encouraged. T&R: PD, WAVV, Box 489, Vero Beach, FL 32961-0489 (11-1)

Hot CHR in Southeastern NC seeking killer morning man. Send T&R: Bill Sellers, Box 665, Fairmont, NC 28340. (11-1)

Sales Manager & sales personnel wanted for Southeastern NC AM/FM. Reply: Jimmy Clark, Box 665, Fairmont, NC 28340, or call: (919) 628-6781 (11-1)

Stereo AM, KPURI/Amarillo needs bright FM drive entertainer. T&R: Tim Butler, Box 30,000, Amarillo, TX 79120. (11-1)

New B/U station looking for airstaff, all shifts. Send T&R: Bill Clary, 2900 Sutherland Avenue, Knoxville, TN 37919. EOE M/F (11-1)

KBIU needs ND. Must live for news. T&R: Don Rivers, 311 Alamo Lake Charles, LA 70601. (11-1)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

OPENINGS

MIDWEST

Mid-Mi CHR powerhouse needs upbeat parttimers. C&R/photo: Brian Krysz, WJXO, 1700 Glenshire Dr., Jackson, MI 49201. MEOE M/F (11-8)

WXCL Peoria is looking for one good parttimer. Knowledge of Country music desirable. Prefer one year experience. Call Tom McGuire, PD. (309) 685-5975. EOE M/F (11-8)

WQHK has an immediate opening for an experienced Country PD. T&R: John Curry, WQHK, Box 6000, Fort Wayne, IN 46896. EOE M/F (11-8)

Top-rated medium market AOR has rare fulltime opening. T&R: Mark Miller, WWCX, 3217 Lapeer Rd., Flint, MI 48503. No calls. EOE M/F (11-8)

Beautiful NW MI group searching for air talent & news recruits. Experienced A/C formats, good pay. T&R: GM, Box M666, Traverse City, MI 49685. EOE M/F (11-8)

Needed now: Warm & friendly midday communicator for Kansas City's Country FM. Great opportunity. T&R: Andy James, KRFX, Box 6394, Kansas City, MO 64126. EOE M/F (11-8)

KFMH, quality AOR seeking one or two, one-to-one types; personality & must. T&R: Steve Bridges, 3218 Mulberry, Muscatine, IA 52761. EOE M/F (11-8)

We're searching for the best BIU talent money can buy. No beginners. T&R: Robert Holiday, WVOI, Box 5408, Toledo, OH 43613. No calls, please. EOE M/F (11-8)

Account Executive, growing market. If you can generate new business, call me. Attractive commission plan. WAKE/AM, Valparaiso, IN. (219) 462-6111. EOE M/F (11-8)

Chicago metropolitan A/C searching for experienced air talent. Conventional/good production skills. T&R: Jim Holly, 2-107, 1000 E. 80th Pl., Merrillville, IN 46410. EOE M/F (11-8)

Wanted: Dynamic dedicated newscaster with strong writing, reporting ability. T&R: Judy Newman, WTSO/2-104, Box 8030, Madison, WI 53708. EOE M/F (11-8)

Adult CHR needs all-nighter with news responsibilities ASAP. No beginners. T&R: Scott Maguire, KPAT-FM, 2600 South Spring, Sioux Falls, SD 57105. (11-1)

100 KH, 50 kw CHR winner needs winning morning personality. T&R: Jack Gillen, PD, 2301, Coastal Highway, Ocean City, MO 21842. (11-1)

Production Director needed yesterday. Jet your best T&R samples: Sean Jacobs, 52 Broadcasting, Box 216, Comanche, OK 73529. (11-1)

Sales: Growing station with active account list. Need sales person with 2-3 years' experience only. WJLE, 2755 Sager Road, Valparaiso, IN, or (219) 462-8125. (11-1)

KLWN/Lawrence looking for fulltime A/C pro with production skills out the wazoo. T&R: Bill Lee, KLWN, Box 3007, Lawrence, KS 66046. (11-1)

Aggressive programmers/air talents needed for openings in growing chain. Strong longterm potential T&R/Salary: Jeff McCarthy, WIXX, 115 S. Jefferson St., Green Bay, WI 54301. EOE M/F (11-1)

Active local station seeking person for afternoon airshift, production, & some news coverage. T&R: Bill Priest, WBNO, Box 603, Bryan, OH 43306. EOE M/F (11-1)

WEST

Top-rated AM radio in Western CO has opening for PD. Experience preferred. T&R: KEXD, Box 2450, Grand Junction, CO 81502. EOE M/F (11-8)

50kw A/C station needs air talent with great production skills. T&R: John Ford, KIO, Box 969, Grand Junction, CO 81502. EOE M/F (11-8)

KAMPIAMI/EI Centro needs A.C. Oldies jock. Send T&R/photo: KAMP, Box 1018, EI Centro, CA, 92244, or call (619) 352-2277. EOE M/F (11-8)

KUBE 100kW torch needs flimethrowers. Weekend & future talent send T&R: Barry Beck, KUBE, 110 Lakeside Ave., Seattle, WA 98122. EOE M/F (11-8)

A/C station with heavy news commitment accepting T&R's for possible news opening. Send KILLY 95, Box 2630, Bakerfield, CA 93309. EOE M/F (11-8)

KSTAR

NEWS DIRECTOR

Aggressive, hard-working ND with mature delivery needed yesterday! Smooth interaction with informative, entertaining morning team a must. Perfect position for someone with the experience and drive to keep our A/C AM #1 in news. The right salary for the right person. T&R immediately to **Charlie Michaels, KSTAR AM/FM, 660 Rood Avenue, Grand Junction, CO 81501**. EOE.

OPENINGS

KJAZ annual talent search! Looking for Jazz lovers with good chops & experience programming Jazz. T&R: Tim Hodges, 1508 1/2 Webster St., Alameda, CA 94501. EOE M/F (11-8)

Innovative Program Director

Wanted for Southern California Adult Contemporary station in America's finest city. Opportunity to work with one of nation's leading consultants. Do not apply unless your station has excellent ratings now. Send to Radio & Records, 1930 Century Park West, #170, Los Angeles, CA 90067. EOE

KQSW is searching for a CE/sportscaster. Great PBP. Benefits. T&R: Chris Alexander, Q96, Box 2128, Rock Springs, WY 82901, or (307) 362-3793 (10-25)

ND/airshift/PBP needed ASAP. Dynamic person. Excellent pay. Small market. T&R: KRAL, 600 Higley Boulevard, Rawlins, WY 82301. (11-1)

TRANSSTAR

Enthusiastic? Warm style? Voice sound real?

Do you want to be part of a successful and growing company?

We now have two part-time openings in our Format-41 and Country Networks, both based in L.A.

Tapes, Resumes, Etc., to:

Craig Hines
Director of Programming
Transstar Radio Networks
6430 Sunset Blvd., Suite 401
Hollywood, CA 90028
EOE

Traffic/sales assistant needed. Must meet deadlines/be self-motivated/detail-oriented/organized. T&R: D. Lengyel, Westwood One, 9540 Washington Blvd., Culver City, CA 90232. (11-1)

Top-rated Southern CA AM/FM combo needs experienced, aggressive radio AE's. Hiring now. Resume: Box 50005, San Bernardino, CA 92412, or call Al Anthony: (714) 825-5555. (11-1)

WANTED ALIVE STRONG MORNING TALENT

Fantastic opportunity NOW for an individual or team, someone to build a station around. A top 50 Modern Country FM with super facility wants to take this scenic Western States market by storm. If you're a seasoned pro with great production abilities who wants to join a well-established radio company that knows how to win, then *let's talk*. All replies in strictest confidence. Send C&R, salary requirements to: Radio & Records, 1930 Century Park West, #156, Lbs Angeles, CA 90047. EOE M/F

Needed yesterday. Night Country jock. T&R: KUUX, 515 N. DePue Hobbs, NM 88240. No calls please. (11-1)

Century Broadcasting's KLSX needs AM/PM drive announcers for utempo A/C. T&R: David Allen, 1776 Grant Street, Denver, CO 80203. EOE M/F (11-1)

PBP & midday. Immediate opening. Must know football & basketball. T&R: John King, KBIM-AM & FM, Box 2308, Roswell, NM 88201. EOE M/F (11-1)

Top Northern California CHR

Looking for promotionally, music-minded personalities for future openings. Send tape & resume to Radio & Records, 1930 Century Park West, #161, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Major market A/C assistant PD ready to program. Looking for major FM with commitment to win in DC or Baltimore looking for sharp MBA. MIKE: (301) 890-8833 (11-8)

Phlash! phone PhLASH PHELPS your frequency! The Phlasher's shick is creative, phunny, & ultrazany. His act is where ears are prouced. Call: (301) 377-8349 (11-8)

TOM (LEWIS) GARRISON is available for PD, music, production, or automation. Formerly with KLOK, KDON, KZZP & KWVL. 10 years' experience. Call: (408) 372-3843 (11-8)

I don't have to be the morning man. I'll write comedy for the mornings & pull another airshift. Team player. TOM: (908) 786-8149 (11-8)

Attention, Ohio radio: Former ERIE, PA programmer available for your AM or FM A/C outlet. Let's build a winner! MARK ALLEN: (216) 964-8577 (11-8)

Experienced team player looking to move up. Community involvement is my middle name. CHR, A/C personality. Preferr MW. MIKE: (616) 627-9553 (11-8)

Help! I'm being held prisoner in an automated station. Four years' experience on-air, promotion, news, Chicago, jock spot. JEFFREY TOMAS: 1607 W. Farwell, #2W, Chicago, IL 60626 (11-8)

Call me a masochist, but I love cold, snowy winters. Are you listening, Minneapolis? 12-year small & medium market vet. Country, A/C. GEN: (608) 756-4022 (11-8)

PAT RILEY, WBC, KXOK, CHUM, 14-year vet. Natural, friendly, humor, good phrases: (318) 848-5495 (11-8)

J.J. SHANNON, I-100 Daytona Beach/Jacksonville, FL's superstation. Seeking CHR/Hot Hit night air position. Large/major markets. Call: (305) 271-0582 (11-8)

Multitalented, production whiz, six years WBT/Charlotte. Creative, character voices, stable, seeks PD or production slot in SE. LARRY JAMES: (205) 471-4420 (11-8)

Last eight years PM Drive, PD, Akron station. 17 years in business sales. Call now. ROGER: (216) 733-9559 (11-8)

CHR Jock will go to any market, work any shift, accept any livable pay. Will vent Hungry like a wolf! MIKE: (718) 332-1698 (11-8)

Attention FL: 20-year pro seeks OM/PD position with Lite Rock or BIEZ format. Great vocal ALAN: (904) 642-6787 (11-8)

I've got the energy. I'd fight your city! High-energy CHR night jock, good production, four years' experience, & ready for new challenges. BRIAN TODD CYBERT: (817) 322-9018 (11-8)

15 Years In Majors

Top-flight production skills. Responsible for substantial accounts. Number 1 ratings last four stations. Good references. Air shift in New England or Northeast. Jack (617) 933-6069 or (617) 229-2615.

Want immediate? B/EZ, still packed from last job. Two years' news, A/C jock, & production experience. EDM: (312) 371-3416 (11-8)

Talented detail-oriented PD, strong production skills & good sales experience, seeks new challenge. If you want to win, call TED: (308) 636-1320 (11-8)

Creative, unique, & original. GARY: (617) 267-7081 (11-8)

Here's something different: Five years' medium/small market experience, great numbers, & BA in communications. Paid my dues, seek better gig. CLUF: (504) 384-5061 (11-8)

Recent college graduate with four years' experience, good pipes, & excellent music knowledge, seeks first pro gig. Any format. GUY: (617) 758-4697 (11-8)

21-year pro looking for sports-oriented station. PBP. I believe the listener is important. FRANK: (318) 599-2369 (11-8)

19 years Country personality, MD 14 years. I'm a people person & love the music too. Lovelisa LEE LAWRIK: (309) 755-4986. (319) 391-1568 (11-8)

Experienced news, sports, PBP, on-air, & excellent production. Looking for quality station who appreciates good employees. PAUL: (316) 343-8528 (11-8)

Morning talent seeks A/C or Country, stable opportunity. Strong production, excellent background, team player. All shifts considered. DAVE DANIELS: (515) 955-5679 (11-8)

Beginning position sought in radio. College graduate, sharp, talented, hardworking. Willing to learn & relocate. J.D.H.: (602) 945-8757 (11-8)

When you listen, you'll think you can't afford me, but let's talk! AM/PM drive A/C specialist! I've got the female numbers to prove it. JACK MATTHEWS: (515) 921-3769 (11-8)

They wanted automation. I wanted live. They won. I'm a free agent. Need live A/C, CHR fix in West/MW. MIKE MASTERS: (805) 943-7187 (11-8)

Attention: RANDY ROLLINS (KOPA-FM, KJJJ, KXAZ), is available for A/C & Contemporary Country in top 50 market. Prefer middays or afternoons. (602) 947-6372 (11-8)

Need a star: Versatile DJ, production, excellent PBP, news, sports, copywriting. Have license. Any airshift. Available now. JEFF (319) 555-4212, or 685-4682 (11-8)

OPPORTUNITIES

POSITIONS SOUGHT

Air personality with AM/PM drive experience, remotes, farm, automation set-up, seeks opportunity to put it to work. A/C, CHR, AOR, Country. Call KIRK: (317) 859-5677 (11-8)

Hire a Canadian. Five years' experience in radio. A/C, CHR. Anywhere in USA. Will relocate ASAP. Call FRANK: (514) 388-6571 (11-8)

Country A/C pro, 15 years' experience. Last station programmed was top-rated. Call TOM EDWARDS in Eugene: (503) 726-5444 (11-8)

Top 100 market, nighttime CHR communicator wants to make your station sizzle. For great numbers/production, references & super attitude. CLIFF POSEY: (409) 860-3385 (11-8)

NEED A PROGRAM DIRECTOR?
Veteran CHR Assistant PDMD, with research background and morning drive experience, ready to program largemedium CHR. Currently #1 in tough major market. Inquiries: Programming, Box 540381, Houston, TX 77254.

Talented professional seeks full/parttime gig. Quality production, great copy, creative, responsible. Three years' experience. CHARLENE: (312) 872-8826 (11-8)

Ready to work, four years' experience CHR, AOR, A/C. Small to major market. Razor sharp. SANTO: (305) 752-8303 (11-8)

Experienced middays, afternoon drive, evenings... Can sound up or lend back without faking either. Want A/C, CHR, B/U, medium/small market. DON: (914) 623-6372 (11-8)

Energetic jock looking for air position, promotion, production, news, and/or sales. Four years' experience. Interested in community activity. JEFF: (312) 508-1751 (11-8)

Morning maniac. Top 50 pro dreams of sleeping in, brightening your afternoons. Call BILL MORRIS: (213) 822-6493 (11-8)

Superwoman-assistant PD wants to rep or do promotions for record labels. Grant or independent, any market. SAGE: (303) 242-7567 (11-8)

Spontaneous combustion! Hot, energetic, on fire for station. Two-year radio degree, MW CHR/AOR. Excellent production. My nickname, PYRO: (815) 975-2695 (11-8)

Whaddya have for an experienced personality that relates, communicates & is funny too? Follower of formats. All this & only parttime. C. BERBERIAN: (702) 871-7959 (11-8)

Chicago Country & A/C stations: City native, insomniac, 12-year vet wants to come home & do overnights. I'll keep your listeners awake! GENE: (608) 756-4022 (11-8)

Experienced team-player needs work in FL. Country or AOR. Call BRIAN, you won't regret it: (305) 461-0296 (11-8)

Wanted: CHR station to do my crazy show. Will relocate anywhere, yesterday. Also production pro. Call J.J.: (304) 845-0556 (11-8)

WGN, WLS, WIND. Eight years' commercial production experience. Great-sounding spots & promotions. Call MICK: (312) 849-0404 (11-8)

My ratings were so good they wouldn't print them! Call me to find out. Hot A/C programmer/performer. THOMAS H. TWINE: (804) 973-6150

Attention small markets: Having air personality/production troubles? I can help. Sound good, look good. Any format/East Coast preferred. Call STEVE STEVENS: (607) 965-8980 (11-8)

POSITIONS SOUGHT

Winning jock with winning attitude wants MW stations with same. Perfect for mornings or personality format. BARRY: (312) 966-2698 (11-8)

I'm not a screamer, just a good adult communicator. Currently PD at Jazz station. Looking for A/C jock slot. Prefer NJ/PA/MO/OC. Call KEN: (201) 349-9242 (11-8)

Five years' PBPRcolor, strong production, A/C, CHR, Country jock looking for SW or West Coast major market opportunity. Hardworking. DAVE: (409) 756-3938 (11-8)

Satellite technology hath struck again! Five years' experience, a degree, & lots of ideas are stagnating in Tucson. Help! The MID-NIGHT MAD HATTER: (602) 722-2916 (11-8)

Talk pro/team player, ace interviewer, open phones, issues, humor, currently top 20. Any market for right deal. Call: (813) 397-0677 (11-8)

World traveler, author, investigator, arbitrator, seminar lecturer, opera singer/symphony conductor, stage producer. Creative. Seeking larger market. MARK: (818) 355-6485 (11-8)

Major market CHR winner seeking AM or PM drive. I'm an entertainer! For sample, call: (301) 346-2735 (11-11)

I have a college radio degree with four years' on-air experience. Great attitude & very hard worker. East Coast market preferred. Any format. STEVE: (607) 965-8980 (11-11)

Young, aggressive news/sports personality looking for that first big break. Excellent pipes & writing skills. My loyalty awaits you. BOB: (602) 886-6954 (11-11)

Second banana, Production Director, MD for CHR anywhere. Top 100 preferred. Will relocate at any price. J.J.: (304) 848-0556 (11-11)

Top ten experience. D.C. market. Strong, creative writing. News/sports/mornings. A/C, CHR in medium market. For T&R/refs call NICK: (301) 982-4530 (11-11)

OPPORTUNITY FORM

OPENING

Region _____

PD Name: _____

GM Name: _____

Please use spaces provided and print or type.
Punctuation counts as one space.

Mail to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

POSITIONS SOUGHT

Attention Austin/San Antonio. Research consultant for national company wants your market. Let's talk numbers/profits/bottom line. Call: (707) 762-0873 (11-11)

Major market talent. Winning production. Good PD seeking position with quality station. Solid references. T&R upon request. LARRY "B" BESSLER: (305) 298-2280 (11-11)

12-year programming veteran available. Experience includes Kansas City, Detroit, Grand/Rapids & Lansing MI. CHR, A/C, Oldies, promotions. MIKE: (517) 750-1116 (11-11)

Five-year news pro/former CBS editor seeks top 50 reporter spot. Great news judgment. DON: (305) 254-0224 (11-11)

Need a programmer? Experienced man looking for work in medium market. Make inquiries: (509) 453-8406 (11-11)

J.J. SHANNON seeking CHR/Hot Hit air position. Large/major markets. Available immediately. Prefer nights. Call (305) 721-0582 (11-11)

Talk, pro-team player, ace interviewer, open phones, issues, humor, currently top 20. Any market for right deal. (813) 397-0677 (11-11)

Who the heck is this mighty KIDD? Soon the market will know this creative high-energy CHR jock. Contact KIDD NORDHOFF: (213) 530-7426 (11-11)

Overnighter, three years' experience in small market looking for same situation? Can be easy listening or hyped up. Interested? Call JOHN: (602) 838-6332 (11-11)

KITS, currently, & looking to program A/C or CHR. MD/production/research. Also FM-102, KROY, KYA. SCOTT MITCHELL: (916) 962-0460 (11-11)

Experienced A/C, Country, medium market announcer/MD now working middays, seeks PD/MD/announcer position in New England. STAN: (617) 252-4715 (11-11)

MISCELLANEOUS

The new KRUV wants to play your A/C hits. RCA/Motown/WB. Reqs call Chris: (303) 476-6100 or write: Box V, Vail CO. 81658 (11-8)

Wanted: Country aircheck tapes, ten minutes maximum. Please send cassettes: PD, KCSN, 18111 Northhoff St., Northridge, CA 91330. (11-8)

100 kw EOR WKGR/Ft. Pierce needs Jazz record service. Format includes ten hours/week. Jazz block programming. Call Jazz Director, Tom Sebastian, (305) 461-0098. (11-8)

Dates appearing at the end of each listing signify first week listed.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in *Openings*. Free listings of the same length are also available to individuals seeking work in the industry under *Positions Sought*. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

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Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

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Be all that you can be . . . without joining the Armed Forces.
Dynamically and originally creative
Unusually resourceful and efficient
Provoking and aggressive promotions

I'll make things happen and make them so different that your competition will be baffled

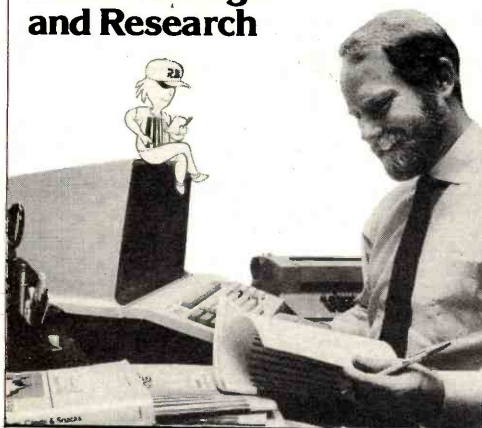
Let's promote like there's no tomorrow
(CHR-A/C-B/U-Gold) Top 35 markets

Call or write:
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P.O. Box 35
Newton, MA 02168
(617) 449-8141**

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by Jhan Hiber



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A Look Inside Arbitron

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NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Modern Country

MARK GRAY "Please Be Love"
SYLVIA & MICHAEL JOHNSON "I Love You By Heart"

Century 21

Greg Stephens (214) 934-2121

The Z Format

POINTER SISTERS "Freedom"
STEVIE NICKS "Talk To Me"
EDDIE MURPHY "Party All The Time"
DIONNE & FRIENDS "That's What Friends Are For"

The AC Format

POINTER SISTERS "Freedom"
JOHN COUGAR MELLENCAMP "Small Town"

Super-Country

SOUTHERN PACIFIC "Perfect Stranger"
WAYLON JENNINGS "The Devil's On The Loose"
T. GRAHAM BROWN "I Tell It Like It Used To Be"
C. GAYLE & G. MORRIS "Making Up For Lost Time"

Concept Productions

Elvin Ichijama (916) 782-7754

CHR

LIONEL RICHIE "Say You, Say Me"
KATE BUSH "Running Up That Hill"
EDDIE MURPHY "Party All The Time"
DIONNE & FRIENDS "That's What Friends Are For"

Country

LARRY GATLIN "Runaway Go Home"
WAYLON JENNINGS "The Devil's On The Loose"
MARIE OSMOND "There's No Stopping Your Heart"
SYLVIA & MICHAEL JOHNSON "I Love You By Heart"
OAK RIDGE BOYS "Come On In (You Did The Best...)"
C. GAYLE & G. MORRIS "Makin' Up For Lost Time"
CHARLY McCLAIN "You Are My Music, You Are My Song"

Drake-Chenault

Bob Lawrence (818) 883-7400

XT-40

SURVIVOR "Burning Heart"
STING "Love Is The Seventh Wave"
FREDDIE JACKSON "You Are My Lady"

Contempo 300

JAMES TAYLOR "Everyday"
KENNY ROGERS "Morning Desire"

Great American Country

GENE WATSON "Memories"
JOHN CONLEE "The Old School"
STEVE WARINER "You Can Dream Of Me"
WAYLON JENNINGS "The Devil's On The Loose"

Media General

Broadcast Services

Bob Duran (901) 320-4433

Action

KLYMAXX "I Miss You"
LIONEL RICHIE "Say You, Say Me"
BARRY MANILOW "In Search Of Love"
JOHN COUGAR MELLENCAMP "Small Town"
DIONNE & FRIENDS "That's What Friends Are For"

Your Country

CONWAY TWITTY "The Legend And The Man"
MAC DAVIS "I Feel The Country Calling Me"
LARRY GATLIN "Runaway Go Home"

Hit Rock

SURVIVOR "Burning Heart"
DIRE STRAITS "Walk Of Life"
KOOL & THE GANG "Emergency"
LIONEL RICHIE "Say You, Say Me"

Peters Productions, Inc.

George Junak (619) 565-8511

Country Lovin'

DAN SEALS "Bop"
KENNY ROGERS "Morning Desire"
JOHN ANDERSON "Down In Tennessee"
WAYLON JENNINGS "The Devil's On The Loose"

The Great Ones

BILLY OCEAN "Long And Winding Road"

Radio Arts

John Benedict (818) 841-0225

Country's Best

WAYLON JENNINGS "The Devil's On The Loose"
MAC DAVIS "I Feel The Country Calling Me"
T. GRAHAM BROWN "I Tell It Like It Used To Be"
SYLVIA & MICHAEL JOHNSON "I Love You By Heart"
CHARLY McCLAIN "You Are My Music, You Are My Song"

Soft Contemporary

LIONEL RICHIE "Say You, Say Me"

Sound 10

POINTER SISTERS "Freedom"
LIONEL RICHIE "Say You, Say Me"
STING "Love Is The Seventh Wave"
DIONNE & FRIENDS "That's What Friends Are For"

Satellite Music Network

Pat Clarke (214) 991-9200

Country Coast-To-Coast

GAIL DAVIES "Break Away"
JOHNNY LEE "Never Had To Get Over You"

Rock 'N' Hits

TIL TUESDAY "Love In A Vacuum"
KATE BUSH "Running Up That Hill"
STING "Love Is The Seventh Wave"
C. CLEMONS & J. BROWNE "You're A Friend Of Mine"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

KLYMAXX "I Miss You"
CARS "Tonight She Comes"
SURVIVOR "Burning Heart"
DIRE STRAITS "Walk Of Life"
JOHN COUGAR MELLENCAMP "Small Town"

TM AC

MR. MISTER "Broken Wings"
JAN HAMMER "Miami Vice Theme"

TM Country

GENE WATSON "Memories To Burn"
RESTLESS HEART "Heartbreak Kid"
ROGER MILLER "River In The Rain"
STEVE WARINER "You Can Dream Of Me"

Transtar

Country

Ed Chandler (213) 460-6383

ROSANNE CASH "Never Be You"
JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me"
NITTY GRITTY DIRT BAND "Home Again In My Heart"



INTRODUCING
THE DEBUT SINGLE
FROM

**MELI'S A
MORGAN**

THE LADY
THAT'S GOING TO HAVE
THE WHOLE INDUSTRY
TALKING.



DO ME BABY

WRITTEN BY PRINCE

PRODUCED BY

PAUL

(Freddie "Rock Me Tonight" Jackson)

LAURENCE

ON YOUR DESK THIS WEEK!

FROM CAPITOL

Capitol

ORPHEUS

BLACK/URBAN

BREAKERS

LIONEL RICHIE
Say You Say Me (Motown)

81% of our reporters on it. Rotations: Heavy 13/5, Medium 29/13, Light 27/13, Total Adds 31 including WRKS, WUSL, WAMO, WOWI, WDMT, WZAK, KDAY, XHRM, KSOL, WFXA, KQXL, JET94, KBUZ, KUKO. This week's Most Added record. Debuts at Number 26 on the B/U chart.

ISLEY BROTHERS
Colder Are My Nights (WB)

75% of our reporters on it. Rotations: Heavy 1/0, Medium 31/3, Light 32/15, Total Adds 16, including WXTV, WILD, WDLA, WYLD-FM, K94, WDMT, WPEG, WQFX, WJAX, WPDQ, KBUZ. A Most Added record. Debuts at Number 31 on the B/U chart.

EVELYN "CHAMPAGNE" KING
Your Personal Touch (RCA)

68% of our reporting stations on it. Rotations: Heavy 3/1, Medium 28/2, Light 27/10, Total Adds 13, WRKS, WDJY, WVEE, WLUM, KDYL, KQXL, WENN, WJMI, WKXI, WJJS, WVKO, Z103, WVOI. Debuts at Number 33 on the B/U chart.

STARPOINT

What You Been Missin' (Elektra)

62% of our reporting stations on it. Rotations: Heavy 1/0, Medium 9/2, Light 43/22, Total Adds 24 including WUSL, WDLA, WGCJ, WDMT, WLU, XHRM, WNHC, WQMG, WHYZ, WKXI, WJYL, WLOU, WGRP, WWSW, KDKO. Debuts at Number 40 on the B/U chart.

NEW & ACTIVE

PRINCE "America" (WB) 50/11

Rotations: Heavy 9/1, Medium 25/3, Light 15/7. Total Adds 11. WDAAS, WDLA, WYLD-FM, WBXM, WJLB, KJLH, XHRM, KQXL, WHYZ, KHYS, WKVO. Heavy: WAMQ, WVEE, WZAK, KSOL, WFXA, JET94, WWSW, KJUG. Moves 39-32 on the Black/Urban chart.

KASHIF "Condition Of The Heart" (Arista) 49/12

Rotations: Heavy 1/0, Medium 25/3, Light 23/9, Total Adds 12. WHUR, WOWI, WBXM, WPEG, WHYZ, WQFX, WJJS, KHYS, WANT, Z103, WKMM, KDKO. Heavy: WWRN. Mediums include: WDAS, KDZL, WHRK, WYLD-FM, WZAK, KACE, KSOL.

FULL FORCE "Alice, I Want You Just For Me" (Columbia) 40/10
Rotations: Heavy 9/1, Medium 21/3, Light 18/6, Total Adds 10. WHUR, WTMP, WBXM, WTKL, WQXK, WJYL, WALT, KHYS, WANM, WVKO. Heavy: WYLD-FM, WZAK, KMJM, KSOL, WKND, WNHC, KILZ, WWSW. Debuts at number 36 on the Black/Urban chart.

READY FOR THE WORLD "Digital Display" (MCA) 43/22
Rotations: Heavy 7/0, Medium 14/4, Light 22/18. Total Adds 22. WDAAS, K104, KDZL, WDWI, WTMP, WBXM, WBLZ, WDMT, WJLB, WNHC, OC104, WATY, WENN, Z93, JET94, WQMG, WJZZ, WJMI, WLOU, WANT, WVOI, WGRP.

ZAPP "It Doesn't Really Matter" (WB) 41/6
Rotations: Heavy 10/1, Medium 18/3, Light 13/2. Total Adds 6. WDJY, WDLA, WOWI, WBXM, WTKL, KHYS, Heavy: WTMP, WZAK, KDAY, WHYZ, KJCB, WALT, WDAO, WTLZ, WWSW. Mediums include: WHUR, WHRK, WBLZ, WLU, KJLH.

ROY AYERS "Slip 'n Slide" (Columbia) 39/5
Rotations: Heavy 9/0, Medium 17/1, Light 13/4. Total Adds 5. WOWI, WTMP, WLUM, KMJM, WHYZ, Heavy: WDJY, WYLD-FM, KSOL, WFXA, WQMG, KILZ, WJYL, WLOU, WAAA. Mediums include: WWIN, WHUR, KMJQ, WDMT, WZAK, WJLB.

LUSHUS DAIM & PRETTY VAIN "More Than You Can Handle" (Concited/Motown) 37/4
Rotations: Heavy 1/0, Medium 15/1, Light 21/3. Total Adds 4. WXOK, WKXI, WBLX, KHYS, Heavy: WLU, Medium: WAMO, WVEE, WBXJ, WGCJ, WJLB, KMJM, WFXA, WQMG, KOKA, WAAA, WGRP, WTLZ, WWSW, WZEN.

DIONNE & FRIENDS "That's What Friends Are For" (Arista) 35/20
Rotations: Heavy 1/1, Medium 9/7, Light 25/22. Total Adds 30. WJLD, WRKS, WDAAS, WVEE, K104, WHRK, HOT105, K94, WAO, WDMT, WLU, XHRM, WNHC, OC104, WQAK, WATY, WHYZ, WQFX, WPDQ, KILZ, WALT, WANT, KAPE, WANM, WVKO, WDAO, WWSW, WVOI, KUNO, KUKO.

CON FUNK SHUN "Tell Me What (I'm Gonna Do)" (Mercury/PolyGram) 35/8
Rotations: Heavy 1/0, Medium 15/0, Light 19/8. Total Adds 8. KDAY, KSOL, WXOK, Z93, WALT, KHYS, KAPE, WTKL, WGRP, WKWM, WVOI, KUKO. Medium: WZAK, WJLB, KACE, XHRM, WKND, WNHC, WDPN, WFKX, WLU, WANM, WWSW, WJMI. Medium: WDLA, WOWI, WTMP, WDMT, WFO, WATY, WPEG, WFXZ, WHYZ, WLOU, WPLZ, WWDW, WTKL, WJZZ.

ARTISTS UNITED AGAINST APARTHEID "Sun City" (Manhattan) 34/14
Rotations: Heavy 3/2, Medium 6/2, Light 25/10. Total Adds 14. WWIN, WUSL, WAMA, WHRK, WDMT, WJLB, XHRM, WATY, WANT, WDMT, WDAAS, WYLD-FM, WWSW, Heavy: WDPN, Medium: WZAK, WHUR, KSOL, WAAA.

CHOICE MCS featuring FRESH GORDON "Gordy's Groove (Mayberry Mix)" (Tommy Soul) 34/6
Rotations: Heavy 1/0, Medium 8/1, Light 25/5. Total Adds 30. WJLD, WRKS, WDAAS, WVEE, K104, WHRK, HOT105, WANM, WRKS, WDAAS, WDLA, WEDR, WDMT, WZAK, WLOU.

WINANS "Let My People Go" (Quest/WB) 33/11
Rotations: Heavy 0/0, Medium 12/1, Light 21/10. Total Adds 11. WDLA, WYLD-FM, WAOK, KQXL, WENN, KJCB, WJMM, WGRP, WKWM, WVOI, KUKO. Medium: WZAK, WJLB, KACE, XHRM, WKND, WNHC, WDPN, WFKX, WLU, WANM, WWSW.

JOYCE KENNEDY "Hold On (For Love's Sake)" (A&M) 31/10
Rotations: Heavy 0/0, Medium 8/2, Light 23/8. Total Adds 10. WDLA, WHRK, WBXM, WZAK, WJLB, WLUM, KDAY, WDPN, WHYZ, KDKO. Medium: WUSL, K104, WFXA, KACE, KOKA, WAAA.

ALEXANDER O'NEAL "A Broken Heart Can Mend" (Tabu/CBS) 31/4
Rotations: Heavy 1/0, Medium 18/1, Light 12/3. Total Adds 4. WOWI, Z93, WPEG, WQFX, Heavy: WJMI, Medium: WILD, WHRK, WYLD-FM, WZAK, KACE, WKND, KQXL, WQXK, WATY, WENN, JET94, WDPN, KJCB, WJYL, WLOU, WGRP, WWSW.

KURTIS BLOW "If I Ruled The World" (Mercury/PolyGram) 30/9
Rotations: Heavy 1/0, Medium 10/2, Light 20/7. Total Adds 9. WILD, WUSL, WHRK, Z93, WDPN, WQMG, WHYZ, WBLX, WANM, Medium: WDAAS, WYLD-FM, WTLZ, WWSW, WZEN.

NICOLE "Always & Forever" (Portrait/CBS) 30/5
Rotations: Heavy 1/0, Medium 12/0, Light 17/5. Total Adds 5. WWIN, WOWI, WGCJ, WHYS, WANM, Heavy: WDMT, Medium: KDZL, WEDR, WZAK, KACE, WXOK, WENN, WQMG, WKXI, WBLX, WORL, KOKA, WAAA.

POINTER SISTERS "Freedom" (RCA) 29/14
Rotations: Heavy 2/1, Medium 9/3, Light 15/10. Total Adds 14. KDZL, WLU, WNHC, OC104, KQXL, WQFX, WDPN, WJMI, WJAX, KJCB, WORL, WGRP, WWSW, KUKO. Heavy: WADK, Medium: WVEE, WHRK, WZAK, KACE, KSOL, WPEG, WFXZ, KOKA, WANM.

SHANNON "Urgent" (Mirage/Atco) 29/12
Rotations: Heavy 2/0, Medium 9/2, Light 18/10. Total Adds 12. KDZL, WOWI, KMJM, WAOK, WFXA, WPEG, WJYL, WORL, KHYS, KAPE, Z103, WWSW, Heavy: WJMI, WQMG, WYLD-FM, WATV, WQMG, KJCB, WLOU, WAAA.

BOOGIE BOYS "You Ain't Fresh" (Capitol) 29/5
Rotations: Heavy 1/0, Medium 14/0, Light 14/5. Total Adds 15. WAMQ, WDJY, KDZL, WJJS, WANM, Heavy: WZAK, Medium: WDAAS, WUSL, K104, WDLA, WHRK, WDMT, KDAY, WDDM, WAAA, Z103, WGRP, WKWM, WWSW, WVOI.

ANGELA BOFILL "Tell Me Tomorrow" (Arista) 28/3
Rotations: Heavy 7/1, Medium 8/0, Light 13/2. Total Adds 3. WAMO, WOWI, KHYS, Heavy: K104, KDZL, KACE, KQXL, WLOU, WDAO, Medium: WWIN, WHUR, WDLA, K94, KILZ, WPLZ, WANM, WAAA.

ATLANTIC STAR "Secret Lovens" (A&M) 26/15
Rotations: Heavy 1/0, Medium 11/3, Light 11/9. Total Adds 15. WAMQ, WDJY, KDZL, WJJS, WHRK, WOWI, WNHC, Z93, WJMI, WANT, KAPE, WDDM, WDAO, WKWM, WTLZ, Heavy: WWIN, WLU, WDPN, WPLZ, Medium: WXYV, OC104, WFXA, WQFX, WPEG.

9.9 "I Like The Way You Dance" (RCA) 26/12
Rotations: Heavy 0/0, Medium 7/4, Medium 19/8, Total Adds 12. WWIN, WXYV, WGCJ, WDMT, WATV, WPEG, WQFX, WKXI, KILZ, KJCB, WQOK, KHYS, Medium: WHT105, KAPE, WTLZ.

TAKA BOOM "Middle Of The Night" (Mirage/Atco) 25/8
Rotations: Heavy 0/0, Medium 5/3, Light 20/5. Total Adds 8. WDAAS, WHUR, KDZL, WOWI, WAOK, KQXL, WDPN, KJCB, Medium: WFXZ, KAPE.

MOST ADDED

LIONEL RICHIE (31)
Say You Say Me (Motown)
DIONNE & FRIENDS (30)
That's What Friends Are For (Arista)
STARPOINT (24)
What You Been Missin' (Elektra)
READY FOR THE WORLD (22)
Digital Display (MCA)
ISLEY BROTHERS (18)
Colder Are My Nights (WB)

HOTTEST

STEVIE WONDER (54)
Part-Time Lover (Tamla/Motown)
ARETHA FRANKLIN (49)
Who's Zoomin' Who (Arista)
MORRIS DAY (43)
The Oak Tree (WB)
TA MARA & THE SEEN (40)
Everybody Dance (A&M)
ISLEY JASPER ISLEY (36)
Caravan Of Love (CBS Associated)

SIGNIFICANT ACTION

BOBBY WOMACK "Let Me Kiss It Where It Hurts" (MCA) 23/8
Rotations: Heavy 2/0, Medium 8/2, Light 13/6, Total Adds 8. WDJY, WHUR, KSOL, KQXL, WDPN, WQMG, KJCB, KAPE, Heavy: WZAK, WAOK, Medium: WDLA, WDMT, WALT, WANM, WAAA, WWSW.

OSBORNE & GILES "I'll Make You An Offer" (Red Label/Capitol) 23/5
Rotations: Heavy 0/0, Medium 5/1, Light 18/4, Total Adds 5. WXYV, WEDR, WPEG, WPDQ, KDKO. Medium: WDLA, WDDM, WWSW, WZEN.

GENE CHANDLER "Haven't I Heard That Line Before?" (Fastfibre) 22/4
Rotations: Heavy 1/0, Medium 11/1, Light 10/3, Total Adds 4. KSOL, KHYS, WBLZ, KUKO. Heavy: WKXI.

SPYDER D "Rap Is Here To Stay" (Profile) 21/1
Rotations: Heavy 1/0, Medium 2/1, Light 18/0, Total Adds 1. WEDR, Heavy: WTMP, Medium: WTKL.

JESSE JOHNSON'S REVUE "Let's Have Some Fun" (A&M) 20/2
Rotations: Heavy 0/0, Medium 10/0, Light 10/2, Total Adds 2. WATY, WKXI, Medium: KMJQ, WOWI, WTMP, WLUM, WPEG, WDPN, WQMG, KOKA, WWSW, KDKO.

LEGACY "Someone Else's Girl" (Private I/CBS) 19/4
Rotations: Heavy 3/0, Medium 7/1, Light 9/3, Total Adds 4. WTMP, WDMT, KQXL, WENN, Heavy: WDLA, WXOK, WKXI, Medium: WDJY, WLUM, WAOK, WQMG, KAPE, KOKA.

FIREFOX "Fire" (Atlantic) 18/9
Rotations: Heavy 0/0, Medium 5/2, Light 13/7, Total Adds 9. WDLA, WOWI, WTKL, WATV, WQMG, WKXI, WLOU, WANM, WTLZ, Medium: WTMP, WFXA.

LISA-LISA & CULT JAM WITH FULL FORCE "Can You Feel The Beat" (Columbia) 18/2
Rotations: Heavy 1/0, Medium 7/1, Light 11/0, Total Adds 2. WOWI, WNHC, Heavy: HOT105, Medium: KDAY, KSOL, WKND, WDPN, WDDM, WAAA.

MARY JANE GIRLS "Break It Up" (Gordy/Motown) 18/2
Rotations: Heavy 0/0, Medium 6/0, Light 12/2, Total Adds 2. WXYV, WENN, Medium: WOWI, KSOL, WFXA, WPEG, KAPE, WAAA.

SUPER NATURE "Show Stoppa (Is Stupid Fresh)" (Pop Art) 17/4
Rotations: Heavy 6/1, Medium 5/0, Light 6/3, Total Adds 4. WWIN, WDLA, WOWI, KMJM, Heavy: WRKS, WDAAS, WEDR, KDAY, WKXI, Medium: WJJS, WATY, WERN, WANM.

STEVE ARRINGTON "Turn Up The Love" (Atlantic) 17/1
Rotations: Heavy 0/0, Medium 6/0, Light 11/1, Total Adds 1. WWSW, Medium: WEDR, WTMP, KSOL, WFXA, WPEG, KAPE.

TEMPTATIONS "Do You Really Love Your Baby" (Motown) 16/14
Rotations: Heavy 0/0, Medium 1/0, Light 15/14, Total Adds 14. WWIN, WUSL, WHUR, KMJQ, K94, WBXM, WGCJ, WLUM, KMJM, WHYZ, WANM, WGRP, WTLZ, WWSW, Medium: WFXZ.

TOTAL CONTRAST "Takes A Little Time" (London/PolyGram) 16/6
Rotations: Heavy 0/0, Medium 2/0, Light 14/6, Total Adds 6. WDMT, WZAK, WQMG, WQOK, WAAA, WVOI. Medium: WDJY, KAPE.

BOBBY BLAND "Members Only" (Malaco) 16/4
Rotations: Heavy 3/1, Medium 6/0, Light 7/3, Total Adds 4. WDJY, WVEE, WJLB, WJYL, Heavy: WATV, WKXI, Medium: WFXA, WQXK, WJMM, WALT, WBLX, WAAA.

EURHYTHMICS & ARETHA FRANKLIN "Sisters Are Doing It For Themselves" (RCA) 16/3
Rotations: Heavy 2/0, Medium 8/2, Light 6/1, Total Adds 3. WAMO, WPEG, WQFX, Heavy: WLUM, JET94, Medium: WHRK, K94, KSOL, OC104, WDPN, WJJS.

SCRITTI POLITI "Perfect Way" (WB) 16/3
Rotations: Heavy 1/0, Medium 10/2, Light 5/1, Total Adds 3. WHRK, WBLZ, WVKO, Heavy: JET94, Medium: K94, WLUM, KMJM, WPEG, WDPN, WJJS, WQOK, WAKT.

RAY GOODMAN & BROWN "Say You Will" (Panoramic) 16/2
Rotations: Heavy 0/0, Medium 6/1, Light 10/1, Total Adds 2. WDMT, WTKL, Medium: WWIN, WDJY, WEDR, WNHC, WBLX.

GWEN GUTHRIE "Peanut Butter" (Island) 16/1
Rotations: Heavy 0/0, Medium 8/0, Light 8/1, Total Adds 1. WKND, Medium: WWIN, WHUR, KMJQ, WNHC, WQXK, WDPN, KHYS, KAPE.

TONEY LEW "Night Lights" (Critique) 15/5
Rotations: Heavy 0/0, Medium 6/1, Light 9/4, Total Adds 5. WOWI, WKXI, WLOU, WANM, WTLZ, Medium: WEDR, WFXZ, WQMG, KJCB, KHYS.

Q'JAYS "What A Woman" (PIR/Manhattan) 14/14
Rotations: Heavy 1/1, Medium 2/2, Light 11/11, Total Adds 14. WXYV, WHUR, WYLD-FM, WBXM, WDMT, WZAK, KMJM, KDAY, KSOL, WAAA, Z103, WDAO, WTLZ, WWSW.

GLADYS KNIGHT & PIPS "Till I See You Again" (Columbia) 13/1
Rotations: Heavy 2/0, Medium 6/0, Light 5/1, Total Adds 1. WPLZ, Heavy: WYLD-FM, WANM, Medium: K104, OC104, WJYL, WANT, WAAA, WTLZ.

CONCEPT "Mr. DJ" (Tuckwood) 13/0
Rotations: Heavy 4/0, Medium 4/0, Light 5/0, Total Adds 0. Heavy: WDJY, WBXM, WGCJ, WTLZ, Medium: WWIN, KMJM, KJLH, WKWM.

FIVE STAR "Let Me Be The One" (RCA) 12/9
Rotations: Heavy 1/1, Medium 3/1, Light 8/7, Total Adds 9. WDJY, KMJQ, WDLA, WYLD-FM, KDAY, WNHC, WKXI, KILZ, KAPE, Medium: WUSL, WZAK.

NETWORK "Out Of Danger" (MCA) 11/5
Rotations: Heavy 0/0, Medium 3/1, Light 8/4, Total Adds 5. WDMT, KDAY, Z93, WGRP, WWSW, Medium: KSOL, WJMI.

ROBERTA GILLIAM "All I Want Is My Baby" (Sutra) 11/3
Rotations: Heavy 1/0, Medium 3/1, Light 7/2, Total Adds 3. WWIN, WDAAS, WHUR, Heavy: WDJY, Medium: KDZL, KQXL.

L.J. REYNOLDS "Tomorrow" (Fantasy) 11/3
Rotations: Heavy 1/0, Medium 2/0, Light 8/1, Total Adds 3. WDMT, KSOL, WVOI, Heavy: WDJY, Medium: WEDR, KAPE.

CHAPTER 8 "How Can I Get Next To You" (Beverly Glen) 10/4
Rotations: Heavy 0/0, Medium 3/0, Light 7/4, Total Adds 4. WTMP, WQMG, KAPE, WTLZ, Medium: WGRP, WWSW, WVOI.

GRANDMASTER MELLE MEL "Vice" (Sugar Hill) 10/2
Rotations: Heavy 2/0, Medium 3/1, Light 5/1, Total Adds 2. WAMO, WDMT, Heavy: WEDR, WQOK, Medium: WDAAS, WWSW.

WEATHER GIRLS "No One Can Love You More Than I" (Columbia) 10/2
Rotations: Heavy 1/0, Medium 2/0, Light 7/2, Total Adds 2. WFXA, WGRP, Heavy: WDJY, Medium: WDMT, WKXI.

DOROTHY MOORE "Just Came About At The Dream" (Prelude) 10/1
Rotations: Heavy 1/0, Medium 1/0, Light 8/1, Total Adds 1. WDDM, Heavy: WDJY, Medium: WAAA.

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.

ARTISTS & SONGS

EAST

WV/Baltimore
Newman/Dunn
TEMPTATIONS
ARTISTS UNITED
9, 5
NICOLE
GRACE JONES
ROBERTA GILLIAM
SUPER NATURE
SAGE
Hotest:
STEVIE WONDER
ARETHA FRANKLIN
EUGENE WILDE
ISLEY JASPER ISLE
PRINCESS

WV/Baltimore
Roy Sampson
ANDRE CYMONE
O'JAYS
GRACE JONES
LOOSE END
OSBORNE & GILES
LUTHER VANDROSS
RUBY JANE GIRLS
ISLEYS
Hotest:
TRAMINE
ARETHA FRANKLIN
DURELL COLDMAN
CHAKA KHAN
SYSTEM

WV/Boston
Smith/Thomas
DIONNE & FRIENDS
ISLEYS
MURPHY BLOW
FBC
Hotest:
MORRIS DAY
FREDDIE JACKSON
PRINCESS
TA MARA & SEEN
ISLEY JASPER ISLE
LUTHER VANDROSS

WV/Hartford
John/MeLean
CHER GUTHRIE
Hotest:
RENE & ANGELA
FREDDIE JACKSON
STEVIE WONDER
DOUG E. FRESH
MORRIS DAY

WV/Haven
James Jordan
LIONEL RICHIE
READY FOR THE MOR
POINTERS SISTERS
ZAPP
MELBA MOORE
BOBBY MONACK
LUTHER VANDROSS
VIKki LOVIE/NUANCE
KOO! NO DEE
PERRY TON
LINDA CLIFFORD
LORRY BOWLS
ANDRE CYMONE
Hotest:
FREDDIE JACKSON
CANDY
RENE & ANGELA
ARETHA FRANKLIN
MORRIS DAY

WV/New York
Tony Quartano
CHAKA KHAN
ROSE ROBE
DIONNE & FRIENDS
LIONEL RICHIE
Hotest:
STEVIE WONDER
SMOKE CITY
BOBBY MONACK
LUTHER VANDROSS
STARPOINT
ROBERTA GILLIAM
PULL FORCE
O'JAYS
ANDRE CYMONE
KASHIF
LUTHER VANDROSS
DIONNE & FRIENDS
HOWARD JONES
READY FOR THE MOR
VAL YOUNG
Hotest:
EDDIE MURPHY
ARETHA FRANKLIN
ALYXAND
STEVIE WONDER
STARPOINT

WV/Washington
Mike Aiche
DIONNE & FRIENDS
LIONEL RICHIE
Hotest:
STEVIE WONDER
SMOKE CITY
BOBBY MONACK
LUTHER VANDROSS
STARPOINT
ROBERTA GILLIAM
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ALYXAND
STEVIE WONDER
STARPOINT

SOUTH

WV/Atlanta
Larry Tinsley
DIONNE & FRIENDS
NEW EDIION
GRACE JONES
WINANS
FRESH GORDON/CHOI
STARPOINT
RENE & ANGELA
MIAMI SOUND MACH
L.L. COOL J
TAKA BOOM
Hotest:
FREDDIE JACKSON
MORRIS DAY
ARETHA FRANKLIN
STEVIE WONDER
EDDIE MURPHY

WV/Atlanta
Scott Andrews
KOO! & THE GANG
EVELYN KING
RAY GOODMAN & BR
OSBORNE & GILES
DIONNE & FRIENDS
Hotest:
ARETHA FRANKLIN
TA MARA & SEEN
ISLEY JASPER ISLE
MURPHY BLOW
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NOURICE WHITE
SMOKE CITY

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NOURICE WHITE
SMOKE CITY

KMJQ/Houston
Rue Akin
ATLANTIC STARR
TEMPTATIONS
AK
FACADE
HEARTBREAKERS
FIVE STAR
MINAMSTER GEE
WINTNEY HOUSTON
HOTEST:
MORRIS DAY
ARETHA FRANKLIN
TRAMINE
CHERRILLE
JETS

WML/Jackson
Carl Haynes
READY FOR THE MOR
LORRY BLOW
LIONEL RICHIE
ATLANTIC STARR
POINTERS SISTERS
EVELYN KING
Hotest:
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NURIS BLOW
DOUG MOORE
FIVE STAR
VIC ASHER
TONY LEE
STEVIE WONDER
LUTHER VANDROSS
TA MARA & SEEN
DOUG E. FRESH

WV/Miami
Marva Mays
BETTYE WRIGHT
LIONEL RICHIE
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85 Reporting Stations
83 Current Reports

WZ/ST. Louis and KOKA/
Shreveport reported a frozen list
this week.

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

Three Weeks Last
Weeks Weeks

Three Weeks	Last Weeks	Rank	Artist/Title	Label
12	10	4	1 BELLAMY BROTHERS/Lie To You For Your Love (MCA/Curb)	
6	3	1	2 LEE GREENWOOD/I Don't Mind The Thorns... (MCA)	
11	9	5	3 EARL THOMAS CONLEY/Nobody Falls Like A Fool (RCA)	
7	5	3	4 STATLERS/Too Much On My Heart (Mercury/PG)	
17	13	9	5 JUDDS/Have Mercy (RCA/Curb)	
15	11	8	6 GEORGE STRAIT/The Chair (MCA)	
23	15	12	7 KENNY ROGERS/Morning Desire (RCA)	
14	12	10	8 MEL McDANIEL/Stand Up (Capitol)	
3	1	2	9 GARY MORRIS/I'll Never Stop Loving You (WB)	
10	8	6	10 HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)	
28	21	18	11 SAWYER BROWN/Betty's Bein' Bad (Capitol/Curb)	
20	16	14	12 T.G. SHEPPARD/Doncha (Columbia)	
27	20	17	13 JANIE FRICKE/Somebody Else's Fire (Columbia)	
21	18	16	14 WILLIE NELSON/Me And Paul (Columbia)	
26	22	19	15 RICKY SKAGGS/You Make Me Feel Like A Man (Epic)	
36	28	21	16 NITTY GRITTY DIRT BAND/Home Again In My Heart (WB)	
34	30	22	17 ROSANNE CASH/Never Be You (Columbia)	
31	27	25	18 JIMMY BUFFETT/If The Phone Doesn't Ring, It's Me (MCA)	
33	29	26	19 GAIL DAVIES/Break Away (RCA)	
37	31	27	20 REBA McENTIRE/Only In My Mind (MCA)	
2	4	15	21 EXILE/Hang On To Your Heart (Epic)	
39	32	28	22 DON WILLIAMS/It's Time For Love (MCA)	
38	34	29	23 JOHNNY LEE/They Never Had To Get Over You (WB)	
46	41	31	24 DAN SEALS/Bop (EMI America)	
8	6	7	25 LOUISE MANDRELL/I Wanna Say Yes (RCA)	
1	2	11	26 ALABAMA/Can't Keep A Good Man Down (RCA)	
41	36	30	27 EDDIE RABBITT/A World Without Love (RCA)	
25	24	23	28 JENNINGS/NELSON/CASH/KRISTOFFERSON/Desperados Waiting For A Train (Columbia)	
16	14	13	29 MICKEY GILLEY/You've Got Something On Your Mind (Epic)	
44	40	34	30 GENE WATSON/Memories To Burn (Epic)	
—	44	37	31 RESTLESS HEART/Hearbreak Kid (RCA)	
—	50	39	32 FORESTER SISTERS/Just In Case (WB)	
43	38	35	33 NEIL YOUNG/Get Back To The Country (Geffen)	
5	7	20	34 BARBARA MANDRELL/Angel In Your Arms (MCA)	
—	47	41	35 JOHN CONLEE/The Old School (MCA)	
—	48	42	36 CONWAY TWITTY/The Legend And The Man (WB)	
45	42	40	37 ROGER MILLER/River In The Rain (MCA)	
30	26	24	38 JIM GLASER/In Another Minute (Noble Vision/MCA)	
BREAKER			39 JUICE NEWTON/Hurt (RCA)	
49	46	43	40 MAC DAVIS/I Feel The Country Calling Me (MCA)	
—	45	41	41 T. GRAHAM BROWN/I Tell It Like It Used To Be (Capitol)	
DEBUT			42 MARIE OSMOND/There's No Stopping Your Heart (Capitol/Curb)	
—	46	43	43 LARRY GATLIN & THE GATLIN BROTHERS/Runaway Go Home (Columbia)	
—	49	44	44 CHANCE/She Told Me Yes (Mercury/PG)	
13	17	33	45 STEVE WARINER/Some Fools Never Learn (MCA)	
DEBUT			46 WHITES/I Don't Want To Get Over You (MCA/Curb)	
24	23	32	47 RAY CHARLES with HANK WILLIAMS JR./Two Old Cats Like Us (Columbia)	
DEBUT			48 STEVE WARINER/You Can Dream Of Me (MCA)	
DEBUT			49 BILLY JOE ROYAL/Burned Like A Rocket (Atlantic America)	
9	25	36	50 JOHN SCHNEIDER/I'm Gonna Leave You Tomorrow (MCA)	

NOVEMBER 8, 1985

Total Reports/Adds	Heavy	Medium	Light
167/1	144	19	4
163/0	147	9	7
166/0	137	24	5
158/1	137	15	6
167/0	115	47	5
163/1	115	40	8
167/1	93	72	2
164/2	107	47	10
150/0	107	32	11
150/1	106	33	11
156/2	56	86	14
141/1	72	56	13
159/1	49	95	15
147/1	63	71	13
146/1	54	75	17
164/3	21	112	31
157/6	21	109	27
152/8	27	95	30
151/5	29	97	25
151/5	27	91	33
114/0	62	30	22
157/7	9	109	39
153/12	10	102	41
154/16	19	85	50
115/0	48	43	24
108/0	53	33	22
146/11	10	99	37
127/1	31	74	22
107/0	39	51	17
128/16	11	68	49
141/12	2	79	60
142/31	4	64	74
116/12	9	64	43
83/0	24	39	20
125/17	5	66	54
114/12	3	57	54
98/11	5	50	43
103/1	12	71	20
118/32	2	38	78
97/8	2	57	38
97/11	4	48	45
99/31	2	20	77
74/5	2	43	29
80/12	3	35	42
46/0	12	17	17
80/15	0	32	48
48/0	8	29	11
77/50	1	16	60
65/14	4	23	38
42/0	11	14	17

MOST ADDED

- STEVE WARINER (50)**
You Can Dream Of Me (MCA)
SYLVIA & MICHAEL JOHNSON (40)
I Love You By Heart (RCA)
GARY MORRIS & CRYSTAL GAYLE (39)
Makin' Up For Lost Time (WB)
WAYLON JENNINGS (38)
The Devil's On The Loose (RCA)
JUICE NEWTON (32)
Hurt (RCA)
FORESTER SISTERS (31)
Just In Case (WB)
MARIE OSMOND (31)
There's No Stopping Your Heart (Capitol/Curb)
OAK RIDGE BOYS (30)
Come On In (You Did The Best...) (MCA)
JOHN ANDERSON (29)
Down In Tennessee (WB)
GLEN CAMPBELL (26)
It's Just A Matter Of Time (Atlantic America)

HOTTEST

- STATLERS (81)**
Too Much On My Heart (Mercury/PolyGram)
LEE GREENWOOD (71)
I Don't Mind The Thorns... (MCA)
BELLAMY BROTHERS (65)
Lie To You For Your Love (MCA/Curb)
KENNY ROGERS (60)
Morning Desire (RCA)
GARY MORRIS (54)
I'll Never Stop Loving You (WB)
JUDDS (54)
Have Mercy (RCA/Curb)
GEORGE STRAIT (51)
The Chair (MCA)
EARL THOMAS CONLEY (50)
Nobody Falls Like A Fool (RCA)
HANK WILLIAMS JR. (46)
This Ain't Dallas (WB/Curb)
MEL McDANIEL (33)
Stand Up (Capitol)

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®

JUICE NEWTON
Hurt (RCA)

On 71% of reporting stations. Rotations: Heavy 2, Medium 38, Light 78, Total Adds 32 including WPOC, WBOS, WOKG, WZZK, WUSY, KIKK, WAMZ, KKYX, WQYK, WIL, K102, WTCM, KSAN, KGA, KIIM. A most added record. Moves 47-39 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are those receiving airplay at 30-59% of the stations. Records in **Significant Action** are receiving airplay at 5-29% of the stations. Records do not have to reach **Breaker** in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve **Breaker** status. Checkmarks signify the most added of the non-charted records.

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COUNTRY

NEW & ACTIVE

- MARIE OSMOND** "There's No Stopping Your Heart" (Capitol/Curb) 99/31
Rotations: Heavy 2, Medium 20, Light 77, Total Adds 31 including WTCR, WNYR, WWA, WYNK, WSO, WKH, WUSN, WUBE, WTSO, K1PK, KFDI, KKCS, KUGN, KNIX, KOLO. Debuts at number 42 on the Country chart.
T. GRAHAM BROWN "I Tell It Like It Used To Be" (Capitol) 97/11
Rotations: Heavy 4, Medium 48, Light 45, Total Adds 11, WTCR, WSEN, WMC, WKSJ, WRNL, WONE, WCXI, KRK, WYNG, WTHI, KFRE. Heavy: KRK, WOKK, WDW, KFDI. Moves 45-41 on the Country chart.
WHITES "I Don't Want To Get Over You" (MCA/Curb) 80/15
Rotations: Heavy 0, Medium 32, Light 48, Total Adds 15, WYQ, WMMI, WRNL, WSLR, KBMR, WONE, WFMS, KRKT, KIZN, KUUY, KUGN, KVGE, KWJJ, KALF. Debuts at number 46 on the Country chart.
CHANCE "She Told Me Yes" (Mercury/PolyGram) 80/12
Rotations: Heavy 3, Medium 35, Light 42, Total Adds 12, WTSV, WTCR, CHOW, WMMI, KILT-FM, WKIX, WIRK, WUSO, KCJB, WKCO, KIK-FM, KUGN. Heavy: WOKK, WCUZ, KRKT. Moves 49-44 on the Country chart.
 STEVE WARNER "You Can Dream Of Me" (MCA) 77/50
Rotations: Heavy 1, Medium 16, Light 69, Total Adds 80 including WCAO, WRKZ, WDSY, WNYR, WXBO, KXIX, WKSJ, WKX, WUBE, WYNG, WFMS, WXCL, KV00, KYGO, KUPL, KMPS. Debuts at number 48 on the Country chart.
LARRY GATLIN & THE GATLIN BROTHERS "Runaway Go Home" (Columbia) 74/5
Rotations: Heavy 2, Medium 43, Light 29, Total Adds 5, KEAN, WMMI, WUSO, KFRC, KCJB. Heavy: WFNC, WDW, WGN, WBS, WIXY, WACL, KYGO, KRK, KCBO. Moves 46-43 on the Country chart.
BILLY JOE ROYAL "Burned Like A Rocket" (Atlantic America) 55/14
Rotations: Heavy 4, Medium 23, Light 38, Total Adds 14, WQBE, WTSV, WKY, WKY, WXBO, WDXE, KYKX, KJNE, WIRK, WUBE, WXCL, WTHI, KKCS, KUGN. Debuts at number 49 on the Country chart.
KEITH STEGALL "Feed The Fire" (Epic) 62/9
Rotations: Heavy 0, Medium 21, Light 41, Total Adds 9, KEAN, WOYK, WXCL, WTHI, KFDI, KLZ, KOIL, KALF, KTM. Medium: WBGW, WOKG, KASE, WDXE, WQMS, WDW.
KATHY MATTEA "Heart Of The Country" (Mercury/PolyGram) 62/7
Rotations: Heavy 0, Medium 28, Light 36, Total Adds 7, WWA, WUSY, WAMZ, KJNE, KBMR, WKCO, KIZN. Medium: WBGW, WAJR, WESC, WCUZ, KFDI, KUUY, KRKY, KSP.
 WAYLON JENNINGS "The Devil's On The Loose" (RCA) 53/38
Rotations: Heavy 0, Medium 9, Light 44, Total Adds 38 including WBGW, WAJR, CHOW, KASE, WEZL, KYKX, WIRK, KSO, WDS, WNYR, KTRK, KRKT, KQIL, KUPL, KMPS.
 SYLVIA & MICHAEL JOHNSON "I Love You By Heart" (RCA) 51/40
Rotations: Heavy 0, Medium 9, Light 42, Total Adds 40 including WQBE, WDSY, WNYR, WYNK, WESC, WIRK, WCUZ, WFMS, KV00, KRKT, KRST, KLZ, KCCY, KOLO, KIM.

SIGNIFICANT ACTION

- JOHN ANDERSON** "Down In Tennessee" (WB) 44/29
Rotations: Heavy 0, Medium 10, Light 34, Total Adds 29 including WGN, WVAM, WNYR, WOKK, WLWI, KKYX, WITL, WTSO, KTTS, KIK-FM, KOLO, KQCC.
 GARY MORRIS & CRYSTAL GAYLE "Makin' Up For Lost Time" (WB) 42/42
Rotations: Heavy 1, Medium 9, Light 32, Total Adds 42 including WNYR, WYII, KPLX, WDXE, WAMZ, WCUZ, KWEN, KUZZ, KNIX, KQCC.
DAVID ALLAN COE "I'm Gonna Hurt Her On The Radio" (Columbia) 42/8
Rotations: Heavy 2, Medium 12, Light 28, Total Adds 8, WCAO, WWA, WWA, WAXX, KWMT, WITL, WXCL, WKCO. Heavy: KV00, KFDI.
SOUTHERN PACIFIC "Perfect Stranger" (WB) 41/22
Rotations: Heavy 0, Medium 10, Light 31, Total Adds 22 including WGN, WVAM, WIXL, WLWI, WQMS, WAXX, WFMS, KV00, KFRE, KOLO.
LORETTA LYNN "Wouldn't It Be Great!" (MCA) 38/10
Rotations: Heavy 0, Medium 8, Light 30, Total Adds 26 including WCAO, WTCR, WKY, WZL, WDXE, WIRK, WDAF, WOW, KKCS, KQCC.
 GLEN CAMPBELL "It's Just A Matter Of Time" (Atlantic America) 37/25
Rotations: Heavy 0, Medium 6, Light 31, Total Adds 26 including WCAO, WTCR, WKY, WZL, WDXE, WIRK, WDAF, WOW, KKCS, KQCC.
JUDY RODMAN "I Sure Need Your Lovin'" (MTM) 36/13
Rotations: Heavy 0, Medium 2, Light 34, Total Adds 13 including WVAM, WCAO, WWA, WWA, KSSN, WMC, WWA, KSO, WKCO, WTCM, KEIN.
B.J. THOMAS "The Part Of Me That Needs You Most" (Columbia) 36/11
Rotations: Heavy 1, Medium 7, Light 28, Total Adds 11, KRFR, KILT-FM, WDXE, WLWI, WIRK, KWMT, WFMS, WITL, WTSO, KEIN, KOLO, KSP.
 OAK RIDGE BOYS "Come On In (You Did The Best You Could Do)" (MCA) 34/30
Rotations: Heavy 0, Medium 6, Light 28, Total Adds 30 including WRKZ, WYII, WFNC, WAMZ, WSM, WBCS, KXYX, KKAL, KFRE, KQCC.

- CHARLY McCLAIN with WAYNE MASSEY** "You Are My Music..." (Epic) 31/26
Rotations: Heavy 0, Medium 4, Light 27, Total Adds 26 including WGN, WBGW, WOKG, KRK, WLWI, KKYX, KSO, KV00, KRST, KCCY.
MALCHAK & RUCKER "I Could Love You In A Heartbeat" (Alpine) 29/5
Rotations: Heavy 0, Medium 6, Light 23, Total Adds 5, WCAO, WDXE, KFGO, KWMT, WITL. Medium: WBGW, WFNC, WPAP, WOUZ, KEIN.
 MARK GRAY "Please Be Love" (Columbia) 28/25
Rotations: Heavy 0, Medium 3, Light 25, Total Adds 25 including WGN, WTSV, KASE, WESC, KLLL, WOKK, WIRK, KFGO, WJWJ, KIK-FM.
ROBIN LEE "Safe In The Arms Of Love" (Evergreen) 27/7
Rotations: Heavy 0, Medium 2, Light 20, Total Adds 7, WCAO, WBGW, WWA, WGTG, WLI, KFGO, KRKY. Medium: WYAM. Light: KTTS, KV00.
TOM JONES "It's Four In The Morning" (PolyGram) 20/19
Rotations: Heavy 0, Medium 2, Light 18, Total Adds 18 including WBGW, WWA, KRFR, WTVY, WLWI, WIRK, KSO, WDW, KRKT, KEIN.
TOMMY ROE "Some Such Foolishness" (MCA/Curb) 20/7
Rotations: Heavy 0, Medium 0, Light 20, Total Adds 7, KIKK, WDXE, WWA, WKIX, WXCL, KEIN, KSP. Light: WBGW, WWA, KFDI.
MAINES BROTHERS "Some Of Shelly's Blues" (Mercury/PolyGram) 19/8
Rotations: Heavy 1, Medium 4, Light 14, Total Adds 8, WOKG, KASE, WQMS, WDW, KIOV, KTRK, KOIL, KSP. Medium: KLLL, KFDI.
LEW DEWITT "You'll Never Know" (Complet/PolyGram) 18/4
Rotations: Heavy 0, Medium 3, Light 15, Total Adds 4, WGN, WWA, KRFR, WJWJ. Medium: KLVI, WDW, KTTS. Light: WLWI, KRKT, KSP.
PATTY LOVELESS "Lonely Days, Lonely Nights" (MCA) 16/8
Rotations: Heavy 0, Medium 1, Light 15, Total Adds 8, WWA, WOKK, KKYX, WAXX, KTTS, KUUY, KFRE, KOLO. Light: WTSV, KRKY.
JOHNNY CASH "I'm Leaving Now" (Columbia) 15/0
Rotations: Heavy 1, Medium 5, Light 9, Total Adds 0. Heavy: KV00. Medium: KKYX, WDW, KTTS, KFDI, KOIL. Light: WYII, KSSN, KKAL.
ENMYLOU HARRIS "Timberline" (WB) 10/9
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 9, WWA, KFGO, WJWJ, KRKT, KKAL, KV00, KOIL, KRKY, KTM. Light: WKKO.
TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 14/9
Rotations: Heavy 0, Medium 0, Light 14, Total Adds 9, WTSV, WWA, WUSY, WTVY, WFNC, WDXE, WPAP, KWMT, KV00.
BOBBY BARE "Reno And Me" (EMI America) 9/4
Rotations: Heavy 0, Medium 0, Light 6, Total Adds 1, KFGO. Medium: KKYX, WDW, KFDI. Light: WBGW, WYII, WQMS, KV00, KKAL.
GEORGE JONES "The One I Loved Back Then" (Epic) 8/8
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 8, WRKZ, WNYR, WGTG, WDXE, KSSN, WJWJ, WKKO, KUZZ.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

- FORESTER SISTERS/Mama's Never Seen Those Eyes (WB) *The Forester Sisters***
Anything Goes
GARY MORRIS/100% Chance Of Rain (WB) *Bama Band*
BAMA BAND/Stone Cold And Country (Complet/PG) *Bama Band*
NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB) *Partners, Brothers, And Friends*
GEORGE STRAIT/In Too Deep (MCA) *Something Special*
LEE GREENWOOD/Streamline (MCA) *Streamline*
KENNY ROGERS/Tomb Of The Unknown Love (RCA) *Heart Of The Matter*
SAWYER BROWN/Shakin' (Capitol) *Shakin'*
GEORGE STRAIT/Dance Time In Texas (MCA) *Something Special*
JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB) *Tokyo, Oklahoma*
ALABAMA/Down On Longboat Key (RCA) *40 Hour Week*
GARY MORRIS/Anything Goes (WB) *Anything Goes*
JUDDS/Rockin' With The Rhythm Of The Rain (RCA) *Rockin' With The Rhythm*

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TOP 20

Three Weeks Last Weeks Weeks

6	3	2	1	PHIL COLLINS & MARILYN MARTIN /Separate Lives (Atlantic)
1	1	1	2	STEVIE WONDER /Part-Time Lover (Tamla/Motown)
10	8	6	3	KENNY ROGERS /Morning Desire (RCA)
8	7	5	4	FREDDIE JACKSON /You Are My Lady (Capitol)
2	2	3	5	DAVID FOSTER /Love Theme From "St. Elmo's Fire" (Atlantic)
—	12	10	6	JAMES TAYLOR /Everyday (Columbia)
4	4	4	7	A-HA /Take On Me (WB)
—	—	15	6	LIONEL RICHIE /Say You, Say Me (Motown)
—	17	11	9	GLENN FREY /You Belong To The City (MCA)
17	15	12	10	BILLY JOEL /The Night Is Still Young (Columbia)
3	6	7	11	WHITNEY HOUSTON /Saving All My Love For You (Arista)
14	10	9	12	TEARS FOR FEARS /Head Over Heels (Mercury/PG)
20	19	14	15	ARETHA FRANKLIN /Who's Zoomin' Who? (Arista)
5	5	8	14	GINO VANNELLI /Hurts To Be In Love (CBS Associated)
BREAKER	15	16	15	DIONNE & FRIENDS /That's What Friends Are For (Arista)
—	18	16	16	ABC/Be Near Me (Mercury/PG)
—	17	17	17	OLIVIA NEWTON-JOHN /Soul Kiss (MCA)
19	18	16	18	BEACH BOYS /She Believes In Love Again (Caribou/CBS)
—	19	19	19	BILLY OCEAN /Long & Winding Road (Jive/Arista)
BREAKER	20	20	20	BARRY MANILOW /In Search Of Love (RCA)

NOVEMBER 8, 1985

Total Reports/Adds Heavy Medium Light

43/1	39	4	0
39/0	35	4	0
40/1	28	10	2
37/2	31	5	1
35/0	28	7	0
40/2	20	18	2
32/0	22	10	0
38/5	12	23	3
30/2	20	9	1
33/1	13	19	1
28/0	11	12	5
26/1	19	5	2
29/2	13	13	3
28/0	13	15	0
33/9	2	24	7
25/7	5	17	3
21/2	2	16	3
23/0	8	12	3
21/0	3	12	6
26/10	2	16	8

MOST ADDED

BARRY MANILOW (10)
In Search Of Love (RCA)
DIONNE & FRIENDS (9)
That's What Friends Are For (Arista)
KLYMAXX (9)
I Miss You (Constellation/MCA)
FRANKIE VALLI & FOUR SEASONS (8)
Moonlight Memories (Curb/MCA)
JOHN DENVER (8)
Dreamland Express (RCA)

HOTTEST

PHIL COLLINS & MARILYN MARTIN (37)
Separate Lives (Atlantic)
GLENN FREY (19)
You Belong To The City (MCA)
FREDDIE JACKSON (19)
You Are My Lady (Capitol)
STEVIE WONDER (19)
Part-Time Lover (Tamla/Motown)
KENNY ROGERS (17)
Morning Desire (RCA)

BREAKERS

DIONNE & FRIENDS

That's What Friends Are For (Arista)

77% of our reporters on it. Rotations: Heavy 2, Medium 24, Light 7, Total Adds 9, WISN, WTMJ, KHOW, KJR, WCHS, WGY, WGOV, WRVA, WSPD. Debuts at number 15 on the Full-Service chart.

BARRY MANILOW

In Search Of Love (RCA)

60% of our reporters on it. Rotations: Heavy 2, Medium 16, Light 8, Total Adds 10, WKBW, WPRO, WISN, WCCO, KJR, WCHS, WBT, WRVA, WIBC, WGBR. Debuts at number 20 on the Full-Service chart.

NEW & ACTIVE

ABC "Be Near Me" (Mercury/PolyGram) 25/7

Rotations: Heavy 5/1, Medium 17/4, Light 3/2, Total Adds 7, WTAE, WICC, WBT, WRVA, WIBC, KSL, KVEC. Heavy including WKBW, KFI, WING, WPPA. Medium including WFBR, KHOW, KFMB, KJR, WCHS, WGOV, WHBC, KBOI.

BEACH BOYS "She Believes In Love Again" (Caribou/CBS) 23/0

Rotations: Heavy 8/0, Medium 12/0, Light 3/0, Total Adds 0. Heavy: WKBW, WISN, KFMB, WRVA, WHBY, WTKO, KTWO, KVEC. Medium including WBS, WTMJ, KJR, WBT, WHBC, WIBA.

OLIVIA NEWTON-JOHN "Soul Kiss" (MCA) 21/2

Rotations: Heavy 2/0, Medium 16/0, Light 3/2, Total Adds 2, WGOV, WCL. Heavy: WPPA, KVEC. Medium including WKBW, KHOW, KFMB, KJR, WCHS, WBT, WING, WIBC, WIBA.

BILLY OCEAN "Long & Winding Road" (Jive/Arista) 21/0

Rotations: Heavy 3/0, Medium 12/0, Light 8/0, Total Adds 0. Heavy: WKBW, WGY, KSL. Medium including WFBR, WCCO, KHOW, WHBY, WHBC, KBOI, WPOE, WGBR, WIBC, KTWO.

MR. MISTER "Broken Wings" (RCA) 20/4

Rotations: Heavy 5/0, Medium 11/2, Light 4/2, Total Adds 4, WCHS, WGOV, WHAS, WGBR. Heavy: WKBW, KFI, WING, WPPA, WCL. Medium including WCCO, KHOW, KFMB, WICC, WSPD.

JAN HAMMER "Miami Vice Theme" (MCA) 18/2

Rotations: Heavy 7/0, Medium 9/1, Light 2/1, Total Adds 2, WRVA, WGBR. Heavy: WKBW, 55KRC, WICC, WHAS, WING, WNNR, WPPA. Medium including WCCO, KHOW, WCHS, WGOV, KSL, WPOE.

KENNY LOGGINS "I'll Be There" (Columbia) 17/1

Rotations: Heavy 2/0, Medium 10/0, Light 5/1, Total Adds 1, KFMB. Heavy: WCCO, KVEC. Medium: KHOW, WIBA, WSPD, WPOE, WGBR, WIBC, KFOD.

EDDIE RABBITT "A World Without Love" (RCA) 15/2

Rotations: Heavy 1/0, Medium 9/0, Light 5/2, Total Adds 2, WTMJ, WCL. Heavy: WTKO. Medium: WFBR, WISN, WCCO, WHBY, KSL, WPOE, WGBR, WIBC, KTWO.

FRANKIE VALLI & THE FOUR SEASONS "Moonlight Memories" (Curb/MCA) 14/8

Rotations: Heavy 0, Medium 8/4, Light 6/4, Total Adds 8, WFBR, WGY, WSPD, KSL, WNNR, WPOE, WGBR, KFOD. Medium including WHBY, WTKO, WCL, KTWO.

AMY GRANT "Everywhere I Go" (A&M) 14/2

Rotations: Heavy 0, Medium 9/0, Light 5/2, Total Adds 2, WCCO, KFMB. Medium: WFBR, WKBW, WPOE, WTKO, WGBR, WIBC, WCL, KTWO, KVEC.

KLYMAXX "I Miss You" (Constellation/MCA) 13/9

Rotations: Heavy 1/0, Medium 6/3, Light 6/6, Total Adds 9, KHOW, WICC, WCHS, WHBY, KSL, WNNR, WPPA, WCL, KFOD. Heavy: WKBW. Medium including WING, WPOE, KVEC.

URGENT "Love Can Make You Cry" (Manhattan) 10/1

Rotations: Heavy 0, Medium 3/0, Light 7/1, Total Adds 1, KFMB. Medium: WPOE, WJBC, KTWO.

POINTER SISTERS "Freedom" (RCA) 9/4

Rotations: Heavy 0, Medium 5/1, Light 4/3, Total Adds 4, WKBW, WHBY, WING, KFOD. Medium: WFBR, KSL, WPOE, WPPA.

JOHN DENVER "Dreamland Express" (RCA) 8/8

Rotations: Heavy 0, Medium 2/2, Light 6/6, Total Adds 8 including WCCO, WHBY, WHBC, WJBC, WCL, KTWO. Medium: KSL, WPOE.

SIGNIFICANT ACTION

JUICE NEWTON "Hurt" (RCA) 7/6

Rotations: Heavy 0, Medium 5/4, Light 2/2, Total Adds 6, WFBR, WKBW, WHBY, WPOE, WTKO, KJBC. Medium including WGY.

DIRE STRAITS "Walk Of Life" (WB) 6/2

Rotations: Heavy 0, Medium 3/0, Light 3/2, Total Adds 2, WHBC, KTWO. Medium: WFBR, WING, WPOE.

JOHN COUGAR MELLENCAMP "Small Town" (Riva/PolyGram) 5/3

Rotations: Heavy 0, Medium 2/1, Light 3/2, Total Adds 3 including WING, WNNR. Medium: WICC, WPPA.

MARIE OSMOND "There's No Stopping Your Heart" (Capitol/Curb) 5/1

Rotations: Heavy 0, Medium 5/1, Light 0, Total Adds 1, WGY. Medium including WCCO, WHBY, WTKO, WJBC.

SHEENA EASTON "Do It For Love" (EMI America) 5/1

Rotations: Heavy 0, Medium 2/1, Light 3/0, Total Adds 1, KFI. Medium including WPPA.

DIANA ROSS "Chain Reaction" (RCA) 3/3

Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3 including WPPA. Medium: WFBR, WPOE.

GLENN CAMPBELL "It's Just A Matter Of Time" (Atlantic) 3/2

Rotations: Heavy 0, Medium 0, Light 3/2, Total Adds 2, WCCO, WCHS.

JOHN CAFFERY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 3/1

Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WGBR. Medium: WPOE.

OMD "So In Love" (Virgin/A&M) 3/1

Rotations: Heavy 0/0, Medium 2/0, Light 1/1, Total Adds 1, WNNR. Medium: KFI, WING.

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ADULT/CONTEMPORARY

BREAKERS

DIONNE & FRIENDS

That's What Friends Are For (Arista)

86% of our reporters on it. Rotations: Heavy 8, Medium 53, Light 35, Total Adds 33 including WARM99, WSB-FM, 2WD, WARM98, WLTF, WMJI, WMGF, KMGG. Moves 22-17 on the A/C chart.

KLYMAXX

I Miss You (Constellation/MCA)

75% of our reporters on it. Rotations: Heavy 13, Medium 44, Light 26, Total Adds 21 including WSB-FM, 97A1A, WMJI, KUOL, KS94, KGW, U102, K10A, KLYF. Moves 23-20 on the A/C chart.

NEW & ACTIVE

BILLY DCEAN "Long & Winding Road" (Jive/Arista) 57/2

Rotations: Heavy 7/0, Medium 32/1, Light 18/1. Total Adds 2. KUOL, WLAC-FM. Heavy: KOIL, WEIM, WKYX, KTYL, WMT-FM, KMGO, KALE. Medium including KGW, KIFM, WAEB, WKYE, KEY103, WEZC, WNAM, K10A.

BRYAN FERRY "Don't Stop The Dance" (WB) 56/10

Rotations: Heavy 4/0, Medium 34/4, Light 18/8. Total Adds 10. 97A1A, WLTS, WARM98, WAVE, KO99, WGLL, WTNV, WAEV, WBOW, K99. Heavy: KOST, KIFM, WCKO, KALE. Medium including KMGG, KGW, WAEB, WKYE.

JOHN COUGAR MELLENCAMP "Small Town" (Riva/PolyGram) 54/18

Rotations: Heavy 1/0, Medium 24/3, Light 29/15. Total Adds 18 including KVIL-FM, WAEB, WEIZ, WJDX, U102, K10A, KOIL, WHNN, KVUU. Heavy: KTYL. Medium including WSPF, WENS, WMGN, WMMJ, KQSW.

AMY GRANT "Everywhere I Go" (A&M) 54/4

Rotations: Heavy 2/0, Medium 30/0, Light 22/4. Total Adds 4. KIFM, WKGW, U102, WBOW. Heavy: WLAC-FM, WSKI. Medium including WLTS, KGW, WAEB, WKYE, KEY103, WEIZ, WAVE, WNAM, K10A, KOIL.

BARRY MANILOW "In Search Of Love" (RCA) 53/19

Rotations: Heavy 0, Medium 23/4, Light 30/15. Total Adds 19 including WLTS, KKLT, WKYE, WKGW, WIVY, WLAC-FM, K10A, KOIL, KWAV, KWFM. Heavy: KOST. Medium including KVIL-FM, K101, WEIZ, KATF, K99.

BEACH BOYS "She Believes In Love Again" (Caribu/CBS) 47/2

Rotations: Heavy 3/0, Medium 37/1, Light 17/1. Total Adds 2. KGW, WXTX. Heavy: WAEV, KQSW, KALE. Medium including KVIL-FM, 2WD, WKYE, WKGW, K10A, KOIL, KWFM.

POINTER SISTERS "Freedom" (RCA) 46/17

Rotations: Heavy 1/0, Medium 23/4, Light 28/14. Total Adds 17 including WMTS, WKGW, K106, WXTX, WAVE, KOIL, WHNN, KKUA, KWFM. Heavy: KOST. Medium including WSB-FM, KVIL-FM, 2WD, WMGN, KWAV, WMMJ, WSKI.

JACK WAGNER "Too Young" (Qwest/WB) 44/12

Rotations: Heavy 4/0, Medium 18/3, Light 22/9. Total Adds 12 including 97A1A, KGW, WKYE, WEIZ, KOIL, WKNE, WAGE, KALE. Heavy: KEY103, WEIM, WGLL, WCKO. Medium including WSNY, KMGG, U102, WTRX, KVUU.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PHIL COLLINS & MARILYN MARTIN	111/0	101	10	0
2 GLENN FREY	104/2	91	12	1
3 TEARS FOR FEARS	106/2	85	17	4
4 FREDDIE JACKSON	107/0	74	29	4
5 STEVIE WONDER	99/0	73	21	5
6 ARETHA FRANKLIN	102/2	60	39	3
7 DAVID FOSTER	94/1	61	27	6
8 LIONEL RICHIE	108/11	39	58	11
9 JAMES TAYLOR	104/1	40	49	15
10 KENNY ROGERS	97/1	44	43	10
11 MR. MISTER	97/12	42	46	9
12 A-HA	96/0	54	35	7
13 THOMPSON TWINS	93/5	31	51	11
14 ABC	91/5	34	45	12
15 BILLY JOEL	95/3	27	54	14
16 GINO VANNELLI	83/0	24	45	14
17 DIONNE & FRIENDS	96/33	8	53	35
18 JAN HAMMER	70/1	29	35	6
19 OLIVIA NEWTON-JOHN	82/3	17	50	15
20 KLYMAXX	83/21	13	44	26
21 WHITNEY HOUSTON	61/0	12	36	13
22 MAURICE WHITE	59/0	14	33	12
23 DON HENLEY	46/0	7	28	11
24 BRYAN FERRY	56/10	4	34	18
25 BILLY OCEAN	57/2	7	32	18
26 KENNY LOGGINS	43/0	6	31	6
27 BEACH BOYS	47/2	3	37	7
28 AMY GRANT	54/4	2	30	22
29 POINTER SISTERS	46/17	1	17	28
30 BARRY MANILOW	53/19	0	23	30

MOST ADDED

- DIONNE & FRIENDS (33)
That's What Friends Are For (Arista)
- DIRE STRAITS (28)
Walk Of Life (WB)
- STEVIE NICKS (24)
Talk To Me (Modern/Atco)
- KLYMAXX (21)
I Miss You (Constellation/MCA)
- BARRY MANILOW (19)
In Search Of Love (RCA)

HOTTEST

- PHIL COLLINS & MARILYN MARTIN (92)
Separate Lives (Atlantic)
- GLENN FREY (74)
You Belong To The City (MCA)
- TEARS FOR FEARS (57)
Head Over Heels (Mercury/PolyGram)
- FREDDIE JACKSON (40)
You Are My Lady (Capitol)
- STEVIE WONDER (37)
Part-Time Lover (Tamla/Motown)

URGENT "Love Can Make You Cry" (Manhattan) 44/6

Rotations: Heavy 0, Medium 11/1, Light 33/5. Total Adds 6. WLTS, WDLT, K10A, WMMJ, WCHV, KATF. Medium including WKYE, WNAM, WEIM, WSKI, WKYX, 94, KFSB, KALE.

KENNY LOGGINS "I'll Be There" (Columbia) 43/0

Rotations: Heavy 6/0, Medium 31/0, Light 6/0. Total Adds 0. Heavy: KIFM, KOIL, KWFM, WCHV, KWEB, WJON. Medium including KLSI, KGW, WAEB, KEY103, WJDX, WSPF, KO99, KWAV.

MICHAEL McDONALD "Lost In The Parade" (WB) 37/3

Rotations: Heavy 1/0, Medium 18/0, Light 18/3. Total Adds 3. WSPF, MCOI, KRLL. Heavy: KQSW. Medium including KGW, WAEB, KEY103, WNAM, KWFM, WEIM, WGSV, KFSB.

DIRE STRAITS "Walk Of Life" (WB) 36/28

Rotations: Heavy 2/1, Medium 6/4, Light 28/23. Total Adds 28 including WCLY, B100, WKYE, WXTX, WEIZ, WNAM, WLHT, KVUU. Heavy: WCKO, KTYL. Medium: KDUR, WSKI, WCHV, KKLV.

KDOL & THE GANG "Emergency" (De-Lite/PolyGram) 32/5

Rotations: Heavy 1/0, Medium 10/2, Light 18/3. Total Adds 5. KVIL-FM, WAEB, WRAL, KO99, WMGN. Heavy: KQSW. Medium including WHTX, WGLL, WSKI, WCKO, WKYX, WZLQ, KALE.

SHEENA EASTON "Do It For Love" (EMI America) 30/6

Rotations: Heavy 0, Medium 14/3, Light 16/3. Total Adds 6. KVIL-FM, 2WD, WSPF, KOIL, KWAV, WSKI. Medium including WSB-FM, KOST, WKYE, WKGW, KDUK, WEIM, WFFX, KTYL, 94.

HOWARD JONES "Like To Get To Know You Well" (Elektra) 28/2

Rotations: Heavy 1/0, Medium 12/0, Light 15/2. Total Adds 2. WKGW, WSPF. Heavy: WEIM. Medium including KGW, WMGN, WMMJ, WCKO, WCHV, WKYX, KKLK, KRSS.

RAY PARKER JR. "Girls Are More Fun" (Arista) 28/0

Rotations: Heavy 3/0, Medium 13/0, Light 12/0. Total Adds 0. Heavy: WGLL, WCKO, KQSW. Medium including WKYE, WTRX, KKUA, WSKI, WCHV, 94, KRSS.

OMD "So In Love" (Virgin/A&M) 27/15

Rotations: Heavy 1/0, Medium 4/2, Light 22/13. Total Adds 15 including WIVY, WSPF, WSTF, WAVE, WNAM, WMHE, WGSV. Heavy: WSKI. Medium: WMGN, WGLL, WCKO, KALE.

EDDIE RABBITT "A World Without Love" (RCA) 27/2

Rotations: Heavy 1/0, Medium 8/0, Light 18/2. Total Adds 2. WSPF, KEY103. Heavy: KQSW. Medium: KOIL, WEIM, WSKI, WTRX, WARR, WMT-FM, KWEB, WJON.

CARS "Tonight She Comes" (Elektra) 25/10

Rotations: Heavy 0, Medium 9/3, Light 18/7. Total Adds 10. B100, KEY103, KELT, WNAM, WLHT, WFMK, WMGN, WGLL, WCHV, WORG. Medium including WFFX, KQSW, KALE.

SIGNIFICANT ACTION

STEVIE NICKS "Talk To Me" (Modern/Atco) 24/24

Rotations: Heavy 0, Medium 3/3, Light 21/21. Total Adds 24 including WCLY, KMJI, WKYE, WKGW, WEIZ, WAVE, WNAM, KKUA. Medium: WARM99, WMGN, KTYL.

ELTON JOHN "Wrap Her Up" (Geffen) 22/4

Rotations: Heavy 2/0, Medium 8/1, Light 12/3. Total Adds 4. KO99, WTRX, WZLQ, KATF. Heavy: WGLL, KTYL. Medium including WSKI, WCKO, WKYX, WAEV, KRSS, KALE.

ROBIN GIBB "Like A Fool" (EMI America) 22/1

Rotations: Heavy 0, Medium 2/0, Light 20/1. Total Adds 1. WFFX. Medium: WSKI, KALE.

CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 21/3

Rotations: Heavy 0, Medium 10/1, Light 11/2. Total Adds 3. WMGN, KKUA, WMMJ. Medium including WHTX, 2WD, WXTX, WAVE.

STING "Love Is The Seventh Wave" (A&M) 20/14

Rotations: Heavy 0, Medium 5/2, Light 15/12. Total Adds 14 including WHTX, KEY103, WNAM, WTRX. Medium: WARM99, WARM98, WAVE, WSKI, KTYL.

BDB DYLAN "Emotionally Yours" (Columbia) 17/12

Rotations: Heavy 0, Medium 0, Light 17/12. Total Adds 12 including WMJI, WNAM, KOIL, WSKI, WCKO, WAGE, WORG, KQSW, KRSS.

JUICE NEWTON "Hurt" (RCA) 16/14

Rotations: Heavy 0, Medium 2/1, Light 14/13. Total Adds 14 including WLTS, WDLT, WEIM, WKNE, WCHV, WZLQ, KFSB, KKLV, KMGO. Medium: KVIL-FM, WAHR.

STARSHIP "We Built This City" (GrunT/RCA) 16/1

Rotations: Heavy 5/0, Medium 9/0, Light 2/1. Total Adds 1. WPFM. Heavy: KO99, WENS, WMHE, KKUA, WKYX. Medium including WHTX, V100, WMGN, KALE.

MATT BIANCO "More Than I Can Bear" (Atlantic) 13/13

Rotations: Heavy 0, Medium 1/1, Light 12/12. Total Adds 13 including WEIZ, WEIM, WSKI, KFSB, WBOW, KKLV, KRSS. Medium: KTYL.

CHRISTOPHER CROSS "Charm The Snake" (WB) 12/2

Rotations: Heavy 0, Medium 4/0, Light 8/2. Total Adds 2. WEIM, KQSW. Medium including KEY103, WSKI, KTYL.

RESTLESS HEART "(Back To The) Heartbreak Kid" (RCA) 11/2

Rotations: Heavy 0, Medium 2/1, Light 9/1. Total Adds 2. WAEV, KQSW. Medium including WAHR.

HEART "Never" (Capitol) 10/3

Rotations: Heavy 2/0, Medium 3/1, Light 5/2. Total Adds 3. KDUR, WTNV, KRLL. Heavy: WMJI, KKUA. Medium including WHTX, V100.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C 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.

ANNOUNCERS

EAST

PARALLEL ONE
WVGI/OnLine
WBNS/News York
WVIR/Steve Sabin

PARALLEL TWO
WVIR/News York
WVIR/Steve Sabin

PARALLEL THREE
WVIR/News York
WVIR/Steve Sabin

PARALLEL FOUR
WVIR/News York
WVIR/Steve Sabin

PARALLEL FIVE
WVIR/News York
WVIR/Steve Sabin

PARALLEL SIX
WVIR/News York
WVIR/Steve Sabin

PARALLEL SEVEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL EIGHT
WVIR/News York
WVIR/Steve Sabin

PARALLEL NINE
WVIR/News York
WVIR/Steve Sabin

PARALLEL TEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL ELEVEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWELVE
WVIR/News York
WVIR/Steve Sabin

PARALLEL THIRTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL FOURTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL FIFTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL SIXTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL SEVENTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL EIGHTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL NINETEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-ONE
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-TWO
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-THREE
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-FOUR
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-FIVE
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-SIX
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-SEVEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-EIGHT
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-NINE
WVIR/News York
WVIR/Steve Sabin

SOUTH

PARALLEL ONE
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWO
WVIR/News York
WVIR/Steve Sabin

PARALLEL THREE
WVIR/News York
WVIR/Steve Sabin

PARALLEL FOUR
WVIR/News York
WVIR/Steve Sabin

PARALLEL FIVE
WVIR/News York
WVIR/Steve Sabin

PARALLEL SIX
WVIR/News York
WVIR/Steve Sabin

PARALLEL SEVEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL EIGHT
WVIR/News York
WVIR/Steve Sabin

PARALLEL NINE
WVIR/News York
WVIR/Steve Sabin

PARALLEL TEN
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PARALLEL ELEVEN
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PARALLEL TWELVE
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PARALLEL THIRTEEN
WVIR/News York
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PARALLEL FOURTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL FIFTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL SIXTEEN
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PARALLEL SEVENTEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL EIGHTEEN
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WVIR/Steve Sabin

PARALLEL NINETEEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-ONE
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-TWO
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-THREE
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-FOUR
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-FIVE
WVIR/News York
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PARALLEL TWENTY-SIX
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-SEVEN
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-EIGHT
WVIR/News York
WVIR/Steve Sabin

PARALLEL TWENTY-NINE
WVIR/News York
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PARALLEL THREE

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111 Reporters, 104 Current Reports

One station failed to report a frozen list this week: WPX New York.

Six stations failed to report this week. Their rotations were frozen:

KYK3/St. Louis, WLT/Cincinnati, WMJ/Birmingham, WMC/Detroit, WSKY/Asheville, WSN/Philadelphia.

One station failed to report a frozen list this week: KDKA/Pittsburgh.

One station failed to report this week. Its rotations were frozen: KOY/Phoenix.

The following are now Full Service Reporters: KFQD/Anchorage, WTMJ/Milwaukee.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three Weeks	Two Weeks	Last Week	158 REPORTS	Total Reports/Adds	Power	Heavy	Medium
6	2	2	1 JOHN C. MELLENCAMP/Small Town (Riva/Pg)	149/+2	55+	142+	7-
—	7	3	2 CARS/Tonight She Comes (Elektra)	152-/0	52+	134+	18-
1	1	1	3 ZZ TOP/Sleeping Bag (WB)	137-/0	60-	134-	3-
4	4	4	4 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)	150/+2	46+	120+	28-
7	5	5	5 RUSH/The Big Money (Mercury/Pg)	128-/0	34-	99+	25-
17	11	6	6 DIRE STRAITS/Walk Of Life (WB)	117-/1	30+	96+	19-
—	—	11	7 PETE DINKSHAW/Face The Face (Atco)	147/+11	12+	71+	73-
DEBUT	9	9	8 STEVIE NICKS/Talk To Me (Modern/Atco)	140/139	12	62	64
19	14	9	9 INXS/This Time (Atlantic)	135-/2	17+	58+	71-
13	12	10	10 PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America)	128-/2	12+	49+	73-
15	15	14	11 ROGER DALTREY/Under A Raging Moon (Atlantic)	116/+4	7+	50-	61+
—	—	22	12 ZZ TOP/Can't Stop Rockin' (WB)	117/+22	3+	51+	62+
—	—	28	13 ASIA/Go (Geffen)	128/+27	3+	31+	89+
18	16	15	14 STING/Love Is The Seventh Wave (A&M)	101-/4	18+	65-	34-
4	6	8	15 MR. MISTER/Broken Wings (RCA)	86-/0	13-	69-	16-
16	19	16	16 CRUZADOS/Motorcycle Girl (Arista)	112-/3	2+	33-	75-
—	55	31	17 MIKE & THE MECHANICS/Silent Running (Atlantic)	125/+27	0=	11+	103+
34	25	20	18 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)	104-/0	3+	38+	62-
25	22	19	19 JOE LYNN TURNER/Endlessly (Elektra)	113-/2	1=	27+	77-
11	10	10	20 THOMPSON TWINS/Lay Your Hands On Me (Arista)	87-/1	16-	56-	25-
44	27	26	21 WANG CHUNG/To Live And Die In L.A. (Geffen)	103/+6	4-	35-	55-
5	9	16	22 HEART/Never (Capitol)	68-/0	17-	49-	17+
2	3	7	23 GLENN FRESH/You Belong To The City (MCA)	74-/0	22-	53-	19-
37	26	25	24 KATE BUSH/Running Up That Hill (EMI America)	95/+4	4-	34+	50+
—	39	26	25 AEROSMITH/Let The Music Do The Talking (Geffen)	99/+6	2+	18+	71-
21	21	21	26 TALKING HEADS/Stay Up Late (Sire/WB)	81-/1	7-	30-	49-
3	8	13	27 ROGER DALTREY/After The Fire (Atlantic)	72-/1	6-	37-	34+
—	47	32	28 SURVIVOR/Burning Heart (Scotti Bros./CBS)	94/+10	4+	18+	67+
—	39	29	29 DIVINYLS/Pleasure And Pain (Chrysalis)	97/+25	0=	5+	72+
—	49	30	30 STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change It (Epic)	83/+41	3+	18+	55+
12	12	18	31 STEVIE RAY VAUGHAN & DOUBLE.../Look At Little Sister (Epic)	66-/1	2+	26-	37-
50	33	33	32 ALARM/Strength (IRS/MCA)	86/+11	2=	14+	55+
—	36	34	33 RUSH/Manhattan Project (Mercury/Pg)	75/+8	2+	25+	43-
10	16	24	34 JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/Pg)	62-/2	1-	34-	26-
22	23	27	35 KISS/Tears Are Falling (Mercury/Pg)	73-/1	2-	20-	46+
—	38	36	36 YES/Hold On (Atco)	89/+19	0=	5+	71+
—	42	37	37 RUSH/Territories (Mercury/Pg)	58/+7	1+	20+	36+
—	44	38	38 JONI MITCHELL/Good Friends (Geffen)	76/+18	3+	13+	56+
—	46	39	39 ZZ TOP/Stages (WB)	57/+19	0=	26+	26+
43	40	41	40 LOVERBOY/Dangerous (Columbia)	69/+17	2+	10-	54+
52	40	41	41 ALDO NOVA/Tonite (Lift Me Up) (Portrait/CBS)	69/+10	0=	4+	54-
51	42	42	42 DEL FUEGOS/Don't Run Wild (Slash/WB)	65/+6	2+	9+	42+
55	46	45	43 DREAM ACADEMY/Life In A Northern Town (WB)	81/+21	3+	12+	52+
—	54	47	44 ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)	67/+11	1-	14+	36-
20	20	23	45 TOMMY SHAW/Remo's Theme (What It) (A&M)	58-/0	1-	19-	35-
33	34	43	46 JOHN C. MELLENCAMP/Pain On The Scarecrow (Riva/Pg)	45/+8	2+	22+	21+
—	54	47	47 STARSHIP/Sara (Grunt/RCA)	60/+20	2=	18-	37+
9	17	30	48 STARSHIP/We Built This City (Grunt/RCA)	42-/1	8-	24-	17-
—	60	50	49 ROBERT PALMER/Discipline Of Love (Why Did You Do It) (Island)	66/+11	1=	1=	52+
—	60	50	50 ZZ TOP/Rough Boy (WB)	45/+16	2+	21+	23+
14	24	35	51 DIRE STRAITS/One World (WB)	39-/1	4+	23-	15-
42	31	35	52 AUTOGRAPH/Blondes In Black Cars (RCA)	63-/2	0=	2-	47+
DEBUT	35	52	53 CHARLIE SEXTON/Beat's So Lonely (MCA)	59/+16	0=	4+	38+
DEBUT	35	52	54 WATERBOYS/The Whole Of The Moon (Island)	48/+9	2+	9+	26+
DEBUT	35	52	55 Y&T/All American Boy (A&M)	47/+17	0=	4+	36+
46	44	51	56 TINA TURNER/One Of The Living (Capitol)	32-/1	5+	14-	17-
DEBUT	37	57	57 JOHN C. MELLENCAMP/Justice And Independence '85 (Riva/Pg)	33-/3	0=	11+	21-
DEBUT	37	57	58 BLACK 'N' BLUE/Miss Mystery (Geffen)	41/+6	2+	7+	24+
DEBUT	37	57	59 ARCADIA/Election Day (Capitol)	32-/2	6+	12+	19-
DEBUT	37	57	60 TRIUMPH/Mind Games (MCA)	35-/2	0=	6+	25-

MOST ADDED

- STEVIE NICKS (139)
Talk To Me (Modern/Atco)
- STEVIE RAY VAUGHAN & DOUBLE TROUBLE (41)
Change It (Epic)
- MIKE & THE MECHANICS (27)
Silent Running (Atlantic)
- ASIA (27)
Go (Geffen)
- DIVINYLS (25)
Pleasure And Pain (Chrysalis)

HOTTEST

- ZZ TOP (60)
Sleeping Bag (WB)
- JOHN C. MELLENCAMP (55)
Small Town (Riva/PolyGram)
- CARS (52)
Tonight She Comes (Elektra)
- SIMPLE MINDS (46)
Alive & Kicking (Virgin/A&M)
- RUSH (34)
The Big Money (Mercury/PolyGram)

BREAKERS

STEVIE NICKS

Talk To Me (Modern/Atco)

89% of our reporters on it. 140/139 including adds at: WIYY, WBCN, WBAB, WNEW, KZEW, WSHE, WLUP, KMET, KGB, KFOG. Debuts at #8 on the Tracks chart.

DIVINYLS

Pleasure And Pain (Chrysalis)

61% of our reporters on it. 97/25 including adds at: WBCN, WBAB, WKLS, KSHE, KBPI, KMET, KUPD, KISW. Moves 39-29 on the Tracks chart.

KATE BUSH

Running Up That Hill (EMI America)

60% of our reporters on it. 95/4 with adds at: KSRR, KUPD, WXLP, WIOT. Moves 25-24 on the Tracks chart.

NEW & ACTIVE

JON BUTCHER AXIS "Sounds Of Your Love" (Capitol) 35/10 (26/5)

Adds including WSHE, WDCG, WRNC, WRQK, WTPA, WGBR, WXCT, KSOY, WCPZ. Powers 1: Heavy 4: KLBJ, KKGR, KGRQ, KROU. Medium 22 including WHLY, WLUP, WHEB, WOUR, WAAF, WTUE, WLAV, KATT.

MR. MISTER "Kyrie" (RCA) 33/12 (21/7)

Adds including KTKO, KRQD, WAPL. Powers 2: Heavy 6 including WLUP, 91X, KGB, KFMB, K10. Medium 19 including KZEW, KSHE, KZAP, KQME, WPDH, KATT, KDJK, KEZE.

NIGHT RANGER "Goodbye" (Camel/MCA) 32/17 (15/9)

Adds including WBAB, KSRR, WSHE, WQFM, KBPI, KGGN, KLAQ, KGGG, WWCT, KZEL, KDJK. Heavy 6: KORS, WYSP, WAQX, WSKS, KTAL, KRQJ. Medium 20 including KLOL, WDJZ, WPR, KMDD, K10, WBLM.

MARILLION "Lavender" (Capitol) 31/14 (18/14)

Adds including WLVO, WQFM, KROR, WHCN, WLAV, KATT, WRKI. Heavy 3: WAQX, WOUR, WCPZ. Medium 22 including WNEW, WQVE, WQW, WPKX, WQBR, WYFV, KMDD.

SCORPIONS "No One Like You" (Mercury/PolyGram) 28/12 (18/16)

Adds including WXRK, WPKX, WZZO, WDJZ, KFQB. Heavy 0: Medium 16 including KLOL, WLLZ, KQHE, KUPD, KLAQ, KATT, WIOT, KDKS.

HOODOO GURUS "Bittersweet" (Big Time) 27/4 (25/7)

Adds: WNEW, WHEB, K10, WCPZ. Heavy 3: WIZN, KRQJ, KQGL. Medium 18 including WHLY, WXRT, KRQD, 91X, WAAF, WONE, WTUE.

ELTON JOHN "Wrap Her Up" (Geffen) 26/5 (22/4)

Adds: KMJK, WRDQ, WDOJ, WZEW, KSPN. Heavy 8 including WBAB, WNEW, WIMZ. Medium 13 including KMJK, WRDQ, WDOJ, WZEW, KSPN.

ZZ TOP "Velcro Fly" (WB) 24/4 (21/21)

Adds: WHEB, WWCT, WWTR, KOZZ. Heavy 9 including WLUP, KFOG, WHCN, WLAV, KTYD. Medium 13 including WFBQ, K1CT, KDDJ.

CURE "In Between Days" (Elektra) 24/3 (22/5)

Adds: WLUP, WQFM, WHEB. Powers 1: Heavy 8 including WXRT, KRQD, 91X. Medium 10 including WNEW, WXRK, KBOB.

ZZ TOP "Delirious" (WB) 23/2 (24/24)

Adds: WHEB, WWTR. Powers 1: Heavy 5: WQVE, KZEW, KFOG, KRXK, KPOJ. Medium 17 including WIYY, KYYS, WPKX, WFBQ, KATT, KEZO, WIOT, K1CT, KKDJ, KDJK.

RUSH "Marathon" (Mercury/PolyGram) 22/0 (24/7)

Heavy 5: KLOL, KSRR, KSHE, WHCN, KWHL. Medium 16 including WBAB, WKLS, KTXQ, WNOR, WHEB, KGB, KROR, KISW, KRRL, WIOT, KQMP.

LONDON SYMPHONY ORCHESTRA "Bourne" (RCA) 21/21 (9/9)

Adds including WXRT, KBCO, KGGN, WHEB, WOUR, WYFV, WLAV. Heavy 1: KTCZ. Medium 11 including WQBR, WWTR, WCPZ, K1CL, KYRE.

BRYAN ADAMS "It's Only Love" (A&M) 20/14 (6/5)

Adds including KRFR, WPKX, KGGG, WBLM. Powers 1: Heavy 3: WKLS, WZZO, KRSP. Medium 12 including WRDQ, WXKE, KATT.

JAMES TAYLOR "Everyday" (Columbia) 20/0 (22/3)

Powers 1: Heavy 11 including KTCZ, KINK, WTUE. Medium 7 including WXRT, WQBR, WBLM.

PETE TOWNSHEND "Hiding Out" (Atco) 19/7 (13/13)

Adds: WBAB, KBCO, KROR, WDH, WOUR, KGRG. Powers 1: Heavy 9 including WQVE, WLUP, WXRT, KTCZ, KFOG. Medium 9 including WLLQJ, WPKI, KGRQ.

EDDIE & THE TIDE "Just Need A Little Rock" (Atco) 19/3 (22/2)

Adds: KLOL, WONE, WTUE. Heavy 3: KORS, KLOS, WSKS. Medium 10 including WXRK, KSRR, WQFM, KTYD.

BON JOVI "Silent Night" (Mercury/PolyGram) 18/16 (1/0)

Adds including WBAB, WHEB, WIMZ, KDJK. Heavy 1: WTPA. Medium 7 including WXRK, WMLC, WYSP, WZEX, WQY, WPKI, KTYD.

WRESTLERS "Land Of 1,000 Dances" (Epic) 18/12 (6/6)

Adds including KBPI, KZAP, 91X, WYFV, WDJZ, WWCT. Heavy 0: Medium 4: KRQD, WLIR, WPDH, WTPA.

HEAVEN "Knockin' On Heaven's Door" (Columbia) 18/3 (18/4)

Adds: WHMD, KXZL, KTAL. Heavy 4: KZEW, KLOS, WYSP, KRXX. Medium 12 including WNEW, WQVE, KGB, KROR, KISW, KRRL, WIOT, KQMP.

ZZ TOP "Dipping Low In The Lap Of Luxury" (WB) 17/2 (18/18)

Adds: WRXL, WWTR. Powers 1: Heavy 10 including KZEW, KORS, KFOG, WQBR, KLBJ, WKQD, WAPL. Medium 7 including WDH, WTPA.

PHIL COLLINS "Take Me Home" (Atlantic) 15/1 (15/1)

Adds: KDKB. Powers 1: Heavy 7 including KSHE, KLOS, KMET, WAPL, KMDD. Medium 8 including WYFV, WRIF, KGGN, WQW.

BILLY THE KID "When Hell Freezes Over" (MCA) 15/0 (15/1)

Heavy 0: Medium 9 including WYFV, KGB, WYFV, WYCF, WIOT, KQMP.

DIRE STRAITS "Ride Across The River" (WB) 14/5 (10/3)

Adds including KQDS, KEZO. Heavy 6: KBCO, KMET, KFOG, WHCN, WLAV, KZOK. Medium 8 including KYYS, KZEL, KKDJ.

CHRISTOPHER CROSS "Charm The Snake" (WB) 14/2 (16/0)

Adds: KBCO, WHMD. Heavy 0: Medium 13 including KTKQ, KSRR, WSHE, WYFV, KGB.

OMD "So In Love" (Virgin/A&M) 14/2 (15/2)

Adds: 91X, KYRE. Powers 1: Heavy 4: CFOX, WHMD, KLYV, WCPZ. Medium 6 including WSHE, WHFS, WAQY.

CULT "She Sells Sanctuary" (Sire/WB) 13/9 (4/3)

Adds including WNEW, KRQD, WHFS, WDH, WZEX. Heavy 1: WLIR. Medium 6 including WRNC.

WIRE TRAIN "Last Perfect Thing" (415/Columbia) 12/2 (9/1)

Adds: KBCO, WPLR. Powers 1: Heavy 2: KQGL, KYRE. Medium 7 including WXRT, WQFM, KRQR, WQBR.

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Three Weeks	Two Weeks	Last Week	158 REPORTS	NOVEMBER 8, 1985	Total Report/Adds	Power	Heavy	Medium
—	1	1	1	ZZ TOP /Afterburner (WB)	"Sleeping" (137) "Can't Stop" (117) "Stages" (57)	149+ / 3	63-	144+ 5=
1	1	2	2	JOHN C. MELLENCAMP /Scarecrow (Riva/PG)	"Small Town" (149) "R.O.C.K." (62) "Rain" (45)	151 = / 1	59+	146+ 5-
—	3	3	3	RUSH /Power Windows (Mercury/PG)	"Money" (128) "Manhattan" (75) "Territories" (58)	136 = / 1	34-	102+ 28-
4	4	4	4	DIRE STRAITS /Brothers In Arms (WB)	"Walk" (117) "World" (39) "So Far" (18)	134 - / 1	35+	109+ 22-
—	6	6	5	SIMPLE MINDS /Once Upon A Time (Virgin/A&M)	"Alive & Kicking" (150)	151 + / 2	46+	120+ 29-
—	13	7	6	CARS /Greatest Hits (Elektra)	"Tonight She Comes" (152)	152 - / 0	52+	134+ 18-
2	2	5	7	ROGER DALTRY /Under A Ragging Moon (Atlantic)	"Raging" (116) "After" (72)	138 - / 2	12-	70- 65+
15	15	12	9	INXS /Listen Like Thieves (Atlantic)	"This Time" (135)	142 - / 2	17+	59+ 77-
9	9	11	9	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Soul To Soul (Epic)	"Change It" (83) "Sister" (66)	128 = / 7	5 =	39- 80+
7	8	9	10	MR. MISTER /Welcome To The Real World (RCA)	"Broken Wings" (86) "Kyrie" (33)	115 - / 6	15-	74- 34+
6	7	8	11	STING /The Dream Of The Blue Turtles (A&M)	"Wave" (101) "Shadows" (12)	114 - / 2	19+	71- 40-
13	16	15	12	PHANTOM, ROCKER & SLICK /Phantom, Rocker & Slick (EMI America)	"Men Without Shame" (128)	130 - / 0	12+	49+ 75-
10	12	13	13	THOMPSON TWINS /Here's To Future Days (Arista)	"Lay Your Hands" (87)	101 - / 1	19-	62- 32 =
14	17	17	14	CRUZADOS /Cruzados (Arista)	"Motorcycle Girl" (112) "Hangin' Out" (10)	122 - / 3	2+	34 = 82-
5	10	14	15	STARSHIP /Knee Deep In The Hoopla (Grunt/RCA)	"Sara (60) "We Built" (42)	95 - / 9	12-	41- 49+
12	14	16	16	TALKING HEADS /Little Creatures (Sire/WB)	"Stay Up Late" (81) "And She Was" (19)	90 - / 0	12-	38- 49-
—	25	25	7	MIKE & THE MECHANICS /Mike & The Mechanics (Atlantic)	"Silent Running" (125)	126 + / 27	0 =	12+ 103+
DEBUT	16	16	16	AEROSMITH /Done With Mirrors (Geffen)	"Let The Music" (99) "Shela" (11)	106 / 9	2	19 76
8	11	16	19	HEART /Heart (Capitol)	"Never" (68)	76 - / 2	17-	49- 24+
20	19	20	20	JOE LYNN TURNER /Rescue You (Elektra)	"Endlessly" (113)	114 - / 2	1 =	27+ 77-
30	22	21	21	KATE BUSH /Hounds Of Love (EMI America)	"Running Up" (95)	96 + / 4	4-	34+ 51 =
DEBUT	22	22	22	CLARENCE CLEMONS /Hero (Columbia)	"Friend Of Mine" (104)	104 / 0	3	38 62
33	24	24	22	WANG CHUNG /To Live And Die In L.A. (Geffen)	"To Live And Die" (103)	104 + / 6	4-	36+ 55-
3	5	10	24	MIAMI VICE /Soundtrack (MCA)	"You Belong" (74)	75 - / 0	22-	53- 20-
11	19	20	25	LOVERBOY /Lovin' Every Minute Of It (Columbia)	"Dangerous" (69) "Lovin' " (21)	88 - / 10	5 =	18- 67+
—	26	26	26	ROCKY IV /Soundtrack (Scotti Bros./CBS)	"Burning Heart" (94)	96 + / 12	4+	18+ 68+
—	28	27	27	ALARM /Strength (IRS/MCA)	"Strength" (86)	90 + / 10	2 =	14+ 59+
39	27	29	28	DREAM ACADEMY /Dream Academy (WB)	"Life" (81)	84 + / 19	3+	14+ 55+
—	30	30	29	JONI MITCHELL /Dog Eat Dog (Geffen)	"Good Friends" (76)	78 + / 19	3+	14+ 57+
DEBUT	30	30	30	DIVINYLS /What A Life (Chrysalis)	"Pleasure And Pain" (97)	97 / 25	0	5 72
17	21	23	31	KISS /Asylum (Mercury/PG)	"Tears Are Falling" (73)	74 - / 1	2-	20- 46-
40	33	32	32	DEL FUEGOS /Boston, Mass. (Slash/WB)	"Don't Run Wild" (65)	72 + / 7	2+	9+ 48-
—	32	31	33	ALDO NOVA /Twitich (Portrait/CBS)	"Tonic" (69)	71 + / 10	0 =	5+ 55-
DEBUT	34	34	35	ARTISTS UNITED AGAINST APARTHEID /Sun City (Manhattan)	"Sun City" (67)	67 / 11	1	14 36
16	18	22	35	TOMMY SHAW /What If (A&M)	"Remo's Theme" (59)	60 - / 0	1-	19- 36-
32	29	28	36	AUTOGRAPH /That's The Stuff (RCA)	"Blondes" (63)	68 - / 2	0 =	2- 50-
DEBUT	37	37	37	ROBERT PALMER /Riptide (Island)	"Discipline Of Love" (66)	67 / 11	1	1 52
—	40	34	38	TRIUMPH /Stages (MCA)	"Mind Games" (35) "Empty Inside" (11)	49 - / 3	0 =	7+ 35-
22	36	40	39	MARILLION /Misplaced Childhood (Capitol)	"Lavender" (31) "Kayleigh" (18)	48 + / 10	2-	8= 33+
DEBUT	40	40	40	CHARLIE SEXTON /Pictures For Pleasure (MCA)	"Beat's So Lonely" (59)	61 + / 17	0 =	4+ 40+

HOODOO

SOURCERS

"BITTERSWEET"

AOR NEW & ACTIVE

Already On WNEW-FM, WXRT, KROQ, KAZY, WAAF, WHJY, WLIR, WHFS, WTUE, KLB, KILO, KOZZ, KRQU, KSTM, KTYD, KVRE, KNCR

Album Network Power Cuts **85-69**

bigtime

MANUFACTURED AND MARKETING BY

BREAKERS

- AEROSMITH**
Done With Mirrors (Geffen)
67% of our reporters on it. 106/9 including adds at: WDV, KTXQ, KYYS, WCCC, WIBA, KATT, KSJO. Debuts at #18 on the Albums chart.
- CLARENCE CLEMONS**
Hero (Columbia)
66% of our reporters on it. 104/0. Debuts at #22 on the Albums chart
- KATE BUSH**
Hounds Of Love (EMI America)
61% of our reporters on it. 96/4 with adds at: KSRR, KUPD, WXP, WIOT. Moves 21-21 on the Albums chart.
- DIVINYLS**
What A Life (Chrysalis)
61% of our reporters on it. 97/25 including adds at: WBCN, WBAB, WKLS, KSHE, KBPI, KMET, KUPD, KISW. Debuts at #30 on the Albums chart.
- ROCKY IV**
Soundtrack (Scotti Brothers/CBS)
61% of our reporters on it. 96/12 including adds at: CHOM, KTXQ, WLLZ, KQRS, KFOG, KRIX. Moves 26-26 on the Albums chart.

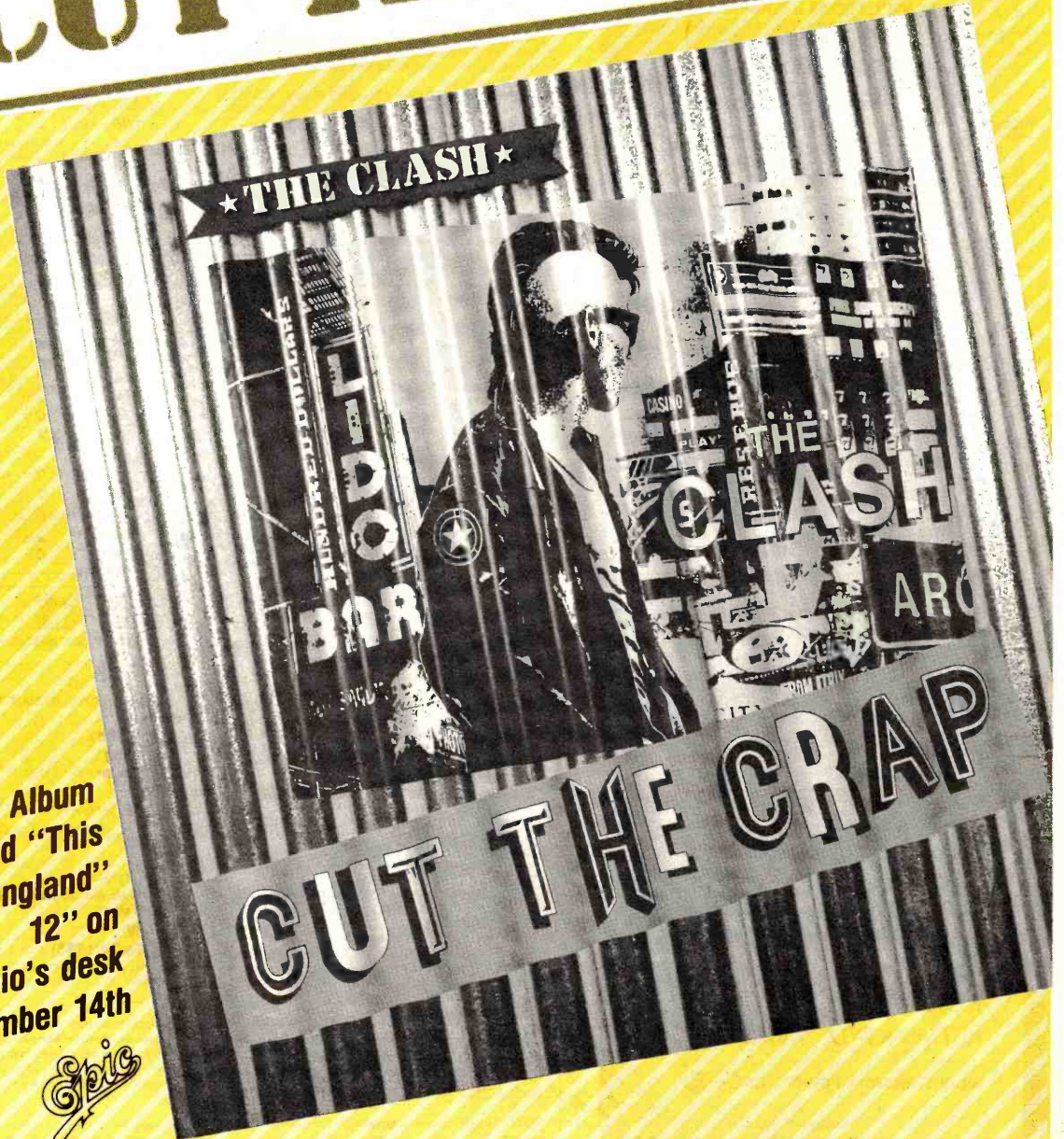
CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed, e.g., 100/50 means 100 reports and 50 adds.

Expect The Unexpected.

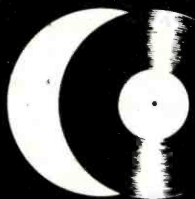
★ **THE CLASH** ★

'CUT THE CRAP'



Album
and "This
Is England"
12" on
radio's desk
November 14th

Epis



CMJ Presents
**The 1985
New Music Awards**

Hosted By
Cheech & Chong

Special Live Performance By

R.E.M.

&
Special Guests

The Del Fuegos

November 9th
The Beacon Theatre
New York City

National Television Broadcast
Complimentary Tickets Available Exclusively
To Music Marathon Registrants

Listen To The Stars Come Out



AOR ALBUMS

MOST ADDED

MIKE & THE MECHANICS (27)
Mike & The Mechanics (Atlantic)
DIVINYLS (25)
What A Life (Chrysalis)
DREAM ACADEMY (19)
Dream Academy (WB)
JONI MITCHELL (19)
Dog Eat Dog (Geffen)

HOTTEST

ZZ TOP (63)
Afterburner (WB)
JOHN C. MELLENCAMP (59)
Scarecrow (Rival/PolyGram)
CARS (52)
Greatest Hits (Elektra)
SIMPLE MINDS (46)
Once Upon A Time (Virgin/A&M)
DIRE STRAITS (35)
Brothers In Arms (WB)

NEW & ACTIVE

- Y&T "Down For The Count" (A&M) 49/17 (0/0)**
Adds including WNEW, WXRK, WHJY, KTXQ, WYNF, KUPD, KNKN, KMOD. Heavy 4: KOME, WKOO, KFMG, KRQU. Medium 37 including KLOL, WLLZ, WRIF, WQFM, KQRS, KSHE, KGB.
- WATERBOYS "This Is The Sea" (Island) 49/9 (40/8)**
Adds including WBCN, WFLR, WAQY, KLBJ, KNKN, KMOD. Powers 2: Heavy 9: CHOM, KBCO, CFOX, WLIR, KSTM, WIZN, KTCL, KRQU, KCGL. Medium 27 including WXRK, WXRT, KROQ, 91X, KGB, WQBK, WHEB.
- JON BUTCHER AXIS "Along The Axis" (Capitol) 42/8 (39/5)**
Adds including WSHE, WCCC, WRCN, WAQY, WGIR. Powers 1: Heavy 5: KLBJ, WTKX, KKGR, KGRQ, KRQU. Medium 28 including WHJY, WLUP, WQFM, KTCZ, KMET, KOME, WONE.
- BLACK 'N' BLUE "Without Love" (Geffen) 41/5 (39/4)**
Adds: KSRR, KLBJ, WKDF, KDJK, KZQQ. Powers 2: Heavy 7: WQFM, WYSP, KRIX, WDIZ, KISS, KILO, KTAL. Medium 24 including WQFM, WYSP, KRIX, WDIZ, KISS, KILO, KTAL.
- NIGHT RANGER "7 Wishes" (Cameo/MCA) 36/12 (27/8)**
Adds including WBAB, WSHE, KBPI, KGON, KLAQ, WRQK, KZEL, KDJK. Heavy 7: KQRS, WYSP, WAQX, WSKS, KTAL, KRQU. Medium 23 including KLOL, KSRR, WQFM, KGGO, KILO.
- ELTON JOHN "Ice On Fire" (Geffen) 32/10 (0/0)**
Adds including WQBK, WCCC, KMJX, WDIZ. Heavy 9: WBAB, WNEW, KINK, CFOX, WDHA, WIMZ, WRDU, WHMD, WZZQ. Medium 16 including WSHE, WXRT, KBCO, KGGO, WWCT.
- BRYAN ADAMS "Reckless" (A&M) 32/9 (29/6)**
Adds including WNOR, KRQR, WPHY, WZZO, WDHA, WAQX. Powers 1: Heavy 8 including WBCN, WKLS, WRIF, WIBA, KRSP. Medium 19 including WDV, WLLZ, KQRS, WRDU, KGGO, WXKE, KATT, KMOD.
- SCORPIONS "World Wide Live" (Mercury/PolyGram) 29/12 (18/16)**
Adds including WXRK, WZZO, WRCN, WDIZ, WSKS, WFBQ, KFMG, KLPX. Heavy 0: Medium 16 including KLOL, WLLZ, KSHE, KUPD, KLAQ, KATT, WIOT, KDKB.
- HOODOO GURUS "Mars Needs Guitars!" (Big Time) 28/5 (25/7)**
Adds: WNEW, WHEB, KILO, WCPZ, KVRE. Heavy 3: WIZN, KRQU, KCGL. Medium 19 including WHJY, WXRT, KROQ, 91X, WLIR, WAAF, WONE, WTUE, KSTM.
- JAMES TAYLOR "That's Why I'm Here" (Columbia) 27/1 (27/5)**
Adds: KTCL. Powers 1: Heavy 12 including KTCZ, KBCO, KINK, WONE, WTUE. Medium 13 including WNEW, WXRT, WQBK, WRDU, KIOT, KSTM.
- LONDON SYMPHONY ORCHESTRA "A Classic Case" (RCA) 24/15 (9/9)**
Adds including WBAB, WLUP, WXRT, KBCO, KGON, WHEB, WOUR, WHTF. Heavy 1: KTCZ. Medium 12 including WQBK, WLAV, KZOK.
- CURE "The Head On The Door" (Elektra) 24/3 (23/5)**
Adds: WLUP, WQFM, WHEB. Powers 3: Heavy 8: WXRT, KROQ, 91X, WHFS, WLIR, KSTM, KTCL, KCGL. Medium 10 including WNEW, WXRK, KBCO, WRCN.
- EDDIE & THE TIDE "Go Out And Get It" (Atco) 21/4 (24/1)**
Adds: KLOL, WEBN, WONE, WTUE. Heavy 3: KQRS, KLOS, WSKS. Medium 12 including WXRK, KSRR, WLLZ, WQFM, KRIX.
- OMD "Crush" (Virgin/A&M) 21/1 (21/3)**
Adds: WXRT, KROQ, CFOX, WHMD, KLYV, WCPZ, KRQU, KCGL. Powers 2: Heavy 8: WXRT, KROQ, CFOX, WHMD, KLYV, WCPZ, KRQU, KCGL. Medium 9 including WSHE, KBCO, WHFS, WLIR, WAQY, KPOI.
- WRESTLING ALBUM "Wrestling Album" (Epic) 19/11 (8/8)**
Adds including WYNF, KBPI, 91X, WLIR, WEZX, WFYV, WDIZ, WWCT. Heavy 0: Medium 4 including KROQ, WPDH, WTPA.
- BON JOVI "7800 Fahrenheit" (Mercury/PolyGram) 18/16 (1/0)**
Adds including WBAB, WXRK, WDHA, WYSP, WHEB, WEZX, WHTF, KDJK. Heavy 1: WTPA. Medium 7 including WKLC, WAQY.
- HEAVEN "Knockin' On Heaven's Door" (Columbia) 18/3 (18/4)**
Adds: WHMD, KXZL, KTAL. Heavy 4: KZEW, KLOS, WYSP, KRIX. Medium 12 including WNEW, WDV, KGB, KRQR, KISW, KISS.
- BILLY THE KID "Sworn To Fun" (MCA) 18/2 (16/1)**
Adds: WBAB, WWWV. Heavy 0: Medium 9 including WYNF, KGB, WHTF, KMJX, WIOT, KOMP.
- STEVEN WRIGHT "I Have A Pony" (WB) 16/7 (13/6)**
Adds: WBCN, WNEW, WHJY, KZEW, 91X, KISW, WRUF. Heavy 0: Medium 4 including WLIR, WDIZ.
- CHRISTOPHER CROSS "Every Turn Of The World" (WB) 15/3 (0/0)**
Adds including KBCO, WHMD. Heavy 1: KINK. Medium 13 including KTXQ, KSRR, WSHE, WYNF, KGB.
- BIG AUDIO DYNAMITE "This Is Big Audio Dynamite" (Columbia) 15/0 (17/5)**
Powers 3: Heavy 8: WBCN, KROQ, WHFS, WLIR, KTCL, KRQU, KCGL, KVRE. Medium 6 including WBAB, WXRT, WPDH, KLAQ.
- CULT "Love" (Sire/WB) 13/9 (4/3)**
Adds including WHFS, WRCN, WEZX. Heavy 1: WLIR. Medium 6 including WHFS, WRCN, WEZX.
- MADNESS "Mad Not Mad" (Geffen) 13/1 (13/3)**
Adds: KSTM. Heavy 3: KSPN, KGRQ, KTCL. Medium 9 including WXRT, KTCZ, KBCO, KROQ, WONE, WTUE.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

EAST

MOST ADDED HOTTEST

Stevie Nicks Starship
J. Caffery & B. Brown P. Collins & M. Martin
Night Ranger Mr. Mister

HITS & HOTS

SOUTH

MOST ADDED HOTTEST

Stevie Nicks Starship
Jellybean Phil Collins & Marilyn Martin
Eddie Murphy Mr. Mister
Sting

EAST
PARALLEL TWO

Q100/Atlanta, GA
Stevie Nicks
GARY BURCHER AXIS
NIGHT RANGER
ROBERT PALMER
JAN HAMMER 2-1
MR. MISTER 4-2
STEVIE NICKS 13-7
STARSHIP 13-9
COLLINS & MARTIN 18-12

WZLW/Boston, MA
McKee/Cornell
SCITTI POLITTI
KLYMAXX
JELLYBEAN
STEVIE NICKS
DIORNE & FRIENDS
COLLINS & MARTIN 4-4
ARCADIA 16-7
MR. MISTER 18-11
JACK HAMMER 19-14
CARE 22-17

WWSR/Charlotte, WV
Bailey/Hampton
PETE TOMSHEND
LOVEBOY
TA NARA & SEEN
JELLYBEAN
DIORNE & FRIENDS
STEVIE NICKS
GARY BURCHER AXIS
NIGHT RANGER
ROBERT PALMER
JAN HAMMER 2-1
MR. MISTER 4-2
STEVIE NICKS 13-7
STARSHIP 13-9
COLLINS & MARTIN 18-12

WZLW/Boston, MA
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JELLYBEAN
DIORNE & FRIENDS
STEVIE NICKS
GARY BURCHER AXIS
NIGHT RANGER
ROBERT PALMER
JAN HAMMER 2-1
MR. MISTER 4-2
STEVIE NICKS 13-7
STARSHIP 13-9
COLLINS & MARTIN 18-12

PARALLEL THREE

WFBG/Altoona, PA
Steve Kelsay
LOVEBOY
STEVIE NICKS
NIGHT RANGER
DIORNE & FRIENDS
JOHN CAFFERTY
TA NARA & SEEN (dp)
ROBERT PALMER
STARSHIP 3-1
TEARS FOR FEARS 5-5
GLO 23-16
JOHN COOGAR 25-24
LIONEL RICHIE 60-25

WOLU/Bangor, ME
Roberts/Worcester
STEVIE NICKS
LOVEBOY
DIORNE & FRIENDS
NIGHT RANGER
TA NARA & SEEN
JOHN CAFFERTY
ROBERT PALMER
ROBERT PALMER
STARSHIP 3-1
TEARS FOR FEARS 5-5
GLO 23-16
JOHN COOGAR 25-24
LIONEL RICHIE 60-25

WZLW/Boston, MA
McKee/Cornell
SCITTI POLITTI
KLYMAXX
JELLYBEAN
STEVIE NICKS
DIORNE & FRIENDS
COLLINS & MARTIN 4-4
ARCADIA 16-7
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WWSR/Charlotte, WV
Bailey/Hampton
PETE TOMSHEND
LOVEBOY
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JELLYBEAN
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NIGHT RANGER
ROBERT PALMER
JAN HAMMER 2-1
MR. MISTER 4-2
STEVIE NICKS 13-7
STARSHIP 13-9
COLLINS & MARTIN 18-12

SOUTH
PARALLEL TWO

WKCF/Charlotte, NC
Blackwell/Williams
ROBERT PALMER
NIGHT RANGER
DIORNE & FRIENDS
STEVIE NICKS
LOVEBOY
DIORNE & FRIENDS
NIGHT RANGER
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MR. MISTER 4-2
STEVIE NICKS 13-7
STARSHIP 13-9
COLLINS & MARTIN 18-12

MIDWEST

MOST ADDED HOTTEST
Stevie Nicks
P. Collins & M. Martin
Sting
Eddie Murphy
Starship
Mr. Mister

MIDWEST

PARALLEL TWO

WKOD/Akron, OH
John Patrick
DAVID POSTER
STEVIE NICKS
LOVERBOY
WANG CHUNG (dp)
HOTTEST:
STEVIE MONDER 1-1
MR. MISTER 2-5
COLLINS & MARTIN 11-9
DIE STRAITS 12-22
SIMPLE MINDS 30-28

WRCC/Cleveland, OH
Scott Howitt
STING
LOVERBOY
NEW EDITION
TA NARA & SEEN
DIORNE & FRIENDS
KLYMAXX
PETE TONSHEND
STEVIE NICKS
TEARS FOR FEARS 3-2
GLENN FRY 4-3
STARSHIP 1-1
COLLINS & MARTIN 7-6
MR. MISTER 11-7

WKIV/Columbus, OH
Bill Richards
DIORNE & FRIENDS
STING
STEVIE NICKS (dp)
NIGHT RANGER (dp)
COLLINS & MARTIN 7-3
STARSHIP 9-5
DAVID POSTER 12-6
THOMPSON TWINS 16-10
MR. MISTER 22-12

WKYC/Columbus, OH
Stevie Nicks
SHERA EASTON
JON PARR
PETE TONSHEND (dp)
DAVID POSTER 2-1
DAVID POSTER 3-2
STARSHIP 5-3
COLLINS & MARTIN 8-4
MR. MISTER 9-7

WKYC/Columbus, OH
Stevie Nicks
SHERA EASTON
JON PARR
PETE TONSHEND (dp)
DAVID POSTER 2-1
DAVID POSTER 3-2
STARSHIP 5-3
COLLINS & MARTIN 8-4
MR. MISTER 9-7

WKYC/Columbus, OH
Stevie Nicks
SHERA EASTON
JON PARR
PETE TONSHEND (dp)
DAVID POSTER 2-1
DAVID POSTER 3-2
STARSHIP 5-3
COLLINS & MARTIN 8-4
MR. MISTER 9-7

HEADLINES & JOBS

KAY107Tulsa, OK
Blair/Stephens
THOMPSON TWINS
LOVERBOY
STEVIE NICKS
JACK WAGNER
HOTTEST:
STARSHIP 1-1
TEARS FOR FEARS 2-2
MR. MISTER 5-3
GLENN FRY 7-2
STEVIE MONDER 20-12

KEYN-FM/Wichita, KS
Brooks/Parmann
ASTA
CARS
STEVIE NICKS
EDDIE MURPHY
HOTTEST:
TEARS FOR FEARS 1-1
MR. MISTER 6-3
STARSHIP 8-1
COLLINS & MARTIN 15-6
RAY PARKER JR. 19-7

KEYN-FM/Wichita, KS
Brooks/Parmann
ASTA
CARS
STEVIE NICKS
EDDIE MURPHY
HOTTEST:
TEARS FOR FEARS 1-1
MR. MISTER 6-3
STARSHIP 8-1
COLLINS & MARTIN 15-6
RAY PARKER JR. 19-7

KEYN-FM/Wichita, KS
Brooks/Parmann
ASTA
CARS
STEVIE NICKS
EDDIE MURPHY
HOTTEST:
TEARS FOR FEARS 1-1
MR. MISTER 6-3
STARSHIP 8-1
COLLINS & MARTIN 15-6
RAY PARKER JR. 19-7

KEYN-FM/Wichita, KS
Brooks/Parmann
ASTA
CARS
STEVIE NICKS
EDDIE MURPHY
HOTTEST:
TEARS FOR FEARS 1-1
MR. MISTER 6-3
STARSHIP 8-1
COLLINS & MARTIN 15-6
RAY PARKER JR. 19-7

KEYN-FM/Wichita, KS
Brooks/Parmann
ASTA
CARS
STEVIE NICKS
EDDIE MURPHY
HOTTEST:
TEARS FOR FEARS 1-1
MR. MISTER 6-3
STARSHIP 8-1
COLLINS & MARTIN 15-6
RAY PARKER JR. 19-7

KEYN-FM/Wichita, KS
Brooks/Parmann
ASTA
CARS
STEVIE NICKS
EDDIE MURPHY
HOTTEST:
TEARS FOR FEARS 1-1
MR. MISTER 6-3
STARSHIP 8-1
COLLINS & MARTIN 15-6
RAY PARKER JR. 19-7

KEYN-FM/Wichita, KS
Brooks/Parmann
ASTA
CARS
STEVIE NICKS
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HOTTEST:
TEARS FOR FEARS 1-1
MR. MISTER 6-3
STARSHIP 8-1
COLLINS & MARTIN 15-6
RAY PARKER JR. 19-7

KEYN-FM/Wichita, KS
Brooks/Parmann
ASTA
CARS
STEVIE NICKS
EDDIE MURPHY
HOTTEST:
TEARS FOR FEARS 1-1
MR. MISTER 6-3
STARSHIP 8-1
COLLINS & MARTIN 15-6
RAY PARKER JR. 19-7

KMCO/Columbia, MO
Tutti/Baker
SURVIVOR
TA NARA & SEEN
STEVIE NICKS
HOTTEST:
STARSHIP 2-1
ZZ TOP 22-16
ARCADIA 25-18
EDDIE MURPHY 32-23

YSAFargo, ND
Anderson/Palmir
STING
NIGHT RANGER
JOHN CAFFERTY
TALKING HEADS
HOTTEST:
STARSHIP 2-1
GLENN FRY 9-5
MR. MISTER 9-6
COLLINS & MARTIN 11-7
THOMPSON TWINS 10-9

YSAFargo, ND
Anderson/Palmir
STING
NIGHT RANGER
JOHN CAFFERTY
TALKING HEADS
HOTTEST:
STARSHIP 2-1
GLENN FRY 9-5
MR. MISTER 9-6
COLLINS & MARTIN 11-7
THOMPSON TWINS 10-9

YSAFargo, ND
Anderson/Palmir
STING
NIGHT RANGER
JOHN CAFFERTY
TALKING HEADS
HOTTEST:
STARSHIP 2-1
GLENN FRY 9-5
MR. MISTER 9-6
COLLINS & MARTIN 11-7
THOMPSON TWINS 10-9

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STING
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JOHN CAFFERTY
TALKING HEADS
HOTTEST:
STARSHIP 2-1
GLENN FRY 9-5
MR. MISTER 9-6
COLLINS & MARTIN 11-7
THOMPSON TWINS 10-9

YSAFargo, ND
Anderson/Palmir
STING
NIGHT RANGER
JOHN CAFFERTY
TALKING HEADS
HOTTEST:
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GLENN FRY 9-5
MR. MISTER 9-6
COLLINS & MARTIN 11-7
THOMPSON TWINS 10-9

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TALKING HEADS
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GLENN FRY 9-5
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THOMPSON TWINS 10-9

YSAFargo, ND
Anderson/Palmir
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JOHN CAFFERTY
TALKING HEADS
HOTTEST:
STARSHIP 2-1
GLENN FRY 9-5
MR. MISTER 9-6
COLLINS & MARTIN 11-7
THOMPSON TWINS 10-9

KDQV/Topeka, KS
Kevin Rabat
ASIA (dp)
HAWTAN, ROCKER & (dp)
KLYMAXX
STEVIE NICKS
HOTTEST:
STARSHIP 5-2
MR. MISTER 6-3
ZZ TOP 22-11
SCRITTI POLITTI 23-14
ARCADIA 28-20

KFMW/Waterloo, IA
Deb Christie
DAVID POSTER
KLYMAXX
EDDIE MURPHY (dp)
NIGHT RANGER
STEVIE MONDER 1-1
MR. MISTER 18-9
THOMPSON TWINS 23-11
COLLINS & MARTIN 24-16
DAVID POSTER D-22

KFMW/Waterloo, IA
Deb Christie
DAVID POSTER
KLYMAXX
EDDIE MURPHY (dp)
NIGHT RANGER
STEVIE MONDER 1-1
MR. MISTER 18-9
THOMPSON TWINS 23-11
COLLINS & MARTIN 24-16
DAVID POSTER D-22

KFMW/Waterloo, IA
Deb Christie
DAVID POSTER
KLYMAXX
EDDIE MURPHY (dp)
NIGHT RANGER
STEVIE MONDER 1-1
MR. MISTER 18-9
THOMPSON TWINS 23-11
COLLINS & MARTIN 24-16
DAVID POSTER D-22

KFMW/Waterloo, IA
Deb Christie
DAVID POSTER
KLYMAXX
EDDIE MURPHY (dp)
NIGHT RANGER
STEVIE MONDER 1-1
MR. MISTER 18-9
THOMPSON TWINS 23-11
COLLINS & MARTIN 24-16
DAVID POSTER D-22

KFMW/Waterloo, IA
Deb Christie
DAVID POSTER
KLYMAXX
EDDIE MURPHY (dp)
NIGHT RANGER
STEVIE MONDER 1-1
MR. MISTER 18-9
THOMPSON TWINS 23-11
COLLINS & MARTIN 24-16
DAVID POSTER D-22

KFMW/Waterloo, IA
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COLLINS & MARTIN 24-16
DAVID POSTER D-22

KFMW/Waterloo, IA
Deb Christie
DAVID POSTER
KLYMAXX
EDDIE MURPHY (dp)
NIGHT RANGER
STEVIE MONDER 1-1
MR. MISTER 18-9
THOMPSON TWINS 23-11
COLLINS & MARTIN 24-16
DAVID POSTER D-22

WEST

MOST ADDED HOTTEST
Stevie Nicks
P. Collins & M. Martin
Sting
Dionne & Friends
P. Collins & M. Martin
Starship
Mr. Mister

PARALLEL THREE

KQOT/Anchorage, AK
Key Taylor
STARSHIP 2-1
MR. MISTER 9-6
COLLINS & MARTIN 11-8
TINA TURNER 14-10
ARCADIA 16-12

KYVA/Blowing Rock, NC
Charlie Fox
STEVIE NICKS
STING
SHERA EASTON
NICK LONG
KOO & THE GANG
HOTTEST:
STARSHIP 4-1
GLENN FRY 5-4
COLLINS & MARTIN 6-5
MR. MISTER 10-8
ZZ TOP 19-15

KYVA/Blowing Rock, NC
Charlie Fox
STEVIE NICKS
STING
SHERA EASTON
NICK LONG
KOO & THE GANG
HOTTEST:
STARSHIP 4-1
GLENN FRY 5-4
COLLINS & MARTIN 6-5
MR. MISTER 10-8
ZZ TOP 19-15

KYVA/Blowing Rock, NC
Charlie Fox
STEVIE NICKS
STING
SHERA EASTON
NICK LONG
KOO & THE GANG
HOTTEST:
STARSHIP 4-1
GLENN FRY 5-4
COLLINS & MARTIN 6-5
MR. MISTER 10-8
ZZ TOP 19-15

KYVA/Blowing Rock, NC
Charlie Fox
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HOTTEST:
STARSHIP 4-1
GLENN FRY 5-4
COLLINS & MARTIN 6-5
MR. MISTER 10-8
ZZ TOP 19-15

KYVA/Blowing Rock, NC
Charlie Fox
STEVIE NICKS
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HOTTEST:
STARSHIP 4-1
GLENN FRY 5-4
COLLINS & MARTIN 6-5
MR. MISTER 10-8
ZZ TOP 19-15

KYVA/Blowing Rock, NC
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HOTTEST:
STARSHIP 4-1
GLENN FRY 5-4
COLLINS & MARTIN 6-5
MR. MISTER 10-8
ZZ TOP 19-15

KYVA/Blowing Rock, NC
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HOTTEST:
STARSHIP 4-1
GLENN FRY 5-4
COLLINS & MARTIN 6-5
MR. MISTER 10-8
ZZ TOP 19-15

KYVA/Blowing Rock, NC
Charlie Fox
STEVIE NICKS
STING
SHERA EASTON
NICK LONG
KOO & THE GANG
HOTTEST:
STARSHIP 4-1
GLENN FRY 5-4
COLLINS & MARTIN 6-5
MR. MISTER 10-8
ZZ TOP 19-15

WEST PARALLEL TWO

KNMQ/Albuquerque-Santa Fe, NM
Shayna/Moran
KATE BUSH (dp)
STEVIE NICKS
EDDIE MURPHY
STARSHIP 1-1
SHERA EASTON
TEARS FOR FEARS 2-1
STARSHIP 4-2
MR. MISTER 10-5
COLLINS & MARTIN 19-10

KNMQ/Albuquerque-Santa Fe, NM
Shayna/Moran
KATE BUSH (dp)
STEVIE NICKS
EDDIE MURPHY
STARSHIP 1-1
SHERA EASTON
TEARS FOR FEARS 2-1
STARSHIP 4-2
MR. MISTER 10-5
COLLINS & MARTIN 19-10

KNMQ/Albuquerque-Santa Fe, NM
Shayna/Moran
KATE BUSH (dp)
STEVIE NICKS
EDDIE MURPHY
STARSHIP 1-1
SHERA EASTON
TEARS FOR FEARS 2-1
STARSHIP 4-2
MR. MISTER 10-5
COLLINS & MARTIN 19-10

KNMQ/Albuquerque-Santa Fe, NM
Shayna/Moran
KATE BUSH (dp)
STEVIE NICKS
EDDIE MURPHY
STARSHIP 1-1
SHERA EASTON
TEARS FOR FEARS 2-1
STARSHIP 4-2
MR. MISTER 10-5
COLLINS & MARTIN 19-10

KNMQ/Albuquerque-Santa Fe, NM
Shayna/Moran
KATE BUSH (dp)
STEVIE NICKS
EDDIE MURPHY
STARSHIP 1-1
SHERA EASTON
TEARS FOR FEARS 2-1
STARSHIP 4-2
MR. MISTER 10-5
COLLINS & MARTIN 19-10

KNMQ/Albuquerque-Santa Fe, NM
Shayna/Moran
KATE BUSH (dp)
STEVIE NICKS
EDDIE MURPHY
STARSHIP 1-1
SHERA EASTON
TEARS FOR FEARS 2-1
STARSHIP 4-2
MR. MISTER 10-5
COLLINS & MARTIN 19-10

KNMQ/Albuquerque-Santa Fe, NM
Shayna/Moran
KATE BUSH (dp)
STEVIE NICKS
EDDIE MURPHY
STARSHIP 1-1
SHERA EASTON
TEARS FOR FEARS 2-1
STARSHIP 4-2
MR. MISTER 10-5
COLLINS & MARTIN 19-10

237 Current Reports
The following station reported a frozen playlist this week:
KQCR/Cedar Rapids

The following stations failed to report this week and therefore their playlists were frozen:
PRO-FM/Providence
WLS/Chicago
WLS-FM/Chicago
WLAN-FM/Lancaster
KEZB/Paso
KCAQ/Oxnard
WKZC/Chamberburg
KZIO/Duluth

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

246 Reports

JOHN OGE
"Hit Song" (Anylabel)
LP: Hit Song

100/25 44%
Regional Summary
R 32%
S 20%
D 14%
W 14%
N 20%

100 CHR Example

100/25 = Total number of reporting stations on it this week including 25 new adds.
44% = Percentage of this weeks new entries playing it.

Regional Reach = Percentage of reporters playing the song within each region.

National Summary
Up 51 = Number of stations moving it up on the charts.
Debuts 20 = Number of stations debuting the song this week.

Same 4 = Number of stations reporting no movement this week. (On to On, Add to On, On to Off, Add to Off)

Down 0 = Number of stations moving it down on their charts.
Add 25 = Total number of stations adding it this week.

A

ABC
Be Near Me (Mercury/PolyGram)
LP: How To Be A Millionaire

222/3 90%
Regional Summary
R 80%
S 10%
D 10%
W 10%
N 10%

B

ARTISTS UNITED AGAINST APARTHEID
Sun City (Meridian)

78/22 32%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

C

JOHN CAFFERTY & BEAVER BROWN
Small Town Girl (Scotti Brothers/CBS)
LP: Tough As Nails

82/35 33%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

D

DIRE STRAITS
Walk Of Life (WEA)
LP: Brothers In Arms

203/21 83%
Regional Summary
R 80%
S 10%
D 10%
W 10%
N 10%

E

SHEENA EASTON
Do It For Love (EMI America)
LP: Do You

157/20 64%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

ARCADIA
Election Day (Capitol)
LP: So Fed The Rose

221/12 90%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

160/12 85%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

KATE BUSH
Running Up That... (EMI America)
LP: Hounds Of Love

160/12 85%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

156/17 83%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

C. CLEMONS & J. BROWNE
You're A Friend Of Mine (Columbia)
LP: Harp

156/17 83%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

JOHN CAFFERTY & BEAVER BROWN
Small Town Girl (Scotti Brothers/CBS)
LP: Tough As Nails

82/35 33%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

PHIL COLLINS & MARILYN MARTIN
Soprano (A&M - Atlantic)
LP: White Nights Soundtracks

242/0 98%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

PHIL COLLINS & MARILYN MARTIN
Soprano (A&M - Atlantic)
LP: White Nights Soundtracks

242/0 98%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

CARS
Tonight She Comes (Elektra)
LP: Cars Greatest Hits

212/23 86%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

BALTIMORA
Tarzan Boy (Meridian)

59/5 24%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

JOHN CAFFERTY & BEAVER BROWN
Small Town Girl (Scotti Brothers/CBS)
LP: Tough As Nails

82/35 33%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

PHIL COLLINS & MARILYN MARTIN
Soprano (A&M - Atlantic)
LP: White Nights Soundtracks

242/0 98%
Regional Summary
R 10%
S 10%
D 10%
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N 10%

CARS
Tonight She Comes (Elektra)
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212/23 86%
Regional Summary
R 10%
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N 10%

BALTIMORA
Tarzan Boy (Meridian)

59/5 24%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

JOHN CAFFERTY & BEAVER BROWN
Small Town Girl (Scotti Brothers/CBS)
LP: Tough As Nails

82/35 33%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

PHIL COLLINS & MARILYN MARTIN
Soprano (A&M - Atlantic)
LP: White Nights Soundtracks

242/0 98%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

KATE BUSH
Running Up That... (EMI America)
LP: Hounds Of Love

160/12 85%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

KATE BUSH
Running Up That... (EMI America)
LP: Hounds Of Love

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Running Up That... (EMI America)
LP: Hounds Of Love

160/12 85%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

KATE BUSH
Running Up That... (EMI America)
LP: Hounds Of Love

160/12 85%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

KATE BUSH
Running Up That... (EMI America)
LP: Hounds Of Love

160/12 85%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

KATE BUSH
Running Up That... (EMI America)
LP: Hounds Of Love

160/12 85%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

KATE BUSH
Running Up That... (EMI America)
LP: Hounds Of Love

160/12 85%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

CHRISTOPHER CROSS
Charm The Snake (WB)
LP: Ever Long Of The World

59/2 24%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

CHRISTOPHER CROSS
Charm The Snake (WB)
LP: Ever Long Of The World

59/2 24%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

CHRISTOPHER CROSS
Charm The Snake (WB)
LP: Ever Long Of The World

59/2 24%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

CHRISTOPHER CROSS
Charm The Snake (WB)
LP: Ever Long Of The World

59/2 24%
Regional Summary
R 10%
S 10%
D 10%
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N 10%

CHRISTOPHER CROSS
Charm The Snake (WB)
LP: Ever Long Of The World

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Regional Summary
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D 10%
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N 10%

CHRISTOPHER CROSS
Charm The Snake (WB)
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D 10%
W 10%
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LP: Ever Long Of The World

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D 10%
W 10%
N 10%

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Charm The Snake (WB)
LP: Ever Long Of The World

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LP: Ever Long Of The World

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D 10%
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CHRISTOPHER CROSS
Charm The Snake (WB)
LP: Ever Long Of The World

59/2 24%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

CHRISTOPHER CROSS
Charm The Snake (WB)
LP: Ever Long Of The World

59/2 24%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

DIONNE & FRIENDS
That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

DIONNE & FRIENDS
That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

DIONNE & FRIENDS
That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

DIONNE & FRIENDS
That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

DIONNE & FRIENDS
That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

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That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%
D 10%
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DIONNE & FRIENDS
That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%
D 10%
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That's What Friends Are For (Arista)
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Regional Summary
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Regional Summary
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DIONNE & FRIENDS
That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%
D 10%
W 10%
N 10%

DIONNE & FRIENDS
That's What Friends Are For (Arista)
LP: Friends

112/48 46%
Regional Summary
R 10%
S 10%

PARALLELS

MIAMI SOUND MACHINE
Crazy (Epic)
LP: Primitive Sounds

Regional	5312	22%	National	17	10%
# 1	184		# 1	184	
# 2	184		# 2	184	
# 3	184		# 3	184	
# 4	184		# 4	184	
# 5	184		# 5	184	
# 6	184		# 6	184	
# 7	184		# 7	184	
# 8	184		# 8	184	
# 9	184		# 9	184	
# 10	184		# 10	184	
# 11	184		# 11	184	
# 12	184		# 12	184	

EDDIE MURPHY
Party All Night (Columbia)
LP: Party All Night

Regional	17957	73%	National	27	45%
# 1	17957		# 1	17957	
# 2	17957		# 2	17957	
# 3	17957		# 3	17957	
# 4	17957		# 4	17957	
# 5	17957		# 5	17957	
# 6	17957		# 6	17957	
# 7	17957		# 7	17957	
# 8	17957		# 8	17957	
# 9	17957		# 9	17957	
# 10	17957		# 10	17957	
# 11	17957		# 11	17957	
# 12	17957		# 12	17957	

OLIVIA NEWTON-JOHN
Soul Kiss (MCA)
LP: Soul Kiss

Regional	1763	72%	National	25	40%
# 1	1763		# 1	1763	
# 2	1763		# 2	1763	
# 3	1763		# 3	1763	
# 4	1763		# 4	1763	
# 5	1763		# 5	1763	
# 6	1763		# 6	1763	
# 7	1763		# 7	1763	
# 8	1763		# 8	1763	
# 9	1763		# 9	1763	
# 10	1763		# 10	1763	
# 11	1763		# 11	1763	
# 12	1763		# 12	1763	

OMD
So In Love (Virgin/A&M)
LP: Crush

Regional	1840	79%	National	24	40%
# 1	1840		# 1	1840	
# 2	1840		# 2	1840	
# 3	1840		# 3	1840	
# 4	1840		# 4	1840	
# 5	1840		# 5	1840	
# 6	1840		# 6	1840	
# 7	1840		# 7	1840	
# 8	1840		# 8	1840	
# 9	1840		# 9	1840	
# 10	1840		# 10	1840	
# 11	1840		# 11	1840	
# 12	1840		# 12	1840	

STEVIE NICKS
Talk To Me (Modern/A&C)
LP: Rock A Little

Regional	178179	73%	National	27	45%
# 1	178179		# 1	178179	
# 2	178179		# 2	178179	
# 3	178179		# 3	178179	
# 4	178179		# 4	178179	
# 5	178179		# 5	178179	
# 6	178179		# 6	178179	
# 7	178179		# 7	178179	
# 8	178179		# 8	178179	
# 9	178179		# 9	178179	
# 10	178179		# 10	178179	
# 11	178179		# 11	178179	
# 12	178179		# 12	178179	

RAY PARKER JR.
Girls Are More Fun (Arista)
LP: Sex And The Single Man

Regional	1672	81%	National	36	60%
# 1	1672		# 1	1672	
# 2	1672		# 2	1672	
# 3	1672		# 3	1672	
# 4	1672		# 4	1672	
# 5	1672		# 5	1672	
# 6	1672		# 6	1672	
# 7	1672		# 7	1672	
# 8	1672		# 8	1672	
# 9	1672		# 9	1672	
# 10	1672		# 10	1672	
# 11	1672		# 11	1672	
# 12	1672		# 12	1672	

NIGHT RANGER
Goodye (Cameo/MCA)
LP: Seven Wives

Regional	10751	43%	National	17	10%
# 1	10751		# 1	10751	
# 2	10751		# 2	10751	
# 3	10751		# 3	10751	
# 4	10751		# 4	10751	
# 5	10751		# 5	10751	
# 6	10751		# 6	10751	
# 7	10751		# 7	10751	
# 8	10751		# 8	10751	
# 9	10751		# 9	10751	
# 10	10751		# 10	10751	
# 11	10751		# 11	10751	
# 12	10751		# 12	10751	

PRINCE
A Symbolic (WB)
LP: Around The World In A Day

Regional	750	30%	National	15	10%
# 1	750		# 1	750	
# 2	750		# 2	750	
# 3	750		# 3	750	
# 4	750		# 4	750	
# 5	750		# 5	750	
# 6	750		# 6	750	
# 7	750		# 7	750	
# 8	750		# 8	750	
# 9	750		# 9	750	
# 10	750		# 10	750	
# 11	750		# 11	750	
# 12	750		# 12	750	

RENE & ANGELA
If It Ain't Good (Mercury/CG)
LP: Street Called Desire

Regional	850	22%	National	15	10%
# 1	850		# 1	850	
# 2	850		# 2	850	
# 3	850		# 3	850	
# 4	850		# 4	850	
# 5	850		# 5	850	
# 6	850		# 6	850	
# 7	850		# 7	850	
# 8	850		# 8	850	
# 9	850		# 9	850	
# 10	850		# 10	850	
# 11	850		# 11	850	
# 12	850		# 12	850	

SCOTT POLLITT
Perfect Way (WB)
LP: Copie & Psyche 65

Regional	20474	83%	National	15	10%
# 1	20474		# 1	20474	
# 2	20474		# 2	20474	
# 3	20474		# 3	20474	
# 4	20474		# 4	20474	
# 5	20474		# 5	20474	
# 6	20474		# 6	20474	
# 7	20474		# 7	20474	
# 8	20474		# 8	20474	
# 9	20474		# 9	20474	
# 10	20474		# 10	20474	
# 11	20474		# 11	20474	
# 12	20474		# 12	20474	

STARPOINT
Object Of My Desire (Elektra)
LP: Restless

Regional	5016	36%	National	15	10%
# 1	5016		# 1	5016	
# 2	5016		# 2	5016	
# 3	5016		# 3	5016	
# 4	5016		# 4	5016	
# 5	5016		# 5	5016	
# 6	5016		# 6	5016	
# 7	5016		# 7	5016	
# 8	5016		# 8	5016	
# 9	5016		# 9	5016	
# 10	5016		# 10	5016	
# 11	5016		# 11	5016	
# 12	5016		# 12	5016	

FRONT SISTERS
Pioneer (RCA)
LP: Contact

Regional	10616	43%	National	15	10%
# 1	10616		# 1	10616	
# 2	10616		# 2	10616	
# 3	10616		# 3	10616	
# 4	10616		# 4	10616	
# 5	10616		# 5	10616	
# 6	10616		# 6	10616	
# 7	10616		# 7	10616	
# 8	10616		# 8	10616	
# 9	10616		# 9	10616	
# 10	10616		# 10	10616	
# 11	10616		# 11	10616	
# 12	10616		# 12	10616	

RENE & ANGELA
If It Ain't Good (Mercury/CG)
LP: Street Called Desire

Regional	850	22%	National	15	10%
# 1	850		# 1	850	
# 2	850		# 2	850	
# 3	850		# 3	850	
# 4	850		# 4	850	
# 5	850		# 5	850	
# 6	850		# 6	850	
# 7	850		# 7	850	
# 8	850		# 8	850	
# 9	850		# 9	850	
# 10	850		# 10	850	
# 11	850		# 11	850	
# 12	850		# 12	850	

SCOTT POLLITT
Perfect Way (WB)
LP: Copie & Psyche 65

Regional	20474	83%	National	15	10%
# 1	20474		# 1	20474	
# 2	20474		# 2	20474	
# 3	20474		# 3	20474	
# 4	20474		# 4	20474	
# 5	20474		# 5	20474	
# 6	20474		# 6	20474	
# 7	20474		# 7	20474	
# 8	20474		# 8	20474	
# 9	20474		# 9	20474	
# 10	20474		# 10	20474	
# 11	20474		# 11	20474	
# 12	20474		# 12	20474	

STARPOINT
Object Of My Desire (Elektra)
LP: Restless

Regional	5016	36%	National	15	10%
# 1	5016		# 1	5016	
# 2	5016		# 2	5016	
# 3	5016		# 3	5016	
# 4	5016		# 4	5016	
# 5	5016		# 5	5016	
# 6	5016		# 6	5016	
# 7	5016		# 7	5016	
# 8	5016		# 8	5016	
# 9	5016		# 9	5016	
# 10	5016		# 10	5016	
# 11	5016		# 11	5016	
# 12	5016		# 12	5016	

LIONEL RICHIE
A Love Ruckus (Motown)
LP: Once Upon A Time

Regional	23028	82%	National	22	40%
# 1	23028		# 1	23028	
# 2	23028		# 2	23028	
# 3	23028		# 3	23028	
# 4	23028		# 4	23028	
# 5	23028		# 5	23028	
# 6	23028		# 6	23028	
# 7	23028		# 7	23028	
# 8	23028		# 8	23028	
# 9	23028		# 9	23028	
# 10	23028		# 10	23028	
# 11	23028		# 11	23028	
# 12	23028		# 12	23028	

RENE & ANGELA
If It Ain't Good (Mercury/CG)
LP: Street Called Desire

Regional	850	22%	National	15	10%
# 1	850		# 1	850	
# 2	850		# 2	850	
# 3	850		# 3	850	
# 4	850		# 4	850	
# 5	850		# 5	850	
# 6	850		# 6	850	
# 7	850		# 7	850	
# 8	850		# 8	850	
# 9	850		# 9	850	
# 10	850		# 10	850	
# 11	850		# 11	850	
# 12	850		# 12	850	

SCOTT POLLITT
Perfect Way (WB)
LP: Copie & Psyche 65

Regional	20474	83%	National	15	10%
# 1	20474		# 1	20474	
# 2	20474		# 2	20474	
# 3	20474		# 3	20474	
# 4	20474		# 4	20474	
# 5	20474		# 5	20474	
# 6	20474		# 6	20474	
# 7	20474		# 7	20474	
# 8	20474		# 8	20474	
# 9	20474		# 9	20474	
# 10	20474		# 10	20474	
# 11	20474		# 11	20474	
# 12	20474		# 12	20474	

STARPOINT
Object Of My Desire (Elektra)
LP: Restless

WANG CHUNG

"To Live And Die In L.A."

7-28891

Produced By
Tony Swain & Steve Jolley

From The **GEFFEN** Album
Music From The Original Motion Picture
TO LIVE AND DIE IN L.A. Available On LP
And Cassette (M5G 24081) (GHS 24081)

Management: David Massey, Domino

#1

NEW & ACTIVE

WHTT	PRO-FM	WHYT	KITS
WXKS-FM	94Q	WZUU	KMEL
WKSE	195	Q103	KWSS
WNYS	Y100	Y108	KPLUS
WPHD	WQUE-FM	KKRZ	KUBE
CKOI	WGCL	KMJK	KNBQ
WCAU-FM	WMMS	FM102	



PARALLELS

SIGNIFICANT ACTION

A L N R

BRYAN ADAMS & TINA TURNER
It's Only Love (A&M)
LP: Rockness

P1	P2	P3
EAST CFTS on CRSB on	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

LAST TANGO
Stone In Your Heart (21 Atlantic)
LP: Last Tango

P1	P2	P3
EAST SOUTH MIDWEST WEST	EAST WEST on WYZZ on SOUTH HOUSTON MIDWEST WEST	EAST SOUTH HOUSTON MIDWEST WEST
P2	P3	
WEST KXII on KXII on	WEST WEST on WEST on	

NEW EDITION
Court Me Out (MCA)
LP: All For Love

P1	P2	P3
EAST SBS on SPTB on WEST KXII on KXII on	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

DIANA ROSS
Chain Reaction (RCA)
LP: Eaten Alive

P1	P2	P3
EAST SOUTH MIDWEST WEST	EAST WEST on WYZZ on SOUTH HOUSTON MIDWEST WEST	EAST SOUTH HOUSTON MIDWEST WEST
P2	P3	
WEST KXII on KXII on	WEST WEST on WEST on	

JON BUTCHER AXIS
Sounds Of Your Voice (Capitol)
LP: Along The Axis

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

LOVERBOY
Dangerous (Columbia)
LP: Love Every Minute Of It

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

ROBERT PALMER
Discipline Of Love (Why Did You Do It?) (Island)
LP: Riddle

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

RUSH
The Big Money (Mercury/Pg)
LP: Power Windows

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST WEST on WYZZ on SOUTH HOUSTON MIDWEST WEST	EAST SOUTH HOUSTON MIDWEST WEST
P2	P3	
WEST KXII on KXII on	WEST WEST on WEST on	

D M P S

MORRIS DAY
The Oak Tree (WB)
LP: Color Of Success

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

MIKE & THE MECHANICS
Silent Running (Atlantic)
LP: Mike & The Mechanics

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

JOHN PARR
Love Grammar (Atlantic)
LP: John Parr

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

3-SPEED
Once Bitten (Curb/MCA)
LP: Once Bitten Soundtrack

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST WEST on WYZZ on SOUTH HOUSTON MIDWEST WEST	EAST SOUTH HOUSTON MIDWEST WEST
P2	P3	
WEST KXII on KXII on	WEST WEST on WEST on	

I M P S

INXS
This Time (Atlantic)
LP: Listen Like Thieves

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

MOTLEY CRUE
Home Sweet Home (Elektra)
LP: Theatre Of Pain

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

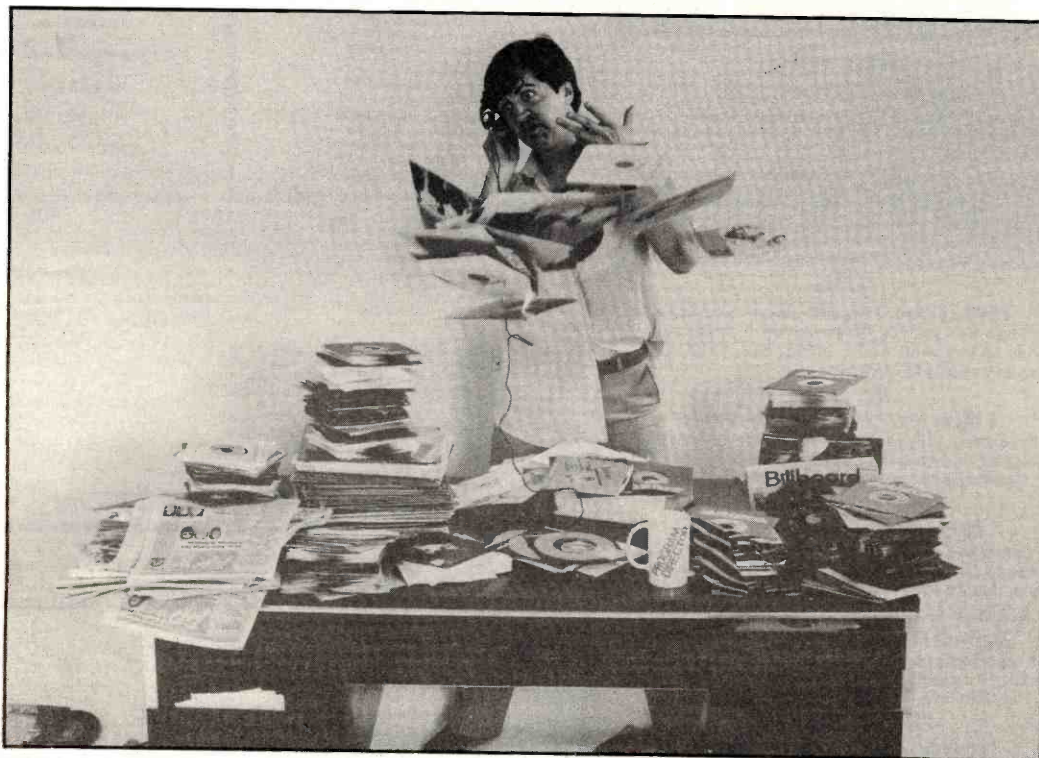
PHANTOM, ROCKER & SLICK
Men Without Shame (EMI America)
LP: Phantom, Rocker & Slick

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST 81-104 on SOUTH HOUSTON WOST on	EAST SOUTH HOUSTON WOST on
MIDWEST SBS on SPTB on WEST KXII on KXII on	MIDWEST WYZZ on WEST WEST on	MIDWEST WYZZ on WEST WEST on

TIL TUESDAY
Love In A Vacuum (Epic)
LP: Voices Carry

P1	P2	P3
EAST WOLFP on WYZZ on SOUTH MIDWEST WEST	EAST WEST on WYZZ on SOUTH HOUSTON MIDWEST WEST	EAST SOUTH HOUSTON MIDWEST WEST
P2	P3	
WEST KXII on KXII on	WEST WEST on WEST on	

"*%!★ it. I just can't listen to all this *!!%★!"



It's not because he doesn't want to. Including your priority, he has an average of 68 records to listen to and time just doesn't allow a fair hearing on each and every one this week.

AIR requires his attention on just 5 records each week. We can get him to listen because AIR is the fastest, most reliable research tool for getting radio to listen to music.

Call Alan Smith at (301) 964-5544 for more information.

WEEK #17

AIR Priorities

WEEK #17

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, November 13, 1985.

TITLE	ARTIST	LABEL
STILL HURTIN' ME	CHARLIE DANIELS BAND	EPIC
IN SEARCH OF LOVE	BARRY MANILOW	RCA
SOUNDS OF YOUR VOICE	JON BUTCHER AXIS	CAPITOL
EVERYWHERE I GO	AMY GRANT	A&M
MEN WITHOUT SHAME	PHANTOM, ROCKER & SLICK	EMI

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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AIR

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TEMPORARY HIT RADIO

BREAKERS

STEVIE NICKS

Talk To Me (Modern/Atco)

73% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 179 including WXKS-FM, Z106, Z93, WQUE-FM, B96, WMMS, KUBE. Complete airplay in Parallels.

EDDIE MURPHY

Party All The Time (Columbia)

73% of our reporters playing it. Moves: Up 65, Debuts 40, Same 17, Down 0, Adds 57 including WHTT, WBLI, WPLJ, WAVA, 92X, KWK, KIIS-FM. See Parallels, moves 40-27 on the CHR chart.

STING

Love Is The Seventh Wave (A&M)

72% of our reporters playing it. Moves: Up 9, Debuts 50, Same 59, Down 0, Adds 58 including WHTT, KTKS, B97, Q105, WCZY, WZUU, KMEL. Complete airplay in Parallels.

KLYMAXX

I Miss You (Constellation/MCA)

66% of our reporters playing it. Moves: Up 88, Debuts 18, Same 22, Down 7, Adds 27 including KTKS, KRBE, WMMS, 92X, KBQE, KIIS-FM, KMJK. See Parallels, moves 35-23 on the CHR chart.

SHEENA EASTON

Do It For Love (EMI America)

64% of our reporters playing it. Moves: Up 52, Debuts 27, Same 58, Down 0, Adds 20 including WNY5, B94, B97, Q102, 92X, KOPA, KKRZ. See Parallels, debuts at number 39 on the CHR chart.

CLARENCE CLEMONS & JACKSON BROWNE

You're A Friend Of Mine (Columbia)

63% of our reporters playing it. Moves: Up 57, Debuts 30, Same 52, Down 0, Adds 17 including WNY5, B94, KAFM, KRBE, Y100, WCZY, WLOL-FM. See Parallels, debuts at number 40 on the CHR chart.

KOOL & THE GANG

Emergency (De-Lite/PolyGram)

61% of our reporters playing it. Moves: Up 68, Debuts 21, Same 39, Down 0, Adds 21 including WNY5, Z93, KKRZ, KITS, Q92, WROQ, KQMQ. See Parallels, debuts at number 38 on the CHR chart.

NEW & ACTIVE

WANG CHUNG "To Live And Die In L.A." (Geffen) 133/16

Moves: Up 50, Debuts 21, Same 46, Down 0, Adds 16 including WHTT, WNY5, WHYY, WZUU, KMJK, FM102, KITS, KWSS, WKEE, 94TYX, 103CIR, KOZE, WCAU-FM 34-26, KKRZ 40-36, KCPC 27-17.

KISS "Tears Are Falling" (Mercury/PolyGram) 115/11

Moves: Up 45, Debuts 19, Same 40, Down 0, Adds 11, WHTT, KAFM, KWSS, K104, WKEE, WGTZ, OK100, 95XIL, KWES, KTRX, WCAU-FM 37-28, WGCL 30-27, WPST 38-32, KWKK 34-28.

DIANNE & FRIENDS "That's What Friends Are For" (Arista) 112/46

Moves: Up 9, Debuts 25, Same 32, Down 0, Adds 46 including WBEN-FM, 94Q, WQUE-FM, WHYY, KBQE, Q103, KS103, KMEL, 98PKY, KTLX, KQMG, WDBR, WVIC/MCA 107/51.

NIGHT RANGER "Goodbye" (Cameo/MCA) 107/51

Moves: Up 3, Debuts 15, Same 38, Down 0, Adds 51 including WHTT, WCAU-FM, B96, KWOD, WGF, KLIK, KDON-FM, OK100, Y94, WGCL d-28, WGRD 32-29, KFM 28-27.

PETE TOWNSHEND "Face The Face" (A&M) 107/46

Moves: Up 4, Debuts 16, Same 41, Down 0, Adds 46 including WXKS-FM, CKOI, 94Q, WQUE-FM, B96, 92X, WHYY, Z99, KFLUS, KUBE, WBB, WMMS 38-33, WGLY 40-32, KFMN 39-34.

POINTER SISTERS "Freedom" (RCA) 105/15

Moves: Up 22, Debuts 12, Same 56, Down 0, Adds 15 including WNY5, CKOI, WCAU-FM, WHYY, Q103, FM102, WVIC-FM, WZLD, WHYY-FM, KBOS, WKHI, OK95, WKSE 32-28, WMMS 36-30, KF95 32-28.

STARPOINT "Object Of My Desire" (Elektra) 88/15

Moves: Up 35, Debuts 13, Same 23, Down 2, Adds 15 including WAVA, KAFM, KRBE, 93Q, WCKN, KBFM, BJ105, KRQ, 103CIR, WYKS, WKSE 4-3, B94 20-8, 195 12-9, WRSR 26-20, KIS-FM 21-15.

JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 82/35

Moves: Up 31, Debuts 11, Same 36, Down 0, Adds 35 including WKSE, WNY5, WCAU-FM, Z99, WGF, WKRF-FM, WBBQ, WHOT, KFW, WEDY, KISR, KBIM, Z93 d-14, WHYY d-32, WGRD 33-30.

TA MARA & THE SEEN "Everybody Dance" (A&M) 82/25

Moves: Up 24, Debuts 6, Same 27, Down 0, Adds 25 including K106, WCAU-FM, B97, WQUE-FM, KBQE, KWSS, WSPK, WZLD, Z98, WROC, KSKD, KCMQ, WBBN-FM 40-20, 94Q 35-30, KMEL 10-5.

GIND VANNELLI "Hurts To Be In Love" (CBS Associated) 81/8

Moves: Up 31, Debuts 12, Same 25, Down 5, Adds 8, WPHD, WYVR, WPST, WCKN, Y107, Y106, KCPC, KWZ, WBEN-FM 33-28, KTKS 33-30, WMAZ 29-26, KBIM, Z93 d-14, WHYY d-32, WGRD 33-30.

ARTISTS UNITED AGAINST APARTHEID "Sun City" (Manhattan) 79/22

Moves: Up 11, Debuts 12, Same 34, Down 0, Adds 22 including WBEN-FM, WNY5, Z100, 93FM, 195, Y100, WGCL, KOPA, KITS, R1104, KSKD, WCGO, K106 26-23, WMMS 39-34, WPST 40-34.

PRINCE "America" (WB) 75/0

Moves: Up 18, Debuts 7, Same 29, Down 0, Adds 5, WKSE 26-25, WPHD 27-26, B96 32-29, WMMS 33-28, KDWB-FM 24-22, K104 35-28, 98PKY 35-28, WKZL 35-26, WGTZ 37-34, OK100 40-33, WCGO 27-19, WGLF 32-28, WHSL 30-26, WBSB 31-27, KZQZ 35-32.

JAMES TAYLOR "Everyday" (Columbia) 67/24

Moves: Up 5, Debuts 6, Same 32, Down 0, Adds 24 including WPHD, K104, WKEE, 93Q, WBBQ, WCKN, WFM, WRNO, B1105, 94Z, KSNB, WDBR, Q103 32-26, WNOX-FM 36-32, KAY107 36-31.

BALTIMORA "Tarzan Boy" (Manhattan) 59/15

Moves: Up 18, Debuts 7, Same 29, Down 0, Adds 5, KRBE, WHYY, KITS, WBSB, 99KQ, WKSE 29-26, CKGM 39-36, 195 36-28, KMEL 18-15, KFLUS 38-29, WERZ 40-37, 95XXX 30-21, KWES 31-26, WPFM 33-30, OK95 29-25.

MOST ADDED

- STEVIE NICKS (179)
Talk To Me (Modern/Atco)
- STING (58)
Love Is The Seventh Wave (A&M)
- EDDIE MURPHY (57)
Party All The Time (Columbia)
- JELLYBEAN (52)
Sidewalk Talk (EMI America)
- NIGHT RANGER (51)
Goodbye (Cameo/MCA)

HOTTEST

- STARSHIP (184)
We Built This City (Grunt/RCA)
- PHIL COLLINS & MARILYN MARTIN (159)
Separate Lives (Atlantic)
- MR. MISTER (156)
Broken Wings (RCA)
- GLENN FREY (100)
You Belong To The City (MCA)
- TEARS FOR FEARS (73)
Head Over Heels (Mercury/PolyGram)

CHRISTOPHER CROSS "Charm The Snake" (WB) 59/2

Moves: Up 16, Debuts 2, Same 39, Down 0, Adds 2, KEGL, WVBS, WPHD 36-34, 94Q 34-32, WMMS 34-31, WKTI 24-22, KX104 36-32, WRQC d-38, KPQP 40-34, KZU 37-35, WCGO 38-29, KISR 37-30, WHSL 40-34, WBNQ 30-27, WBWB d-39.

TALKING HEADS "And She Was" (Sire/WB) 58/5

Moves: Up 32, Debuts 2, Same 15, Down 4, Adds 5, KNEO, KF95, KSKD, KQZ-FM, Y94, WXKS-FM 24-20, B96 23-20, KHTR 30-26, KKRZ 18-14, KFLUS 22-17, Z104 18-14, OK95 12-9.

RENE & ANGELA "I'll Be Good" (Mercury/PolyGram) 55/0

Moves: Up 28, Debuts 1, Same 25, Down 1, Adds 0, WXKS-FM 35-31, WNY5 31-19, 94Q d-29, 195 40-38, Y100 23-21, WHYY 22-18, KMEL 20-17, K104 27-21, KBFM 21-19, KMGX 18-15, KRQ 30-25, 95XXX 27-23, OK100 28-19, WCGO 35-27, WCLF-FM 34-31.

MIAMI SOUND MACHINE "Conga" (Epic) 53/12

Moves: Up 21, Debuts 2, Same 16, Down 2, Adds 12, WXKS-FM, WBEN-FM, 93FM, WHYY, KMEL, Q100, WSPK, KQMG, WJAD, WCGO, Q101, WVBS, Z100 5-3, Q105 16-9, KIIS-FM 19-7.

JELLYBEAN "Sidewalk Talk" (EMI America) 52/52

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 52 including WXKS-FM, WKSE, WAVA, 94Q, Z93, KAFM, Y100, B96, KBEM, WZUU, KRKZ, W102, KFLUS, WFMJ, KDON-FM 95XXX.

JACK WAGNER "Too Young" (Quest/WB) 50/10

Moves: Up 19, Debuts 8, Same 13, Down 0, Adds 10, KKRZ, WPST, WSSX, WNOX-FM, KAMZ, KIJK, KAY107, WIGY, WCGO, WGLF, WCAU-FM 40-30, Z106 15-10, WHYY 20-16, WZOU 19-14, KIKX 5-1.

SIGNIFICANT ACTION

LOVERBOY "Dangerous" (Columbia) 46/46

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 46 including WBEN-FM, WPHD, WGL, WMMS, KHTR, KPLUS, K104, WKRF-FM, WRNO, KTLX, WKZL, WGRD, KIKX, KLUC, KSKD.

RUSH "The Big Money" (Mercury/PolyGram) 39/16

Moves: Up 1, Debuts 5, Same 17, Down 0, Adds 16 including 93FM, Q100, WERZ, WPST, WTLQ, WAPI, WZLD, WFMJ, K104, WBNQ, 99KQ, W102, KFLUS, WFMJ, KDON-FM 95XXX.

NEW EDITION "Count Me Out" (MCA) 36/11

Moves: Up 5, Debuts 0, Same 20, Down 0, Adds 11, B104, WHYY, WBBQ, Y107, Y106, WROC, KIKX, KMGX, Z102, WCLF-FM, FM102 24-18, KAMZ 26-19, KTLX 30-25, Z104 40-35.

JOHN PARR "Love Grammar" (Atlantic) 29/12

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 12, KEGL, WERZ, WRCK, WHOT, KBOS, 95XXX, OK100, WJZR, Q101, KBFM, KIKX, KFM, WBNQ, 99KQ, WDBR, SL99E.

INXS "This Time" (Atlantic) 25/8

Moves: Up 2, Debuts 1, Same 14, Down 0, Adds 8, KZQP, Q100, WRCK, WKZL, KPOX, 95XXX, WPFM, 99KQ, CHUM on 195 on, KMEL 28-26, WRQN on, WHOT on, KFMN 30-25, WHSL d-40.

ROBERT PALMER "Discipline Of Love (Why Did You Do It)" (Island) 24/22

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 22 including WPHD, 94Q, Y100, WMMS, WERZ, WGF, WPST, WRCK, KHFI, KBFM, KIKX, KFM, WBNQ, 99KQ, WDBR, SL99E.

MOTLEY CRUE "Home Sweet Home" (Elektra) 24/3

Moves: Up 11, Debuts 0, Same 10, Down 0, Adds 3, WOKI, KIYS, WKH, KAFM 31-25, KHTR on, KPLUS 17-14, Q100 36-31, WRCK 40-37, KZQB 23-17, K104 24-20, WRNO 34-31, KRNO 17-9, WJZR 29-25, KTKS 32-30, OK95 31-28.

MORRIS DAY "The Oak Tree" (WB) 23/1

Moves: Up 14, Debuts 0, Same 7, Down 1, Adds 1, KYNO-FM, WKSE 15-14, WHYY 23-20, FM102 7-6, KITS 11-7, KMEL 9-7, WNOX-FM 28-25, WCKN 15-8, Y105 32-27, KTLX 15-14, Z104 32-29, KQMG 36-33, WZYP 19-17, WCLF-FM 24-13.

PHANTOM, ROCKER & SLICK "Men Without Shame" (EMI America) 17/5

Moves: Up 0, Debuts 1, Same 11, Down 0, Adds 5, WFMJ, WHOT, WOMP-FM, WHSL, KDYV, WPHD on, KPLUS on, WRCK on, WBBQ on-dp, WZON on-dp, KFMN d-36, WCGO on, 99KQ on-dp, WDBR on, WPST on-dp, SL99E on, OK95 on.

JON BUTCHER AXIS "Sounds Of Your Voice" (Capitol) 15/12

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 12, WXKS-FM, WPHD, WMMS, Q100, WERZ, WKRF-FM, WTLQ, WHOT, WZON, WHSL, KBIM, OK95, KSKD on-dp, 95XXX on-dp, WGAN on.

TIL TUESDAY "Love In A Vacuum" (Epic) 15/3

Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 3, KKRZ, 95XXX, KWES, WPHD on, KEGL on, WMMS on, KPLUS on, KUBE 36-34, WZON on, WIGY on, 95XIL on, WGAN on, WHSL on, OK95 d-38.

DIANA ROSS "Chain Reaction" (RCA) 14/4

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 14, WKSE, K104, KC102, WPST, WTLQ, KZQB, WSSX, WRQN, KSKD, OK100, 95XIL, WJAD, KGBT, OK95.

BRYAN ADAMS with TINA TURNER "It's Only Love" (A&M) 14/10

Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 12, CHUM, B96, KHTR, KNBQ, R1104, WNOX-FM, WQUT, WVIC, KISR, WHSL, WDBR, KGOT, CTR on, KFLUS 38-36.

LAST TANGENT "Stone In Your Heart" (21/Atco) 14/5

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 5, WKZL, WKRF-FM, KMGX, KBIM, OK95, WERZ on-dp, WTLQ on-dp, WANS-FM on, WGUU on, WGAN on-dp, WOMP-FM on, WHSL on, KYY on-dp, KTRS on-dp.

MIKE & THE MECHANICS "Silent Running" (Atlantic) 13/7

Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 7, KWK, WTLQ, KIK, WOMP-FM, KFMN, WAZY-FM, WPST, WRCK on, KAY107 on, WFBQ on, WGAN on, WHSL on, WDBR on-dp.

3-SPEED "Once Bitten" (Curb/MCA) 13/2

Moves: Up 0, Debuts 0, Same 11, Down 0, Adds 2, CKOI, WKSE, WYVR on, WRCK on, KJUN on, KDON-FM on, OK100 on, 95XIL on, WJAD on, KISR on, Q101 on, WHSL on, 99KQ 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/title (label) designation indicate the total number, how many added to it for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria -- Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Dayparted Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 89
Adds & Hits Begin on Page 86
P-1 Playlists Begin on Page 83

S A D E

"SWEETEST TABU"



This
Is
One
"Promise"
That
Will
Be
Broken!

From Her New Album **"PROMISE"**

Portrait

Distributed by CBS Records

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
10	5	4	1 STARSHIP/We Built This City (Grunt/RCA)
9	6	5	2 GLENN FREY/You Belong To The City (MCA)
5	3	3	3 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
18	10	6	4 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
23	13	7	5 MR. MISTER/Broken Wings (RCA)
16	11	8	6 THOMPSON TWINS/Lay Your Hands On Me (Arista)
2	1	1	7 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
3	2	2	8 JAN HAMMER/Miami Vice Theme (MCA)
19	14	11	9 HEART/Never (Capitol)
15	12	10	10 ABC/Be Near Me (Mercury/PG)
20	17	14	11 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
26	22	16	12 TINA TURNER/One Of The Living (Capitol)
24	20	15	13 FREDDIE JACKSON/You Are My Lady (Capitol)
35	29	19	14 ZZ TOP/Sleeping Bag (WB)
1	4	9	15 A-HA/Take On Me (WB)
—	33	21	16 ARCADIA/Election Day (Capitol)
38	32	23	17 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
27	24	18	18 DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
33	30	22	19 SCRITTI POLITTI/Perfect Way (WB)
11	9	12	20 BRYAN ADAMS/One Night Love Affair (A&M)
4	7	13	21 WHITNEY HOUSTON/Saving All My Love For You (Arista)
—	—	37	22 LIONEL RICHIE/Say You, Say Me (Motown)
BREAKER	23	25	23 KLYMAXX/I Miss You (Constellation/MCA)
30	27	24	24 OMD/So In Love (Virgin/A&M)
34	31	29	25 OLIVIA NEWTON-JOHN/Soul Kiss (MCA)
—	39	34	26 ELTON JOHN/Wrap Her Up (Geffen)
BREAKER	27	29	27 EDDIE MURPHY/Party All The Time (Columbia)
—	—	38	28 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
40	36	33	29 EURYTHMICS & ARETHA FRANKLIN/Sisters Are Doin' It For... (RCA)
6	8	17	30 STING/Fortress Around Your Heart (A&M)
37	34	31	31 RAY PARKER JR./Girls Are More Fun (Arista)
12	16	20	32 LOVERBOY/Lovin' Every Minute Of It (Columbia)
DEBUT	33	35	33 CARS/Tonight She Comes (Elektra)
7	18	25	34 READY FOR THE WORLD/Oh Sheila (MCA)
DEBUT	35	37	35 DIRE STRAITS/Walk Of Life (WB)
—	39	36	36 KATE BUSH/Running Up That Hill (EMI America)
DEBUT	37	39	37 SURVIVOR/Burning Heart (Scotti Bros./CBS)
BREAKER	39	41	38 KOOL & THE GANG/Emergency (De-Lite/PG)
BREAKER	40	42	39 SHEENA EASTON/Do It For Love (EMI America)
BREAKER	41	43	40 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)

N&A Begins on Page 94

ADULT CONTEMPORARY

5	4	1	1 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
8	6	3	2 GLENN FREY/You Belong To The City (MCA)
6	5	5	3 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
9	8	7	4 FREDDIE JACKSON/You Are My Lady (Capitol)
1	1	2	5 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
12	9	8	6 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
3	3	6	7 DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
—	—	17	8 LIONEL RICHIE/Say You, Say Me (Motown)
30	18	11	9 JAMES TAYLOR/Everyday (Columbia)
20	13	10	10 KENNY ROGERS/Morning Desire (RCA)
—	23	18	11 MR. MISTER/Broken Wings (RCA)
2	4	12	12 A-HA/Take On Me (WB)
21	14	13	13 THOMPSON TWINS/Lay Your Hands On Me (Arista)
23	17	16	14 ABC/Be Near Me (Mercury/PG)
14	12	12	15 BILLY JOEL/The Night Is Still Young (Columbia)
4	7	9	16 GINO VANNELLI/Hurts To Be In Love (CBS Associated)
BREAKER	17	19	17 DIONNE & FRIENDS/That's What Friends Are For (Arista)
19	16	15	18 JAN HAMMER/Miami Vice Theme (MCA)
22	19	19	19 OLIVIA NEWTON-JOHN/Soul Kiss (MCA)
BREAKER	20	21	20 KLYMAXX/I Miss You (Constellation/MCA)
7	11	20	21 WHITNEY HOUSTON/Saving All My Love For You (Arista)
10	10	14	22 MAURICE WHITE/Stand By Me (Columbia)
17	15	21	23 DON HENLEY/Sunset Grill (Geffen)
—	30	24	24 BRYAN FERRY/Don't Stop The Dance (WB)
—	30	26	25 BILLY OCEAN/Long & Winding Road (Jive/Arista)
29	27	25	26 KENNY LOGGINS/I'll Be There (Columbia)
—	29	29	27 BEACH BOYS/She Believes In Love Again (Caribou/CBS)
DEBUT	28	29	28 AMY GRANT/Everywhere I Go (A&M)
DEBUT	29	30	29 POINTER SISTERS/Freedom (RCA)
DEBUT	30	31	30 BARRY MANILOW/In Search Of Love (RCA)

Full-Service Chart, see Page 72

AOR TRACKS

Three Weeks	Two Weeks	Last Week	
8	2	2	1 JOHN C. MELLENCAMP/Small Town (Riva/PG)
—	7	3	2 CARS/Tonight She Comes (Elektra)
1	1	1	3 ZZ TOP/Sleeping Bag (WB)
6	4	4	4 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
7	5	5	5 RUSH/The Big Money (Mercury/PG)
17	11	6	6 DIRE STRAITS/Walk Of Life (WB)
—	—	11	7 PETE TOWNSHEND/Face The Face (Atco)
BREAKER	8	9	8 STEVIE NICKS/Talk To Me (Modern/Atco)
19	14	9	9 INXS/This Time (Atlantic)
13	13	12	10 PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America)
15	15	14	11 ROGER DALTRY/Under A Raging Moon (Atlantic)
—	22	12	12 ZZ TOP/Can't Stop Rockin' (WB)
—	28	13	13 ASIA/Go (Geffen)
18	16	15	14 STING/Love Is The Seventh Wave (A&M)
4	6	8	15 MR. MISTER/Broken Wings (RCA)
16	19	17	16 CRUZADOS/Motorcycle Girl (Arista)
—	55	31	17 MIKE & THE MECHANICS/Silent Running (Atlantic)
34	25	20	18 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
25	22	19	19 JOE LYNN TURNER/Endlessly (Elektra)
11	10	10	20 THOMPSON TWINS/Lay Your Hands On Me (Arista)
44	27	26	21 WANG CHUNG/To Live And Die In L.A. (Geffen)
5	9	16	22 HEART/Never (Capitol)
2	3	7	23 GLENN FREY/You Belong To The City (MCA)
BREAKER	24	25	24 KATE BUSH/Running Up That Hill (EMI America)
—	30	29	25 AEROSMITH/Let The Music Do The Talking (Geffen)
21	21	21	26 TALKING HEADS/Stay Up Late (Sire/WB)
3	8	17	27 ROGER DALTRY/After The Fire (Atlantic)
—	47	32	28 SURVIVOR/Burning Heart (Scotti Bros./CBS)
BREAKER	29	30	29 DIVINYLS/Pleasure And Pain (Chrysalis)
—	49	40	30 STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change It (Epic)

Complete Tracks Chart Begins on Page 75

BLACK/URBAN

6	4	1	1 TA MARA & THE SEEN/Everybody Dance (A&M)
3	3	2	2 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
9	6	5	3 ISLEY JASPER ISLEY/Caravan Of Love (CBS Associated)
1	1	3	4 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
31	16	10	5 SHEILA E/A Love Bizarre (WB)
2	2	4	6 MORRIS DAY/The Oak Tree (WB)
15	11	7	7 LUTHER VANDROSS/Wait For Love (Epic)
29	15	11	8 EUGENE WILDE/Don't Say No Tonight (Philly World/Atlantic)
33	22	13	9 SYSTEM/This Is For You (Mirage/Atco)
19	9	10	10 DIANA ROSS/Eaten Alive (RCA)
18	12	8	11 EDDIE MURPHY/Party All The Time (Columbia)
28	18	16	12 TRAMAINÉ/Fall Down (Spirit Of Love) (A&M)
5	5	6	13 EL DeBARGE with DeBARGE/You Wear It Well (Gordy/Motown)
—	25	14	14 NEW EDITION/Count Me Out (MCA)
36	26	15	15 JETS/Curiosity (MCA)
—	29	10	16 PRINCESS/Say I'm Your #1 (Next Plateau)
27	19	17	17 RAY PARKER JR./Girls Are More Fun (Arista)
39	24	18	18 TEDDY PENDERGRASS/Never Felt Like Dancin' (Asylum)
—	30	24	19 WHITNEY HOUSTON/Thinking About You (Arista)
16	14	14	20 CHAKA KHAN/(Krush Groove) Can't Stop The Street (WB)
23	17	15	21 JAN HAMMER/Miami Vice Theme (MCA)
—	37	28	22 PATTI AUSTIN/Honey For The Bees (Qwest/WB)
37	33	23	23 CHERELLE/You Look Good To Me (Tabu/CBS)
40	35	30	24 BERNARD WRIGHT/Who Do You Love (Manhattan)
—	34	25	25 KOOL & THE GANG/Emergency (De-Lite/PG)
BREAKER	26	27	26 LIONEL RICHIE/Say You Say Me (Motown)
30	23	23	27 MELBA MOORE/Can't Believe It (It's Over) (Capitol)
—	38	31	28 TINA TURNER/One Of The Living (Capitol)
35	32	29	29 VIKKI LOVE with NUANCE/Stop Playing On Me (4th & Broadway/Island)
—	35	30	30 VAL YOUNG/Seduction (Gordy/Motown)
BREAKER	31	32	31 ISLEY BROTHERS/Colder Are My Nights (WB)
—	39	32	32 PRINCE/America (WB)
BREAKER	33	34	33 EVELYN "CHAMPAGNE" KING/Your Personal Touch (RCA)
7	9	12	34 RENE & ANGELA/I'll Be Good (Mercury/PG)
—	37	35	35 PAUL LAURENCE/She's Not A Sleaze (Capitol)
DEBUT	36	36	36 FULL FORCE/Alice, I Want You Just For Me (Columbia)
13	13	27	37 DOUG E. FRESH/The Show (Reality/Fantasy)
25	25	32	38 RJ'S LATEST ARRIVAL/Baby I'm Sorry (Atlantic)
8	8	19	39 CAMEO/Single Life (Atlanta Artists/PG)
BREAKER	40	40	40 STARPOINT/What You Been Missin' (Elektra)

N&A Begins on Page 67