THE INDUSTRY'S W/EEKLY NEW/SPAPER

2 D E: N REPORT FROM THE CRS FRONT

Lon Nelton highlights the events of a special radio event, the 17th Country Radio Seminar, featuring improved sessions and a spirit of recharged ontimism about the format.

Page 51

SERVICING CDs TO RADIO

Adam White surveys record companies about their policies on servicing radio with increasingly desirable CD product. Page 33

IS FM JUST A FLASH IN JAPAN?

Joel Denver spoke before the Japanese FM Broadcasters convention last month, and details their dilemmas of overdenendence on advertiser support and other unique situations.

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IN THE NEWS THIS WEEK

- Tom Evans PD at WIYY .
- Rob Hasson VP/GM at KRPM .
- David Plowden VP/GM at KSRN-AM & FM
- Larry Coates OM at KWJJ •
- Record industry sets new revenue record: CDs soar
- Katy Bee Nashville Assoc. Editor for . RAR
- Bob Neil adds Katz consulting duties Dave Mendez PD, Karen Campbell ٠
- Op. Dir. at KRBE (AM) •
- **Billy Brill Nat'l Singles Director** at MCA
- KDKA pioneer Harold Arlin dies Group W buys KEZW .
- WWCA, WXSS swapped .

....

O'Grady, Media Marketing merge • brokerages

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AOR TITANS PROFILED

Steve Feinstein shines the spotlight on three of AOR's most illustrious success stories: Philadelphia institution WMMR. Atlanta's WKLS, and Columbus mainstay WLVQ

Page 38

NIGHTTIME JAZZ DRAWS DESIRABLE DEMOS

Barbara Barnes focuses on CHR WQXI-FM/Atlanta and AC KIFM/San Diego, both of which are attracting strong target-demo listenership with jazz programming at night.

Page 48 MAXIMIZING INHOUSE TECHNICAL RESOURCES

Engineering guest columnists Larry Ellis and Michael Wiebe offer useful suggestions on using the technical knowhow you've got right at your own facility. Page 26

NEXT WEEK IN R&R

Radio's coming up to bat as baseball season nears. Sports On Radio columnist Richard Agata looks at the special relationship between WAVG/Louisville and Minor League Baseball's most successful franchise, the Louisville Redbirds; while Reed Bunzel talks to NBC ace baseball PBP man Bob Costas.

Newsstand Price \$5,00



RADIO & RECORDS

RATINGS DISTORTION CITED WHTZ Delisted From Winter Arbitron

Arbitron has delisted WHTZ (7.100)/New York from the forthcoming winter '86 ratings book. The decision followed complaints lodged by CHR competitor WPLJ about alleged ratings" distortion announcements, as well as a recommendation of delisting from the Arbitren Advisory Council.

According to Arbitron, out of a number of recorded 2100 TERMS statements submitted by WPLJ, the key, incident was when PD Scott Shannon report-edly said on-air, "If a ratings

COMBINING AD RATES, SALES FORCES POSSIBLE **FCC Deregulates Radio Sales Practices**

Radio stations were handed the flexibility to try new ways of pricing and selling radio last week. The FCC abolished rules that prevented competing stations from joining sales forces or setting combination advertising rates. The changes take effect in about two weeks.

to consult counsel in advance and utilize their new freedoms cautiously, however, or risk violating antitrust laws and regulations enforced by the Federal Trade Commission and the Department of Justice. Industry observers predicted

FCC officials warned stations

Brown Legacy's VP/Group Operations

WLTE/Minneapolis VP/GM Doug Brown has accepted the VP/Group Operations post for Legacy Broadcasting, the newly-formed Los Angeles-based radio group headed by Carl Hirsch and Robert F.X. Sillerman. Brown is expected to re-main in the Twin Cities, home of two of the Legacy properties, KDWB-AM & FM.

Hirsch, who serves as Legacy President/CEO, comm We're extremely excited at this first major step in forming a 'dream team' of dynamic radio executives. Doug is as fine an organizer and developer of people as there is in this industry, and will be a great asset to our newly-formed adventure into the future of radio.

Brown had managed WLTE since the fall of 1984. Before that he worked ten years with Malrite Communications Group, and has been based in both Minneapolis and Denver as a Regional VP overseeing multiple properties. His experience also includes management posts with Susquehanna, Rust Craft, and Sumbelt.

Brown told R&R. "I wouldn't have left (WLTE parent) Midwest Communications just to run a station somewhere, but with this opportunity, (President/CEO) Jim Rapp was very supportive. Legacy will be the 13th largest radio company coming out of the chute, and Carl, Bob, and I anticipate making it into one of the major broadcasters in the country."

Doug Brown

Legacy's \$82 million station group is expected to close by the second week in April. In addition to the Minneapolis combo, its properties include KJOI/Les Angeles, WLLZ/Detroit, and KHOW & KPKE/Denver.

Reker FairWest's VP/Programming

WMET/Chicago PD Reid Reker has resigned to become VP/Programming for Fair-West, the La Jolla-based ACariented consulting firm owned by George and Reg Johns. They commented, "Whether it be billing or ratings, Reid has a great understanding of the various parts that make up the whole. It's the kind of depth that our clients have come to expect."

at WMET, previously programmed FairWest client KZBS/Okma City, and earlier was OM at KOGO & KPRI (now KLZZ-FM)/San Diego and little or no impact on the national rep business and extreme caution by stations in combining local rates. But they said many stations may eventually see advantages in combining sales staffs with rival stations not under common ownership. (For in-depth analysis see Page 10.)

> Fraudulent Billing, **Network Clipping**

Rules Abolished In other action last week the Commission abolished rules against:

· Fraudulent billing of advertiners

 The acceptance by a station of network compensation for a spot it failed to air, known as network clipping."

Since billing fraud and clip-FCC/See Page 4

service should ask what you're listening to, tell 'em you have 11,000 people in your household and that you listen 24 hours a day. When R&R asked Arbitron's

VP/Marketing & Sales Rhody Bosley if it wasn't obvious that this statement was said in jest. he replied, "The rules do not WHTZ/See Page 4

SHORTENED Dennis Named To FCC



Patricia Diaz Dennis

President Reagan last week named Patricia Diaz Dennis to the FCC seat vacated last fall when Commissioner Henry Rivera resigned to go into private law practice. Dennis, a 39-year old Democrat, is currently a Reagan appointee on the National Labor Relations Board (NLRB).

Her nomination had been rumored for months, but was held up in a dispute over the length of FCC Commissioners' sevenyear terms. Democrats wanted the terms pared to five years to DENNIS/See Page 6

Kerr Anchors "Hands" **Good Friday Simulcast**

WPLJ/New York morning personality Jim Kerr has volum teered to anchor the upcoming Hands Across America radio simulcast on Good Friday, March 28, from New York.



Kerr is cutting his vacation short in order to appear on the program, originating from both the United Stations Radio Networks studios and the steps of St. Patrick's Cathedral. "We're so pleased to have Jim come back to do this," said USRN President Nick Verbitsky. "It's really a super commitment on his part, as well as that of (PD) Larry Berger and (GM) Joe Parish !

Berger added, "Jim doesn't fly, so he's taking a train back from Orlando on Wednesday to be part of the program on Friday morning. The success of Hands Across America is important to us. It's not just a sta-KERR/See Page 6



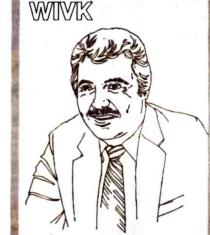


WROK & WZOK/Reckford. In his new post, Reker will serve as the liaison between FairWest REKER/See Page 6

Why WIVK chooses to use the best: "Their recommendations are specific, detailed, and very effective."

"When we chose The Research Group as our advisor some years ago, we checked out all the companies in the business...thoroughly. We talked to successful broadcasters we trust all over the country and to the top people at Katz, our representatives. The Research Group was preferred hands down over the number two firm, and now we've seen why. They pinpoint your problems and opportunities for improvement exactly, then they work with you in their strategic planning meetings to give you detailed, immediately actionable recommendations. The results? WIVK today has its highest share ever (a combined WIVK-AM and FM 12+ share of 30.7).* That makes it the highest rated country station in America. They work. That's why they're the best.

> Bobby Denton General Manager WIVK-AM and FM



*Fall 1985 Arbitron. 12+ AQH share. M-S, 6A-12M, MSA.

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or, for more information, call: Larry B. Campbell, President-206/624-3888

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PAGE THREE

MARCH 21, 1986

ALL THE WAY LIVE

Each week R&R showcases the Top 20 concert acts, as

determined by Pollstar, the leading information source in its field. It's a quick look at who's hot out on the road

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Bee Becomes **R&R Nashville** Associate Editor



. .

Katy Bee has been appointed **R&R's** Country Associate Editor, based in Nashville. Bee, who has radio, syndication, and music journalism experience, starts March 31. She will contribute editorial material and work closely with Country Editor Los Helton, who is relo-cating to Nashville shortly, and Nashville Bureau Chief Sharon Allen

Helton commented. "As our Nashville office expands, we looked for that perfect blend of radio background, writing abili-ty, and contacts within the Nashville community. Katy already had all three elements. With her addition, we now have an incredibly strong R&R Nashville team."



A MATTER OF EXCELLENCE --- Excelence in radio was the subject and Chicago was the site for the highly bene-ficial, professionally organized "Group Owner Fly-IN," the last in a winning series of two under the tutelage of NRBA, They join again next year flying the NAB flag.

Back row (I-r); David Pamigoni, NAB; James Opelinik, Bonneville Broadcasting; Alan Brill, Brill Medie Co.; Jame Underwood, Root Communications, Charleton Buckley, Henry Broadcasting: Richard Johnson, Bloomington Broadcasting: Genald Hrobiak, United Broadcasting: Califord Hunter, Sterling Recreation Organization; Donald Broaccasting: Geraid Hittonek, United Broaccasting; Carrord Hunter, Stering recreation Organization; Dohad Platt, Regional Group; Toney Brooks, Sandusky Broaccasting; Albert Kaneb, New Barnstable; Gary Edens, Edens Broaccasting; Paul Fiddick, Multimedia; Norman Wain, Metroplex Communications; Mel Karmazin, Infinity Broaccasting; Joe Dorton, Gannett Redio; Jeff Smulyan, Emmis Broaccasting; Scott Knight, Knight Quality Stations; Frederic Constant, Constant Communications; William Lynett, Shemrock Communications; Bill Ryen, Palmer Communications: John Hough, Mass Broadcasting.

Front row (Fr): John Dille, Federated Media; Bill Clark, Shamrock Radio Division; Chairman Marty Greenberg, Duffy From row (rr): our base, reacting to model, bit Carn, offer too induct breach on pictured: Eric Hauenstein, TransColum-Broadcasting; Bernie Mann, Mann Media. Attendees on the phone and not pictured: Eric Hauenstein, TransColum-ble Communications: Kenneth Johnson, Capitol Broadcasting Corp., Herb McCord, Greater Media; Steve Hicks, Hicks Communications; Frazier Reams, Reams Broadcasting; Stanley Stewart, CKO, Inc.; McHenry Tichenor, Tichenor Media Systems; and Russell Withers, Withers Broadcasting.

Hasson, Plowden New Olympic VP/GMs

In twin appointments at Otvm Broadcasting, Rob Hassen has advanced from GSM to VP/GM at KRPM/Seattle, replacing exiting Gary Taylor, while David Plowde was named VP/GM at newly-acquired KSRN-AM & FM/Reso.

Commented President Ivan Braiker, "Rob's contribution has been tremendous. He knows the market and is a terrific leader with exceptional people skills. In Reno, we needed an 'on-the-street' GM who could quickly build out a strong sales organization. Being able to get David was a real coup."

Coates OM At KWJJ



Larry Coates

Former WSUN/Tampa PD Larry Centes has been named OM at Park Communications' KWJJ-AM & FM/ Portland, beginning March 24. He takes over for former PD Bobby Sherman, who stepped down a few weeks ago but retains his afternoon airsbift. Assistant PD Mark Andrews had been interim PD.

GM Ray Mirabella commented, "Larry's track record speaks for itself in regards to the skills he brings to KWJJ. In addition, his competitive spirit is just what the doctor ordered."

Contes told R&R, "Parke Comnications is an organization which has long been committed to broadcasting, especially to the sta-tions in Portland. Ray Mirabella is an aggressive GM and a man who will not settle for anything short of winning - and that's the kind of guy you want to work for."

Coates joined WSUN as PD last June and left that fall when the station changed hands from Taft to CBS. Prior to WSUN, he turned WXTU/Philadelphia Country in March 1994. His previous programming positions include WCAO/Baltimere, WWOK/Miami, and WKDA/Nashville.



Rob Hoseon

Hasson, who views the 12-station group as "a great young compahad been GSM at KRPM since ny," had been GSM at KRPh since last June, having previously been GM at KL2/Denver, Director/ Marketing for the USFL Denver Gold, and GSM at KMP8-AM & The /Seattle.

Ployden arrives at the AC Reno



David Plander

combo from WBBM/Chicago, and earlier worked for CBS Spot Sales in New York and GSM at KOME/ San Jose. "The market and the format were made for each other," he said. "And with (new GSM) Palmer Stewart, I know we will be well represented in the advertising community."

CDs SHINE, CASSETTES FLAT, LPs SLIP **RIAA Reports New** Revenue Record

Confirmation that the compact disc was last year's greatest hit for the music business came Tuesday (3-18) with the release of annual statistics by the Recording In-dustry Association of America (RIAA).

CD unit shipments to the trade in 1985 soared 291% to 22.6 million, from 5.8 million in 1984. The dollar value of those shipments, calculater at suggested list prices, jumped 7 /% to \$389.5 million, from \$103.3 million the year before.

Even prerecorded cassettes, which increased 40% in unit shipments between 1983 and 1984, couldn't compete with the compact disc's growth. Last year, cas ette sales to the trade rose only 2% to 339.1 million units, from 332 million in the previous 12 months.

LP/EP shipments continued their decline, dropping by 18% in. 1985 to 167 million units, from 204.6 million units the year before. Ship-ments of singles declined by 8% to 120.7 million units, from 131.5 million in '84.

Total dollar value of industry shipments (using suggested list prices) in 1985 came to \$4.388 billion, a slim 0.4% increase over \$4.370 billion in 1984 but an all-time revenue high for the industry. The previous peak, bested in 1994, was

has not since matched the unit figures of the late '70s, however.

Total number of units shipped in 1965 in all configurations, net after returns, came to 653 million, compared to 679.8 million in '84 - a decrease of 4%.

These annual statistics are derived and aggregated by the RIAA from net shipment figures submitted by member companies, which represent approximately 85% of the US prerecorded music **RIAA/See Page 4**

Mendez. Campbell Upped At KRBE

At "Classic Rock"-formatted KRBE (AM)/Houston, Asst. PD Dave Mendes and Promotions Director Karen Campbell have been elevated to Program Director and Director/Operations, respectively.

Station Manager Bob Scott re-marked, "It's immensely gratifying to find such employee strength right in your own backyard. Dave has served as a fulltime DJ, MD, Production Supervisor, and Asst. MENDEZ/See Page 6

Evans PD At WIYY



Tom Evan

WRXL/Richmond PD Tem Evas has joined Hearst AOR WIVY/Beltimore as PD. The post has been vacant since February 7. when Ted Edwards left after four weeks to return to KGB/San Diegs. Former PD Chuck DuCety was upped to Station Manager in May

WBAL & WIYY VP/GM David Barrett told R&R, "Tom is our kind of guy. He has the experience and qualities to continue 98 Rock's winning ways."

DuCoty added, "I made a lot of listening trips to markets, and found that on paper a guy may be getting great numbers, but maybe by default. With Tom, I was impressed by how his station actually sounded and how he does promo tions. Also, he has the maturity to handle a veteran airstaff."

Evans, who starts March 31 and will also handle a short airshift,

Neil Set To Consult **Katz Stations**



Bob Nell

WVAV/Gainesville-Atlanta OM Bob Nell has assumed additional responsibilities as Program Consultant for Katz Broadcasting's 11 radio properties.

Explained President Dick Ferson, "We've found great success using E. Karl and Rusty Walker. who work with our stations at the invitation of the PD and GM. Many of our stations have also called on the expertise of Bob Neil over the past year, and we felt it was appropriate to recognize and reward Bob for something he was already doing.

WYAY VP/GM Bob Green added, "Bob has been a catalyst who has driven this station to its rapid ascent. His ability to delineate research material and apply it in a practical fashion is what makes him special. Bob's competitive nature demands that he achieve further . . . and he will."

Neil joined Katz Broadcasting in 1983 as PD at WYYY/Syracu and transferred to the Atlanta Country outlet 15 months ago. "I'm NEIL/See Page 6

1978's \$4.131 billion. The industry



NEWS

FIRST FULLTIME RADIO ANNOUNCER **On-Air Pioneer Harold Arlin Dies**

After leaving the station, Arlin became personnel manager for Westing in Mansfield, OH, where he lived most of his life.

Last October, KDKA celebrated its 65th anniversary and featured interviews with Arlin. Last week-

RIAA

Horold Arlin

celebrities.

Harold Arlin, America's first

fulltime radio announcer, died last

Friday (March 14) at age 90 at his

In 1921, Arlin became the first fulltime announcer at KDKA/

Pittsburgh, the nation's first com-

mercial radio station. He is credit-

ed for being the first to announce a

major league baseball game

(Pittsburgh vs. Philadelphia, August 5, 1921) and the first college

football game (Pitt vs. University

of West Virginia, October 8, 1921).

Ruth, Will Rogers, Lillian Gish,

William Jennings Bryan, and other

Arlin also interviewed Babe

winter home in Bakersfield.

Continued from Page 3 business. The 1985 totals include data from Metown Records, which officially leaves the RIAA at the end of this month

Dollar value of prerecorded cassettes in '85 was \$2.411 billion, an increase of 1.2% over 1984's \$2.384 billion. Dollar value of LP/EP shipments was \$1.280 billion, a decrease of 17% against 1984's \$1.549 billion. Dollar value of ngles shipments was \$281 million. a decrease of 6% compared to \$298.7 million in 1984.

Last and definitely least, the dwindling 8-track configuration turned in shipments of 3.5 million in 1985, down 40% against 5.9 mil-lion in '84, and a dollar value of \$25.3 million (\$35.7 million).

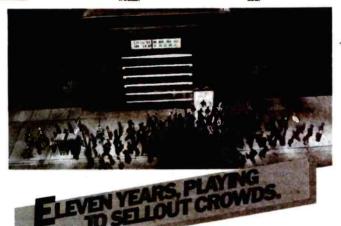
The RIAA data detailing the number of releases from member firms in 1985 is due in the next few end the station replayed some of those interviews as a special tribute to the pioneer announcer.

FCC Continued from Page 1

ping don't harm listeners, the FCC said it has no reason to keep the rules. It suggested that those defrauded - advertisers and networks - should monitor compliance on their own and tackle any problems through the courts and other private means at their disposal

In future license proceedings, the Commission said it will concern itself with sales, billing. and clipping questions as char-acter issues only if there has been a "final adjudication" against a station by a court or a government agency. Last week's actions bring to

27 the number of FCC policies on program content and busis practices that have been abolished in the past three years in the Commission's socalled "underbrush" deregulation. While the docket remains open, all of the policies initially targeted have now been address



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Because we give you more

programming options than anybody else.

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you're the one who cleans up at the box office. For more information about

Without A Doubt.

the AP Network, call Jim Williams at 800-821-4747, or your local AP Broadcast Executive.

WHTZ

Continued from Page 1 nt, nor state joke exceptions. It is very precise ratings distortion is ratings distortion. I've spent a lot of time talking to a lot of broad-casters about this, and they believe we should vigorously support our sanctions.

Bosley stressed, "When I get complaints I investigate, and when a client such as WPLJ sumplies us with recorded evidence we must act. We sought and received replies from Malrite, and those responses, in our opinion, did not outweigh the idence

Bosley continued, "The sta-tion will not be listed in the winter quarterly report in Ar-bitrend or AID. Their numbers will still show up in the metro totals (at the bottom of each page) so that radio as a whole in the market won't be hurt. But there is no way for an advertis-ing agency or client to determine what portion of those to-tals belong to WHTZ."

WLS Comparison

In explaining the difference between this incident and the recent problem with WLS/Chi-cage's Steve Dahl, who made on-air references considered by at least one industry observer to be "far more blatant," Bosley said. "There is nothing wrong with a 'write it down cam paign,' so long as you make no reference to a survey, to Ar-bitron, to the amount of listening, or to use this 'write it down campaign' for entries to contests. But in this case, when you talk about a survey in progress and then indicate to the listener to write something down that is not being done, you've distorted the ratings."

"In the WLS case they never asked the listeners to do anything other than report their ac-tual listening. The fact that they drew attention to the diary consititutes a 'Survey Reference Announcement,' with notations on the front page and on page 5. That offense can also be given the added sanction of causing the station to be listed below the line, but we didn't go that far with WLS. The rules regarding ratings distortion, on the othe hand, state that it is a delisting

Malrite May Seek Legal Remedy

Z100 VP/GM Dean Thacker told R&R he had not yet received written verification from Arbitron regarding its decision, but had had it confirmed by phone by Arbitron manage ment. He stated, "WHTZ was not party to any ratings distortion activities. We will now, if in fact this decision is final, consider the alternatives, legal and/or otherwise."

Bosley said that Arbitron had spoken with WHTZ and Malrite Radio Division President Gll Rosenwald, and that the com-"gave us no initial re-Denv sponse to our decision other in" to ask for reconsideration, adding that "our original decision still stands."

Shannon Surprised At Severity

Shannon told R&R. "I still don't see that what we did was worse than what WLS did. The statement was obviously made in jest. We weren't looking for trouble; we play by the rules. There were no orchestrated efforts to inflame Arbitron. We made one small comment on the air and we're being delisted for it.

WPLJ PD Larry Berger, who filed the complaints with Arbitron, commented, "I applaud and salute Arbitron for their decision. I don't consider this a victory for WPLJ, but rather a victory for justice."

Brill Directs Singles At MCA



MCA West Coast Regional Promotion Manager Billy Brill has been elevated to the newly-created ost of National Singles Promotion Director, based in Los Angeles. **Replacing him is Pat Martin**

Sr. VP/Promotion Steve Meyer commented, "This move will maximize and highlight Billy's talents. His reputation at CHR speaks for itself, as do his contributions to MCA

"With Billy and (National Promotion Director) Frank Turner, I feel our promotion position in the industry will be first-rate. And I'm delighted we are able to orthog d we are able to replace Billy with someone like Pat, also such a well-respected West Coast presence at radio."

Brill told R&R, "In this new position I'm looking forward to work-ing with radio all over America. Here's my office number, (\$18) 768-3522, and my home number, (213) 551-1653. I invite you to call, because if you need me, I'll be there for you. This is the kind of attitude which will let radio know this company is always accessible to

their needs." Brill's 15 years in record promo-tion include National Singles posts for Mercury and Arleia and a regional position for PellyGram. His radio experience includes KFMF/Chies and KROV/Bacra-mente, and he is a former host of the "PM Magazine" TV show.

4/R&R FRIDAY, MARCH 21, 1986

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THE & MORNING 200 WINB& TAMPA

Our affiliation with the ABC FM Radio Network provides us with services we can use — every morning! Comedy cuts, entertainment news, pertinent actualities and correspondent reports from ABC's exclusive Young Adult Newscall...and now AUDIO DATEBOOK—classic cuts from each day in history. ABC FM understands the unique programming services that fit our specific needs—and they deliver.



For More Information, Call Gloria Briggs, Director 212-887-5652 ÷

NEWS IN BRIEF

GARY KAPLAN a 20-year man agement consultant and executive recruiter and frequent R&R Management columnist, has established Gary Kaplan & Associates, an executive search firm. He is a former partner of Garofolo, Curtiss & Kaplan, and earlier was Managing VP/partner with Korn/Ferry International. The new firm is located at 201 S. Lake Ave .. Suite 507, Pasadena, CA 91101; (818) 796-8100

• TED FERGUSON becomes Gen Manager at AOR-formatted KTAL/ Shreveport. He was previously President of North American Communica-tions Research, an international broadcasting consultancy.

KTSA/Sen Antonio has completed its gradual evolution from an AC-CHR presentation to a full-service MOR apornach

Ken

Continued from Page 1 tion promotion; it's for America, and we're glad to be able to play a part." USRN VP/Programming Ed

Salamen outlined the format of the 30-minute program, available to all stations on a nonexclusive/non-affiliated sis. "At 10:15am EST, Jim Kerr will open the program and state the purpose of Hands Across America. We'll switch to the steps of St. Patrick's Cathedral and get some crowd reaction. As you recall, thousands gathered there last year during the airing of 'We Are The World'; it has great symbolic value to this effort. At 10:25 we'll air 'We Are The World.' introduce 'Hands Across America,' and then play 'America The Beautiful.' The program will close with Jim inviting stations and listeners all over America to get involved, and he'll give the Hands 800 number."

WPLJ has reprinted the words to the EMI America single, "Hands Across America." and is distributing them at the simulcast. So that you can do the same, R&R has printed them on Page 37 of this week's paper. Owing to legal complications, the record will not be shipped with a discount coupon for the charity fundraising event, as reported last week.

Salamon hopes the involve-ment of WPLJ and Kerr will serve as a challenge to stations all around the country to stage similar events on Good Friday that focus attention on the importance of Hands Across America. He said, "I hope all the stations in New York and those all over our nation do something as exciting as WPLJ to highlight the event. Where are you, WRKS? How about you, Ziee? Let's all get together for Hands Across America."

The Radio Network Associa tion reports that in light of Nick Verbitaky's invitation, virtually all networks have agreed to carry the simulcast. RNA President Bob Lobdell said, "ABC, CBS, NBC, SMN, Transfar, and USRN are all on board. So if you are affiliated with any of the networks you are all ready to carry the simulcast."

-

6/R&R FRIDAY, MARCH 21, 1986



Gary Kanley Joanne Cordem

CHUCK OLINER is the new Northest Regional Promotion Manager for Motown Records. Most recently of Hotracks Promotions in Cherry Hill, NJ. Ofiner has also been Associate tional Album Promotion Director for A&M and National Promotion Director at Chrys

· MICHAEL ROSWIG, General Sales Manager at WTLB & WRCK/Utics. NY, is named Station Manager/Direc tor of Sales for WLAD & WDAQ/Danbury, CT.

. JOANNE CORDERO is appr **Director/National Promotion for Setra** Records, moving up from assistant in that department. A ten-year company eran. Cordero becomes reenonel VIE ble for all aspects of national promotion of the New York india label's product

. ED BOYD and FRED GARDINI are the new GM and GSM, respectively, at Price Communications' Country combo WIRK-AM & FM/West P Beech. Boyd, a former GM at KIIS-AM & FM/Los Angeles and head of Columbie Pictures' Broadcast Group, most recently operated the Boyd Company, a marketing consultancy Gerdini is a former GSM at WWVA Wheeling, WV.

Dennis

Continued from Page 1 give the President who succeeds Ronald Reagan more influence over the Commission.

The stalemate ended last week when the Senate Commerce Committee approved legislation cutting the terms to five years. The measure is expected to win easy approval in both the Senate and House. Once confirmed by the Senate. Dennis could serve until June 1986

The appointment of Dennis an Hispanic female, continues the seat's minority tradition established by Rivera and his predecessor, Tyrene Brown. Described by an NLRB

source as "one tough cookie," Dennis has specialized in labor law since graduating from Loyola University law school in Los Angeles in 1973. Prior to joining the NLRB in 1963, De is spen ecade practicing labor law at ad a private firm and then at ABC.

Nell

Continued from Page 3

tickled pink to share ideas with the outstanding management teams of our stations," he said. "All of the Katz stations are winners, and it's because of this company's comnent to meeting our liste needs through the best on-air proRick Morrison John Mount Jose Diez · RICK MORRISON becomes Executive Director of the Black Music As-80 ton. Morrison, who became a member of the BMA Board of Directors last year, is a former executive al

OLEE MICHAELS, PD & WOCLEN Chicago, has added on program duties for co-owned WGCI (AM), which has switched to SMN's "Hear & Soul" formet

ASCAR

. JOHN MRVOS is named Director/ A&R, Talent Acquisition for ENII Am ice Records. A former MD at WXRT/ Chicago, Mrvos most recently we Director/A&B for Arists Becords

ODICK FENNESSY, most recently night personality at WFIL/Philadel-phia, becomes PD at WQXA/Vork. He is a former PD at WAMS/Wilming ton, DE.

• BILL BRUUN is named Program Director of Shamrock Com tions' AOR KMYZ/Tules, coming from the same position at KICT/Wichi-10.

• WBLM/Portland, ME reorganizes, with GM ROBERT L. CARON moving to Fuller-Jeffrey Group headquarters to work on temporary projects. Station Manager EVE RUBINS is upped to GM, and PD JOSE DIAZ is promoted to Operations Manager. Also, evening personality HERE IVY is named Pro motions Director, and PM driver JEFF JACKSON is made Production Director.

. LINDA MoCULLOUGH and J.T. STEVENS have been named GM and PD, respectively, at WZZR/Rich-

Evens

Continued from Page 3 Chuck DuCoty - is still there, and he and the staff have a great handie on the market because they've

been in place for so long." Evans has 14 years' experience, including on-air work at WMJQ/ Rochester and programming WCHV & WWWV/Charisttesville, WQDR/Raleigh, and KATT/Okiama City. No replacement has been named at WRXL.

Mendez

Continued from Page 3 PD. He was a shoo-in for the job with that kind of experience."

"Karen has Scott continued, shown such great ability to coor-dinate the efforts of many departats at the same time while hapdling the promotion duties, she was naturally the best person to oversee the overall operations of the station. We're fortunate to have them on our teem."



Eve Rubins

mond. McCullough was most recently

GSM at WNVZ/Norfolk for the past

seven years. Stevens, an original sta-

tion staffer, is also WZZR's morning

man. He is a former MD at nearby

WEZE and air talent at WROX/Wash

ALISON STEWART is promoted

from Assistant MD to Music Director at WBRU/Providence.

e JOHN FROST is hired as PD and

morning men at new AC KITT/Shreve-

port. Frost had been PD at KLSI/Kan-

. PAUL CHRISTY, a 25-year radio

programmer/consultant in Detroit.

Chicago, Washington, San Francisco,

and other major markets, has joined

Reymer & Gersin Associates as Di-

rector/Radio Services. He will provide

programming and promotion consult-

ing for the company's radio clients.

ans City.

Paul Christy

Mark Lennertz

. ANDY GOLDBLATT becomes GSM at WEZS/Richmond. Goldblatt, most recently GSM at WMMR/Philadelphia, replaces Bob Montgom who returns to EZ Comm WEZENiew Orleans

• WALT PINTO is appointed PD at WHYN/Springfield, MA. Pinto joins the station from WWYZ/Hartford, where he held the same position. Pinto will also serve as midday personaltv.

 BOBBYE MIBRAGULIO, Sales Manager for WELVJeckson, MB, is promoted to General Manager for WSLI and co-owned WYYN.

STAFF

Albert Cell Ansain Ver Ansains DCI Barrow Carlos Carlos Control Contro

ADDRESS MARKA LANDTZER

Instance Constructions DOI: A 2010 and Reviews Life CARL Limit LANS, 10 CAURE, Scient Standard/URCH Reviews DNA KORDIN art Relife Devalue INLLY SCIENTISEL Sing Devalue ANDIA (CONTINUE) and Reviews STEVE STation

To be Relative source to a MAGNET BOLINE and WEDT WAG MARKET BOLINE MARKET BOLINE MARKET STORE SAME

The Revenue (212) and 4054, 575 Mar Turk, NY 19822 Chart ADAM WHITE Responder Control (1985)

Antonia Carace (20) 415-745, Instant Free Carace Street St

11 20 353-4830 - ur raj 1937-1930 19 denie, Maar Michaele, Afrika Chi Indiana, Mari Michaele, Afrika Chi, Kon Mchil Indiana

NIE DEUTST NOVAD AGATA ID AT DEUTST MARK IN FRANCISM Ingely BOOM BARRAN INFORM INCOME MORE INCOME IN 17 FEAS, GAIT VAN DIE STRUK GANDA GE

 MARK LENNARTZ advances from morning man to Operations Director at AC-formatted KLOK-FN/Sen Francia oo. He replaces Rick Sedie, who joined KGW/Portland as PD last week

Reker

Continued from Page 1 and client stations. In addition to KZBS, they include WZPL/ anapolis and KKCW/Pertland (in which the Johnses are partners), as well as KLSY/Seattle. KLZI/Phoenix. WWCL/ Pittsburgh, WMAG/Greensre, and many others, several which use the "Classy" nosi tioning theme.

Reker said, "After working with George and Reg for the pa five years in various capacities. I can honestly say that no approach to radio entertainment has ever intrigued me as much as that of FairWest's. To be given the opportunity to play a bigger part of that inspiring philosophy is a dream come true."

Bae

Continued from Page 3 Bee worked as a programmer, MD, news anchor, and air personality at a number of sta-tions, including KLAK/Denver, KVET/Austin, KBCO/Boulder-Denver, KWFM/Tucson, and KSNO/Aspen. She is a former Billboard regional correspondent and has also written for Tower Records' Pulse magazine, Country Song Roundup, and other music publications, in addition to producing, writing and voicing syndicated radio features and working in public relations, talent booking, and television.

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tare Constitution ACTIONAL RECELE In Constitution WARDY ALERTS when Amazer States CARDL VAN RE-mins and/CORD Panto & Pancordo Io publiched every Pretty for \$115 Panto Jan, et 1400 OB to tempo associations, for Panto & Pancordo, Foc, et 100 Controy Pant Med. Las Areguis, Controm Sarat, Sarata Sarata et al. Control Control Panto Sarata et al. Control Panto Sarata charges & Datas Aromana, 1000 Control Panto charges & Panto & Panton, 1000 Control Panto charges & Panto & Panton, 1000 Control Panto charges & Panto & Panton, 1000 Control Panto charges & Panton, Canton & Walton, Panton Sarata A STATE OF THE OWNER an and he is accepted for p

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ROCK A LITTLE TOUR '86

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SUN COUNTRY TWESTWOOD ONE

From the radio to the road: The Westwood One Radio Networks and Sun County Cooler proudly announce the co-spontion of Stevie Nicks 1966 U.S. Ioux, With the lickoff concert set for Friday. April 11 in Houston, Texas, Westwood One will be on hand throughout providing unprecedenied tour updates plus on hour-long music and interview profile of Stevie Nicks to be made available to radio stations on a div-by-div basis prior to each constonations on a div-by-div basis prior to each consings together the elements needed to tours, Westwood One brings together the elements needed to availan and entertain weils advertising anties. For innoweils advertising media advertising readio, advertisers and swing anties. For innoweils advertising readio, advertisers and swing anties. For innoweils advertising media advertising readio, advertisers and swing anties. For innoweils advertisers and swing anties. For innoswing anti



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your audience may be unfamiliar with. You don't have to be a genius to know that isn't what your listeners are listening for.

Let the others do what they like, we'll stick to our proven three-hour format. Because when we put together THE WEEKLY COUNTRY MUSIC COUNTDOWN we insist on hits. Just solid top 30 that keeps listeners hanging on every word, note and guitar lick. And keeps them coming back for more.

Play it smart. Call us about THE WEEKLY COUNTRY MUSIC

COUNTDOWN. It's what real hit

United Stations Programming

Network in New York at (212)

For national sales information call

country music is all about.

United Stations Programming Network's three-hour THE WEEKLY COUNTRY MUSIC COUNTDOWN, with Chris Charles, plays all the top hits and only the top hits, plus exclusive interviews with country's biggest stars.

If you wonder why we haven't

followed the lead of other networks and expanded our program to four hours, the answer is simple. That would mean burying the good stuff under a full hour of songs

Washington, D.C.

575-6100. For station clearance information call United Stations. Program Network Affiliate Relations Department in Washington. D.C. at (703) 556-9870.



THE WEEKLY COUNTRY MUSIC COUNTDOWN

Detroit

Chicago

Dallas Los Angeles London

TANKS FAR AND A PANEL PROPERTY.

New York

TRANSACTIONS

Group W Picks Up KEZW WWCA,

Group W picked up its 13th radio on this week with the purchase of **KEZW/Denver** from **Republic Media** Corp. for an undisclosed price, Republic, which and KOBHDanver to Group W in 1981, is owned by Sen. Bill Armetrong (R-CO), KEZW airs Al Hem's Music Of Your Life format on 1430 kHz with 5 kw fulltime.

Armstrong commented. "KEZW was the first station I owned and its future has always mattered to me very much. I'm confident that Westinghouse Broadcasting represents the kind of ownership that will continue KEZW's successful opera-

Group W Radio President Dick Harris said, "Our radio group's strategic plan for growth and development is well served by the addition of KEZW. The station's format represents an important service in Denver radio, and

KRGHAM & FM/

GRAND ISLAND, NE PRICE: \$3 million

BUYER: Herris Enterprises; Lloyd igen, president. It also ov WJOL & WLLIJoliet, IL; KBUR & KGRS/Berlington, IA; KTOP & KDVV/Topeka, KS; KSEL-AM & FW Lubbock, TX (being sold); WACO & KHOO/Waco, TX; KJUL/Garden City, K8; and KWKR/Liote, K8.

SELLER: Grand Island Bro DIAL POSITION: 1430 KHz; 98.5 MHz

POWER: 5 kw days/1 kw nights; 100 kw at 494 feet

FORMAT: Full-service AC; CHR BROKER: Josh Mayberry of the nan Co.

KKON & KOAS/ KEALAKEKUA. HI PRICE: \$859.000 BUYER: Kone Broadcasting Sys-

ne, inc., owned by William Ev founder of the CLIO advertising

SELLER: Kons Radio Syste me, Inc. med by Gilbert Stratton Jr. DIAL POSITION: 790 kHz: 92 1 MHz POWER: 5 kw; 3 kw at 2053 feet FORMAT: "Star Sounds" Big Band: AC

we believe that together with Deriver's number one-rated radio station. KOSI. we will be able to provide even strongor pervice to Deriver listeners."

Group W's other radio properties are WRZINeton, WINE/New York, KYW/Philadelphia, KDKA/Pitteburgh, KODA/Houston, KOZY/Daltes, KQXT/Ben Antonio, KMEO-AM & FMPhoenix, KFWBLos Angeles, and KJQY/Sen Diego.

WVAM & WPRR/ ALTOONA, PA

PRICE- \$850,000 **BUYER: Progressive Bros** owned by Altoons surgeon Augusto

SELLER: Phyldel Co owned by debtor-in-possession nan Drayden

DIAL POSITION: 1430 kHz; 100.1 MHz

POWER: 5 kw days/1 kw nights; 3 kw at 30 feet FORMAT: Country; AC

WWGHVCAPE CHARLES, VA PRICE: \$515.000, including a \$105,000 noncompete agreement. BUYER: Report Broadcasters of Richmond, VA, which also ownna WETT & WWTR/Ocean City, MD, WLNB-AM & FM/Charlest m. SC; WDSC & WZNE/Dillon, SC; WSBS-AM & FM/Crowe, VA; WVAB/Virginia Beach, VA; WHCC & WQNS/ Waynewille, NC: WFLE/Fave NC; WDVIVOcean City, NJ; WAKS-AM & FMRaleigh, NC; WGAI & WWOK/Columbia, SC; WRCS & WQDK/Ahoekie, NC; WVBS-AM & FM/Wimington, NC; and WYAK-AM & FN/Surfeide Beach, SC.

SELLER: FM 06 Limited Partnersh DIAL POSITION: 96.1 MHz POWER: 50 kw at 490 feet FORMAT: TBA

Sparta FM Vacancv

The FCC has announced a March 24-April 24 filling window for applica-tions for a new Class A FM station on 97.7 MHz in Sperta, GA. Selection for the non-Docket 80- 90 outlet will be by comparative hearing.



(214) 939-0636 + TEXAS TOLL FREE: 800-441-0714

WXSS Swapped

WWCA/Gery, IN and WX88/Mi phis have been traded by their where in a deal which also gives the Gary licenses, Metre Can tions, an additional \$375,000 paid by the Memphis owner, Minority Broadng of the Midwest. 686

Minority prinicpel Pervis Spe an said the ewep gives him a fulltime AM signel covering the Chicago-Gary are Spann currently owns 36% of WVOW Chicago, but must share the frequency with another group. Spenn, who plans to divest his interest in WVON. o owns part of WOOB/Leads, AL.

Metro plans to pair WXSS/Memphis with its existing FM in the market, KFTH. Metro is headed by religious leader Levi Willie and owns nine AMs and two FMa.

Both stations air religious/gospel formats. WWCA has 1 kw (to be ra ed soon to 2.5 kw) on 1270 kHz. WX88 operates on 1030 kHz.

Reporting Transactions

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1

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

Brokers O'Grady & Media Marketing Merge

James F. O'Grady As tes of Goshen, NY and Media Marketing es of Richmond, VA have merged to form the media brokerage and financial consulting firm of Q'Grady Associates.

O'Grady, who becomes President of the new firm, commented, "The creation of the new company is the indical extension of what the two time having been doing up to this point. VP Richard Lyttle added, "I feel Jim O'Grady, with his reputation and 42 years in the business, has access to a larger number of highly qualified potential buyers and creative financing sources." Among other projects.

WHAZ & WGNA **On The Block**

J.M. Camp & Co. plans to sell WHAZ & WONA/Albeny in a closed auction to be conducted by Americom Radio Brokers. The auction method, which some owners believe brings a higher price, is more commonly used by investment banking firms than by media brokers. For a prospectus on the Religious/Country combo, call Americom at (202) 737 9000

O'Grady was involved in several of Legacy Broadcasting's acquisitions. while Lyttle has exclusively represented Report Broadcasters, the invost individual station owner.

The new company's offices are lo d at PO Drawer "D," Goehen, NY 10924/(914) 294-9515; and at PO Box 35224, Richmond, VA 23235/ (804) 745-1004, New York City offices will open next month, and locations in Washington, Chicago, and L.A. will be established within six months.

CALL SIGN CHANGES

Chicago; WAIT to WCZE (effective 4/6)

Des Moises: K160K to KOSN (cancelled)

El Paso; KKNJ to KEZB (3/10) El Paeo; KEZB to KEZB-FM (3/10) Las Veges; KFMS to KFMS-FM (3/10)

Les Veges; KVEG to KFMS (3/10) Lexington, KY: WTKC to WLXG (3/13)

e, FL; WAJX to WECF (3/17) Titsenti Tules; KELI to KVLT (3/7) Weehington, DC; WCXR to WKLR (beteeupen)

PUTTING BUYERS AND SELLERS TOGETHER FOR 32 YEARS

ROCKY MOUNTAINS	AM daytimer/Class C FM. Well equipped facility in attractive market. Asking \$1.1 million with \$175,000 down. Contact - David LaFrance (303) 234-0405	
GULF COAST	AM/FM in popular resort area. Stations show good long term growth and have excellent ratings. Asking \$1.5 million with terms. Contact - Mitt Younts (202) 822-8913	
NEBRASKA	Class C FM located in medium market. Highly ranked. Asking \$500,000 on terms. Contact - Bill Lytle (816) 941-3733	
TEXAS	Class C FM in market of 500,000+ population. Asking \$1,625,000 with \$350,000 down. Contact - Bill Whitley (214) 680-2807	
ROCKY MOUNTAINS	Top 50 Market: Fulltime AM/Class C FM. Attractive studios. Asking \$2,000,000 with \$500,000 down. Contact - Greg Merrill (801) 753-8090	
с	CHAPMAN ASSOCIATES: Concernation and a measure	
	on on buying or selling, contact Janice Blake, Marketing Director, s, 8425 Denwoody Place, Atlanta, GA 30338 (404) 998-1100	

R&R FRIDAY, MARCH 21, 1986/9

WASHINGTON REPORT

EXPERTS ADVISE CAUTION

Sales Deregulation Brings Opportunities, Dangers

After years of deregulating program content and technical rules, the FCC last week finally got around to deregulating radio sales (see story, Page 1). But the freedom to price and sell radio more creatively leaves broadcasters open to new legal pitfalls that will require careful study and counseling before changes are made.

What the Commission did was eliminate its rules that prohibited stations that aren't commonly owned from combining their ad rates and even their sales staffs. FCC rules against fraudulent billing and network clipping were also abolished, although both practices remain illegal under various statutes

Price-Fixing Danger

Broadcasters who take advantage of last week's changes to begin working more closely with competing stations will immediately find themselves in the confusing realm of price-fixing and antitrust law. as administered by the Department of Justice (DOJ) and the Pederal Trade Commission (FTC).

Defending against an antitrust action would be costly, and an adverse decision could jeopardize a station's license.

Stakelin Sees No "Rush"

RAB President Bill Stakelin observed. "Basically, we all agree, especially with AMs and FMs under different ownership, if they can be combined for selling it's proba-bly an advantageous thing for the stations and for radio.

"However, I don't think we'll see a rush to try to combine a lot of stations. The nature of the animal is that most of us live in a competitive world and we're going our own way with our own product."

Stakelin continued, "It's an opportunity for some really creative thinking and packaging" on the lo"I think locally you're going to see some joint selling practices." - Ralph Guild, Interep

cal and regional level. "I'm not sure what form that will take at this point.

The FCC will be of little or no help as stations adjust to the new environment. As James Hudgens of the Office of Plans & Policy puts it, "Getting private counsel is the price of doing business." He advises stations to look to their trade associations for guidance, and notes that a specific plan can be submitted to the DOJ or FTC in advance for a declaratory ruling.

Exercising Caution "I don't think you can be too careful," said NAB Sr. VP/General Counsel Jeff Baumann. as should exercise caution to tio make sure they don't get into a situation that could be construed as price setting or price fixing. Before they jump into this, they should sit n with either local counsel or their communications counsel." ann added that the elimi-

nation of FCC rules against network clipping and fraudulent bil-ling doesn't mean those activities are now permitted. He said both could be violations of local, state, or federal fraud statutes, including the laws against wire and mail fraud. Baumann said his departat will soon issue a "counsel 1004 memo" on the new rules.

Little Rep Industry Impact Interep President Ralph Guild predicts the new freedoms won't have much impact on the way national rep firms operate. "Most reps have more than one station commonly owned in markets right now and have had for years," according to Guild. He added, "It's very dangerous

for a rep to do much more than we're currently doing, which is not just within FCC rules, but within the FTC restraint of trade rules which say two people can't gang up on a third one

On the pricing end, Guild also sees little effect on the local scene: "Everyone's still going to be very cautious about combining rates. he predicted. "Most broadcasters are sufficiently concerned about

other government agencies, like the FTC and DOJ, that they're go-ing to operate the way they always have, which is to price stations individually and present the aggre gate of the individual prices."

"It's an opportunity for some really creative thinking and packaging." -Bill Stakelin, RAB

Guild believes antitrust restrictions will continue to bar stations from conspiring to set combined rates for the specific purpose of taking a buy away from another station. But he said even without the new rule changes, stations have been free to set their own rates individually for sale within a pack-

Guild predicted. "They'll put

senior partner in the communications law firm of Eabs n & Powell of Gainesville, FL. The Review Board is critical because virtually all decisions reached by administrative law judges in comperative proceedings are ap-

Other Kev Developments:

together packages that will have an aggregate rate. It's crucial to say it that way because if they don't do it that way they could get into trouble."

> "Psychic Wall" **Divides** Competitors

Guild added, "I think locally you're going to see some joint selling practices - stations with similar formats or maybe directly competitive formats getting together and trying to enhance their competitiveness with the larger stations

"You have the pyschic wall between competitors and it's going to take some rather enlightened broadcasters to be willing to share the local sales responsibilities with a competitor. The way the market works, the smaller ones will try to do it to compete, and the larger ones will monitor them to make sure they do it legally. That's what will keep the marketplace pretty clean.

 After months of stalemete, legit tion imposing cost-of-regulation fees on broadcasters began moving quickly through Congress last week. Passage is virtually assured, but a presidential veto is possible because the ure contains public broadcasting funds opposed by the White House.

· Runoff winners of NAB Re Board seets are incumbent Ray Seedi, KTIB & KHOMHouma, LA and mers Jeff Smutyan, Emmis Broadcasting; Lowry Mays, Clear mani Com unications: and Bonchannel Communications; an aid Sack, KNM/Q/Santa Fe, NM.

. The Senate Commerce Committee last week cleared the nomination of Missouri radio broadcaster Alfred Silkes to be Assistant Secretary of Commerce for Communications and

. Winners of NAB's AM Stereo promotion contest are KALL/Selt Lake City; KANE/New Iberia, LA; KSO/Des es; KXKW/Lafayette, LA; KYSM/ North Manketo, MN; and WVLK/Lexington, KY.

 Competing applicant Grend-banks Corp. has been denied FCC reconsideration of the decision renewing Simon Geller's license for WVCA/Gloucester. Grandbanke at first won the license, but lost out in later court and FCC appeals.

 Chairman Mark Fowler has re-placed Mimi Dewson as the FCC Commissioner in charge of the agency's national security and emergency preparedness activities. FCC Manag-ing Director Ed Minitel will coordinate those functions under Fowler.

PROM/GRADUATION PUSH --- NAB and a dozen other national or zalions are in the midst of the 1986 version of last year's successful Op-eration Prom/Graduation, aimed at alcohol and drug-free school year closing activities. New York Yankees outfielder Dave Winfield (hatiess) helped launch this year's biltz at a Washington press conference with NAB President Eddle Fritts. hain

10/R&R FRIDAY, MARCH 21, 1986





While the U.S. Senate began live radio coverage of its proceedings test week, don't look for the Supreme Court to follow suit anytime soon. In an exchange of letters with Mutual, pealed to the board for review. Chief Justice Warren Burger has stammed the door shut on the idea of broadcast coverage.

The exchange began when Mutua sked for permission to broadcast the April 23rd debate on the constituionality of the Gramm-Rudman balanced budget law. Burger repeatedly denied the request, acrawling on one of his replies to Mutual legal cor-respondent Stave News: "When you get Cabinet meetings on the air, call

Mutual VP/News Ron Nessen pledged to continue asking for coverage of key Supreme Court hearings in hopes the justices "will eventually recognize the importance of allowing the American people to witness the workings of their own government."

Radio Broadcaster Named To FCC **Review Board**

in an unusual move, the FCC has named a former commercial radio broadcaster to a key post as a member of its Review Board, Eric Esbensen, who joined the board this wee was President/GM of Sunshine Wireless Co. from 1977 to 1982. The company owns WKQS/Bocs Ration FL; WLQY/Hollywood, FL; WYKS/ eavilie, FL; and KROK & KLVV/ Lomoor, CA.



· Health & Human Services Secre tary Otis Bowen now offers, "Housecalls," a weekly 60-second radio spot on vital health issues available to radio tions at (800) 621-2984. Bowen is a former family physician.

Former Broedcast Bureau Chief Dick Shiben has been named Chief/ FCC Land Mobile & Microwave Divi-

Radio Update#4 **RQ** I

Additional **Good Friday** Simulcast Information

Next Friday we'll celebrate the first anniversary of the "We Are The World" simulcast. To commemorate that historic event and put "Hands Across America" on a 58-day countdown to the May 25 event, United Stations Radio Networks is providing a 30-minute anniversary program free to all stations on a non-exclusive, non-affiliated basis.

a 30-minute anniversary program free to all stations on a non-exclusive, non-affiliated basis. USRN President Nick Verbitsky has extended the availability of the program to all interested networks, "The problem of hunger and homelessness is a universal one in our country, so I invite fellow broadcasters at the other radio networks to call attention to the Hands Across America project by participating in the March 28th simuleast," Verbitsky said. The Radio Network Association is serving as clearing house, call Bob Lobdell at 212-573-9122 for information and affiliation. The simuleast program, starting at 10:15 AM EST, will feature "We Are The World" and will also debut "Hands Across America," the official anthem of the human chain which will span our country on May 25th. To guarantee that every station has the song for use beyond the simuleast, USRN will feed "Hands Across America" on Satcorn IR, transponder 19, channels 14 and 15 only on the following dates and times: • Friday, March 31: 10 past every even hour starting 12:10PM - 4:10PM EST. • Monday, March 31: 10 past every even hour starting 6:10AM - 10:10PM EST. To highlight your involvement in the event, consider staging activities surrounding the simuleast. These activities will help set the stage for the daily news-and-information updates, over the Hands Across America Coca-Cola Radio Network, which start the following Monday, March 31. To be a part of the largest radio

Coca-Cola Radio Network, which start the following Monday, March 31. To be a part of the largest radio network and broadcast event ever, call USRN at 212-764-3900.

Theme Parks Involved In National Sign-Ups

Saturday, April 19th has been designated National Sign Up Day at participating theme parks across the country. Each park will be staging special events focusing attention on Hands Across America. Celebrities

are planned to make appearances, special sign-up "Hand Stands" will be erected and the park's characters will be actively promoting participation in the May 25th event. If there's a theme park in your coverage area, this is an important event for you to tie-in and maximize attendance and sign-ups on this special day.

Major League Baseball **Opening Day Activities**

With the start of the 1986 season just a few weeks away, Major League teams have been asked to include Haads Across America in their opening day ceremonies. Among the suggestions made to the teams are: having all spectators/team members and officials join hands during the playing of our National Anthem; airing special public service announcements; displaying scoreboard messages throughout the game; and playing the Hands Across America theme song during the 7th inning stretch. Sign-up forms will be available to all fans.

If your station is a major league flagship or network station, be an active a part of Opening Day through ticket giveaways and other baseball promotions.

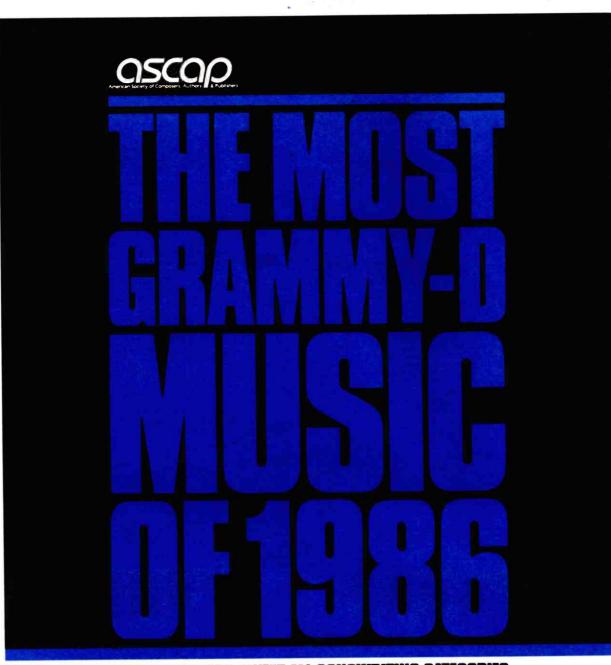


New Mexico Hands Office Opens

On March 7, over 1000 enthusiastic supporters joined Governor Tony Anaya and actor Harry Dean Stanton (pictured) on the steps of Alburquerque's Civic Plaza to open the New Mexico Office of Hands Across America. All interested New Mexico stations can now contact their state office at (505) 883-5500.



To join the Coca-Cola Hands Across America Radio Network call 212-764-3900 For public relations information call Coca-Cola USA at 404-676-5077 or Hands Across America 213-556-1812



ASCAP MEMBERS SWEEP ALL SONGWRITING CATEGORIES

Song of the Year We Are The World Lionel Richie

Best Country Song Lost in The Fifties Tonight (in The SHII Of The Night) Mike Reid, Troy Seas

1.

Best Album of Original Score Written For A Motion Picture Beverty Hills Cop Hawk, Keith Forsey, Harold Foltermeyer,* Dan Sembelio, Richard Theisen

Best Contemporary Composition Webber: Requiem - Andrew Lloyd Webbert

Best Cast Show Album West Side Story Leonard Bernstein, Stephen Sondheim Best Instrumental Miami Vice Theme Jan Hammer

Best Rhythm & Blues Song Freeway of Love Narada Michael Walden

*GEMA

WHAT'S NEW

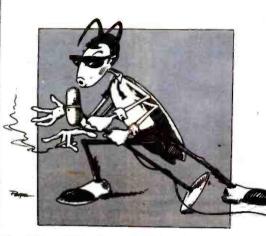
Edited by Don Waller

Data Bank is in The Pocket



This four-in-one "Little Black Book" from Sherp Electronics feetures a 4K memory and fits easily in a shirt pocket. The unit's eight-digit calculator has an independent memory, all arithmetic functions, and a percent key. Functioning as an electronic memo pad, the little cizmo allows you to lot down notes, kaso a list of appointments or a shopping list. Retrieve this informetion instantly simply by entering a letter or category.

Used as a telephone book, the unit stores up to 200 names and numbers, even addresses, and enables you to search for them by name. The data function allows you to enter virtually anything, such as a model-number list with prices, and calculate using this stored data. Enthes are visible on a 24-character display (two lines of 12 characters each); prompting messages are also displayed for ease of operation. Suggested retail price: \$69.95.



Crickets' Songs Of Seduction

.... Buddy Holly would Shhh probably roll over in his grave if he heard this. But University of Arizona entomologist Dr. Devid Langston claims that male crickets must serenade the females with a seductive song before they will even begin to think about, er, consummating the relationship.

Wireless Flash reports that at aling time hundreds of would-be suitors chirp out their favorite

macho melodies in an effort to analch the aroused females' affections. Sounds like the last heavy metal concert we attended .

.....

\$49.8 BILLION LAST YEAR

Total personal spending by American

teenagers rose to a record \$49.8 bil-

lion in 1985, surpassing the previous

record \$48.1 billion apent in 1984.

According to the most-recent Rand

Youth Poll, 1985's teen spending

figure is nearly double the \$25.3 bil-

Besides buying more products then

ever before, today's teens have prac-

tically doubled the number of gifts they receive in recent years. The majority of

teens also select the majority of their own clothing. And since more than helf

of their mothers are working, tee a have become significantly more involv-

Redio Medium

Highest-Rated Ever

radio as the most effective advertising

medium for reaching people their age.

Of the teens surveyed, 84% cited its

excellence. That's the highest score

this traditional leader has ever received

in the 33-year history of the Rand poll.

said to be more influential then over be-

Furthermore, the tiny monsters are

Teenagers overwheimingly declare

ed in the family's food shopping.

lion spent by American teens in 1975.

Teen Spending

Sets Record

Washington Wives take note: Although many people complain that the sound of sex-starved crickets is a noise that annoys, Langelon cautions that it's when the little buggers are being quiet that they're really getting in troubla

Wedding Bell Blues

We hear a lot about marriage in the news. Either through yet another pull piece about the increase in traditional ceremonies, complete with ten-foot bridel trains, or more often through coverage of yet another pair of thrillseekers who decided to get hitched while sky-diving. However, the cold truth is that, according to the U.S. Census Bureau, the number of married Americana dropped by eight on between 1972 and 1982. The main reason for the decline is

that Americans are merrying later Last year, the average age for U.S. brides making their first trip to the alter was 23 years old, which is the highest figure in this country's history. Furthermore, the average first-time U.S. groom was nearly 26 years old, itself the highest figure this century.

One major key to these wedding bell blues is that the number of unmarried couples living together has quedrupled over the the past 15 years. Another is that more women are pursuing careers then ever before.

Finally, the high cost of housing is delaying U.S. marriages, as almost half the American women aged 18-24 and two out of three American men in the same and bracket are still living with their parents. Unfortunately, this is one demographic trend that shows no sign of sleckening. After all, if people can afford to own a house, they sure can afford to furnish it with goods that'll be advertised on your radio sta-

fore when it comes to lobbying for perental purchases, whether these be products or services for the home or family. Among the consumer items in which teens exert significant purchasing influence are: electrical appliances. home decorations, furniture, cars, vacation sites. VCRs, choice of restaurants, home computers, and cable television.

POILMAR **TOP 20** CONCERT PULSE IWTW ARTIST ZZ TOP 1 1 RUSH 2 4 KENNY ROGERS 3 3 JOHN C. MELLENCAMP 5 AL ABAMA PAT BENATAR 8 10 7 AEROSMITH 8 8 HEART LOVERBOY MOTLEY CRUE 11 10 12 11 HANK WILLIAMS JR. DAVID COPPERFIELD 13 12 16 13 BATT 15 14 KIRS 14 18 DIO TWISTED SISTER 17 18 18 17 THOMPSON TWINS SQUEEZE 19 16 NIGHT RANGER 20 19 CONWAY TWITTY 21 20 The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported par venue. Courteey of POLLSTAR, a publication

ters' On-Line Lie (800) 344 7383. or in California. (209) 224-2631

Why WBNS Radio's cartridge tapes sound better than yours

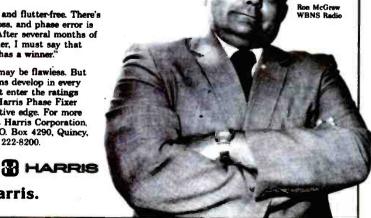
C olumbus, Ohio Radio Station WBNS has found the permanent cure for inherent cartridge tape problems: the Harris Phase Fixer audio time base corrector.

Ron McGrew of WBNS explains. "We needed this device 20 years ago. The Phase Fixer gives us consistently clean sound on every tape in the rack. No matter how much repeat play and abuse they're subjected to,



tapes sound perfect and flutter-free. There's no high frequency loss, and phase error is totally eliminated. After several months of using the Phase Fixer, I must say that Harris, once again, has a winner

Your programming may be flawless. But performance problems develop in every cartridge tape. Don't enter the ratings war unarmed. The Harris Phase Fixer gives you a competitive edge. For more information, contact Harris Corporation, Broadcast Group, P.O. Box 4290, Quincy, Illinois 62305. (217) 222-8200.

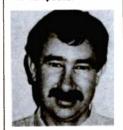


For your information, our name is Harris.

R&R FRIDAY, MARCH 21, 1986/13

PRO:MOTIONS

Holmes New WB Comptroller



Webset Holm

chard Holmes has been upped to Comptroller at Warner Bres. Recentle, Most recently Director/ Accounting, he came to the label in 1978 as Manager/Accounting. Prior to that he was with the State Board of Equalization from 1971-78

PROS ON THE LOOSE

Jason Alexander — Alernoons WKFM/Gyracuse (813) 829-4240 Chris Andrews — PD WZJUMIIIe (414) 228-9450 Susia Austin - PD WZZR

nend (804) 225-8011

Terry Black - Production Direc-tor KPY1 & KKPNPheenix (802) 973-8100

Jim Bridges — Middaye/Assist-ant PD KPRCIBan Pransisse (415) 332-0070

Andy Carr — MD/Alternoons KVBQ/Lee Vegas (702) 733-8310

Kent Compton — Mornings WKSF/Asherilis (214) 476-3666 Geolf Davis — Middays WZUW whee (414) 353-8074

Jell Genzer - Mornings KMET/ Les Angeles (213) 660-3629 Rey Green - Evenings KVBQ/

Las Vegas (702) 732-7842 Davy Ja - Middays KVEQ/

Las Vegas (702) 734-1602 Dan Pine — West Coast Manager Artist Relations PolyGram (213)

656-3003 Berry Pretzel - News Director

WKBR/Manchester, NH (603) 624-1573

Welt Rene — Mornings KVEQ/ Las Vegas (702) 734-8039

Stacey Ruben — Overnights KVEQ/Las Vegas (702) 734-7966

Randy Stawart — Alternoone WZUU/Milwaukee (414) 463-3452

Den Weber --- Nichts WZUUM ee (414) 457-3486

Sindorf Nanages KHWY Sales



Rebin Sinderf has been named Sales Manager at KHWY/Felsom, CA. With the station since last April, she previously served as Advertising Director for the Flying U Redee

Brokew Creates Own Firm

Michael Brehaw, who had served as Sr. VP at Kragen & Com-pany since 1979, has established Michael Rentwork Michael Brekew Management. He will continue to represent Lindsay Buckingham, Dattle West, and Rey Thomas Baker through his new company. MBM may be reachad at (213) 872-2880.

WHTZ Enliets Near Pado reservier Ste Hear has

been named Director/Marketing & Research at WHTZINew York. His background includes five years as et Research Specialist with

Tucker Named WIL LSM

Tim Tusher has been appointed Local Sales Manager at WIL-AM & FMIDL Louis. The 2%-year station veteran formerly held the Retail Markeling Manager post.

Foete To WQFM Sales Manager

Former WQFM/Mile nukee AE Chris Faste has been promoted to Salas Manager of the station. Foste replaces theb Wellace, who joined KNV2/Tulas.

Williams New KRMD LSM

Tom Millione

Tem Williams has joined KRMD AM & PM/Bhrevepert as Local

All & Philiphrevepert as Local Sales Manager. His background in-

cludes aix years with KWKH Shrevepert, where his most recent

position was Sr. AE, as well as

Feegen Meneges Katz/L.A.

Manager of Katz Radie's Los Angales office. With the L.A. office

since 1962, he became Manager of Katz Redio's Houston office in

1985. Feagen succeeds Greg Ne-ack, who was named VP/Stations.

- WXCL/Peorle midday personality Doug Adams and wile Gall, their second child Laura, March 8.

- WWWW/Detroit personality Kan Moree and wile Jenniter, a deugh-

- Portune Manager Allen Moskow and wite Releases of Cavalle, Ruf-talo, and Pargnoll, a son Alexand-or Persed, March 8.

- WLB/Chicago MD/Assistant PD Chuck Crane and wile Tracy, a son

- WIOT/Toledo PD Michael

Hughes to Mary Beth Brill, March

Daniel Robert, March 11.

Merried:

ter Emily Anne, March 8.

CHRONICLE

Born To:

The Feegen has been upped to

stints with Birmingham cutie

WERC and WCRT.

ent as Local

WCBS-FM Ups **Dobrow, Meeon**



Nancy Dobrow



WCBC-FIMIliew Yerk has pro-moted Hency Delayew and Maire Meson to National Sales Manager and Retail Sales Manager, respec-tively. Meson had been National Sales Manager with the station aince 1986; prior to that she speak tives years as Senior AE. She first ioined CBS in 1980 as a Retail AE at WC86-FM. Dobrow, an AE with the station since 1963, joined C86 In 1981 as an AE at CBS/FM Na **Honel Sales**

HNW&H Names Hermen, Combs

Hillier, Newmark, Wechsler & Howard/New York has appointed Margie Hormon and Kirk Comb as Co-New York Sales Managers. Previously an AE with HM Herman has spent the past four years with HNWSH in a similar capacity. Combs has served as AE with the company since 1963. Before that he spont three years at Vitt Media International as Associete VP.

Remelle Releed To WCHS LSM

Shirley Remails has been elevated from Account Executive to Local Sales Manager at WCHB/ Charlesten, WV. She has been with the station since 1984; before that she was Sales/Service Managor at WVAH-TV/Charleston.

Skinner Seques TA KEND & KHITT

Reb Skinner has joined KSJO & KHTTJBan Jase as Sales Manager of their San Francisco offices. He was most recently Research Director and an AE with KOTT/Ban Fran-

Recemblett To WRKZ GSM

in Pr blett has b en teoped as General Sales Manager at WKRZ (2-107)Harshey, PA. Be-fore accepting this post, Rosenblatt was VP of Media Markating in Herrieburg, PA.

Claince Named BGE, **Woligeng President**

Niek Claines has been pron to President of Bill Graham II m Enter prises, Inc. and Wellgang Recends. Formerly VP/GM, Clainos joined the company in 1975 as house counsel for the artist mennt division. He advanced to VP in 1979

Lowow, Famulare To Steeplechase

Atlanta-based Steeplechase In-ternational welcomes Laule La-wow and John Famulare as Director of Redio Promotion and Market ing & Tour Manager Director, respectively. For the past three years Lewow has been operating his own independent record merkeling and consulling firm. Before that he was National Promotions Manager, Secondary Markets and AOR for Private Stock Records and Associate Director of Promotion for EpiciPertrait Records. Femulare's tour manage ment background includes work with Linda Ronatedt, Jamos Taylor, and Shaaly Dan.

"Takin' It To The Streets (Gonna Have A Party)" The new single release by **TONY DUPUIS & INFIN** ARD RECORDS On your desk today!



76 Liberty San Francisco, CA 94110 (415) 285-3891

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From the album "HEADING WEST" An album that has a little bit of everything for everyonelli

14 / RAR FRIDAY, MARCH 21, 1986.

PRO:MOTIONS

RCA Raises Armstrong

Amende Ametroon

NY.

Amende Armetrono has been

promoted to Director/A&R Adminis-

trailon, East Coast, RCA/Ariola In-

since 1982 as Manager/A&R Ad-

ministration, East Coast. Before

that she was Director of the Kathe-

rine Gibbs School in Huntington.

stionel. She's been with RCA

Gordon New SHA VP



Bob Gordon

Bob Gordon has joined Seeon Hectney Associates, Inc. as VP/ Special Projects and Television. He will oversee a new division that will specialize in the development of radio and television projects for SHA, Inc. clients. Before this, Gordon was Operations Menager for WTVF/Neuville.

WWDE Names Two

. #

Pet Kimsey, a four-year 2WD (WWDEXHempton, VA AE, has been upped to Local Sales Manager. And Barbers Heed has joined the station as Business Manager. She's been employed by various Harte-Hanta stations for the past nine years.

McGavren Guild Taps Two Mohelle Robinson has been appointed Sales Managar for McGavren Guild Radio in Seattle. She's logged four years with the company as an AE. Cartey Murray has joined the company as Regional Radio Specialist in Deriver. She formerly served as Media Director for the Merx Corporation.



Audrey Strahl

Asdrey Birshi has been appointed Co-Director of National Publicity at A&M Records, based in the laber's New York office. Most recorriby National Publicity Director at Chryselle Records, she previously operated her own publicity and marketing firm, Strahi, Iekd, spent two years as Public Relations Director for the RMAA, and served three years as Press Officer for Silve Records.

CHANGES

Carlette Peters, formerly AE at WLTW/New York, joins WINS/New York as AE.

Katherine Ritchie, formerly AE for Group W Radio Statione, joins WINS/New York as AE.

Susan Carnahan and Donna Kroft join Eastman Radio Inc. as AEs.

Jamie Young, formerly with Golenbock and Barell, joins CBS/ Los Angeles as Records Counsel in the Law Department. David Duron, formerly AE at KFWB/Los Angeles, joins KN0/Los

Angeles as AE. Erin Niehus, formerty AE at WBM0/Chicego, joins WFYR/Chicego as AE.

Randy Broadus, tormenty AE with the Indiana Pacers, joins KPWR/Los Angeles as AE.

David E. Lebow, formerly Sales Manager at WBCS/Milwaukee, Joins KPWR/Los Angeles as AE.

Dave Edwards, acting Director/GM at WUWM/Mewaukee. was promoted to Director/GM.

Capitol Names Tisdale



Rephael Tiedale

Rephael Tiedale has been tepped as Director/Business Attains at Capitol Records. His background includes a partnership in the Washington, DC law firm of Davenport & Seey and a stelf attorney post at CBS inc.

Elektra Promotes Silver



Larry Silver

Lerry Silver has been upped to Director/Finencial Administration at Elektra Records. He joined the lebel in 1961 as a serior accountant, later advancing to Manager/Finencial Administration three years later. Before his Elektra atilization, Silver was a serior accountant at Atlantic Records.

Mary Jean Rafferty, formerly with Baron Tours/New York, joins WEEI/Boston as Sales Assistant.

MaryEllen Kurtz, tormerty AE at WXKS/Boston, joins KSRR/ Houston as same.

John Lupomech, formerly Marketing Director for Dr. Pepper/ Houston, joins KSRR/Houston as AE.

John LeFeber, formerty with WLOO-WAIT/Chicago, joins WLS-WYTZ/Chicago as AE.

Lisa Sitterley, formerly with Upstate Milk Cooperative/Manchester, joins WEZO & WNYR/Rochester as Co-Op Specialist.

Susan E. Kachurak, tormeny Co-Op Specialist at WEZO & WNYR/Rochester, has been promoted to AE at WNYR.

George Gressell, formerly in sales at a Rochester area advertising publication, joins WNYR/Rochester as AE.

Colleen Lynch, formarty AE at a Rochester magazine, joins WNYR/Rochester as AE.



R&R FRIDAY, MARCH 21, 1986/15



When It Feels This Good, Once Is Not Enough.

"Feel It Again" By Honeymoon Suite From Their Forthcoming Album The Big Prize

This Week's Summary:



STREET TALK

An unintended beneficiary in the **Z100/NEW YORK** delisting story (see Page 1) could be BINCH, which will now by default become the chief selling tool for one of America's leading stations. Z100 is by far the largest and most influential station ever to be delisted by ARBITRON.

DON COX, the I95/MIAMI personality mugged a few days after his recent "payola" cameo on NBC-TV's "Nightly News. confirmed at a press conference Monday (3-17) that four unidentified men seized him at gunpoint after his Feb. 27 show and took him to a local shooping mell parking lot. There, he said, they beat him with sawed-off baseball bets, lacerated his face with a straight razor, and injected him with a tranquilizer-laced concoction. Don, who's returned to his atternoon show after ten days in the hospital, "didn't want to know" who his assailants ware and would make "no assumptions or speculation" as to the cause. "I'm not angry at anybody," he remarked, "not even these four people. I told God on them . . . he'll find 'em. I want nothing more than this investigation, in terms of Don Cox and the station, to be over with," adding, "I think I'm going to stay away from television."

WMMP/PHILADELPHIA played the ROLLING STONES' "Dirty Work" album Monday night and Tuesday morning (3/17-18), although the LP ian't scheduled to hit radio until March 24. On Tuesday, local CBS rep HERE GORDON arrived with the cease-and-desist order and a strawberry cheesecake, which was not injended to be handed to PD TED UTZ. Though the cheesecake didn't end up in anybody's face, it did land on Ted's deek . . . face-down. Said Herb, "You want to play dirty, here's some dirty work." In a gentlementy move, Herb will pay the bill to clean up the meas. Ted remarked, "I just lost a few CBS phone messages that were on my deak . . . they'll have to cell me back now.

RCA RED SEAL chief (and former RCA Records President) BOS SUMMER will be among those testifying about home taping in Congress next Tuseday (3-25). It's a new hearing of the Senate Subcommittee on Patents, Copyright & Trademarks to discuss legislation sponsored by Sen. CHARLES MATHIAS (R-MD). Summer is scheduled to talk about how royalties proposed by the Mathias bill-might be distributed to copyright owners, and there'll also be a demonstration of the decoder system developed by CBS LABORATORIES to foll home tapers (R&R 1-17). Legislation opponents will also speak at the hearing. Incidentally, RCA RECORDS will launch a label for its "new age" music (probably in the summer), but it won't be called SKYLARK, as reported elsewhere. That's the imprint being used by the company's Red Seal division for classical "crossover" releases. For the new age label, RCA staffers have been encouraged to submit suggested names, with a CD player (what else?) as incentive.

POLYGRAM's plan to boost the output and vielbility of CASABLANCA involves the appointment of RUSS REGAN to Sr. VP/GM of the label. There'll be more details soon. Russ currently serves as PolyGram's West Coastbased Sr. VP/Pop Music Division.

Major airstaff shakeup at KMET/LOS ANGELES: exiting from mornings are ten-year vet JEFF GONZER and newsman ACE YOUNG, who rejoined KMET only four months ago. Midday man BILLY JUGGS is gone, and Inte-nighter JACK SNYDER moves to ekends. The new lineup: DEN WESTWOOD and newsman PARAQUAT KELLY (mornings); CYNTHIA FOX (middays); DAVID PERRY (afternoons); PAT MARTIN from KGB/San Diego (evenings); Assistant PD SKY DANIELS (Inte-nights); and DEINDRE O'DONOGHUE (overnights). On the weekends, DUSTY STREET exits and PHIL HENDRIE from WESTWOOD ONE joins. PD LANKY BRUCE says mornings will feature a "third player to be named later." Talk has it that It'll be DEAN GOBS, moming talent on crossiown KRTH.

You need a scorecard to atay on top of the calls of METROPLEX's FM in Washington, DC. Its longtime Country handle, WPKX (KIX106), gave way to WCXR a few months back when the station switched to Classic Rock. Now it's set to change yet again, this time to WKLR.

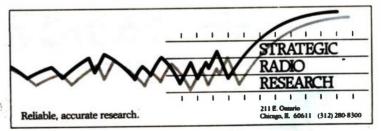
The bird's the word in Indianapolis, where folks say WNAP's planned call-letter awitch to WEAG means the "American Eagle" will soon be flying with Country wings.

We hear that STAN GORTIKOV's contract as President of the RIAA has been renewed, and that JIM FISHEL, Exec. Director for the past two years, has earned his VP stripes.

Veteran Haweil air personality KAMASAMI KONG (BOB ZIX) has joined KKUA/ HONOLULU as PD, taking over for BOB BARRETT, who'll stay on the air. And the former KKUA moming team of KELLY RANDALL and BOB COOKE have returned. Details next week.

Advance congratulations to JOAN LAWRENCE, who's being promoted from Regional Promotion out of Nashville to Director/National Seconderles for ARISTA.

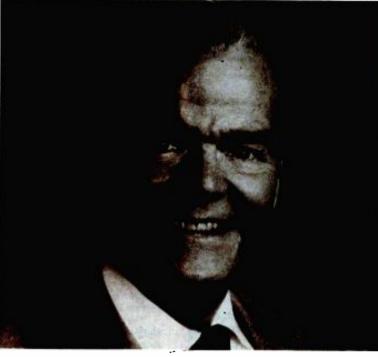
Continued on Page 18



16/R&R FRIDAY, MARCH 21, 1986

CONGRATULATIONS, PAUL!

On having the <u>#1 Rated</u> program in all of network radio!*



Paul Harvey News - 8:30a.m. Monday-Friday

And #2* - Paul Harvey News-12:06p.m. Monday-Friday

And #3* - Paul Harvey News-11:10a.m. Saturday

And #4!*- Paul Harvey's Rest of the Story 3:06p.m. Monday-Friday

When you're the best, it's win, place and show AND show!

BC RADIO NETWORKS

*Source: RADAR. 32, Foll 1985, Persons 12 + , Network audiences to Commercials within Programs, Average Per Broadcast.

STREET TALK

"ROUGH BOY"



100/95

ONE OF THE "MOST ADDED" CHR

> TRACK 6

C 1986 Warner Bros. Records In

Continued from Page 16

Cheers to COLUMBIA's Promotion Managers Of The Year: ALAN OREMAN (Pop & Country), and GLORIA BARLEY (Black).

Hats off to WYSP/PHILADELPHIA, which has purchased the first mile (and then some) in Philadelphia for HANDS ACROSS AMERICA (see update, Page 1). WYSP's \$25,000 check secures it the nearly two miles of the Ben Franklin Bridge.

Fuels rush in: KIIS-FWLOS ANGELES and RICK DEES got plenty of mileage in awarding \$1000 to the service station owner with the cheapest gas. The winner was pumping petrol for a penny a galkon, sparking local media coverage and the usual assorted traffic jams.

2100/NEW YORK picked up on the KIIS gas war idea, and at presstime moming Zoomaster SCOTT SHANNON had the price in Gotham down to 31 cents/gallon for a day. The station noted price drops all over the metro and planned to continue its campaign throughout the week.

What? You're still doing your show at the station? You won't find folks at home in Washington, where last month, WAVA's DON GERONIMO was broadcasting from Disney World. This month, WASH's LINDA SHERMAN reports from Budapest, followed by her morning partner ARTHUR CROFTON, who's in London. Finally, WRQX's GARY SPEARS's midaftermoon show comes from, ahem, poolside in Hawaii.

The heart of rock 'n' roll is beating away in Cleveland as area stations are bringing awareness to the campaign to bring the new Hail of Fame to town. WMJI is presenting the "History Of Rock 'N' Roll" along with '50s sock hops. And WMMS is staging the "Moondog Coronation Ball II" on March 21 (the first was held 34 years ago by Alan Freed). The headliners are CHUCK BERRY and ERIC CARMEN, who's written a song for the Hall of Fame called "The Rock Stops Here".

After 15 years with KABC/LOS ANGELES, Sports Director/sports talk cohost TOMMY HAWKINS is leaving due to "irreconcitable differences." The Hawk, a former L.A. Laker and current NBA Clipper PBP man, is not expected to be replaced at KABC.

MCA RECORDS has signed a longterm worldwide agreement to distribute, promote, and market DANNY GOLDBERG's GOLD MOUNTAIN RECORDS.

WLUP/CHICAGO's plans were to keep STEVE DAHL & GARRY MEIER on ice until it acquired an AM property. But negotiations are taking longer than expected, so the duo will be on the Loop from 2-5pm temporarity. PD GREG SOLK estimates it'll be 60-90 days until the AM is purchased and Steve and Garry can make the move. To accommodate the pair, some fulltime shifts were shortened.

Will there be a trade celebration of WEA DISTRIBUTING'S 15th anniversary? The Warner/Elektra/Attantic system was set up by KINNEY SERVICES in '71, with onetime Warner Bros. VP/Marketing JOEL FRIEDMAN as President. HENRY DROZ heads the company today.

Former WXYV (V103)/BALTIMORE PD TIM WATTS returns to B/U radio, joining crosstown WWIN-FM for AM drive with LARRY WILSON. Watts had been MD at CHR neighbor K106 (WMKR).

Happy to report that the WRANGLER "Country Showdown" tie-in with radio has been such a success that this year WILLIE NELSON is getting involved, and the talent competition now also includes rock and R&B. It's now known as the "Willie Netson/Wrangler Music Invitational." Producing and promoting the project is SUSAN HACKNEY ASSOCIATES.

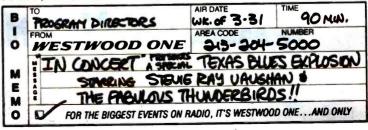
KVEQ/LAS VEGAS has changed its call letters to KFMS (AM). With the change comes 24-hour-a-day simulcasting, so all of the KVEG staffers were let go last week. Check "Pros On The Loose" (Page 14) for names and phone numbers.

And last Friday (3-14) was reportedly the last day for most staffers at suburban Atlanta B/U outlet WBUS/NEWNAN, as that station segues to SMN's "Heart & Soul." Landing quickly on his feet was PD MIKE ROBERTS, now handling mornings at downtown WVEE (V103). He replaces LARRY STEELE, who shifts to the sales and sports departments.

OK, so you know about CLINT EASTWOOD's political aspirations, but did you hear that singer JERRY BUTLER is working to get elected Commissioner in Chicago's Cook County? Seems the Ice Man decided that after years of performing on behalf of other candidates, he might as well run for office himself. Butler's platform includes reform plans for Cook County Hospital, and he has the backing of Chicago Mayor Harold Washington. The veteran soul star is apparently not beyond breaking into song during campaign stops.

Get ready for the "first interactive rock and roll trivia program": DENNY SOMACH PRODUCTIONS and NBC RADIO ENTERTAINMENT will test your musical IQ March 25 on the 90-minute "National Rock Test," hosted by JOE PISCOPO and WMMR/PHILADELPHIA morning man JOHN DeBELLA.

From radio to TV goes ex-KKHR/L.A. MD DAVE HALL, who scored a onetime (March 22) costarring role in the CBS-TV series "Airwolf." Dave plays "Callahan," a retired L.A. cop, who unfortunately ends up on the wrong end of an arrow. Observes Dave, "My part reminds me a lot of radio."



18/R&R FRIDAY, MARCH 21, 1986

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Play Favorites!

America's favorite hits,

merica's favorite

host!

Sure things? There aren't many. But, play the proven winners, and you can definitely stack the odds in your favor. That's what United Stations Radio Networks has done with its hit four-hour weekly program COUNTDOWN AMERICA starring Dick Clark. Just try finding any longform program that comes close to this combination:

•The CHR Top 40—the tunes your listeners have made the hottest on the charts today

•The tremendous appeal of the best-known personality in radio, Dick Clark.

• Exclusive guest interviews with the artists at the top of the charts.

• The unmatched drawing power of the countdown format. It all adds up to make

COUNT DOWN AMERICA as close to a sure thing as anyone is ever likely to get. The magic ingredient in this winning mix is Dick Clark, himself. No other personality is as instantly familiar or as warmly received. No other personality has the clout to ensure interviews with the chart-

topping artists, week after week. Nobody else has Clark's phenomenal track record in the entertainment industry. Next time you want to try your luck, buy a lottery ticket. But, if you're playing to win, play the favorites. COUNT-DOWN AMERICA starring Dick Clark.

COUNTDOWN AMERICA is co-produced by Dick Clark Productions and is transmitted via satellite or disc. The program is available on a barter basis to radio

For national sales information call (212) 575-6133. For clearance information call (212) 575-6100.



New York

Weshington, D.C.

e Detreit Dall

ning Dick

Angoles Londs

stations.



RATINGS AND RESEARCH

JHAN HIBER

New Summer Surveys: Start Coping NOW

in the summer standings. News and/or Talk stations, which generally do best during the which generally do best during the work in the summer. Beautiful Masic/Energy Listening stations might softer the same fats, as meanager desmos have more

younger demos have more available time for radios in the

"No matter how you

expect your summer

numbers might come

out, keep in mind

advertisers will be

Be prepared."

Arbitron umbrei

-dia).

receiving Arbitrends.

June-August period. One wild card that needs to be factored in when considering the summer surveys is the impact of baseball. Many AC stations carry baseball and are likely to see their numbers boosted. The evidence is strong that in meriots with sum-mer sweeps the baseball station has really faced its matchen Look for this he processification that

for this to be more widespread as additional markets come under the

Sales Preparations

How should you get ready for the ummer onelaught? From the

sales team perspective here are some suggestions (depending on whether or not your format be ex-pected to do well in the summer

If you expect to do well:

1. Begin to alort the ad comm ty to the addition of a sum

Suntan oil, bething suits, Arbitron sweeps. Which one of those items doesn't fit with summertime? Until recently Arbitron surveys were about as plentiful during the summer months as parka-clad beachcombers, However, with the ratings giant's Continuous Measurement move last fall, summer sweeps will soon be upon many of you. Let's look at how you might begin to get ready for the summer surveys hitting the top 75 markets.

From 12 To 75

The history of the summer Ar-bitron surveys hear't been an expectally successful chapter for the company. As late as last year only a down markets new discise solution in the balance of the survey enty a doma market saw carrier mailed out in the late Juna/mid-September period. Measwhile likes was continuously rolling out its surveys every month. Then came "C Day." The day in

Then came "C Luy. October last year when Arbitron, trying to bhant Bitch's thrust, an-nounced it was injecting 40-weak measurement in the top 75 mattroot already under Continuous Sensurement. For most markets the first impact of continuous sweeps will be the arrival of the summer survey, beginning the day after the spring survey ends. The June 25 start date leads to a September 17 conclusion for what will be for most a virgin summer wey experience

Likely Outcomes

Many ad agency folks are wondering what formats will win/lose in these summer surveys. My thoughts are framed by the en-perience of looking at those low markets where su have existed and noting the trends

In markets where m s "school's out" look for three ntial to formats to have the pole score very well. AOR, CHR and Black/Urban may see their shares climb. This doesn't mean the sum-mer numbers are a fluite. This type of format success just means that year-round surveys will now be measuring the reality of how dif-ferent demos use radio differently as the seasons change.

Likewise, we can expect to see certain formats not be at their best

ame media buyers and direct ac-custs who may not have gotten

z. Conduct seminers explaining how good it is for radio and adver times to how a semihow good it is for radio and advec-tions to have a summer sweep. The fact that this quarter of the year and the differing radio usage habits that go along with summer is finally being measured in your area can offer more usaful into to the mode decisionmaker.

2. Have your national rep do research into how similarlyformatied stations have fared in he summer surveys Arbitron has lose. This can help you put ogether a summer rate card and the m ject how many listeners you are itiely to reach.

4. Decide wh ther or not you'll becribe to Arbitron. So far I've ard the summer surveys are not g subscribed to as through they being subscribed to as through they ware the holy grail. However, you can bet your CPMs that some sta-tion that really shises will buy the book post-publication and will try to grab some fourth-quarter dollars. What will your station's stance be? If you expect to score will belie to how no front and well, better to buy up front and anve the post-pub surcharge. If you expect to do poorly: 1. Treat the new summer a

1. Treat the new summer sweep as though it's no big deal. We all know those craxy kids will listen more and make the results fluky. don't we'

2. Attack the credibility of the sweep. Point out that it's likely that the first time Arbitron conducts the summer sweeps the ratings firm will have difficulties in many markets. It's not Arbitron's fault, per se. Any survey done for the first time can suffer sempling vagaries, as Birch has seen in some cases too. The point is that some cases too. The post is this Arbitron probably here a track-record in the spring and fall in your market regarding how many diaries are needed to be sent in order to get back a usable sample. Since the summer sweep will be the first for many. though Arthe first for many, though, Ar-bitron has to guessitmate. It'll look at other past summer efforts and

W/FEK IN REVIEW/

Arbitron Delays Book Recission

The major highlight of the recent meeting between Arbi tives and ARAC (the Arbitron Padio Advisory Council) was an announcement by Arbitron that its extensive redesign of the ratings books will delayed. According to Arbitron VP/Marketing & Sales Rhedy Beek will be are, we found more buck When we began digging into 20-year-old softw than we anticipated. As a result, we will respond to the Council's reso tion and try to have the redeligned ratings reports evaluate effective with tion and try to have the redeligned ratings reports evaluate effective with the spring 1987 results. The original timestate for the revised books was effective with the fail '88 results due out early next year.

Other hey happenings at the Advisory Council meeting involved ings distortion and Arbitron's continued attempt to improve its response. rate. The Council passed a resolution asking Arbitron to enforce its ratings distortion policy wherever applicable. In an attempt to boost re-aponee rates, Arbitron has selected Houston as a test market — effective this the summer '86 survey — for a trial of new dary placem ant procedurse. "We are hopeful lithat our tests in Houston will be able to help us achieve a three or four pecentage point jump in our response rates," said Boaley.

try to go to achool on the consent and response rates there, but each new market will be something of are unarbat will be something of an experiment. That may lead to sample problems, under weighing, and unstable estimates. Keep an eye on this factor.

3. "You wouldn't buy fourth x. "You wount toy tourn quarter off summer numbers, when intening habits are so dif-ferent." The summer results will be out in mid-October. Given that, be out in mid-Occober. Grown man, how will advertisers use the data? Sales teams can point out that at least the summer numbers might be used to plan buys for the next summer - assuming stations don't ng stations don't change format or no new players come into the equation in the

Finally, no matter how you en-pact your summer numbers might come out, heep in mind advertisers will be receiving Arbitren Subscribing agencies or adver-tisers might try to use these up-dates to renegotiate schedules midies or adver summer. Be prepared.

Programming/Marketing Preparations

Even though the disryleseping hase of the spring sweep hasn't egun, it's not too early to be laying specific plans for the new summer sweeps. Several months' lead time will noom by as June 26 ap-proaches. Those properly prepared can rest more easily than those who forgot about the additional survey or chose to ignore it.

Here are some ideas who preparing for your first summer menten:

Review what you know about the lifestyles and listening habits of your listeners during the summer. If you're hazy on these matters, begin researching these topics

now. This is the foundation for

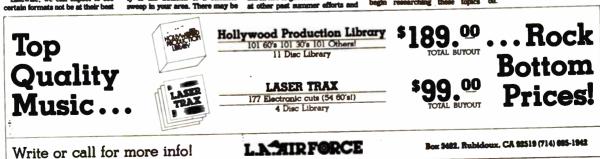
summer success. Examine your budgets and decide how much/little you'll com-mit to this survey. In terms of media, TV may not make much sease, while cathor boards can come to the fore. Promotionally, what will you do? Give away good old money, or get more creative and offer summer ski trips to New Zealand (or something in

What sh ut jock vacations? Con What about jock vacations? Con-aider when/how you'll schedule-time off, given the continuous nature of the spring/summer sweep. Long weekends may take the place of two weeks at a time (psychologists say long weekeed vacations are better for you

What sort of outdoor activities will your station get involved in? If you carry baseball, how will you maximize that eachement? If you are a music station, do you plan to sponsor outdoor concerts? What other recreational activities will you get involved in? (They should come from the research outlin above.)

Finally, put together an outline or calendar of weekly events dur-ing the summer survey. Make sure all key personnel are sware of what's happening. The new summer surveys will

certainly make life more in-teresting - or complicated than before. Review your expectations for the summer sweeps, refigure your budget if necessary, and then put your best foot forward. Maybe you humband your resources for payoff in the fall/spring surveys or maybe the summer can be a cash register ringer for you. Whatever, adjust to this new reality - and don't forget the sunta oil.



20/ R&R FRIDAY, MARCH 21. 1986

every week to the end of the year. HOT ROCKS will be igniting the air waves more. Starting April 5, 1986, by popular demand. cessful summer series isn't just for summer any tions Programming Network's phenomenally suc-Day any more. Because HOT ROCKS, United Sta-The temperature won't be dropping after Labor

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them to the top. of the music that propelled wolf ybeats a bna a steady flow seruteet tent tem tot etunim-09 ent artist or group in a weekly show spotlights a differstories behind them. Each scenes, the tunes—and the moment discuss the tours, the tant contemporary artists of the HOT ROCKS. Where the most impor-

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The United Stations Programming Network For station clearance information call

package in your market. at (703) 556-9870 to reserve this program

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Sched Cold's 5 I prima a week

Back In March, 1984 we launched "Solid Gold Scrapbook" with Dick Bartley, as a spin-off of Bartley's top-rated live oldies show. "Solid Gold Saturday Night." And you've been telling us the same thing ever since:

"It's great," you said. "Our listeners can't get enough."

Naturally we're thrilled with "Solid Gold Scrapbook's" success. But we were concerned that so many people seemed hungry for more of Scrapbook's stars, headlines and hits of the 60's and 70's.

So, for all of you who couldn't get enough of "Solid Gold Scrapbook" before, we're introducing a new format: five one-hour shows per week, Monday through Friday. With the added opportunity to stack the shows for a five-hour weekend block.







With its new daily format, Host Dick Bartley's intriguing insights into rock & roll history, and his vast 60's and 70's library, "Solid Gold Scrapbook" can set your station apart as the "oldies source" in your market. Especially when aired and promoted in conjunction with "Solid Gold Saturday Night."

Here's programming no single station has the time, resources and budget to produce. Programming that earns the name solid gold in more ways than one.

"Solid Gold Scrapbook." Now it's five days a week. You told us your listeners wanted more. We just wanted you to know we're listening.

"Solid Gold Scrapbook" is fed to stations, in stereo, via satellite or disc.

For station clearance information call (212) 575-6142. For national sales information call (212) 575-6133.



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Chicago

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Los Angeles Lo

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NETWORKS/PROGRAM SUPPLIERS



In Retrospect **Bob Moon: History**

their the Chellenger exploded gave me an almost surreal and today, I can say that the feeling that set in at the instant Now that there's a little distance between the accident

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dropped back down toward the Atthat piller of steam are some amail contrails of what is apparently debris from the shuttle that has any now. And coming down from dissipate in the clear blue Florida pillar of steam. It is starting to we see now in the sity is just what's light of that what's There up the story ... And what

"We're staying with this," I men beard Kalbfold say. "Just heep

viewing stands where carries are scores of astronomic the scores of an excert of the scores of the s from the vantage point in the VIP mooor A bused a beart-rend translates and correspondents' re-ports to our affiliates. David Thell, Wysech, on safetyment from the AP bureau in Concord, NH, contria half-hour break to feed shuffle ac-a half-hour break to feed shuffle ac-trailities and correspondents' re-And we kept talking for five and

Back in Washington, the Broad-cast News Canter was burning, pro-cast News Canter was burning, pro-cast News Canter was burning, and and the Background reports and co-artering the country. TUDUNIE OF

MOLI O ed to sink in that some tears began -LIVE DOG ty of what we had withe programming ended and the realed. It wasn't until the marathon And I was able to remain compos-I frome on the sir. I hope our descrip-tions were clear to our listeners.

want a description. Tell the listener

".bebolque ettiuda different pillars, and as far as we bear from Manion Control, the pect. The smoke divided in two change in what we have come to It's and there was a sudden IQI 'AN amone and tant shows has become to reling a new us out out guist what you're seeing."

. mworp ben su to tol A"

(moorewen ent ni sterito thiw profes, but I (along with complacent about shuttle

rechnology was still new; ortward appearances, the hed argued that, despite

".enituon ton tylen mare enew stright en

was simply lost behind the cloud of looked like they spun off away from the shuttle and drifted. We had thick, while smoke, and the are supposed to separate two and a half minutes after flight. And yet, it three million pounds of thrus rocket boosters - which carry separation where the two solid I hended off to Ultano: "It looked

... SHOULE STELL

Anatomy Of A Disaster "SOMETHING WENT WRONG HERE"

- according to what we're hearing from Mission fouriou. I a separated These hear an explosion." They have been an explosion." Uitano added "Yoo" we see the They have a see the see the the rry - no data back from the shuttle

to the stry and then strings of smoke hanging down below." The WASA commentator broke in with the official confirmation: iong plume of amoles twinted up in-

to see what can be done at this CHECKING WITH THE LECOVERY TOPCES firms that. We are looking at as exploded. Flight Director con-Dynamics Officer that the vehicle

".wolt of neged creet emoe tert ni knie of behate beceantiw ben ew term to villeer end the reality of primmergory northeriam art litriu t'neaw th. is ont no Neither Dick nor I troze

that the space shuttle Challenger has exploded, about ... perhaps a minute ... a minute and a half into I took a deep breath it seemed my voice involuntarily dropped three octaves. "It would appear

"There is no radio communication back from the shuttle," I said. There wasn't much to add. the launch."

agran and bad I : addynoid ar society bu My brain was racing with split-

to accessor, "We not see the second s

ing back home." nt any moment to report, in cool

those out-of-control rockets turn back toward us? watched seven people die in a sudtons the state of -

Cet your act together now." you to tell them what happened. told myself. "People are relying on al,no,, put of my mind. "You're I immediately put that last

Geez," in hushed voices. I could hear them gasping. the unfolding drama. Occasionally trol room had been transfixed by Until now, he and others in the conscritive producer of the broadcast. Assisting Managing Editor Brain Kalindeli was on the feedback line from Washington, acting as ex-

Suddenly, Kalbfeld anapped into action, barking into my left car, "I

media as did this tragedy; network reporters were on-air porary events have ever tested the ability of electronic Challenger on January 28, 1966. Only a handful of contemsorrow that followed the explosion of the space shuttle INO ONE WILL SOOT TOTBET the pall of sudden shock and

AP's Network News. tegrated, and wrote this firsthand account, first printed in Challenger live from Cape Canaveral when the ship disinfor hours on end covering the disaster. AP Network News Correspondent Bob Moon was covering the launch of the

it flaubed before my eyes during a

"The view from the ground is obscured by the pillar of steam now," I explained.

With an eerie, hollow-sounding Control reported.

Bantes "Something's gone terribly oneit U bias in since he was begin . white tinging in our cars from

"Huis high Stuff" of finemom yris is egreme that cloud and would reni enervemos bebneqeus "Surely Challenger was

faimoo er'ew' , noines

not to carry the coverage would be curred to me that my concerns had, unfortunately, been war-ranted. Stations which had chosen clearing the program. Now it oc BURN WHEN STATIONS AND STATION mothes live, even though we new; the flights were still risky, not routine. We had continued to cover A lot of us had grown corrections to the additional shorts should shutch shorts with others in the newscore the second short shorts when the second short shorts and the second short short shorts and the second short shorts and the second short short shorts and the second short short short short shorts and the second short shor

problem. We're getting no telemepaq a problem here - a major the space shuttle Challenger has I said, "If you're just joining us. I said, "If you're just joining us.

> SACE MURIC ME MELE OU IDE BIL TAG and I watched it unfold before our and my colleague, Dick Ulan Age occurred on January 28, 1966, But the Hindenburg of the Space ed with such a gut-wrenching ta i never dreamed I'd be contront-Would I remain composed? assemble intelligible thoughts? the sir? Would my mind be able to

ULIVITY AUT DURIDE ATTENDOU DO BOCHETTA BORIDO ering so many successful launches to move in slow motion. After covating and horritying. Things began What went through my mind at the instant? It was at once fascin-

How would I react to a dis

what looks like a second plame of here. We've got a problem with my mind: "Something went wrong the out the first thing that came to bere. We've got a problem with reporting flight data when I interwas only five seconds. Was still hully, the aircheck tape shows it med to last an everydy. Thank-For a broadcaster, that pause

and his homework paid off: "We do have a problem, Bob. It holes as if it may have lost a solid rocket it may have lost a solid ". Uliano was right on my beek

believe that the Challenger would It was a time to choose our words to carefully. Still, the mind wanted to eracticed at the instant of the blast. BY now only 18 seconds had p

"There are two separate plannes of amoles, and the shuttle ... we can't tell which one the shuttle is

. Mad a bras startim a tuoda ta the after it leaves the pad, and separation until two-and-a-half not have had solid rocket booster

tion. Obviously, a major mailuncsocial very carefully at the situa-"Flight controllers here 1000 agonizing 30 seconds of NASA siacimowledged the disaster after an The thought was interrupted by commentator Neabitt, who finally



HOOM GOR

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Ultano filled in quickly with

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NETWORK FEATURE FILE

NEW/S & INFORMATION FEATURES

March 24-28

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COMEDY

MUSIC FEATURES .

The Weekend

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Countdown (BP)	Countiloum UBA (CUBA)
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American Engle (DIR)	King Blocult Flower Hour (DIR)
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Entertainment	Standar Cream Academy Robert Palmer
Coast To Coast (CBBR)	Solid Gold Saturday Night (US)
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NETWORK PEOPLE

 Patricle Letten has been named Regional Director/Affiliate Relations at NBC's Source, covering the rork's eastern region. She joins NBC from New York advertising firm Denser Fitzgersid Sample, Inc., where she served as 3r. Media Buyer since 1964. Prior to that she was a media buyer/estimator at Eleamon,

media Buyerreaman Jahas & Lows. • CBB Reallo Representatives has named Louise Hallahan Stahelin Di-rector/Sales Promotion, while Karea Real has been promoted to Mangar/ Sales Promotion, Statelin had served

as Manager/Sales Development & Promotion since 1984, and joined the network in 1976 as Assistant to the Director/Government and Media Rela-tions. Reaf formerly was Promotion Coordinator for the division, and also served in the network's personnel oftice.

Also at CBS Radio Reps: Stanley Gene has been named Sports Coordinator, promoted from his post as Administrative Asst. In the Research Department. He joined CBS in 1963 from Reeves Teletapi, where he served as Syndication Manager.

- United Stations has appointed Joseph Connelly Managing Editor/-Jusseym Cosnelly Managing Editori-News. Connolly previously was As-elstent Director/News and Program-ming at WTOP/Washington, and also served as Managing Editor at WABN-Washington and as White House correspondent for the AP Radio Netmark.

· Richard Device has joined ABC Nowe as a correspondent for the ABC Direction Network, following a year managing his own consumer/lifestyle rvice. He previously served with the RKO Redio Hotwarks in both London and New York.

successful summer series "Hot Rocks" into a regular weekly program. The 90-minute series debuts April 5, and apollights a different artist or group along with the latest AOR and CHR hits. "Rocks," which licks off with John Couger Mellencemp, is hosted by WAPPNew York personalty Rul a. Further details at (212) 575-6100.

> • Westweed One has slated "BBC Classic Concerts," a series of new concert specials, to debut April 14. The 90-minute concert series will feeture classic rock performances from

Canady Sh Disk Cavell and Million (CW) High seas Daily Food (DCA) ng the st Lough Hooki **....** ---and Mintel Wands Aller (4.95) rty Drop-Ins Plate Service and distanty PEA (ASR) at addard?! can't get then The been all or Sky Makin ----na & Ordala's Stevens & Grdnic's Comedy Drop-Ins My dector's declariduct on heavy Loads's alexanticit (ABR) e tarat

hed Spots Of America (ASR) unity's cat for public hear Real Insulat Longs Ban 7 4

the past; it kicks off with Led Zepp

In recorded live at BBC's Parls Thee-

tre in 1971. "Classic Concerts" will

serve as an addition to WW1's "In

Concert" series, and will highlight other groups such as Pink Floyd, Deep Purple, Traffic, Queen, Gene-

als, and the Pollos. For further details

call (213) 204-5000.

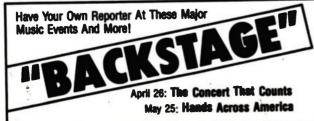
PROGRAM NOTES

· MJI Broadcasti ng has launched "The Comedy Hour," a long-form feeture presenting current and class comedy routines. The program is tergeted to AOR and CHR stations, and is sisted to debut April 1. "Comedy Hour" will feature such comics as Ed-die Marphy, Stoven Wright, Elly Crystel, Leany Bruce, the Merx Brothers, and Abbett and Cestelle. In addition, MJI is producing a series of :60 delty drop-ins. For more information call (212) 245-5010.

· Lighted Stations has extended its

. The BRE Radio Network has produced "The Great Starship," a new 2-hour monthly series targeted to AC stations. The program will spotlight three AC-oriented artists each week. and will look at the past, present, and future happenings in the music and entertainment industry. Call (818) 788-2331 for more information.

• In observance of National Tennia Week (6/21-28) Chris Evert Lleyd has recorded a series of :30 tennis tips. The series, produced by Tennis **Megazine and sponeored by Lipton** load Tea, offers tips on backhand volleys, passing shots, overhead smash, and the offensive lob. For more information contact (203) 373-7148.



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24/RAR FRIDAY, MARCH 21, 1986

٠



We deal with 48,000 songwriters so you don't have to.

No other music licensing organization has as many songwriters. No one even comes close.

To deal directly with all of them, the average station would have to spend tens of thousands of hours a year just to handle the paperwork. Not to mention the telephone and postal expenses. And you'd still have to pay royalties.

BMI makes everything simple and efficient. For a small licensing fee, you can use the most popular music

you can use the most popular music to help build your audience. That's why BMI is such a good deal for you.

Wherever there's music, there's BMI.

ENGINEERING

Maximizing Your Technical Resources By Larry Ellis and Michael Wiebe

It's 3:42am, and what's left of your antenna is still glowing from the lightning strike. What do you do?

Your sales would dramatically increase if you could just improve your signal in the town over the hill by moving sites. Where do you start?

Your directional antenna drifts out of licensed tolerance, and you just saw the FCC field engineer drive by. Who do you call?

Tapping Resources

Understanding the technical and engineering resources available to you as a broadcaster is important, not only in dealing with crisis situations but also in optimizing the dayto-day operation of your station. resources generally fall into two classes: Your in-house technical staff, employed either fulltime or on a contractual basis; and an ient consulting engineer, indepen retained as needed to perform spe cialized tasks. A clear understanding of the legal and practical disctions between your technical 110 staff and a consulting engineer will help you make the best use of the skills and capabilities of both.

The common broadcast usage of the term "engineer" usually refers to persons employed to install, adjust, operate, maintain, and repain the station's hardware - from the microphone's mouthpiece to the tip of the antenna, and everything in between. Until recently, the FCC required an examination to demonstrate a basic familiarity with electronic theory and operational regu-

Larry Ellis is CEO and Michael Wiebe is VP of Aurora, CO-based Ellis & Wiebe, P.C., Telecommi ications Consulting Engineers. Before entering the consulting field in 1971, Ellis was a project engineer for ideal Basic Industries and constructed, owned, and operated an FM facility. Wiebe, who's been involved with engineering consulting since 1979, previously worked as the Base Electrical Engineer for Whiteman Air Force Base in Missouri. lations With the massive deregula tion of operator requirements and the elimination of the First Class Radiotelephone license, evaluation of technical personnel is left to the ee's discretion.

The role of your station's technical director and his staff is essential to the smooth, efficient day-today operation of your enterp Their fulltime presence provides the opportunity for close cooperation with other departments to constantly improve and maintain the facilities, adapt them to meet station needs, and provide the best ible service to the public.

Technical Competence The station's technical staff is nerally the best choice for the installation of a new piece of equipment and the necessary routine equipment adjustments. Conscientious preventive maintenance by chnical staff is probably the your to najor factor in minimizing downtime and, consequently, loss of revenues as a result of being off the air. When equipment does fail, your staff's intimate familiarity with the particular equipment installett n makes them the most ualified to troubleshoot, isolate the problem, and repair or replace the hardware.

All of this, of course, assumes the competence of your technical staff. Since the FCC abdicated the responsibility to license technical staff, you the broadcaster must evaluate and select that staff ourself. Experience at other stations and formal training are helpful criteria, as is certification by recognized technical organizations such as the Society of Broadcast

If you already have a technical director, and have confidence in his abilities, he's possibly your best resource in evaluating additional members of your technical staff. Other industry contacts, such as the technical director of another

station or a consulting engineer, can also assist you in the selection of a competent staff.

Consultant Call

For major projects, such as a new facility or significant modification of an existing facility, the skill level or schedule limitations of your in-house staff may call for the services of a consulting engineer. A consulting engineer is an individual who provides engineering exper tise to the station on an as-n basis. His assistance is usually required for the accomplishment of major projects involving frequency spectrum allocation studies. directional antenna system design. interference protection, signal propagation analysis, expert testimony in litigation, etc. Work of this nature often necessitates an innse, short-term commitment of skills, facilities and time, which is generally best suited to an outside, necialized consultant.

Qualifications for consulting engineers are defined by statutes in every state. These statutes require stration as a Professional regi Engineer for anyone engaged in the practice of engineering. The registration process includes specific requirements for education, experience, and written examinations administered by each state's Board of Registration of Profesanal En ineers.

The FCC recognizes the distinc tion between the technical staff employed by or contracting with the station and a registered profes sional engineer performing specif-ic services for a station. Referes in the rules to the station's staff are usually expressed as "op-erator" or "chief operator," and most engineering forms have a block to indicate whether the form was completed by the "Technical Director" or a "registered Profesonal Engineer.

The FCC doesn't require professional registration for the submission of engineering data. Your station's technical staff can prepare and submit information required

by the FCC that's within the scope of their skills and qualifications. However, a 1974 Memorandum Opinion and Order (74-769/18434) expressed the expectation that those practicing engineering be-fore the Commission on behalf of others (i.e., consulting engineers) would do so in compliance with state and local licensing requiremen

Complicated directional antenn design and adjustment, or involved propagation and interference studies usually require sophisticated data processing facilities beyond most stations' resources. Evaluation of factors such as optimum site ction, the analysis of measured field intensity data, or resolution of serious system problems requires engineering judgements based on formal education and extensive experience.

Realistic Investment

The oversight and coordination of major construction products requires a broad background in sys tem philosophy and design, as well as a clear perspective on the eco-nomic considerations involved in the facility's construction and operation to determine if the required investment is realistic. The services of a qualified consulting incer, who becomes a tempor ary but important part of your management team, can contribute to the certainty of your project's outcome and the successful attainment of your particular goals.

lection of a consulting en-The st eer is important, since he will effectively become an extension of your organization for the project's duration. He will serve as your advisor, coordinator, and engineering counselor before the FCC and any other government or private agencies related to engineering matters, such as the FAA or local zoning commissions. It's imperative that you have full confidence in the integrity, experience, and engineering expertise of the engine you select. This confidence will

provide the foundation for a close working relationship and the timely success of your venture.

Referrals from others in the broadcast industry, including organizations such as SBE or the Association of Federal Communications Commission Engineers in Washington, D.C. can help your selection process. Again, your technical director can often provide helpful insight in recommending a consulting engineer.

Status Seeker

It will also be in your best in-terest to inquire into the professional registration status of anyone you consider retaining as a consultg engineer. Some states specifically require registration for engineering related to broadcast facilities. In any event, the accountability resulting from professional registration is good insurance. For your own protection, you should verify the registration by contacting your State Board of Registration for Professional Engineers.

When facing the need for engineering work related to your station, your reliance on both the technical director of your station and the services of a qualified consulting engineer can ensure maximum success with a minimum of stress. Understanding the related but distinct roles of these two resources will help you decide which one you need and when.

Your technical staff can ensure the efficient day-to-day operation of your station and provide the mair tenance and repair of equipment to produce the rest of your organization with the facilities for a successful operation. Your con-Iting engineer can assist you in the planning and decisionmaking, as well as in the execution of major projects, becoming a temporary part of your management team. Close cooperation between station management, your consulting engineer, and your technical staff can result in the maximum performance of your broadcasting facilities

DJ's Delight Rock-n-roll or the sound of music and news: anything you do, you can do better with an Autogram Console. Our Microgram microprocessor

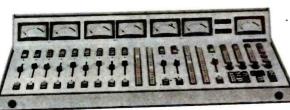
based consoles offer state-of-theart performance with amazing programming options including live-assist.

The top of our line, they join 900 + Autogram consoles now in the field.

Old Number 1, delivered in 1975, is still working a full shift 7 days a week.

Whatever your needs, we build a console you'll love to play. Or have it play for you. For specs and referrals, give us a call. 214/424-8585 Autogram

Corporation, 631 J Place: Plano, Texas 75074 @ 1985 Autogram Corp / 5937





Booth 2702-'86 NAB Show

-



San Francisco's rough terrain makes clean FM reception chancy at home and next to impossible in the car. The #1 and #2 stations are both AM's: AM still counts in the Bay Area.

We're proud to report that all of the ten top-rated AM stations here have chosen the Orban 9100A OPTIMOD-AM Audio Processor.

They're operating in mono, in Motorola C-QUAM stereo, and in Kahn stereo---with News/Talk, Country, CHR, Urban, AC, MOR, Beautiful, and Classical formats.

In a top-ten market like San Francisco (ADI 5), most stations can afford any processor they want—and to stay competitive, they can't afford anything but the best! Most chose OPTIMOD-AM after extensive competitive tests against other processors. They were impressed by OPTIMOD-AM's consistency—its ability to maintain smoothly uniform tonal balance and texture from source to source. They heard its voice quality blow away the competition. And they listened long enough to appreciate how OPTIMOD-AM's ideal balance between

OPTIMOD-AM SWEEPS SAN FRANCISCO!

loudness, brightness, and fatigue can hold the desirable adult demographic quarter-hour after quarter-hour.

When you consider the FM competition, it's clear that honky, dirty, "loud-at-any-cost" AM processing just doesn't cut it anymore.

In a town where AM still counts, the top ten count on OPTIMOD-AM to deliver a class signal that gets ratings and attracts advertisers.

Prove to yourself that OPTIMOD-AM provides the combination of loudness and quality that's right for today's AM audiences. Contact your favorite Orban Broadcast Dealer for a demo or more information—or call us direct.

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



MANAGEMENT

TEACH THOSE YOU PROMOTE

How To Succeed In Your First Management Position

"What advice do you have for someone wanting to get into radio?" asked a graduate student from one of the middle rows, to whom I delivered my Standard Answer. (If you're accustomed to giving talks to non-broadcasters, I'm sure you have your own set of Standard Answers.) Since this was a research class, I hadn't expected my talk to digress from "Use Of Research In The Broadcast Industry" to "Everything You've Always Wanted To Know About Radio," but questions like the one above, not to mention "Is it true disc jockeys make a million dollars a year?" could not go unaddressed.

As it turned out, the eager student who asked that first "get into radio" question did indeed take my advice. He landed a job doing a weekend airshift at a local daytimer (part of the Standard Answer cautions against applying for the general manager's position first). In fact, Bill soon moved into a fulltime position, worked for the station a couple of years, then transferred to a decent-rated FM CHR in a larger market. His hard work Program Director – his first management position. Not bad for a guy who hadn't the faintest clue how to "get into radio" just five years earlier.

End Of The Road

I ran into Bill one day recently, and I asked him how everything was going at "the smokin' hot rockin' more music flamethrower." "Oh... I'm out of radio," he By Rick Ott

muttered in a way that indicated neither boast nor complaint. "I'm in the restaurant business now."

"Remember two things: 1. Be aware of — and be prepared to make — a few mental and operational adjustments.

2. Don't assume a promotee will instinctively know how to adjust to 'management.'"

Why had this longtime radio enthusiast changed careers after five promising years? It wasn't because of the ratings, which remained relatively steady during his administration. Rather, it was because Bill did not know how to adjust to his first management position. Consequently, he was not a

Still The Best Track Record In The Business!



See Us At The NAB!!! Call Now For An Appointment (213) 459-8556

Jeft Pollack Communications, Inc.

Note Ott is President of Ott & Sneed, a Richmond, VA-based consulting and research firm. His 17+ years in broadcasting include programming, on-sit, sales, promotions, and management positicus. Ott also co-owns a promotions, and printing company spocializing in broadcast marketing.

very good manager (though he did display all of the desirable traits before his appointment). His appervisor, the station's general manager, decided the departmental disorganization, low morale, and political in-fighting were unsolvable except to the extent that Bill had to be replaced. Thus, another otherwise bright radio career came to a crasting end.

All of which could have been avoided if Bill's general manager had simply offered a bit of solid in struction and direction at the time he appointed Bill PD. After all, was it Bill's fault he had to bear how to manage through trial and error? Did the GM really think Bill was born with the instinctive knowledge required to manage? Doesn't this GM teach his seven-year-old daughter right from wrong, or does he also apply the "sink or swim" philosophy to child rearing as well?

• Display leadership but not in a condescending manner.

• Avoid the temptation to make instant, sweeping changes.

• Delegate, and learn to feel comfortable doing so.

 When an individual moves into a management position for the first time, that person must be aware of – and be prepared to make – a few mental and operational adjustments to his/her new position. Failure to understand the differences in everyday conduct that management positions require is the reason why so many recent promotes flounder in their new positions.

2. Don't assume a prospective promotee will instinctively know how to adjust to management. It's up to you to educate them, and monitor their progress. It's up to you to help them succeed, not watch from afar and hoot every time they make a mistake.

Avoiding Pitfalls

If you give your new PD or sales manager the following advice, you may keep him from experiencing most of the pitfalls in first-time management. Your station will benefit from better all-around management. You'll save another career, You'll sleep better at night. And the restaurant industry will



suffer a marked decline in employment of exiled broadcasters. Tell your new manager to:

 Display leadership but not in a condescending manner. Treat your former peers as colleagues, not subordinates.

 Avoid the temptation to make instant, sweeping changes. Remember, others must also adjust to your new position (and its effects on them). Changes should come slowly during this initial shakeout period.

• Delegate, and learn to feel comfortable doing so. You must "let go" of your former duties if you are to grow in your management position. If you insist on doing your old job in addition to the new, you won't be doing your new job much longer.

 Choose your words carefully, especially when dealing with the people you report to and the people who report to you. Remember, a manager's words carry much greater weight than you might be used to. Too strong a language or conduct can unnecessarily hurt others as well as your respect in the organization.

• Learn to look at things in a much bigger scope. The higher you rise in position and responsibility, the more people and events are affected by your decisions. Examine the "big picture" and the many ramifications of your decisions before taking action.

 Choose your words carefully.

• Learn to look at things in a bigger scope.

• Take responsibility for problems and measures

to correct them.

 Recognize others' unique talents.

• Take responsibility for the problems, then take measures to methodically correct them. Praise others for successes.

 Recognize others' unique talents. Everyone has special abilities and talents, but oftentimes those talents ile dormant because either no one recognizes them or the organization stifles their usage. As a manager, you should make a concerted effort to recognize, encourage, and utilize each person's talents and abilities to their fullest.

Remember two things:



IMAGE & MARKETING

HARVEY MEDNICK

A LOOK AT AMERICAN MARKETING

Promo Patterns: How Do You **Compare?**

Radio marketing is an insulated practice. It has historically borne faint resemblance to prevailing industry attitudes. Part of that is, no doubt, attributable to the very nature of the communications industry and radio in particular. However, it seems that if we want to grow in influence and responsibility we should make every effort to keep ourselves apprised of what's happening in the whole field of promotion marketing. With that as our goal, I'd like to share with you some of the results of the second annual survey of promotional activities by Potentials In Marketing magazine.

Just in case you're not familiar with the monthly publication, Potentials' editorial content is, as its publisher's statement notes, "directed toward the professional interests of more than 67,000 marketing, sales, advertising, promotion, and seneral manament execu tives. It is designed to inform, instruct, and communicate information on products and services of value in achieving market goals." Over the years I've found the publication extremely valuable for selecting advertising specialty items and keeping up with new develop-ments in marketing areas.

The Potentials survey, conducted last October-November, uses a carefully selected sample of 7000 readers. They received a six-page questionnaire - an adaptation of two similar documents sent out last year - augmented by input gath-ered from letters to the editors. By the cut-off date in December PIM had received 1446 usable replies which represented 20.6% response rate. The majority of respondents (65.5%) were in the manufacturing

Their Survey

area; a scant 4.7% came from the communications industry.

Although you may believe that

ONE YEAR AGO TODAY

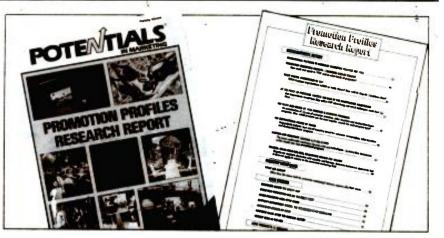
- Ken Stevens GM at WYSP/Ph
- Charlie Colombo President of Blair Red Carl Hamilton Gill at KOPA AM & FIMPh
- Tom Mierendorf VPIGN WAWA & WLUNDSHIP
- C.J. Jones VPIGM & WXTUPhiledelphie
- #1 CHR: "Material Girf" Madonna (Stre/WB)
- If AC: "One More Night" Phil Collins (Atlantic)
- #1 B/U: " 'TE My Baby Comes Home" Luther Vandross (Epic)
- ●#1 Country: "There's No Way" Alabama (RCA)
- ##1 AOR Track: "Forever Man" Eric Clepton (WB) ## LP: "No Jacket Recurred" — Phil Colline (Atlantic)

FIVE YEARS AGO TODAY

- Ident Fowler Chairman of the FCC
- Al Casey VP/Programming for Charter Broads Dene Hellem PD of WWWW/Detroit
- Pete Porter PD of WQYK-FIM/Tampa
- #1 CHR: "The Best Of Times" Styx (A&M) (3 wks)
- ##1 AC: "Crying" Don McLean (Millennium)
- #1 B/U: "Being With You" Smokey Robinson (Tamis/Motown)
- #1 Country: "Drifter" -- Sylvia (RCA)
 #1 LP: "Arc Of A Diver" -- Steve Wirwood (Island)

ten years ago today

- #1 CHR: "December 1963" -- Four Sessors (MR) ●#1 AC: "Lonely Night" -- Captain & Tennille (A&M)
- e #1 BV: "Dieco Lady" -- Johnnie Taylor (Columbia) (4 wks)
- # #1 Country: "Till The Rivers Run Dry" --- Don Willems (ABC/Dot) (2 wits)
- #1 LP: "Comes Alve" Peter Frampton (A&M)



ee results don't seem to coincide with your goals, they are the goals of the majority of our adverti . who we try to enlist and influence with our marketing efforts. So, we are not too far off the mark by listening to what they did in 1985.

This Was The Year That Was

Take a second and review what happened to your gameplan and budget in 1985. Was it more ambitious than you ever imagined when the year started out? Did it get frozen during a spotty fourth quarter? If the answer to both of those questions was yes, then you mirrored the survey which found that the high hopes of the "Reagan Revolution" were modified by bland economic realities. In most industry categories, the number of actual marketing programs conducted in 1985, compared to those planned at the end of 1984, were off by sometimes distressingly wide margine.

Who Does It

Interestingly, the Potentials survey found that many promotions em to be planned at or near the top. "Executive Mana those whose titles indicate that they establish company policy, de up 38.9% of the respondents, ile "Senior/Middle Managem while ment" accounted for an additio 40.2%. The remaining 22.9% fell in the "other" category: specialists (promotion directors?), supervisors, analysts, and consultants, Sounds familiar, doesn't it?

Promotion/Marketing

Budgets

Advertising Age stated, "It's possible that as much as 60% of marketing expenditures made by US companies are spent on marketing promotions, leaving the rest to general media advertising." But when the best-laid plans for 1985 collided with unexpected economic realities (a GNP downturn to a marginal 2.4%), guess whose budgets were the first to get cut? The picture for 1986 was not much bet-

The primary argument being made, and it is certainly our argument as well, is that marketing promotions (our on-air contests, point-of-purchase displays, plastic cards, direct mail) do a better job of reaching tightly defined target audiences. Since they can match

specific techniques with specific objectives, marketing promotions produce measurable results, which cannot be said of most general advertising.

There was no formula for budgeting, save that 'the larger the company, the larger the budget,' with a certain caution and even retrenchment being shown among the smaller operators. The brightest spot? Marketing professionals memod to indicate that their proation was in a process of continung evolution with favored techniques emerging. It's clear that the general industrial world, like ra-dio, is learning what works and is perfecting techniques in those

What Did They Like?

Although some of these categor-ies might not apply to our industry, here's what the professional mar-keteers favored. Trade shows have grown remarkably, with a significant turn from "Showtime" "to a serious marketing environment in which both the exhibitors and attendees accomplish strong business objectives. There's a selective opportunity for station booth in-volvement related to the show

Point-Of-Purchase: They look at it as the last chance to nudge the customer into a buying decision. For us, it's an opportunity to invite a customer to become a lis bener.hv

DATELINES

1986

March 27

Radio Workshop 1986 Cosponeored by RAB and Southern **California Broadc** sters Association, Grand Ballroom, Sheraton Premiere, LA. April 6-10

- National Gospel Radio 14th Annual Seminar
- Redeem Hotel, Neehville
- April 9-13

Alpha Epellon Fiho, National Broad casting Society's 44th Annuel Con-

vention Sheraton Park Towers, Dates

April 13-18

National Association of Broadcasters' 64th Annuel Convention **Dellas Convention Center, Dallas**

April 13-17 National Public Radio Annual Conven-

tion Town and Country Hotel, San Diego

virtue of a plastic card bin, a take one, or registration ped.

Premium/Incentive/Travel Incentive programs: These are among the most reliable and effective forms of promotional marketing. They are based upon the maniat lack of brand loyalty. William Shaw, Directing/Marketing & Pro-motions for General Foods, said, 'Today consumers have accepted two, three, four brands of a specific brand category. There are no guarantees as to which specific brand they will choose on any given day." That could also apply to radio sta-tions, so you should not skirt your chance to sway potential listeners to your station through an effective use of premium programs.

Looking Ahead

Most of the experts and profes-sionals in the field who were asked for their predictions seemed to feel tie-ins were on the upswing (it ain't a sin to do an advertiser-related promotion), "Made In The USA" was increasingly important, the slide A/V show was still the industry selling workhorse, and technology in marketing tools was a promising area for real growth and benefit.

I think there's a lot to consider, and hope you found some of this information worthy of being plugged into your plans for '86 and beyond. Our thanks to Potentials In Marbeting.

Aadi 19

9th Annual Great Lakes Radio Conte

Presented by Specs Howard and **Central Michigan University** University Center Building, Mount

Pleasant M May 2-4

2nd Annual Music Business Symposium

Ambaa ador Hotel, Los Angeles May 14-17

American Association of Advartision Agencies' Annual Meeting

Greenbrier, White Sulphur Springs, ww

Mey 21-25

American Women in Radio and Television's 35th Annual Convention Westin Hotel Gellerie, Dates June 10-12

5th Annual International Radio Festival of New York

Sheraton Centre Hotel, New York

R&R FRIDAY, MARCH 21, 1986/29



ON THE RECORDS

REVIVED LABELS, PT. II

Dot: Nervous Norvus To Country Service

This week, the company in the revived label spotlight is Dot, revitalized last year by MCA as a home for certain more traditional country acts. Dot, originally based in Tennessee by founder Randy Wood, later moved to L.A., became part of the Paramount organization, then was acquired by ABC near the end of its two-decade run.

During that time thousands of records were issued on Dot on let's look at a few of them. The chief hitmakers for Dot in its early days were Pat Boone and Lawrence Welk, but the label was not bound to that type of music. Among its early hits was a 1956 rock novelty by Nerveus Nervus, "Transfusion," a song with a decidedly casual attitude toward blood and gore and a narrator in constant need, thanks to frequent serious accidents, of the titular operation.

Other "new blood" on Dot in the '50s included Sanford Clark, whose The Fool" was an important rockabilly hit and helped introduce Duability mit and mopeu unrounce ow ane Eddy and producer Lee Hazle-wood; and Robin Luke, a soft-rockabilly artist from Hawaii who "Susie Darlin' " was a big 1958 hit. The vocal group/doowop classics "Come Go With Me" and "Whispering Bells" by the Del-Vikings were picked up by Dot.



Randy Newman was always a social commentator, even on his first record. Note the period Dot sloeve

Sonny Curtis, who played in the post-Buddy Holly Crickets and wrote "I Fought The Law" and the "Mary Tyler Moore Show" theme. was a Dot artist in the '50s, as were then-Memphis air personality Wink Martindale ("Deck Of Cards"); British skiffle star Lonnie Donegan, whose "Does Your Chewing Gum Lose Its Flavor On The Bedpost Overnight" was one of the first (and longest-titled) British hits in the U.S.; and the Scholars, a Texas vocal group featuring Kenny Rogers

From the same Texas/New Mexice axis as Curtis and the Scholars, Dot picked up the Fireballs, gave billing to singer Jimmy Gilmer, and had a smash in 1963 with "Sugar Shack." Dot was also oute early

.



Arthur Alexander's "Ane later covered by the Beatles

on the surf sound in the wake of L.A. successes by the Beach Boys and Dick Dale on other labels. Dot had a lot of surf instrumentals by groups like the Tuffs, the Pendi tens (an original name for the Beach Boys, incidentally, although this record came later), the Rumbiers, and the Tarrytons, plus the two biggest instrumental hits of the period, "Pipeline" by the Chantays and "Wipeout" by the Surfaris, both picked up from small L.A. la-

Dot also dabbled in surf vocal records, with Rachel & The Re-volvers (one of Beach Boy Brian on's first outside productions), the Surf Bunnies, and Lord Doug-las Byron ("Surfin' Santa"). There were also many nonsurf rock instrumentals, by groups like the Viceroys from the Pacific Northmy & The Flends from L.A., and the East Coast's Dartells.



Kim Carnes got her start as half of a folley dust

30/RAR FRIDAY, MARCH 21, 1986



Lee Greenwood went through a 'mod'' period on Dot as part of the Mod Sound

whose "Hot Pastrami" (a revamp of James Brown/Nat Kendrick's "Mashed Potatoes") was a big 1963

Dot released Randy Newman's first record, "Golden Gridiron Boy," co-produced by Pat Boone. The label also continued to anticipate the British Invasion by issuing records by pre-Beatles UK stars Chiff Richard and Adam Faith. But once the Beatles hit, Dot was left out in the cold, its most prominent Mersey-styled artists the Limeys and a group called the Real Origi al Reation



Johnny Lee: Lookin' for hits but five years too early

After early '60s hits by Gilmer, Arthur Alexander ("You Better Move On"), and Robin Ward ("Wonderful Summer"), Dot wasn't a real force on the pop charts in the mid and late '60s. The label continued to release floods of records, however, with a number of interesting artists. L.A. Dodgers star Masery Wills recorded for Dot; so did, in a protest/folk-rock vein Leon Russell. Two of the most highly-valued (among record collectors) garage rock groups of the '60s had Dot releases: the E-Types from San Jose and Atlanta's Little Phil & The Nightshadows.

Dot had the misfortune or bad timing to release a record by the Swinging Medallions before "Dou-ble Shot" became a smash on another label (Smash, as a matter of fact). In 1986 it put out a cover of "Fortune Teller" by a band called Thee Sixpence; six months later. under the new name Strawberry Alarm Cleck, the band issued "Incense & Peppermints" and it was picked up by another label.

TV star Barbara Eden recorded for Dot; Lale Schiftrin recorded his influential "Mission Impossible" theme music on the label. Also a Dot artist, on her first record, was Kim Carnes, as part of folk duo Bob & Kim. (Bob was Art Linkietter's son, and previously released a narvelous anti-protest song called "The Out Crowd.") Dot had recmana "The Out Crowd.") Dot had rec-ords by Brian Hyland and Mitch Ryder past their hitmaking prime; same for Dick & Doeslee. There was a single billed as the Mod Squad featuring Lee Greeswood in the late '00s that went nowhere.

As the psychodelic era dawned, Dot tried to swing with it, signing several of San Francisco's less illustrious groups: Wemb, Mt. Rush more. Also signed were a horde of groups which, in name at least, reflected the times most admirably A sampling: Licerice Schtik, Ham-ilten Streetcar, Beethoven Soul, urs, the Mellow Fellows, Split Level, City Zu, Doomaday Machine, and the Solid Gold Ba

In the early '70s, Dot, as part of ABC, was converted into a country label. Among its stars were Freddy Fender, Roy Clark, Joe Stampley, Narvel Felts, and Billy Crash Craddock. Also passing through were Doug Salum of Sir Douglas Quintet fame, ex-rocker Roy Head, and pre-Urban Cowboy Jeluny Lee. ABC was absorbed by MCA, and Dot disappeared, only to be re-incarnated in 1985, again as a country label.

Scattered Items

A few odds and ends stored up over the past couple of weeks: In the area of amazing producer achievements, the Black/Urban chart of February 21 featured one production team with records at Nos. 1, 2, and 4. Congratulations to Jimmy Jam & Terry Lewis for their format domination.

In a vaguely connected segue. the Meli'sa Mergan No. 1 B/U hit, 'Do Me Baby," was Prince's mo obscure single, unless you count his first, "Soft And Wet." I don't remember it showing up at R&R, but I did see it at a retail store and nicked it up. Sort of an oddity.

Speaking of oddities, the Pet hep Boys (one of whom is a former writer for top British pop magazine Smash Hits) are competing with themselves. Their EMI America single "West End Girls" is a new version of a song they released a couple of years ago in England and, ephemerally, here in the U.S. on the Bebcat/CBS label. Now the earlier version has been

Before his current hit and album Chartie Sexten could be found represented on the "Wild Life" soundtrack LP with a version of the Rolling Stones' "It's Not Easy," produced by Ren Wood and featuring Wood and Keith Richard on milars.

I got a note from Jack Randall at KAT-FM/Amarille noting that the Disease & Friends hit "That's What Friends Are For" was originally performed by Red Stewart on the "Night Shift" soundtrack. That was news to me, although when I somewhat excitedly mentioned it to a few other people, they respond-ed something along the lines of "Everybody knows that, you dope!" But that's what friends are for

A Modest Proposal

It occurred to me while listeniz to Waylon Jennings's current hit, "Working Without A Net," that it would make a perfect comeback song for Frankie Avalan. (Perhaps this line requires a rimshot for full effect)

Our new Nashville Associate Editor, Katy Bee, told me the ironic story behind Resame Cash's "I Don't Know Why You Don't Want Me." Seems it was written after Resame was nominated for a couple of Grammys a few years back but failed to win any. Naturally it was that very song that won her a Grammy for Best Female Country Vocal this year

Sad to hear of the recent death of Band pianist Richard Manuel, who contributed some classic songs, ad vocals, and instrumental stylings to the group.

The Austrian Invasion? Not only is Falce at the top of the charts with "Rock Me Amadeus," but Opus gives Austria, which probably hasn't contributed an international hit since the days of Mozart himself (discounting the odd Strauss waltz or theme from "2001"), two acts in the CHR Top 40. It must be especially sweet for Falco, who saw ATF walk away with the U.S. hit on "Der Kommissar" in 1983, despite Falco having written it, released it first, and supporting it with the alltime best video produced for under \$29.98 in the brief history of the visual medi-1970

DATEBOOK

SEAN ROSS

Another Night

Even when she was exted from Top 40, Arethe Franklin usual pretty well on the B/U charts. Since "Jump To It" in August 1982, Franklin has had seven Top 15 Black hits, six of which were Top 10. Four of those were #1. in CHR, however, Aretha's current run is her best since "Bridge Over Troubled Water," "Spanish Harlem," "Rock Steady," and "Day Dreaming" in 1971-72!

Franklin will be 44 on Tuseday; the following day, Diana Ross turns 42.

MONDAY, MARCH 24

1958/One of several dates on which some think rock died, as Elvis Presley goes into the Army, 1962/"Uptown" by the Crystals is released.

1966/The New York state assembly becomes the first legislative body to ban boolieg recordings. 1976/The first tickets for the "Wings Over America" tour go on sale in Dallas. On the same day, Freddy Fender's remake of "You'll Lose A Good Thing" goes #1 Country.

1978/Wonder why Steve Winwood kept silent? Spencer Davis declares the Kongas disco remake of "Gimme Some Lovin' " "one of the finest renditions of anything five ever been associated with." The Kongas record, actually a pseudonym studio group for French disco producer Cerrone, becomes a rock hit in Phoenix. Bithdays: Nick Lowe 1949, Dougle Thomson (Supertramp) 1951, Lene Lovich 1949.

TUESDAY, MARCH 25

1964/British acts make up that country's top ten for the first time ever

1976/Jackson Browne's wile Phylits Major commits suicide. Much of the music on "The Pretender," being recorded then, deals with her dealh.

1977/Bob Seger's "Night Moves" LP goes platinum

1977/CBB enters into a distribution agreement with Playboy Records, which within a year is absorbed into Epic. Birthdays: Elson John 1947, Michael Baniey 1948, Nort Axton 1938, Johnny Burnette would be 52. of Stanley 1948, Hoyt Axton 1938. Johnny Durnette would be 52.

WEDNESDAY, MARCH 26

1972/But they'd had such a full career stready: David Bowle writes "All The Young Dudes" for Mott The Hoople and slope them from retiring.

1976/It is reported that several Los Angeles radio stations have received letters threatening violence unless they te their playlists by ten songs from unknown artists.

1987/Channe this payment by left burge full intercome access. 1987/Christopher Crose Day and his homecoming concert in Austin, Taxas. 1982/The Bangles (then all the Bangs) play their first official live show at a party for No magazine in Los Angeles. Also on the bill are punk bands Belgon, Channel 3, and the Descendents. Birthdays: Basen Tyler (Ascendib) 1948, Charty McClaim 1956, Busenne Bulley (Human Leegue) 1963. From Sheeton (Beston) 1949, producer Larry Buller 1942.

THURSDAY, MARCH 27

, pô

1988/The John Lennon-managed band Grapelruit opens at the Albert Hell for the Bee Gees but remains obscure. 1973/Jerry Garola is atopped for speeding and arrested for possession of marijuana, colosine, and LSD. 1981/In a surprise purge at RBO, President Al Coury and 40 others - comprising 85% of the label's staff the company.

Birthday: Tony Banks (Geneele) 1950.



FRIDAY, MARCH 28

Arethe Franklin, Diana Ross, Lone Lovich, Nick Lowe

1974/Blue Swede's version of "Hooked On A Feeling" goes gold.

1974/site swede siverson or indexed on A reveng goes goe. 1976/Geneels begins its first North American tour with Phil Collins substituting for Peter Gabriel on lead vocals. 1977/During the heart of "Roots"-mania, Alex Halley appears on CKLW/Detroit to promote its "viait your roots"

1980/Blandle's "Call Me" goes #1 CHR; Convey Tuility's "I'd Love To Lay You Down" hils #1 Country. 1985/Michael Jackson's wax elligy is unveiled at Mademe Tussaud's museum.

1985/Billy Ocean plays his native Trinidad for the first time since the success of the "Suddenly" LP. Birthdays: Roba McEntire 1954, Robart Greenall (Fixs) 1951, Rulus Thomas 1918, Milan Williams dores) 1948

SATURDAY, MARCH 29

1963/Texas Ruby, immortalized in Wayton Jennings's "Ain't Living Long Like This," is idled in a trailer fire. 1980/Ronald Selle suss the Bee Gees for copyright intringement on "How Deep is Your Love" and loses. 1983/RCA announces that it's buying into Arlete, which then drops its independent distributors to go with RCA. spean Twin Tem Balley collepses from exhaustion on the floor of his holet room; he's flown to Paris to 1985/Thos see his doctor, who orders him to go on vecation. Birthdays: Vangelis 1943, Berry Goudreau (Boston) 1951, Bobby Kimbell (ex-Toto) 1947.

SUNDAY, MARCH 30

1964/The first "Mod vs. Rocker" clashes are reported in Clacton, Engle

1981/RKO announces the formation of its RKO-1 and RKO-2 network

1981/After Renald Reegan is shot, KLAK/Denver is flooded with calls from people who think the station's former announcer John Warnock is actually John Warnock Hinkley.

1985/Stevie Wonder premieres five songs acheduled for his upcoming "In Square Circle" LP at a National Association of Record Merchandleers (NARM) convention in Hollywood, Fig. (The only song mentioned by the in press reports is "Land Of La-La.") Wonder receives a standing ovalion. Birthdays: Eric Clepton 1945, Graeme Edge (Moody Blues) 1942.

"Living In The Background"

BAITMO

THE FOLLOW-UP TO HES TOP 10 SMASH

Good reaction already - covering all demost I think this will be as big as 'Tarzan Boy,' which was huge here." CHUCK MARTIN, KBIM/ROSWELL

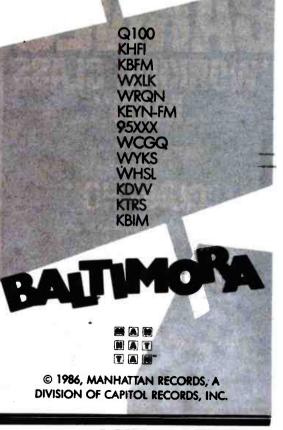
This song truly fits the sound we're go

DAN PEARMAN, KEYN-FMWICHITA "Generating instant phones --- play it, you'll

KEVIN RABAT, KDWV/TOPEKA

"The record has a great feel to it and definitely on target with our format. We love the mondi

AL TAVERA, POWER 106/LOS ANGELES



RAR FRIDAY, MARCH 21, 1986/31



ASS **FI**

THE FEATURED HIT SONG FROM THE SMASH NEW MOVIE

"GUNG HO"

BREAKS RECORDS WITH FIRST WEEKEND GROSS OF

\$7,170,000! (1150 THEATERS)

SEE JIMMY BARNES ON TOUR WITH ZZ TOP

BRAD MESSER

CALENDAR

Black Widow Lunch

The PD's job began with great promise - don't they all! But as time passed everything began deteriorating, and it became sickeningly apparent that the station had a high-speed revolving door. He increasingly began to smell blood, with a growing realization that it was his own.

Finally, the day came for the relief. It felt like a weight had been boss to take him out for what the lifted. As I walked toward the car I coworkers had come to call The Standard Black Widow Lunch. Two go to lunch, only one comes back. A few hours after his "industrial accident" the ex-PD said, in a tone that revealed he was surprised at some of his words, "I knew I should feel real worried, but as I walked out into the parking lot with my little box full of desk stuff, unemployed, all I could feel was

was wondering about myself because here I should have been wracked with anxiety and all I could feel was relief, and the thought popped up that maybe I was a little crazy for feeling that way

His story reminded me of the apocryphal tale about the nude man sitting on a big block of ice. Someone asks, "That's gotta feel terrible! Why do you do it?" The ice-sitter replies, "Because it feels so darned good when I quit!

My own opinion is that the relieved-to-be-fired PD wasn't even a teeny bit crazy. Obviously, his job situation had become tense and wasn't providing happiness for him or for his former employer.

There's a folk saying that applies to a person enmeshed in a tense back-and-forth love affair or a rocky marriage. Is it also valid in the ex-PD's situation? The saying is, "If you're not happy with it, and you're not happy without it, you're better off without it."

Philippines Granted Independence

evelt signed a bill in 1934 making the Philippine Islands an independent nation as of July 4th, 1948. The nation's 7100 jelands have a total land area of 115,831 square miles, just a little bit MONDAY, MARCH 24 - Presk dent Roo larger than the state of Neveda.

The U.S. Mint issued its first Kennedy half-dollar coin in 1964.

Draftee Elvis Presley reported to the Army in 1958 and, after getting the standard G.I. hairout, was quoted as saying,

Birthdays: Actor Rebert Carradine 32. Besebel vet Danny MoLain 42. First 4-minute mile runner Dr. Reger Bannister 57. Actor Bese McGueen born 1930. Robber Ciyde Barrow (Bonnie & Ciyde) born 1909.

King's Marchers Reach Montgomery

TUESDAY, MARCH 25 — The Selma-to-Montgomery ovel rights march ended 21 years ago (1965) as Rev. Martin Lather King Jr. and some 25,000 followers converged on the Alabama state capitol, demanding registration of black voters. (In 1965 the radio show "Amos in' Andy," on the air since 1928, was pulled from syndication because of ts against its stereotyping of blacks.)

RCA made the first commercial color TV sets in 1954. British fler Mooles Altemade balled out of a crippled bomber over Germany in 1944 and survived an 16,000-foot tail without a parachute when he landed in deep anow.

Birthdays: Elton John (Reginald Kanneth Dwight) 39. Peul Michael Glaser 43. Aretha Franklin 44. Anka Bryant 48. Glaria Bialmam 52. Ex-estronaut Jim Lovell 56. Howard Cosell (Howard Cohen) 66.

Women Drivers Outlawed

WEDNESDAY, MARCH 26 - Traffic was a drag even in the days of the Roman Empire. In a dubious attempt to alse the roads safer, on this date in the year 205 BC, Rome passed a law against women driving charlots. In 1985 the Supreme Court ruled that a school teacher can't be fired for advocating homosexuality. President Carter's

Camp David Accord was reached in 1979 with the signing of the Egypt-larasi pasce treaty. angladesh (1971). Dr. Jones Salk announced a Fifteen years ago East Paidetan gained independence and became Bi

rmaan ywas ago caat rawaan ganad magandanos and bodine ca pactor (1977), d. anas and another a successful polo vaccine in 1953. Ladwig Van Besthoven died in 1827. Birthdeys: Teddy Pendergrass 36. Violi Lawrence 37. Diene Ross 42. Reporter Bob Woodward 43. Writer Erica Jong 44. James Caen 47. Hoyt Axton 48. Alan Artin 52, Leonard Nimoy 55. Robert "Bob" Elliot ("Bob & Ray") 63. Gen. William Westmoreland 72.

Worst Aviation Disaster

THURSDAY, MARCH 27 - The world's deedlest airplane disaster occurred nine years ago when two Boeing 747s collided on the ground at Tenetife in the Canary Islands (1977) killing 581 people. (The worst single plane crash was the Japan Airline tragedy in which 520 were killed on August 12, 1985.)

Coemonaut Yuri Gagarin became the first man in space in 1961; on this date in 1968, he died when the jet fighter he was piloting crashed into a pine forest near Moscow

One year ago the Supreme Court restricted the use of deadly force by police, ruling they have no right to shoot a flee suspect unless he is armed or dangerous (1985).

The wine corkscrew was patented in 1960. Kerosene was patented in 1855. Florida was discovered by Ponce deLeon

Birthdays: Michael York 44. Cale Yarborough 47. Sarah Vaughan 62. Ex-Secretary of State Cyrus Vance 69. Novelist Budd Schulberg 72.

GOOD FRIDAY

FRIDAY, MARCH 28 - The panic over interest rates approached its peak six years ago when the prime rate was raised to 19.5%. That was the 12th increase in only three months (1980).

Suty-one people died and over 1000 were injured when 24 tornadoes hit North and South Carolina in 1984. The worst commercial nuclear accident occurred seven years ago at Three Mile Island, Pennsylvania, when a cooling system failure caused damage to the reactor core and allowed the release of radioactivity into the air (1979).

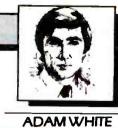
men was fined \$100 for making a public speech in New York City in which she mentioned the In 1915 Emme Gold

Birthdays: Actor Ken Howard and basketball pro Richard "Rick" Barry are 42. Actor Dirk Bogarde (Darek Van den Bogaarde) 55. Ex-presidential advisior Zbigniew Brzecinski 58. Saturdey (3-29) Last U.S. troops left Vietnem 1972. 15th anniversary Charles Manson handed life sentence (1971).

Earl Campbell 31. Walt Frazier 41. Eric Idle 43. Pearl Balley 68.

Easter Sundey (3-30) 5th anniversary Reegen assessingtion attempt (1981). 10th anniversary Supreme Court ruling prohibiting homosexual acts between consenting adults even in private (1976). U.S. bought Alaska from USSR in 1867. Birthdays Eric Clapton 41. Warren Beatty 49. Billy Carter 49.

32/R&R FRIDAY, MARCH 21, 1986



NICE WORK IF YOU CAN GET IT

Servicing Radio With The Compact Disc

RECORDS

R&R's special report on digital technology last month included comments by programmers about the quality of compact disc service from record companies. That service, of course, falls far short of the level sought by broadcasters and labels alike, and most stations into CD have recognized that, say, deals with local retailers yield better results.

I've talked with a number of people at different record companies, who say that across-the-board promotional service probably won't improve much before the end of this year or early next. New CD manufacturing facilities are at various stages of development in the U.S., but not sufficiently advanced to make a big difference to supplies son.

Meanwhile, consumer demand for compact disc players and discs increases exponentially. The Electrenic lankmetrics Association estimates that 550,000 CD players were sold to dealers in 1985, and projects that 1.5 million units will be sold this year. The RLAA will shortly release data on the number of CDs shipped to retail for all of 1985. That figure is expected to top 15 million – and could be much higher.

The problem of promotional service is most acute for AOR, AC, and CHR stations, right? Labels are more organized when it comes to Classical stations, since this music was the first to fully exploit the digital disc's capabilities. Likewise, Jazz outlets have the advantage of dealing with record comtage of dealing with record companies — especially the smaller (and/or primarily jazz-oriented) ones — whose commitment to CD was early and intense, and who have selend the configuration's opportunities.

"We have what you might call a bad reputation among larger record companies because we give a lot of CDs away for free, where they can't," anys Windham Kwindham VP/Promotion Jeff Heiman. As the

RPM

At the beginning of the year, Columbia released a "caseingle" of "t'm Your Man" by Whem, with the same three mixes that appeared on the vinyl 12-inch and the same list price equivalent (\$4.98). The tape sold 40,000 pieces — aufficient to encourage more releases in this configuration, according to CBS, although nothing is currently scheduled. Last year, Chrysalis leaved a caseingle of Peel Hardoastie's "19," featuring various varions of the tune; there have also been similar experiments from danceoriented labels. label received its CD supplies, he explains, a specific quantity of each title (usually around 30 to 40) was set aside for promotion. "We would just send them out gratis to key stations playing the particular release. As a small label, we need to do whatever we possibly can to create this extra excitement."

Airplay Longevity

"As a result, sometimes we got three or four extra weeks' longevity in airplay, and the feedback from the stations was wonderful." The ever-difficult supply problem has made it harder to continue the service lately, Heiman acknowledges. "But we do want to set up a system where we can get between 50 and 50 CDs for promotion and, obviously, that's filling about an eighth of the requests we get. "The real goal, of course, would

"The real goal, of course, would be to provide CD services to the best of our ability to all the stations that can use it. But that's unrealistic right now. So we feel the combination of providing promotional copies to some stations, and offering a good discount rate to others, is the best way. The company's first call is to all the retailers who are hacklagged 40,000 or 30,000 per release, says Heiman. That accommodation price in Windham Bill's case is 55 per CD, with a limit on quantity. "Given the manufacturing aituation, there has to be a cap on it. I can understand exactly why a company the size of CBS has to say no. We obviously don't get the volume of calls that the mejors do."

And how does CBS handle compact disc requests from radio? The company's classical Masterworks division has an arrangement to provide stations with discs at \$7.00 apiece, according to a spoksaman. But he says there is currently no equivalant service for non-classical product. And it's corporate policy not to supply stations for free.

Other majors have similar edicts, which clearly put pressure on the front-line promotion troops who want to service important programmers and stations at no cost. As a result, some AOR and CHR promotion execs get "creative" in obtaining copies – for example, via foreign affiliates. "Twe been trying to service a good chunk of radio that way, with a good level of success," says one, estimating he's been able to service around 150 AOR/CHR stations with certain new releases.

Corporate Policy

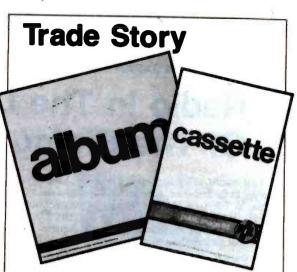
At Elektra/Asylem Sr. VP/Marketing & Promotion Mike Bese notes, "We're not allowed to send CDs to radio on a promotional level as a matter of corporate policy." The label can supply stations at an accommodation price, but he seeks the help of other interested parties; i.e., artist managers, "because I've got to find a way to get discs to the appropriate stations" at no cost. That might involve getting a manager to buy a quantity of CDs of a specific E/A title at the low trade price, and then distributing them to radio.

Bone thinks that supply difficulties may ease in the fourth quarter, "and maybe in the first quarter next year, we'll be in a position to have as many as we need" for promotion. He adds, "Our managers have been very helpful, and radio has been surprisingly understanding. We haven't bad anyone kick and scream that much, once you've explained why it's the way it is."

That CD availability won't dramatically improve through the rest of '98 is an opinion also held by Herry Lesk, VP/Compact Disc Marketing for PelyGraan. "We don't think the difficulty will be alleviated much until next year," he says. "Till then, everyone can appreciste that our retailers get first priority."

PolyGram was involved in the development of the laser-read discs (through European Philips) and the multinational has its own production facilities in Europe. But Loak anys the U.S. company still doean't have sufficient quantity to supply radio gratis. There is an accommodation price - \$4.09 per disc - that has been in effect for about a year, be adds. PolyGram has approximately 1500 titles on CD, of which two-thirds are classical releases.

One label that's received good notices from radio for a more liberal CD approach is Caryaalls. VP/ Promotion Damay Glass says he and Director/National Album Promotion Kevin Sutter "ast down about a year ago when we got our first CDs in the office, and said with these discs." He elaborates, "First, giving one or two CDs to stations eliminates their calling us skx or seven times to replace acratched, warped, or used al-



Since most people in the record industry use the word "product" to describe music at least twice a minute, perhaps it's surprising that no one has employed the "generic" idea before now. I'm talking about the new PIL (Public Image Ltd.) project from John Lydon. His new album is called, uh, "Album," and the tape is tagged "Cassette."

Not renowned for good relations with record companies in the past, Lydon has received enthusiastic support from this generic packaging applied to the record and casestte, E/A's creative services department, under VP hele Bills grim, has produced a poster with graphics reading just that, and trade advertisements which displey the word "Ad."

"We've got retailers failing right into this campaign and loving it," says Hale, "and putting up in-store using it in every possible situation we can." At the beginning of the video, he continues, it reads well, you know. And in promotion, givesways to college stations have featured generic cigaretise and other like products. Finally, noise E/A Sr. VP/Mar-

14

rimary, noise E/A Sr. VP/Marleating & Promotion Mille Bone, "Spin megazine called up and wanted to ask John some quetions about this record. His response was "luck off," which is pretty much what you'd call the generic John Lydon interview,"

burns. So you save money right there. Secondly, our records sound better on compact disc. The industry spends more and more money making albums, and yet we give music to the consumer on a piece of black vinyl, which is not the best quality they can have."

Mutual Advantage

Glass says the label maintains a master CD promotional mailing list that's around 145 AOR/CHR stations at present. "Our regional marketing/promotion people ashmit names to me for approval, but I've never failed to approve any station. Also, I have people on the list whose stations don't have CD capability, but where the programmer has a CD player at home. Listen, when you're dealing with acts like Ge West and Icohesse, you what them to be heard on distal.

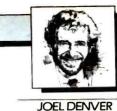
"A lot of stations will pre-sell or back-sell the fact that what was just played is available on CD. It's another way of highlighting the product, and it really does complement the promotion commitment. Stations need it, we need it. It works to our mutual advantage," concludes the Chrysalis VP.

Island Records in't quite as expansive, but President Charty Prevest anys that with certain artist development projects, stations are serviced with the compact disc after the munic has been playlisted. "We did that with the Rebert Palmer album," be explains, "servicing every AOR that added it with a complimentary CD. That's not something we'll do every time, but it is a tool for important projects. We're going to do it with the Waterbeys, for example, because they're an act that's our future."

Record companies employ a variety of other CD promotional ploys. One prominent label, for instance, has been sending selected releases on compact disc to its AOR mailing list. RCA, which presently offers discs to radio on a trade-price basis, anys it'll shortly be reviewing that approach - presumably to become more liberal.

Then there's the case of the label which reportedly got better CD supplies after one of its artists supplie agreed to appear in digital audio equipment commercials. That may not relate directly to promotional service, but it does show how the industry uses fancy footwork to fulfill the compact disc promise, which benefits everyone in the long run. Meanwhile, I'm interested in hearing your opinions and id 25 about CD service, especially if they help label promotion and market ing people perform a modern-day equivalent of the Biblical losvesand fishes trick.

R&R FRIDAY, MARCH 21, 1986/33



CONTEMPORARY HIT RADIO

FIRSTHAND FROM JAPAN

Radio In The Land Of The Rising Sun

sponsors a large block of good

music programming called "Jet Stream." JAL even has its own

studio at FM Tokyo for this pro-

gram which. I'm told, is tailored to

AM radio, with four privately-

owned facilities in Tokyo, consists

mostly of news, talk, and a variety

of feature programming devoted to

all types of music. Again, there's

very little in the way of a defined

direction. The only real source for

Western music on AM is the block

programmed FEN (Far East Net-

work), which is part of AFRTS (Armed Forces Radio & Televi-

This "programming potpourri" makes it very difficult to attract

listener loyalty. And the record

companies are even more frustrat-

ed. Their sales are declining as

well because of the scattered op-

portunities to expose new music on

the radio. The labels also have a

great deal of problems with record

rental outlets, which cost them

Youthful Mindset

lar to California's, but population-wise you're looking at a little over

110 million people. And most of that

population is very youth-oriented. All you have to do is look around

and see that what's being advertis-ed is aimed at youthful psycho-

TV is advertising's heaven. It's

also mind-boggling. The most pop-

ular unit is the 15-second spot. You

can watch the tube and be bom-

barded by ten or more of these in a

set. Most of the advertising is

beer, clothes, and candy.

good support system.

Japan's geographic size is simi-

many dollars in revenue.

sion Service)

gra

the client's specific musical taste

Last month, at the request of CBS/Sony, I was invited to speak at its first-ever Japanese FM Broadcasters Convention in Tokyo on March 1. Since FM broadcasting in Japan is still in its infancy, the purpose of the meeting was to expand Japanese managers' and programmers' knowledge about successful American radio.

Only 21 FMs

The convention was a first-class affair. Forty FM broadcasters. representing all 21 of the independently-owned FM stations in the country, gathered for a full day of meetings, video presentations, and a cocktail party at the Kein Plaza Hotel

Japan is divided into "prefecwhat we might call states tures in the U.S. There is a total of 47 prefectures; plans eventually call for one independent FM station in each. That takes big money, however, and the government is loaded with applications from many financially sound would-be broadcast ers. I'm told the decisionmaking process is slow and full of red tape.

There's also another problem. Because only one independent commercial FM outlet is available in each prefecture (there's also NHK. a government run facility dedicated primarily to News/Talk and cultural programming), the stations are trying to serve everyone. According to each new biennial ratings report, however, the stations are serving fewer and fewer listeners. And, to some extent, they are simply duplicating what's already available on AM.

Programming Blocks

Why? Because FM radio is block-programmed. Some shows only last as long as 15 minutes, with few going past an hour or two with the same content. (See the pro-gramming schedule sample in "FM Yokohama Challenges The System.")

For example, you can start your day with news. By 7am you're lising to classical music and at 7:30 segueing into oldies. Then you move into talk and cooking at 9am. with some Japanese AC music and maybe a soap opera or two carry ing you through midday. As the afternoon progresses, you'll hear American oldies, then, finally, some Japanese and Western CHR music. During the dinner hour on FM Tokyo there's an educational block until about 8:30 every eve-

Each of these feature blocks or shows are individually sponsored on FM. Selling time this way gives the advertiser a tremendous amount of clout in terms of program content. In other words, if the 34/R&R FRIDAY, MARCH 21, 1986

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"Given the Japanese people's marketing expertise via TV and other alternatives, it's perplexing that radio has client doesn't like it, then it doesn't fallen so far behind." air on the show. In one particular case on FM Tokyo, JAL Airlines

The sides of buildings are another popular advertising venue. There are flashing signs every-where calling attention to various consumer goods. The Japanese not



Jon Kabira translates for me at the convention.

only post print material on the walls of subways and trains, but there are ceiling hangers and smaller four-color pieces which attach to the rings you hold on to while standing - not an empty space in the house.

Given the Japanese people's marketing and merchandising expertise via TV and other alternatives, it's perplexing that radio has fallen so far behind. Those I've spoken with on the subject cite monopolistic tendencies at the advertising agency level and, particularly, radio (see "Let's Play Monopoly") as the reason.

Poised For Growth

In an effort to stimulate programming ideas, convention at-tendees were eager to hear how radio works in America. The GMs and PDs were interested in how we sell spots on radio in clusters versus whole blocks of time. Many were also curious about popular radio personalities and the role they play in a station's success.

Continued on Page 36

Let's Play Monopoly

Nothing is more frustrating to those with a progressive spirit than to be bound up in a system which makes growth costly and almost unattainable. That's one of the reasons behind the problems plaguing Japan's FM broadcast industry.

This newly-developed omni-directional mike sits on the table, mak-ing guests' "mike fright" a thing of the past.

Most of the 21 commerical FM stations are relatively new, so they are still trying to find their way. As a result, many of them look to FM Tokyo as a role model. Unfortunately, it appears this role model might be keeping the other FM stations in radio programming's dark 82

When it first went on the air, FM Tokyo made some programming concessions to the government in order to get its license. A good example is the nightly two-hour educational programming block. It also adopted the practice of selling time in blocks, which gave the sponsors a tremendous amount of

power over the programming. FM Tokyo also started a network. It provides between 30%-40% of the programming for most

of the other commercial FMs in the country (with the notable exception of FM Yokohama). This certainly cuts down the stations' operating costs, but does little for local

Hands Tied

So, following the pace set by FM Tokyo, the advertising agencies (there are a couple which control the bulk of the radio business) are locked into buying or sponsoring



blocks of time versus spot sales. For a station to buck the system, it would require a sizable amount of monetary support to go without sponsorship until such time as this new method of programming could be proven successful. Then, too. it might take more than this to tear down the walls of such a time-honored system

Most of the programmers I talked with in Japan felt their hands were tied by the system. There's very little in the way of on-air training for disc jockeys or announcers. And a farm system to develop personalities simply doesn't exist.

Many of the most popular radio personalities also earn exposure on TV and in the movies, or are recording superstars. Broadcasters are afraid, it would seem, to put an unknown on the air and let him develop a personality and follow-ing. Why? Simple: the advertisers' clout.

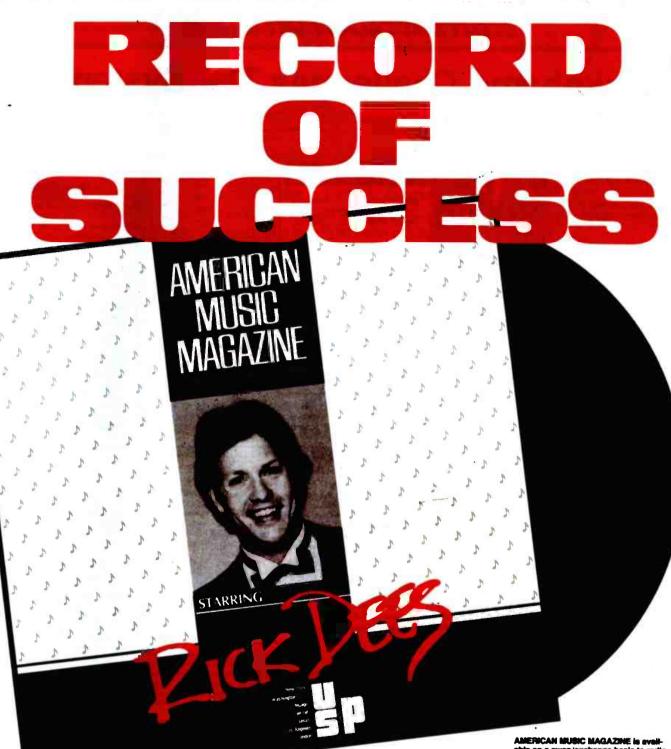
Electronic Wizardry

I was given a tour of FM Tokyo. Without a doubt, it's the most hightech radio station I've ever seen. Most of the music is on CDs, and the station's just about fired up a new NEC computer system, which makes cart machines almost obsolete. Using digital processing, the computer can store a total of seven hours of programming on microchips. Soon, all the commericals will be loaded. Then all the engineer will have to do is call it up using the receased keypad in the middle of the board, and the spot is on the a

In addition to the state-of-the-art equipment, FM Tokyo houses a sol-seat concert hall and a fully staffed dining room. It's truly a showcase of style, elegance, and electronic wizardry. My thanks to Mainte Chiles for showing me around.

centered on cars, stereo equ ment, perfumes, cigarettes, sodas, Television is also the main source for exposure to new Japanese and Western CHR releases. And yes, they have their MTV, thanks to Asabi Broadcasting, But it's broadcast during limited hours. Japanese record execs feel the 1113 urge to buy records is weakened by videos because they destroy the theater-of-the-mind images radio constructs. They speculate that if te-of-the-art console. At upper left is the CD controller. In the center is radio was the primary source for music, video would then become a ed keyped. It activates the digital NEC commercial computer, vi

tually eliminating the need for cart machines.



Hold everything!

pi .

Before you sign that DJ with the terminal adenoid problem . . . before you schedule that talk by the president of The Begonia Growers Club . . . ask yourself:

"Wouldn't I rather have Rick Dees?"

Of course you would. There are those who'd kill for the chance to sign the powerhouse personality with the most successful track record in CHR.

But violence is totally unnecessary. He's yours for the asking. For one solid hour, every day, Monday through Friday, on AMERICAN MUSIC MAGAZINE STARRING RICK DEES. AMERICAN MUSIC MAGAZINE STARRING RICK DEES brings you the ingenius, irrepressible Dees and his zany cast of thousands (or is it tens?) of comic characters.

Rick plays all the most requested hits from the artists and groups at the top of the charte-many of whom drop by for impromptu rap sessions. Rick rounds out the show with the latest news about concerts, tours, videos, and other goings-on in the glittering world of rock.

No wonder stations consistently report they get their highest day-part ratings with AMERICAN MUSIC MAGAZINE STARRING RICK DEES.

Call today to find out how to get the most successful—and the funniest—personality in radio working for your station. Rick Dees. He'll have you laughing all the way to the bank. AMERICAN MUSIC MAGAZINE is avaiable on a swep/exchange basis to radio stations in the top 170 Arbitron rated metro methata. ÷.

For national sales information, call United Stations Programming Network in New York at (212) 575-6100.

For station clearance information, cell United Stations Programming Network Affiliate Relations Department in Weshington, D.C. at (703) 556-8670.



CONTEMPORARY HIT RADIO

FM Yokohama Challenges The System

No growth is ever attained without a challenge. And no challenge is ever met without growth. The two go hand-in-hand. That's how FM Yokohama (JOTU at 84.7 mHz) General Manager Takashi Mizuno and PD Susuma Tomoda view their -----

FM Yokohama signed on December 20. The young station has already started to buck the em by becoming the first com 576 rcial FM station not to join the FM Televe Network.

Local Programming Development

Although it's being pressured to follow the system, FM Yokohama is determined to change the course of radio history. Rather than be come just another outlet carrying large precentages of network pro-gramming, it has its heart set on developing its own, locally-oriented programs. Although FM Yokoha-

JAPAN

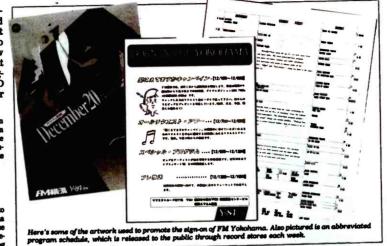
Continued from Page 34

Each of my fellow R&R music format editors recorded a short overview of their stations, and then ued into short aircheck clips. Playing these launched a discussion about DJ, MD, and PD duties. That was followed by questions about demographics, format de-signs, music research, consultants, the relationship between radio and record people, and how stations promote them

Progressive Revolution

Obviously, Japan's commercial FM broadcasting system won't change overnight. It will take com-mitment, dedication, and a pioneer attitude from managers and their programmers. The enthusiasm generated at this convention, however, indicates that Japanese FM radio is on the edge of a progreasive revolution.

A special thanks-for-your-hospitality goes to CBS/Sony Records, Inc. President Teshie Ozawa and his wonderful staff, including Kazue Hirai, Kateumi Nishimura, ito Sasaki, Tai Ohnishi, Yu-Nam ji Takahashi, Jack Isemura, Morishita Aki, Jack Matsemura, Nerio Nonaka, and Toshiki Hirane (local Tokyo record rep). Extra special thanks to Jee Kabira, my interpreter and all-around good buddy.



ma is currently biting the builet as who are in its corner. it eats many yen in unsponsored airtime, there are a lot of people

The record companies are thankful that most of the programs

already carried on the station are - more so that any other FM in the country.

Whether or not the station's efforts at combining Japanese and Western CHR music in key dayparts are successful won't be m until June when the ratings results are available.

Fiscal Impact

Not only will this be a test for advertisers, but it could seriously shake up things at FM Tokyo. You see, Yokohama isn't all that far south from Tokyo, and there is a large amount of signal overlap. Interestingly, it's the only such overlap that exists between two commercial FMs in Japan. (By the way, there are plans to put a sec-ond commercial FM on the air in Tokyo within the year.)

Many people are monitoring this battle to see if the free-spirited programming efforts of this fledg FM can open doorways and serve as a new role model for Japan's FM broadcasters. If successful, the a positive note for record labels, advertisers, and other FM radio station operators.

MOTION

my "The Med Hetter" Hett; ata Dr. Johnny Fovor, exits WNFU Daytons Beach for atternoons at KFRC/San Francisco. He replaces Tem Parker, who's now at an undecident Portland station. Also new at the "Big 610" is Russ "The Mages" Syracuse, a legendary Bay Area personality who's now doing Sunday nights.

Doug Allen, now known as Doug is doing atternoons at KSEZ Sloux City, IA . . . The new lineup for

BITS

• Button Up - WZOK/Recklord is ers to "button up with whing lists ZOK." First, they look for car buttons set on the station. Lucky listeners pegged into WZOK get \$97. Double button settings are worth an extra \$20, and finally, if the listener is wearing an "I'm buttoned up with 97 WZOK" button, he becomes eligible for other prizes. Station staffers are also looking for button wearers in mails and cinemas.

• "Spring Breek" - that's the name of Q104/Gadaden's double promotion. During the first part of Spring Break, listeners who win Le-Tigre

POWER 99.7(WARM-FM)/Allenta is: Morning men Lon Thomas, midday man Assistant PD George Montiel, PM driver PD Bleve Devis, Mel Cargle 6-10pm, Kim Metthews 10pm-2am, and Frank Azayas overnight.

Alex Stone, most recently at WHITT/Boston, is named PD at WINK/ Ft. Meyers, and midday pers Marty Berger is upped to MD . KHBQ/Amerilio dumps AC for CHR with new calls KAKS. The signal gets a boost to 100kw under Operations

sportshirts quality for a Panama City, FL vacation and \$104 spending money. The second helf features Q104's Rock 'N' Roll Giveeway," with ticks to ZZ Tep in Birmingham as well as 50 "main floor" passes to see John Couger Helle •

. Live, From Atlantic City -WAYV/Atlantic City, NJ will broadcast live from the "Sends Cope Club," at the Sands Hotel-Casino every Friday and Saturday night. Listeners can tune in to hear the live acts, and the Cops sudience can dence to evening records in Rizzo's records in hetween shows.

Manager/morning personality P wart KJ103/Oklahoma City's MD Katherine Alexander and Promotions Director Keith Devis swep duties . . . Berry Fox is new to nights at FM100/Memphis from mornings at KX104/Nashville.

Stove Chase, formerly Assistant Promotion Director at Z100/New York, is now the MD at WMJY/Long Branch ... KWNK/Simi Valley hires Terry Shee for middays from KHJ/Los es ... D.B. Cooper replaces Ano Dave Senborn on 7pm-midnight at WNVZ/Norfolk from ZZ99/Kanses City. Senborn segues to WZZR/Rich-... Former WEQX/Manchesmond ter, VT PD Charile Brown joins WZPL/Indianapolis as MD/Production Director, replacing John Miles ... Jim Proutit leaves mornings at KZFM/ Corpus Christi for the same at WBCY/ Charles

WNAP/indianapolis' "Indiana Jones" moves to PM drive at 92X/Columbus as Kris Kelly Larry Wax exits WBLI/Long leland for mornings at WPXY/Rochester . WLRS/Louisville Assistant PD/MD Line Lyons teems up with Kevin Rob-Inson on afternoon drive KUBE/ Seattle ups overnighter Gary Mason to morning show producer, and Greg Lenny signs on for the all-night show

WAZY-FM/Lafayette bide farewell to morning men Steve West, who moves across town for mornings at WLZR, and welcomes Barry Dom to the slot from WZPL & WNAP/Indiananolis.

Bruce Summers, ex-WAVR/Chicago, covers two worlds in his new as signment at WCKN/Greenville: he's Assistant PD/Account Executive ... Bob Sweeton is the new overnighter at Q107/Washington ... Chuck Buell exits Y108/Denver for morning drive at KHTR/St. Louis ... KKFM/ Colorado Springs appoints Mark Seger PD and Kelly Thomas MD . . . PD Gary Whipple is out at KSPN/Aspen; Frank Eriksen moves in from KTIM/ San Rafael as acting PD/AM announc-

Former KSET-FM/EI Pago PD Jay Walker returns to weekends KMEL/San Francisco as Shadow Logan ... 98ESA/Charleroi, PA Assistant PD/MD gets promoted to PD, still handling music duties and atternoon drive. The rest of the lineup looks like this: Tim Sherman, from WLSL/ Scottadale, in mornings, Ted Matthews middays, Tom Stevenson upped from overnight to 7pm-midnight, and parttimer Ken Vessly upped to fulltime overnights.

5.0.3

U M Ν 1 EB 0 n Y Μ S n W H E R F М S 0 LOVES THIS RECORD!

PRODUCTION HANDS ACROSS AMERICA HANDS ACROSS AMERICA (M. Blatte, L. Gottlieb, J. Carney) This sky so serene has felt the kiss of countless dreams And this earth that smells so sweet cradles us all in it's great heart beat. So we must learn to love each other See that man over there, he's my brother And when he laughs, I laugh And when he cries, I cry THIS And when he needs me I'll be right there by his side Hands across America Hands across this land I love Divided we fall, united we stand Hands across America Mothers and fathers, daughters and sons We should be living together as one And I can't help thinking again and again SKY AND THIS The heart of a stranger beats the same as a friend So we must learn to love each other See those people over there, they're my sister and brother And when they laugh, I laugh And when they cry, I cry And when they need me I'll be right there by their side (REPEAT CHORUS) We are the river of hope that runs through the valley of fear SO WE MUST EARTH THA And there's a lady whose smile shines upon us Sayin' all are welcome here So we must learn to love each other See that man over there, he's my brother And when he laughs, I laugh And when he cries, I cry And when he needs me I'll be right there by his side (REPEAT CHORUS TO END) LEARN TO KE HE'S MY



UTZ. UTZ. AND AWAY TO #1

W(e) M(onopolize) M(agnificent) R(atings)

NOF

The Justice Department is investigating WMMR/ Philadelphia for unfair business practices. The investigation stems from allegations the Metromedia AOR has been monopolizing more than its fair share of audience.

Hey ... just kiddin'. But an in-quiry into 'MMR is in order. Consider the evidence:

• A #1 share (9.8) almost three noints ahead of the nearest contemporary music station (Urban WUSL's 6.9))

• #1 ranks in demos including 25-54 adults and 18-49 women

· A better than 3:1 lead in men 18-34 over #2 'USL.

These feats would be exceptional even in a one-AOR market, but they're downright astonishing in a three-AOR town where the others (WYSP and WIOQ) have been around for over ten years. Chew on this - 'MMR's 9.8 is

bigger than 'YSP's and 'IOQ's combined and larger than Philly's two CHRs (WCAU-FM and WZGO) combined. It even equals the total shares of the FM ACs (WMGK and WSND)

'MMR's competitors, regardless of the quality of their own product, will have to wait until 'MMR makes a major misstep for audience to migrate their way. 'MMR is virtually invulnerable because it has every base covered

F 194 W 195 Sp 195 Su 195 /F 196 WINDOW 5.9 7.6 8.8 9.4 9.8 37 41 34 31 37 WIOO WYSP 29 32 30 31 30 #1: 12+. Men 18+ and 25-54. Women 18-49. Adults 18+ and 25-54 nor composition: 48% Inteners 25+

Image

Terms like "format franchise" and "heritage station" could have been invented for 'MMR. Starting as a brilliant progressive rocker in the late '60s, 'MMR has always been the "hip," top-of-mind rock station in town.

The station may have been on programmed at points in its history, but even during periods when the other AORs had better ratings, 'MMR was always the station people wanted to listen to and indeed returned to when the programming improved.

Throughout its 18-year history. 'MMR's reputation as a credible rock station has never been tarnished. There were periods when its music was perhaps too adventur-



Ted Litz

ous, but its rock image was never compromised. Contrast this with a competitor that, during various eras, has played everything from "Saturday Night Fever," Frankle odores, and John Den-Valli, Ca ver to CHR crossovers to heavy dones of metal.

Through astute jocks and PDs past and present, 'MMR was the station that was first in Philly, and at times the country, with artists gsteen, Yes, Billy Joel, like Spri Rewie, and the Hosters,

Musical Depth

'MMR uses an extensive call-out research department to expand, rather than limit, its musical menu. "We're looking for every single song that is compatible with the format, and we find new songs to put in every week," says PD Ted

A library of 1200 songs is rotated through Selector pre-programming. Another 500 titles are available for features such as "For Headnhones Only" and oldies programming like "Psychedelic Psup-per," "Soul Patrol," and "Rock 'n' Roll Roots."

Promotional Visibility

Promotions whiz Jack Quigle; keeps 'MMR making noise and

news year-round: • Jean DeBelia leads parades of kazoo players tooting "Louie Lou-ie" through downtown Philly on April Fool's Day.

. 'MMR is the exclusive sponsor for a free July 4th Beach Boys outdoor concert that draws a crowd Continued on Page 41

96 ROCK REVITALIZED

WKLS Wises Up, Rises Up

The prize for the fall sweep's most dramatic major market turnaround goes to Taft's WKLS(S6 Rock). Though Atlanta's only AOR, 'KLS had been a ratings underachiever the past two years. 12+ shares hovered in the 6's compared with the 8's-12's of the town's CHRs: 12-24-skewed WZGC(Z33) and 25+ WQXI-FM(34Q). 'KLS also often took a back seat in most key demos, particularly men 25+.

In the fall, though, a 6.4-9.0 jump put 'KLS second only to 293's 9.8. More important, it moved 'KLS from sixth to first in men 25-54. with #1 honors in adults 18-34 for the first time in memory.

Wise Guy

Other than a year at WFBQ/Indianapolis, PD Bill Wise's background is in Country and CHR. He'd been 'KLS's Promotions Director in '82, and returned last March to find the station "superserving its 18-24 male core, leaning toward heavy metal at time When people grew out of that cell, they were sliding toward 94Q."

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38/R&R FRIDAY, MARCH 21, 1986

The first step was a spring TV campaign with Paul Shaffer giving the message that metal was gone in favor of "pure rock 'n' roll," a slogan adopted to "soften the name of the station," says Wise.

Then depth on acts like Elten ehn, Chicage, Billy Joel, and



WAKE-UP KING - Boxing pr oter Doni King (d toneorial with 'KLS Wake-Up Crew Steve Mitchell (left) and Mark McCain.

Crosby, Stills, & Nash was added to the library. "They might be considered too AC or CHR by some," says Wise, "but they let the audience know that you don't have to change your dial when you reach your mid-20s."

Imaging

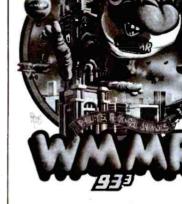
'KLS started touting its musical depth by running promos with montages of current album tracks. The copy - "exclusive rock 'n' roll . . we play the stuff the other guys aven't gotten to, not just the sa songs over and over again" - emphasizes "that this is the only station in town where you can hear more than just singles by John Congar Mellencamp, ZZ Top, and Firm," says Wise. "It tells the 18-34 core we're still your hip radio station, as did another promo that said we're the only Atlanta station playing groups like Led Zeppelin, Pink Floyd, and Rush." Wise feels 'KLS's identity was al-

F 1833a 194 F 1948a 196 F 196 WKIS 62 69 67 64 90 #1: Man 18+ and 25-54, Adults 18-34 Audiance composition: 52% lateners 25+

so clarified when 940 moved in an Urban direction. "A few years ago they played album cuts by people like Jackson Browne and Bob Seger at night," he says. "Now, they play jazz seven nights a week and very rarely run into our musical territory '

Tight Currents

'KLS runs a current list of only 30-35 titles. Whee favors mass appeal acts that already have response in record and ticket sales, and rarely steps out early on new acts. Though the list is tight, cur-rents make up fully 50% of the mix, and each song on the list gets sub-



RADIO'S GREATEST ROCK ROCK'S GREATEST STARS 15 DYNAMIC WEEKS

Now...the inevitable radio link between album rock's beginnings and the cutting edge of today's format.

With Mike Harrison

H

Riding the winning direction of AOR in the late '80's, **ROCK CONNECTIONS** pulls in the important upper demos and turns on the core younger audience.

With a music-intensive format, new and rare interviews, great historical flashbacks and the unique perspective of host Mike Harrison (KMET-FM Los Angeles, WNEW-FM New York, <u>Goodphone Communications</u>)— **ROCK CONNECTIONS** is <u>your</u> connection to listeners and advertisers this summer.

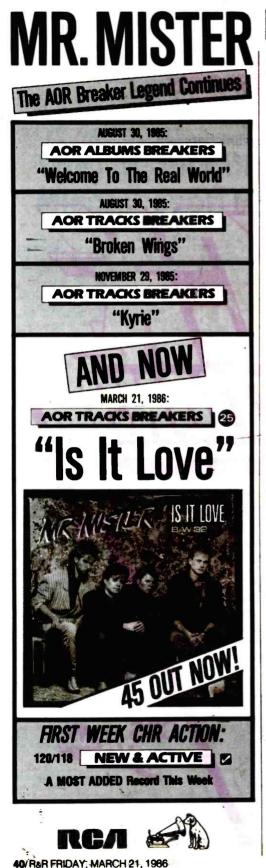
Make the connection <u>today</u>. Call Jamie Curtis in New York at (212) 975-7316 or Steve Epstein in Los Angeles at (213) 460-3547.

> One hour each weekend throughout the Summer. Three-hour specials on Memorial Day, Fourth of July and Labor Day Weekends. Produced by Broadcast International in association

Produced by Broadcast International in association with Goodphone Communications.



5



WLVQ: WE OWN COLUMBUS

Still Crazy (And #1) After All These Years

AOR

WLVQ(Q-FM96)/Columbus is, well, an unusual radio station. How so? Let us count the ways: "Not too smart.

 Remarkable Ratings: It's been #1 13+ in ten of the 12 ratings periods this decade. That's not what's weird; it's avesame, just like the station's demographic dominance (#1 men 25-54 the last four books). The weird thing is the four consecutive 12.6 shares 'LVQ racked up from fall '82 through spring '83.

2) High Percentage Of Carrents: While many AORs play 20%-35% currents. LVQ plays 55% currents. PD Pat Still says "gut feeling that we sounded too old" led to his decision a year ago to institute that ratio. Currents rotate as often as every three hours, with no longer than six hours between spins.

"We own the hill of being the new music leader in town, and we're not going to let go of it." Still stresses. "We take a lot of time and effort to expose new music. We talk about it; it's introduced, not just played."

F 1838p 164 F 1648p 185 F 186 WLVQ 12.612.614.911.515.1 41: Cume, 12+, Men 18+ and 25-54, Adults 18+ and 25-54, Women 18-34 Audence composition. 51% lateners 25+

Oldies come mostly in features like a daily Electric Lunch and a long-running Psychedelic Sunday show that beats the syndicated countdown shows, including in women 25-34.

3) Offbeat Promotions: When the Kinks came to town, 'LVQ gave away tickets and dianer with Ray Davies... the one who works for Ohio Bell and just happens to have a 19-year-old son named Dave.

When the station held a press conference with the Mayor to announce that it was guaranteeing that all the tickets for a Tina Turner concert would be sold, its morning team appeared wearing Tina Turner wigs.

Still's Waters Run Deep

Still does triple duty - he's also half of the morning show and handles promotions. After programming WIOT/Twiese and a brief stint on WI.UP/Chieage mornings. he came to the Taft outlet five years ago.

His promotional philosophy is the best around: "We try to create events that are going to get covered by TV and newspapers ... promotions the audience will say 'I can't believe they're doing that.' "Research projects tell you peo-

ple want to win money and cars . . . money and cars. But I think that's boring. People like to be entertained."

That sensibility makes for these kind of bits:

• A "What Would You Do Out Of The Ordinary For A Trip To An Out Of The Ordinary Place - Ordinary, VA?" contest where people



Par Sall performed bizarre stunts on the lawn of a downtown government building. The winner received a trip to Ordinary (it really exists) and an appearance on a segment of David Letterman's "Stupid People Tricks."

 'LVQ gave Springsteen tickets to people who hung signs with its call letters. It ensured coverage by having local TV news anchors and reporters act as judges and accompany 'LVQ staffers as they cruised the city looking for the best signs.

 Hometown boy Jack Nicklaus holds a golf tournament in Columbus and doesn't invite T.VQ, so the station broadcast its own Pro-Am from a local Putt-Putt miniature golf course. Invited were local residents named Jan Stephenson, Arlene Palmer, and Tom Watson, who were provided with limo service and a caddy for their one putter. First prize: \$9.60 and a green polyester jacket.

• When a competitor starts using a slogan of "Not too hard, and not too light," 'LVQ refers to its own morning show as 'Not too smart, and not too bright." The competitor offers prizes to people who name its call letters when asked for their favorite station, so 'LVQ mocks it by calling someone who names "the Sohio station on Bethel Road with the clean restroorns" as his favorite.

Community involvement complements the fun and games. Last Thanksgiving, an annual "Dinner On The Mayflowier" promotion was modified to have the moving van bring food to a local shelter where jocks helped feed 120 needy people. The station is also active in the Special Wish Foundation, which helps grant the wishes of people with terminal illnesses.

Program Notes

Like sister WKLS, 'LVQ does the Perfect Album Side, announcing for 24 hours in advance which listener's songs are going to be played so he can tell his friends to tupe in. It also does a compact disc hour, and just started No Repeat Thursdays ("the first day we did it, we go the Stones, Seger, and Van Hahen in, 'laughs Still.)

Liberal use of audio drop-ins comes from Still "turning on my VCR every time I sit down to watch TV." The previous evening, for instance, he captured some priceless gens from an episode of "Family Ties," which is set in Columbus.

Slogan Change

As 'LVQ approaches its ten-year anniversary, it's modifying a 'We Rock Columbus'' slogan to 'Rockin' and Rollin' Columbus.'' Still feels ''it's a more fun statement, a more appropriate action term for an entertaining radio station.'' Amen.

O-FM-96

We cordially invite you and a guest

to a private dance(r) prior to

the Columbus concert of the Rottest

Lady in Rock N Roll today:

TINA TURNER ! ! Opening Act - Gienn Frey

Thursday, August 29th. 6 pm - 8 pm

Ryatt Regency Columbus, 350 N. Kigh

Regency Baltroom - Balcony, and floor

Ohio Genter

Bease present invitation at door Cocktails and Kors D'Onwres

Leather shirt, wild hair and The Turner optional

I (DON'T) LIKE IKE — An invitation to a Tine Turner concert for which WLVQ guaranteed a sell-out shows both class and wit.

WKLS

stantial spins - between four and seven a day.

Compact Discs

Promos claim 'KLS was the first station in the market to play compact discs and that it currently plays more on CD than all other outlets combined. Of 650 library titles, 450 are on compact disc. The station's done four all-CD weekends, and local Record Bars have "96 Rock Compact Disc Section" banners above their racks of rock CDs.

Retail Tie-Ins

When a new album is due to be in the stores on a Monday, 'KLS plays one track an hour all weekend, promoting them as exclusives. The album is plugged as available for \$6.96 at Record Bars starting on Monday. "Labels can't believe how many records blow out of the stores," reports Wise. Though the promotion itself ian't sponsored, labels often buy time in support.

Special Programming

Features include Kaedy Kiely's nightly Psychedelic Paupper, a five-hour Psychedelic Pauturday show with MD Beb Bailey, the Top Five at 5, and News Director Katey Kiacaid's well-executed "Rock Notes." Listeners contribute auggestions for six-song "Perfect Album Sides" with Willard each night at 9 and Sunday at 3pm. On Thursday mornings, "Wake Up Crew" Steve Mikchell and Mark McCais bring on the comedianne appearing at the Punch Line, a local comedy club. The only syndication run is "Rockline."

1

Promotions

Cash giveaways were dropped after research indicated 283 was perceived overwhelmingly as the market's money station. Now 'KLS gives away lifestyle items like compact disc players (one a day in



PERFECT PROMOTION — WKLS PD Bill Wise (left) and night rocker Willard are up to their ears in postcards with listeners' "Perfect Album Sides." Winners get their six songe played and receive aix albums or cassettes from Record Bar.

December) and Rock-Around-The-World trips to concerts and events such as the World Series, Super Bowl, and Braves' spring training.

Contest methodology for the trips involved forced listening at two points: players had to write down all the songs played by a particular artist on a Thursday, and then listen for their name to be one of ten read on the air (one at a

SEGUES

WCLZ/Portiand, ME is the latest client for John Sebastian's "New AC" (formerly "E.O.R.") format.

KICT/Wichita PD BIII Bruwn returns to Tutes, where he programmed KMOD from '75-'81, to take over the programming reins at rivel KMY2.... At KMBY/Monteney, Promotions Director Patty Mantin takes over as MD from Jankos Taylor... Andy Schwan from KISW/Seattle weekends goes to KXZL/Sen Antonio for Assistant PD and noon-4pm duties.

WLIR/Long leland names Nancy

time) the following Thursday. With four trips in the fall book, steady players had to listen eight of the 12 Thursdays in the sweep.

AOR

Winter Wonder

Closing note: Atlanta's first Arbitrend (Nov/Dec/Jan rolling average) shows 'KLS moving third to first in adults 25-54, and number one 12+ with a 9.9 to 2-63's 9.5.

Valenti Assistant to the Programming Department, replacing "Malibu Sue" (Sue MicCann), who takes on latenight eir dutes ... Changes at KEZE/Spokane include Dave Pier moving to a marketing position, and partimers Steve Cook and Belinds Simmons upped to evenings and overnights, respectively ... Marc Vernen from WHMD/Hammond is new to KFMG/Lincoln overnights ...

Clarification: Frazer Smith, while no longer on the air at KMET/Los Angeles, will continue to do special projects and make personal appearances for the station.

WMMR

Continued from Page 38

estimated at a million.

 With the primary traffic artery from the suburbs into the city shut down in stages for construction, "MMR distributes successive volumes of Detour Maps through bank branches.

• A radiothon raises \$119,000 to fight famine in Ethiopia.

• A high school spirit contest elicits 26 million entries, with the school sending in the most receiving a Hooters concert and \$1000.

 'MMR sends a listener on tour with Springsteen for a month, deputizing him to call in reports from all the shows.



• The Morning Zoo does a weeklong broadcast from London.

• Thousands of listeners don their finest threads for an annual "DeBella DeBall" with a dress-toimpress theme.

 'MMR spearheads a write-in campaign to put Philly in the running to land the Rock 'n' Roll Hall Of Fame, and is the moving force at a rally when the hall's board of governors visits town.



BOB, I GOTTA HAND IT TO YOU ... — Consultant Lee Abrama (right) presents Bob Geldof with the first annual Lee Micheels Award at the Superstars Programming Conference in R. Lauderdale last January. The award, named after the late Burthart/Abrams associate. Is given to persons contributing to the betterment of rock 'n' roll.

-



CORE ARTIST — A post-interview pose at WKDF/Naehville linds (i-r) Asalstant PD David Hall, Corey Hart, PD Bill Pugh, and EMI's Chal Martino.

Staff

A consummate Morning Zoo features the street-wise, high-energy mania of John DeBella and newsman Mark "The Shark" Drucker." Pierre Robert follows in middays with a warm approach, while Assistant PD Joe Bosnada smooth tones have been on PM drive for almost ten years. From 6-10pm, it's good-ole-boy John "Bubba" Stevens, and then it's 15-year late-night whiz Michael Tearson and all-night vet Lynn Kratz. Tving it all together is the sound mind of Steve Lushbaugh, a pioneer in song parodies and theater-of-the mind production technique, whose background inchides stints at WMMS/Cleveland and WRCN/Reston

An Utz-Most PD

PD Utz and MD Erin Reilly hold the programming reins. Utz joined last June after successful tenures at KTXQ/Dallas, WHJY/Providence, WPYX/Albany, and WAQX/Syracuse. He follows an ilhistrious line of 'MMR PDs over the last eight years: Jeff Pollack, Chartie Kendall, and George Harris, who now consults 'MMR.

He sees a major part of his role at the station as coordinating the strong departments as 'MMR continues to capitalize on its heritage and capture major media events that fit the target lifestyle. Utz has already earned his place in the station's PD lineage, moving the station 8.8-9.4-9.8, with a winter Arbitread (Nov/Dec/Jan rolling average) showing 'MMR up again to a 10.1.

RAR FRIDAY, MARCH 21, 1986/41



GLENBURTNICK Has AOR Radio "Talking In Code"

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R&R Tracks @-@ R&R Albums @-@ FMQB Airplay 43°-41° Album Network Powercuts @-@



ADULT CONTEMPORARY

WRKA Goes For It In Louisville

One of the biggest AC winners in the fall Arbitron was WRKA/Louisville. Oh, it'd been there before (back around 1981), but in recent years the station has been faltering while AM full-service giant WHAS had been creating a Grand Canyonsize gap between the two.

It seemed for a while that WRKA would never again see the success it enjoyed five years ago. But lo and behold, the fall Arbitron has the 3-kw Class A outlet showing tremendous gains. It's a familiar winning combina-

It's a familiar winning combination, really: the right music, an expensive direct mail promotion, effective personalities, enthusiaam, and commitment on the part of management. These elements, along with the arrival of two key management players – GM Milke Kirtaer and PD Robb Stewart (now PD of KSMG/San Astoale) – and programming guidance from Capitol Broadcasting VP/Programming Bill Thomas tell the story. Now for a chose look.

How Good Was It?

WRKA gained 3.9 shares and climbed from eighth to fourth 12+, trailing giant AC-Country combo of WHAS & WAMZ but only a tenthshare behind CHR WLRS.

But the real story is the gains with women. In women 18+, WRKA jumped from eighth to third behind dominant WHAS, but within a hair of WAMZ. Additionally, 'RKA finished first in women 18-34, 18-49, and 25-49, 'RKA was second 25-54, about a share away from WHAS.

In men 18+, WRKA stepped up from seventh to sixth, gaining 1.2 shares. Rounding out the adult success story was that the station actually went down a little in what few teen numbers it had.

A Look At The Market

Everybody in Louisville competes with WHAS & WAMZ. As far as AC goes, WRKA's thief competitor is WHAS. Interestingly, both 'IKA and 'HAS were up in the fall book. WRKA's FM competitor. CHR-edged WKJJ, made the switch completely to CHR and changed call letters to WDUX. But the new WDJX debuted nicely with even higher shares than it experienced with AC. CHR WLRS and WAMZ were down from the spring but had comparable ratings to last fail.

So who suffered at the hands of WRKA? Robb Stewart speculated. "In truth, we stole from everybody equally except WHAS. To their predit, they did a great job; they 42/ R&R FRIDAY, MARCH 21, 1986



were exciting. WKJJ's switching to CHR probably created a situation where some adults were on the loose. I also think some of the black listeners came over."

> The History, The Commitment

Robb said that now-WMJJ/Birmingham VP/GM Ray Quina and former 'RKA PD (and later National PD) Dasa O'Tesle were responsible for the Louisville station's original success. After Capitol moved Quinn to Birmingham, 'RKA's ratings began to erode eventually to a 3.5. He and Thomas became involved again about a year ago. That's when Robb was hired, as was Mike (about a month later).

Along with the personnel changes came a serious commitment from Capitol. Mike said, "With its aliding ratings, the station obviously was having some money problems locally. Capitol took a calculated gamble. They put some additional, money into the station and really, dedicated themselves to making it win."

The Kentuckiana Lottery

WRKA didn't waste any time putting some of that extra money to use. Bill Thomas originated the idea of doing a homegrown direct mail piece similar to the slick pieces created by major direct mail companies.

Robb talked about his belief in the effectiveness of direct mail. "For one thing, ACs are not like CHRs in that with AC, you have to go out and buy your cume.

"In CHR you take advantage of kids' itchy fingers - sooner or later you get a cume without RKA money will chee

Mike Kirtner

spending any money. In AC your audience's lifestyle is a lot more settled. You have to go door to door and hand them something that says. 'Here we are! Look at us!' Listen to us!' For one promotion we tied in Kentucky and Indiana, which are part of our metro, and called it the Kentuckiana Lottery.''

Why Direct Mail Works

Robb went on. "If you hand them (listeners) a piece of paper with your name on it, and they don't sampled you for a while, then what that piece of paper says about you will determine whether or not they'll try you. First impressions are lasting ones.

"If the piece is slick and goodlooking, and you've spent a lot of

money making a strong, genuine first impression, chances are 50-60% of the people you mail to will check you out. Even if 10% of those people stay with you, you've bought yourself some more cume.

"The whole idea is that you're creating cume out of thin air. You're not necessarily taking it from other radio stations, although sooner or later that will happen. But by and large, you're going out into the great void of people who don't use radio and you're telling them to try you."

The mechanics are very much the same as any other direct mail piece. Participants listen for serial numbers and upon hearing theirs, call in to claim the cash or prize.

Staff excitement is crucial to ensuring the success of the promotion. Robb elaborated. "It's up to the staff to make it exciting and fun on the air. The promotion ran for 12 weeks and didn't burn out. Some promotions can have a short shelf life if you don't fan the flames the right way. Our guys did a great job creating excitement and sizzle."

Part 2

A major promotional hook in the lottery was that potentially "a million dollars" was being offered. Of course nowhere near that amount was actually given away, and Mike wouldn't divulge the actual figure claimed by winners.

WRKA is now gearing up for the "Kentuckiana Lottery Part 2." Mike said, "Last time the lottery Part 2." We've increased the number of prizes, mailers, and the amount of outside promotion, including outdoor and TV. There will even be opportunities to win via TV." Be

cause another station is planning a mailer for the spring book, Mike thought it best not to reveal too much more about the next lottery.

Girls, Girls, Girls

Robb believes the lottery promotion did a lot to contribute to the dramatic increase in women. "The promotion got women interested in WRKA again. And it looks like they stayed a while once they tuned in." But there were other adjustments. Robb added, "First of all, our music and overall presentation is a lot and overall presentation is a lot more up and foreground than you find on "Light"-formatted stations. We're also very current musically, lighting a lot fewer oldies than other ACs. Basically, we're a station women can enjoy without being bored to death."

The Morning Show

Mike brings with him a heavy background in promotion and has had a blast working with 'RKA. particularly in the development of the morning show, described as "not exactly a zoo, but as much fun as a zoo." It's a five-person show centered around new personality Glean Beck. As soon as Glean arrived, he was on the streets handing out free ice cream and buttons that read. "I Met Beck." and making moise with other promotional gimmicks.

Mike said, "I love it. I came in knowing I wanted to do a lot of things and a lot of fur things. We've taken the morning show on the road continuously. We just conducted a live broadcast from Tampa at the baseball spring training camp for what we called 'Dream Week.' It marked the first satellite broadcast back into Louisville. There are plans to broadcast from Hilton Head or Myrtle Beach in South Carolina for Memorial Day. Later on, we intend to do a show live from Liverpool, marking the Beatles' first appearance at the Tavem Cub."

For the ever-important Kentucky Derby, Mike has arranged for 'RKA to handle the "official kickoff." which features a beer and spagnetti breakfast highlighted by morring team (called the "RKA-Team") actually eating the ribbon (made of pasta) which surrounds the event.

The Bottom Line

The station has been turned around in every way, including the all-important area of revenue. Mike commented, "The difference between the losses the station incurred last year and the amount of profits it's enjoying this year is one of the biggest swings in this business I can think of. Our sales have quadrupled, and so have the profits." Now that's a success story.

", THE NEWA /C"" PRESENTS JOHN SEBASTIAN

tian for more information. your market. Call John Sebasmost fiercely loyal audience in unique radio station with the your station becomes the most "The New A/C" on the air it's been tried. When you put "T.S.L." in every market where already achieved the top female audience and has near perfectly balanced male to dial. "The New A/C" has a oldies you can hear all over the listeners over 25 only like tired Boomers that doesn't assume Finally, a format for Baby



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BLACK/URBAN

More Profiles On AM

Scoring a good book on AM depends on where you are. In the Deep South or in cities where an AM station monopolizes the B/U format there are still instances of AM outlets in or near double digits. In markets where the audience has to be sold on the format, or where there's FM competition, a lot of AM programmers are happy with what they've got. This week I talked to programmers of two B/U stations that went up in the fall '85 book: WNHC/ New Haven, which improved from a recent low of 4.0, and KUKQ/Phoenix, where OM Ed Hamlin will be glad to see those kinds of ratings again.

WALTLOVE

No Safe Haven

WNHC was New Haven's traditional rock leader until the ascent of WAVZ (and then sister FM KC101) in the '70s. When the station went B/U in the early part of this decade, ratings shot back up to a point where nobody expected WNHC to be again ... but then it declined. Even at its ebb, however, WNHC remained the most succes ful B/U outlet north of New York City.

es "Jazzy" Jordan has been at WNHC for six years, five of them as PD. "When you look over the history of this station, that 4.0 (a year ago) was really a down number for us," he asserts. "We've been as high as an 8.1 so in some ways, we were just getting back to where we should be. This station should always be able to do a six share

WNHC rose 12+ from 4.6-5.8. One reason for Jordan's confidence is New Haven's large black population (49,000 or roughly 30% of the city). "People have learned over



WALL GAM 1340

the years that we're the ones to de-pend on for what's happening in the black community." Jazzy added, "But being located where we are makes things very tough for us. We're always being invaded by



VOUNG WORLD — Guess which one of these people worked with Rick James? Hint: only one is wearing a platinum wig and tiger-striped surglesses. Vel Young (I) is seen here at WXVV/Baltmore with PD Roy Sampson and Motown's Linda Penn.

stations from Hartford and New York. WRKS and WBLS both have strong signals into this area Being Different Helps AM

Jazzy says, "Playing new music has helped us quite a bit. I depend more on my ears than I do on someone giving me numbers and telling how well his records are doing in different parts of the country." WNHC seems to have made some headway in getting back into the ballgame by being what the lo-cals want it to be. "Over the years it's been proven that I have this ability to hear the music that gives us a different sound. When you're on AM you can't just play what everyone else is playing and expect to get any positive results."

Moving To The Trends

Jazzy pointed out, "People here like trendy things." So WNHC has started some of its own trends. "From noon until 1pm we have what's called 'The Noontime Af-This is a music program fair.' where we air no commercials, and feature either new talent or wellknown artists. We've done Earth, Wind, & Fire specials, as well as a Whitney Houston special before she was so popular." Mini-concerts (like those in the mid-'70s) are an other feature presented during aftermoon drive. Jazzy explained. "We might feature 20 minutes of Freddle Jackson today, 20 minutes of Billy Ocean the next day, and so on. These special features have become a real positive with our lis-Ders.

Jazzy also mentioned a special program running from spm-mid-night called, 'Whisper Softy.' 'We've been doing this show for four years. In some other markets it's called the 'Quiet Storm.' I know if we don't air music that's different from the FMs, we'll have a harder time competing as a musicoriented format

Should We Play It Early **Or Late**

KUKQ/Phoenix is continuing to struggle, but had a good book this last time around, improving 12+ from 2.0-2.9. Back in 1982, 'KQ had reached as high as a 5.3 share, good enough to rank among the top six stations in town. It's important to note that the CHR outlets in Phoenix began airing more crossover music once KUKQ started doing so well

OM Ed Hamlin continued, "We sometimes don't know what music we should or shouldn't add. Here's why: The CHR stations here are cherry-pickin' the best of the black crossover music on a weekly basis. Back in 1983 we were the only ones in the market who'd play any black songs back to back. You can listen to

AOR, CHR, AC, and the oldies stations here now and they all play black records back to back. So we have to be very careful with our music '

When asked about being on AM, Ed began, "People like hearing dance music on FM, and if we were on FM this market would change a lot. We played the hits - popular music by black artists - and we presented it exactly that way.'



In all fairness to Ed and his staff. they've done a good job with what they have to work with, since the black population in Phoenix is something like 3%. True, the Hispanic population is much larger, but without the presence of a large Caucasian audience, one doesn't have much of a chance of being a

1 .

Any R&B Concerts That Come Our Way It's true that KQ' doesn't have a

direct competitor, but the fringe formats are taking advantage of the best of what it has to offer musically. So Ed looked for something else to distinguish his station, and found it in concerts. "We're the concert connection of this city," he said. "Most of the R&B acts that perform here come to the Celebrity Theatre; it holds about 2700 people. They usually do two or three shows, and the place is packed. We've been able to take part in most of those events.

A Lesson In Who's Reality

Ed also shared the realities of life as it pertains to his market. "I wish 'KQ could have a nine someday, but we know that's never going to happen. I could do all the TV in the world and it wouldn't help because this format is on AM. So most of my budget for the two stations goes towards our AOR FM because that's where we make most of our money."

A Traffic Helicopter And A Sports Director On The Way

Can the "stepsister" AM expect anything in the future? It appears so. Ed said, "I got a helicopter, and we'll fire that sucker up next month and hope it will help us some. We're also going to tie in with a TV station and get ourselves a sports director on a regular

Ed concluded, "I'm damn serious about 'KQ, but with two radio stations, I know where the money has to be spent. That's only one of those realities we have to live with."

Listening to Ed's comments and noting that 5.3 share KUKQ attained back in '82, I must contend that black music on FM in Phoenix will be a killer. So who's gonna do it



ROMANCING THE CYMONE - On a recent promotional visit to Chicago radio stations, Andre Cymone (c) is flanked by his manager Mark Alan and WGCI/Chicago's Doug Banks.



Gr

BLACK/URBAN BREAKERS 3/7/86 #1 MOST ADDED - 2/28/86 BLACK/URBAN CHART:

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CHECK THESE CALLS: WWIN WDJY WHRK WVEE WEDR KMJQ WYLD-FM WDMT KDAY WXYV WDAS WAMO WDIA WOWI

WTMP WJLB XHRM

WBMX KMJM

WZAK KJLH

THI



BARBARA BARNES

The Alter Egos Of KIFM And WQXI

For such a specialized society, isn't it amazing how much we depend on generalizations? This element of organization works most of the time (generally speaking). For example, a person says a lot about himself when declaring political party affiliation. You'd at least have an idea of who he'll not vote for in an upcoming election. When a radio station announces its format, time buyers have an idea of the type of audience it may or may not reach.

Few stations have managed to be successful working simultaneously within and without these generalizations. Two stations currently doing so are AC KIFM(88)/ San Diego and CHR WQXI-FM (84Q)/Atlants. They both program jazz heavily in the evenings; they are, in fact, dual-formatied. This alone is an example of how they've managed to defly regular format expectations. Their Arbitrus ratings help tell their stories (see inset) while KIFM JPD (Jazz PD) Beb O'Camer and 94Q PD Jim Merrises elaborate further on each station's posture.

Going Full Circle

KDFM will celebrate its fourth year with the "Lites Out San Diego" show this spring. A year ago, Operations Manager Brace Baser said he could expand the station's inventory of daytime commercial spots by preasing the success and sale of "Lites Out." Now, says JPD Bob, "It went full circle. Everyone wants to buy the Jazz because it's very successful and it certainly attracts the upacale audience. But if they want to buy 'Lites Out," they have to buy daytime too."

If it's so popular, why don't they make it a fulltime format? Bob feels that there are too many distractions from radio during the day. He explains, "People are watching daytime scaps or are busy at their jobs. During this time, they'd rather have a background sound. In the evening, we transform into a music-intensive station for our listeners who are now able to pay more attention to

IA77



Bob O'Connor

KITM98

the music. We also feel that playing jazz only at night and on weekends

		Adala	Me	-Bun Ba	12mid	Man		tink!
Stationiliphet	12+	18+	18-48	38-40	38-64	10-40	35-40	38-84
Kiffititian Diago	3.7-3.0	8-11*						
Mon			6-8	4-5	8-11*	4-2	2.1	3-4
Wemen			3.0	44		4-2	2.1 *	7-
WOXI-FINAdante	9.9-8.9	2.1						
Allen .			1.2	1-2	10-6°	1-4	. 1.2	9-7
Wemen			2.1	2.1	6-5*	3-2	2.1	10*-6
Note: Asteriaks (*) in place.	dicate at lea	et a two-w	my tie in	ranking.	Blanks in	dicate rar	No agniti	er 15th

keeps it special; people wait for it. Besides, we're afraid of overexposing it." The station did, however, recently increase its daytime music mix to include two jazz cuts per hour.

Hand To Ear Gratification

Another reason for partime-only jazz may be that Bob, along with JPD ansistant Reb Wilson, handprogram each track heard on KIPM. "We listen to every song, and make sure it seques smoothly into the next. Top priority is that the music's tempo matches within each set, so that we don't play a cut that starts off soft after one that ends hard."

In one set, one might hear Larry Cartises's "Room 355," Cresseders' "Take It Easy," Pieces Of A Dream's "Take The 'A' Train," Grever Washington Jr.'s "Open Up Your Mind," and the Yellowjackets' "Silver Lake."

During another set, KLFM may play Michael Franks's "Wonderland," Sadas Watanabe's "Rendezvous, Sade's "Is It A Crime." Staaley Clarke & George Duke's "Atlanta," and Manhattan Transfer's "Killer Joe."

Climbing The Ranks

Referring to the rankings, in the evening KIFM is where every other AC station would want to be number one 25-49 in both men and women. It even does well in the 18-49 group. Bob appears to be a bit surprised by this. "It seems we're getting younger listeners every year, but we don't program for young people at all. We're a narrow-casted 25+ show." However he feels the show's broad appeal may be because "jazz is a creative music, or we're looked at as being hip and cool. We're different – we're not mass appeal." (How many times have you heard that from an AC station?)

Bob maintains that KIFM has absorbed all of the 25+ listeners that it's going to. "We're maxed out." So what's next? Expanding



THE L.P. CLUB — Last summer KJZZ/Phoenix hosted the grand opening of the L.P. Club, the area's first jazz room to sponsor all top-name artists. Guitar great Charlie Byrd (left) initiates the opening with alternoon announcer Terry Ward.

the jazz to fulltime on Saturdays is one of Bob's ideas. The reason is that on Sundays, "the station ranks among the top five in AQH in every hour from 10am-tpm, according to





the latest Arbitrend. Maybe we can make Saturday work the same for us."

94Q: Steady As She Goes

This fall, 94Q's "Jazz Flavours" will celebrate two years on the air in the evenings. PD Jim Morrison points out, "We haven't seen anything but growth since then." Like KIFM (which closely tracks jazz record sales) 94Q is very listener taste-conscious. But unlike Bob's station. WQXI-FM has managed to maintain steady, top upper-demo ranking throughout most dayparts. Why? Jim explains, "The bottom

why? Jun explains. The bottom ine for any successful radio station is latener benefit. The listeners tell us that when they need a laugh, traffic, or a weather report, ye give it to them - in the mornings. When they need longer sets of music and want to hear the hits, we give it to them during middays and afternoons. When they need to hear something different and acothing, we give them 'Jazz Flavours.'

"Many buyers will say that radio's dominated by kids at night," adds Jim. "But what has happened to us is that we've given the adults a favorite station to listen to in the evening. This allows our qualitative profile to be more equal throughout the day, which makes our avails much more usefal."

Flow-Capability

94Q's flow capability neither begins nor ends from daypart to daypart. "The priority of types and styles of music changes within Jazz Flavours by season, and sometimes by release," says Jim. "About seven years ago, fusion artists like Bob James, Earl Klegå, and the Check Mangiones of the world were really helpful in establishing the abow, and they continue to be the basis of it. Now the new age stuff is baving more of an influence on our programming. We also play a lot of local material that has yet been signed. It's one of our biggest hooks." (940 helped put out an anthology album of local artists

Continued on Page 50



48/R&R FRIDAY, MARCH 21, 1986

W MAGIC HE DIGITAL



The Chick Cores Elektric Band Quintessential keyboard master Chick Corea presents a GRP debut bearing all the earmarks of a new Corea classic. Featuring heavyweights Dave Weckl on drums, John Patitucci on bass, and guitarists Carlos Rios and Scott Henderson; The Elektric Band takes its place as one of the hottest releases of the year.

Eddie Daniels/Breakthrough "Eddie Daniels is the monster clarinetist . . . His debut album for GRP will become the benchmark to judge all future recordings blending the world of classical music and jazz."

-Quincy Jones

"... combines elegance and virtuosity in a way that makes me remember Arthur Rubinstein; he is a thoroughly well bred demon."

-Leonard Bernstein

Special EFX/Slice Of Life Hot on the trail of their Grammy nominated Modern Manners, Special EFX returns with the perfect Slice of Life. A blazing invocation of where "New Age" may well be headed when pushed to its furthest limits. Here is proof positive of the rare talents of guitarist Chieli Minucci and percussionist George Jinda.



ANIKLS

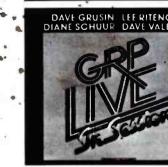
DAVE GRUSIN LEE RITENOUR DIANE SCHUUR DAVE VALENTIN

GRP Live in Session An extraordinary state-of-the-art live 24-track digital recording. This live session captures the joy, glory and spirit of one of the most exciting jazz concerts of the '80s, featuring premier artists Dave Grusin, Lee Ritenour, Diane Schuur and Dave Valentin. GRP Live In Session, a stunning tour-de-force of unparalleled sound quality and artistic magic from who else?GRP



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THREE UPBEAT NEW ALBUMS FROM THREE JAZZ GIANTS









SHIPPING NEXT WEEK **ON ATLANTIC RECORDS & CASSETTES**

50/ R&R FRIDAY, MARCH 21, 1986

CLOSER TO THE SOURCE DIZZY GILLESPIE

Including the single "You're No. 1--In My Book" (7:8943) Bebop King Dizzy, Gillespie Some of the finest artists in

SENTIMENTAL IOURNEY

ORCHESTRA FEATURING SYLVIA BENNETT

ROSSITER ROAD

delicate arrangements are without equal - ROSSITER RO4D might well be Ahmad Jamal's finest olbum yet

KFIM & WQXI Continued from Page 48

called "Jazz Flavours At The Atnta Jazz Fostival.")

Titles were not available, but here are some artists you might hear on "Jazz Flavours": David man, Tim Weisberg, Story, Joan-Lac Posty, Tom Gross, Crie Dan. Jes Mark Isham, Patti Austin, Pat Me-theny, Matt Biance, Bill Cooky Music (Grover Washington, Jr.), nd Angein Befill. As with KIFM, Jim says that the priority here is flow. "You don't want to intrude or jar people.

Parttime Lovers

He added that no jazz is actually programmed during 94Q's CHR hours, "However," he says, "I believe that the mood of the music can be heard. It's unavoidable. But there is no category of jazz ro-tating through the day. We'll keep it in its daypart.'

Let's not forget jazz jocks Russ Davis (weeknights) and Cliff Smith (weekends), both of whom deserve a lot of credit for the show's success. Jim boasts, "These guys have magic touches. The three of us dis-cuss direction, chemistry, and flow, but they execute a lot of it on their own. They're such pros." Finally, if you're thinking of

ally, if you're th eplitting formats as KUPM and 94Q have do ne, Jim cautions, "Be very careful. Our successes may be exclusive to only our own markets.



TREASURE TROVE AT TRALFAMADORE CAPE - Pickined backatage at the cafe after a recent live broadcast on WEBN/Duffato are #-/ trumpeter Tom Browne, MD and host Al Wallack, and violinist Noel Pointer. et on



SCHMOOZING AT SHNOZZ'S - Beckstage at the Rochester nightclub, Zebra/MCA group Cabo Frio celastite the roc-rect release of "Right On The Money" with some friends. Standing (I-r) are saxophonist Terrance Bruce, MCA sales rep Evy Collins, WGMC's Mark Chomye, keyboardist Joey smion, and WOKR-TV's Wards Miller, Kneeling is Shnozz's mer Tom Plentone

ALL THAT JAZZ

Millie Perkins is named MD of WBBY/Columbus . . . New at WLOQ/ Orlando are Production Director/Asant PD Ken Dison and midday personality Greg Wells ... WNUR/Evanaton OM Mark Laxon is promoted to GM, replacing the exiting Carmel McCoubrey ... WUFT/Gaineeville Station Manager Perry Echelberger secures to the same position at KUOP/ Stockton. He replaces departing Nichard Terry.

JAZZ

Twenty-year radio vet Clark Smidt named GM at WOTE/Middletown RI, where programming ewitches from EL/MOR to "Greatest Artists and All That Jazz." WOTB needs jazz record service; call (401) 846-6900. Smidt continues as a broadcast advisor in the New England area . . . More records for more jazz (please) on: CHR WKRG/Mobile: (205) 479-5555; AC WLTT/Washington: (301) 984-6000; AOR WHCN/New Haven: (203) 247-1060; and B/U WOQB/Orlando: (305) 841-1600, where the station vitched to a "Soft Tone" ballad/jazz format.

Golden Boy Jazz, a new spinoff label of Golden Boy Records, will be distributed by Optimiem, Inc., a new jazz and gospel worldwide distributor headed by David Drozen and Sheryl Key Pausa's part-owner and VP/ Sales & Marketing Earl Horwitz retires and forms J.A.S.S. (Jazz Audition Service Specialist). The new compa ny's services will include at no ar tists in getting demo tapes to jazz labels. Address: 16107 Calahan St., Sepulveda, CA 91343. California Record Distributors President George Hanult acquires Horwitz's financial interests in Pause; the label's VP/Pro-motion BM Stillfield assumes sales and marketing duties.

Odyssey Records (now defunct) store chein founder Richard Bullock announces two new labels: Aspen and Risckhewk Records. A variety labei that will include contemporary, classical and new age music, Aspen will be headed by Bullock. Jazz label Blackhawk will be headed by Dr. Herb Wong, former President of Palo Alto Records Call San Francisco office (415) 955-2663; the New York office and its executive personnel will be an nounced shortly.

Through an FM package offered by Manhattan Cable TV (subscriber base of 207,000), many New Yorkers may now enjoy "Skyline Jazz" (likened to WRVR jazz before its demise) via cable stereo 106.3 MHz. Contact VP/ Programming Thomas J. Koyen at (212) 645-4040 for more into . Also new to the sirwaves will be "The Manhettan Jazz Hour," Sponsored by American Express Travel Services, the 13-week series will debut in April on American Public Radio,



through his easy pose and everyone's amile. Returned during his easy pose and everyone's amile. Returned during his visit at W/ZZ/Detroit are (+r) DJ CMI Coleman, Sidran, A&M promo rep Crystal Gaynor, PD Steve Williama, and Pubnunity Service Director Tony V



GRAMAVISION AT JER MUSIC WORLD - Violinist John Blate and his "Twhiting Of An Eye" abum are the local points for this event. Seated next to Blate is WBGO/Bulfalo DJ James Brown (r). Standing (I-r) are Gramavision VP Sales/Marketing Harvey Rosen, PolyGram Merchandiser Tom Montgo PolyGram Marketing Coordinator Judy Furmanek, J&R Music World's Debbie Morgan, Grama ision National Pr omotion Director Suzanne Berg, Blake's Manager Brad Simon, and PolyGram sales rep Alan Lefiler.





CRS: 17 Years Old And Still The Best



Left to right are Capitol's Paul Lovelace, WWVA PD Tom Miller, WB's Jim Ed Norman and MCA's Shalla Shipley; d Saturday alternoon's panel, "The Future of Country Radio: Whose Responsibility is it Anyway?



CBS's Joe Casey (right) listens as legendary producer and former RCA/Nashville chief Owen Bradley makes a point during the MIPS session "The Nashville Sound: The Next Tan Years."

From the Thursday MIPS (Music Industry Professional) sessions to the hilarious Pinkard and Bowden closing "review," the 17th annual Country Radio Seminar once again proved itself to be far and away the best broadcast learning experience around. Over the span of two and a half days, an incredible amount of information on a variety of levels and subjects was disseminated.

A record 802 registrants, up from last year's record-setting 776, jammed the ever-popular Opryland Hotel. (Rumor has it that only 799 departed: three lost souls are still roaming the l-o-n-g corridors look-ing for a non-suite bearing the inscription "yada-yada.") Another indication of the weekend's success was attendance at the New Faces Show. The last "plate count" I heard was in the 1250 vicinity!

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MIPS Kicks It Off

With the addition of two MIPS sessions on Thursday again this year, the two-day event has effectively become a three-day event. There were more "radio faces" in the Thursday MIPS audience than I had seen previously at these sessions. Perhaps much of that was due to the large number of radio people invited to participate. KMPS-AM & FM/Seattle OM Jav Albright, WSOC/Charlette MD Edd Robb non, WUBE/Cincin ati OM Mike Chapman, KNIX/Phoeaix General Program Manager Larry Daniels, and WBOS/Boston PD Mark Tudor were among those on the Thursday panels.

The first of the Thursday MIPS sions, "Who In The Hell Are 'They'?'', was designed to inform



Keynote soesker Sam Bhilling has a lot on-his mind and ween't straid to let it all out during his opening speech on Friday morning.

and educate different audience segments with the research techniques used by other sectors of the business, Moderator Rick Blackburn set the tone for the opening panel by reminding those present that research affects our lives and

trades, outlined what information they were seeking and how they went about gathering it. The second MIPS assion of the

day, also moderated by Blackburn. again included a cross section of radio and records experts. Programmers, record company presidents, producers, songwriters,



Sony Corporation's Graeme Goodal and MCA Records' Emory Gordy Jr. were two of the participants on the "New Technology: Demonstrations and Discussions" onne



T.G. Shepperd listens intently to a qu during the Artist/DJ taping session on Friday night.

> advertisers, trades, and artists (Ricky Skaggs and Alahama's Randy Owen) were on the panel.

The CMA's announced goals of "Communication and Education" were very apparent as the panel developed into a give-and-take discussion as opposed to a confrontation. The panelists explained their companies' goals and how those goals are affected by what other segments of the industry do.

The papelists did not make initial presentations, Instead, Blackburn immediately posed a question, setting the stage for what turned into a freewheeling "conversation" among the panelists themselves and with the audience. A tremendous number of topics were discussed, including the age-old contem-porary vs. traditional argument. record comapny artist positioning strategies, listeners' perception of oldies, and research techniques complete with a discussion of the 'burnout' factor

A good deal of time was ment on the amount of oldies Country stations are playing and its effect on today's record comp doubt anything was solved, but I do believe everybody in the room went away with a greater degree of understanding as to why other segments of the business do what they do.

The two hours set for this panel facilitated in-depth discussions on specific topics. There were more well-thought-out, calmiv-presented opinions on the problems facing us Continued on Page 52

careers. The speakers, from radio, records, advertising, and the **NEW FACES SHOW**

Country's In Good Hands

and Robin Lee further displaying

the variety of forms country takes.

More than ever this show served

notice that country cannot be

pigeonholed nor labeled with any

one tag. Its range is wide; its

The night's biggest ovations and

warmest receptions went to Ran-

dy Travis and T. Graham Brown.

It was a big weekend for Travis,

who made his first Grand Of Opry

appearance the night before. The

testes diverse

This year's "New Faces" show unequivocally answered the musical question, "Who's gonna fill their shoes?" I doubt that any of the previous "New Faces" shows which have featured the likes of Alabama, John Conles, Earl Thomas Conley, Exile, Janie Fricke, Frizzeli & West, Robe McEntire, Gary Morris, Eddie Rabbitt, and Ricky Skaggs to name a very few - has ever been as deep talentwise. One got the sense that, of the nine acts who are truly "new" - we'll deal with number ten later an extremely high percentage have a chance to go on to stardom.

From the tight, familial harmonies of the Forester Sisters, the rockabilly of Marty Stuart, and the energy of the Maines Brothers Band to the superb vocals of Restless Heart, that night's show was a tribute to the diverse musical sounds and styles which are being allowed to shine through in country music today. Music from the distall side of the New Faces roster was equally broad, with Nicolette Larson, Judy Rodman,

ly won over by his sincerity and classic country voice - a mixture of Merie Heggard and George Jones.

Almost on the other side of the spectrum was T., who absolutely sing the hell out of his recent record ("I Tell It Like It Used To Be" and his new single ("I Wieh That I Could Hurt That Way Again").

The "nest moment" of the night had to be when the tenth "new face," Billy Joe Royal, walked onetage singing "Down in The Boondocks" (in a medley with "I Knew You When") to a standing ovation. Following a sincere "thank you" for playing his records past and present, his "Burned Like A Rocket" brought an equally enthusiastic response from the crowd.

After watching ten excellent performances, there was no doubt wheteoever that the future of country music is in extremely good hands

COUNTRY

CRS: 17 Years Old And Still The Best

Continued from Page 51

all than I had ever seen in a room containing both radio and record people. A tape of this session is a must for your dancing and listening pleasure.

Bourbon & Branch

Thursday night featured the now traditional Artist/Attendee cocktail party. Everybody from Ferlin Hunky to the Girls Next Door was in attendance. A seemingly endless parade of yesterday's stars, today's mainstays, and tomorrow's hopefuls took turns welcoming the radio throng. It seemed to me that there were more artists in attendance, most of whom stayed around chatting with the radio folks for longer than ever before.

Keynoter: Sam Phillips

Friday morning began with CRS President Mike Oatman's opening remarks, in which he welcomed those gathered to "... a very unique event devoted to one thing: the betterment of the Country masks format on radio." Oatman went on to point out something many of us forget when he said, "To my knowledge there exists no other such effort in any format, anywhere. The mere fact you are here bespeaks your interest in improving your product in your marketblace."

In one of the more controversial moments of the weekend, Ol' Mike removed his "CRB President's Hat," replacing it with his Country radio chapeau. In remarks which began "When you do these things you have two choices: kiss fannies or talk straight," Mike proceeded to "talk straight" about his perceptions of the business. His statement, "I am concerned and dismayed at what some of you record guys out there are passing off as country music," was greeted by a smattering of applause. He went on, "It's no secret that the marketing plan of far too many record companies is to cut the record just 'country' enough to break it Country, establish the artist, and then cut everything else 'pop,' where the sales are.

For the next 15 minutes, Mike took the labels to task for "not making enough country records" while making "bad pop records." He also chastised Country radio in a number of areas, including the playing of pop records it could "get away with" and for hiring personalities unfamiliar with the history of country music and its artists.

Next up was the irascible founder of Sun Records, keynote speaker Sam Phillips, who began by stating, "I see that Mr. Oatman and I are gonna have a little fight here. I fight for what I believe in. and I don't believe we have to look at country and say it always has to be a cornstalk fiddle." The balance of his R-rated address focused on the roles of radio and record coms, the most poignant line of which was, "Forgetting the kind of music you play on your radio sta-tion. I wonder what have you done on your radio station to make people want to listen to you? What have you done?"

This year for the first time the CRS presented long-form sessions. These three-hour presentations featured speakers (I-r) Dr. Roger Blackwell, Professor of Marketing at Ohio State University; Dr. Steven E. Permut, Yale School of Management/Marketing Sciences; and Dr. Harles E. Cone of Fred Pryor Resources. Also featured was Professor James Albert, JD, a law professor from Drake University whose panel was titled, "Things You Should Know Even If You Have An Attorney."



Following his remarks, which opened Saturday morning's sessions, Jack Clements chats with CRS Board member Mac Alsen of Westwood OnerMutual (I), CRS President and Great Empire CEO Mike Oatman (r), and (foreground) KDRX/Anadarto, AR PD carl Drate.

A New Look

In addition to the excellent ne els covering much of radio life as we know it, this year's agenda committee, headed by WHN & WAPP/New York Creative Services Director Susan Storms, tried something new. It provided a different look for the seminar by adding four long-form panels running three hours each: two Friday and two Saturday. These sessions foagement, marketing ed on mar cu and personal development, featu ing speakers from outside the world of radio. Participants were Mike McCaffrey of Mike McCaffrey and Assoc., Dr. Roger Blackwell of Ohio State University, Dr. Steven E. Permut of the Yale School of Management/Marketing Sciences, and Dr. Harles E. Conce

of Frod Pryse Resources. From my perspective, at least, this experiment with long-form sensions has to be considered a success. The content was first-rate and the interest in the subject matter was very high, as shown by the amount of people areturning to the sessions following mid-presenttion breaks. The feedback I heard regarding the sessions was all positive.

One of the seminar highlights for me was Dr. Cones's presentation, titled "Management: How To Get Along With People." During a very humorous and informative three hours, Dr. Cones brought home the art of getting others to do what you want them to do while making them believe it was their idea. While that's an obvious oversimplification, buy the tape and you'll laugh out loud (a lot) as he explains the finer points of dealing with people by using tons of examples which hit you right where you live. Concurrent with these sessions were the usual hour-long panels ex-

were the usual hour-long panels examining ratings, air personality development, sales, programming. While there's not enough space here to cover them in depth, some of the panels will be featured in the weeks to come to provide you with an idea of what transpired.

Suffice it to say, for now at least, that all of the panels maintained the high quality of previous seminars.

At The Movies

The 17th annual Country Radio Seminar was brought to a close with one of the most entertaining presentations to ever grace the stage. The concept, as conceived by interep's Erica Farber, was to have WBs Plakard & Bowden, "review" Country radio TV commercials in their best "At The Movies" fashion. Richard Bowden was hysterical as the V-neck-

CLOSE-UPS



PITCHIN' PENNIES FOR EASTER SEALS — WTOD/Toledo held its 16th annual "Penny Pitch" fundraleer, the most successful thus far. The efforts of WTOD Beteners, advertisers, and tatiff members enabled Easter Seals of NW Ohio to purchase two hearing impedance screeners for the local pre-schools and nurseries to help detect medically correctable hearing problems in children. Pictured (r/) are WTOD PD Bill Manders, Easter Seals Executive Director Patty Hetrick, and 'TOD morning men Tem Levenece.

 WSEN-AM & FM/Byracuse is helping the unemployment problem in Central New York by offering a free community service to the area's business owners and managers. The "WSEN Job Connection" encourages business owners to call the station with positions and jobs that need to be filled, The Job Connection airs at 8:30em, 12:30pm, and 5:30pm Monday through Saturday.

 WILG/Williemsport had a "Sid For Heart" promotion at a local ski resort. The sid-a-thon doubled its attendence and pledges over last year, raising \$10,000. Armed with free lift sweatered, ever-gesticulating Reger Ebert. Sandy Pinkard was equally engaging as the "I hate it when we agree" Gene Siskel. They "reviewed" ten TV spots run by stations around the country that have to be seen to be believed. If you can't scam a "bootleg" copy of the video tape, the audio portion is available.

Speaking of tapes, as always the panels were recorded and casedtes are available through Beaverweed Stallae, 133 Walton Ferry Road, Hendersonville, TN 37075. For more information call (615) 824-8220.

If you didn't make it this year, plan now on making it part of next year's education budget. While the exact dates for next year's gettogether have not yet been set, the honchos have been named. Mike Oatman has been re-elected as President of the Country Radio Broadcasters and Rasty Reynolds of the Osburn-Reynolds station group has been voted Chairman of next year's agenda committee.

We're truly indebted to the men and women who donate their time and effort to provide all of us with a unique glearning experience. If you'd like some input into CRS 18, Rusty is putting together the '87 agenda committee as you read this. He can be reached at (214) 753-1002. The membership of both the agenda committee and the new Board of Directors will be announced in the coming weeks watch this space.

Coming Next Week: The "Rap Room," a much-heralded event of seminars past, made its first ap-' pearance in at least four years at this year's gathering. Next week, moderator Dan Halyburton describes what went on at its revival.

tickets, the skiers solicited pledges for each trip down the slopes. All proceeds went to the Valley Chapter of the American Heart Association. Top money collectors earned the chance to win one of the following: two pairs of skis, year-round lift tickets, certificates from local merchants. The grand prize was an all expenses paid thip for two to Snowmass, CO.

 WAJR/Morgantown gave away front row tickets to the Hank Williams Jr. and Lacy J. Daiton show at West Virginis University. Entrants also had a chance to win a Hank Jr. jacket and 20 cooles of "Five-0."

52/R&R FRIDAY, MARCH 21, 1986





ACM Hat Awards Nominees

Positive In Country

just released the following tables

based on these questions: "Now,

let me read you different types of music." (Each item read).

"Which is your favorite type of

music, if you had to choose just

one." Next, if asked, "What other

types of music do you also like to listen to?" and last, "If you had to

say, what kind of music do you

These tables were compiled by

a survey conducted by telephone

within the United States between

January 3-7 among 1254 adults nationwide. Figures for age, sex.

race and education were weighted

DB?**

FYI: The Harris Survey has

Final ballots for the Academy of Country Music's 21st annual "Hat" Awards are now in the hands of its 2000-plus voting membership. Awards from the outcome of this balloting will be presented on April 14, when Mac Davis, Reba McEntire, and John Schneider host the live awards show on NBC. Harris Survey

A telephone conversation with ACM's Fran Bayd confirmed that WSIX-FM/Nashville's morning man Eddie Edwards will be named Disc Jockey of the year; WAMZ/Lemisville, Station of the year; and Billy Bob's in Ft. Worth will garner the Nightchub of the Year award.

Categories and finalists are:

Entertainer of the Year: Alabann, Lee Greenwood, Ricky Skaggs, George Strait, Hank Williams Jr,

Top Female Vocalist: Resame Cash, Crystal Gayle, Reba McEntire, Anne Murray, Julce Newton.

Top Male Vocalist: Earl Themes Cosley, Gary Merris, Ricky Skaggs, George Strait, Hank Williams Jr.

Top New Female Vocalist: Liz Bearde, Tari Hensley, Robin Loe, Patty Loveless, Judy Rodman.

Top New Male Vocalist: T. Graham Brown, Billy Burnette, Marty Stuart, Randy Travis, Keith-Whitley.

Top Vocal Group: Alabama, Exile, Forester Sisters, Sawyer Brown, Oak Ridge Boys.

Top Vocal Dust: Bellamy Brothers, Ray Charles & Willie Nelson, Crystal Gayle & Gary Morris, Marie Osmoud & Dan Seals, the Judds.

Single Record Of The Year: "Baby's Got Her Blue Jeans On," "Dixie Road," "Highwayman," "I'm For Love," "Love Is Alive."

Song Of The Year: "Baby's Got Her Blue Jeans On." "I'll Never Stop Loving You." "Lost In The Fifties." "Seven Spanish Angels." "Some Fools Never Learn."

Album Of The Year: "Does Ft. Worth Ever Cross Your Mind," "Five-0," "40 Hour Week," "Highwayman," "Why Not Me."

Country Video Of The Year: "Country Boy," "Who's Gonna Fill Their Shoes," "Highwayman," "40 Hour Week," "Lost In The Fifties."

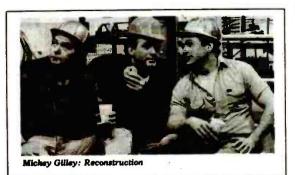
Also to be presented are finalists in the Instrumental Band Categories; the Tex Ritter Award for Country Motion Picture of the Year; and the Pioneer Award, recognizing outstanding and unprecedented achievement in the field of country music. All these are voted by special category.

Make a note on your calendars to have your ACM ballot marked and mailed - to be received by March 28 for eligibility. McClain, who is Luck's Brand endorser and will be accompanied by radio, television, newspaper, and point of sale promotion

After a 17-year run as cohost of "Hee Haw," Back Owens will not renew his contract with the show. According to his personal manager Jack McFadden, "He wants to expand his activities in his broadcasting and newspaper interests" ... Dottie West made her film

debut in the movie "Aurora Encounter" last week. Dottie is featured in the cameo role of Irene. The film will be released in selected theatres throughout Okiahoma and Texas, with a national release date to be announced...

Once again, Alabama took honors for Best Country LP with "40 Hour Week" in Playboy's Readers' Poll for 1985. They were also voted the magazine's Favorite Country Group. The FL Payne four have also been recognized as



history ... Jerry Lee Lewis and Jimmy C. Newman & Cajun Country will perform a benefit concert for St. Jude's Children's Hospital in Memphis. The May 18 concert will take place in the new Cajundome in Lafayette, LA....

Talk began several years ago about Emmyles Harris, Delly Partes, and Linda Reastadt recording an album together. They did. Harris humorously refers to it as the "Queenston Trio." The album, as yet untitled, will be released sometime this fall ... It's rumored that the Chrysler Corporation has a special edition Bocephus truck on the drawing board. Hank Jr. is in the studio pearance on the March 21 episode of "Love American Style" on ABC-TV. Gilley plays himself. In the story, he decides to get back in touch with the common man. He goes back to the construction work he knew before his success in the music biz. (Ironically enough, Gilley was a construction worker in Houston during the late '50s and early '60s). After Gilley helps a couple patch things up, he goes back to the music business... Indy promoters Wayne & Jehanna Edwards are the proud parents of a bouncing baby boy, Antheny William Edwards. "Tony" was born March 3 and weighed 8 lbs. 12 ee, Congratulations!

Just thought you'd like to know!

MUSIC PREFERENCE MUSIC PREFERENCE 1966 1986 DIS FAVOR-TOTAL ALSO DIS-TOTAL FAVOR LIKE LIKE LIKE LIKE LIKE ITE LIKE ITE 39 58% 59% 27 32 10 17 8 Country 34 42 47 13 Rock 44 21 23 38 40 10 38 18 Classical 35 12 23 58 32 40 8 7 R&B (jezz) 34 10 24 7 35 3 17 51 16 30 13 4 Solrituals 3 16 39 5 Mood Music 20 7 13 55 40 51 11 3 17 14 4 Folk 46 Show Tunes 15 3 12 2 82 16 3 18 24 Opera 8 22 22 4 22 7 3 5 6 25 Latin . 15 10 Folk Rock 18 × 4 x x x Other 6 13 None 3 x Not Sure 5 × × x = not asked

where necessary to bring them in line with their actual proportion in the population. Might be useful to promote our format.

Bits & Pieces: Minale Pearl will join forces with a star-studded lineup of comedians in Comic Relief, a three-hour HBO special airing live from Universal City Amphitheatre in Los Angeles. Headlining and hosting the event are Whoop Goldberg, Robin Williams, and Billy Crystal. In addition, the show will feature David Letterman, Joan Rivers, Martin Mull, Gilda Radner, Pee Wee Herman, Henry Winkler, Tony Danza, Bette Midler, Richard Dreyfuss, John Candy, and more. Proceeds will go to alleviate the plight of the homeless in America ... Judy Rodman is in the studio completing vocal tracks on jingles for both McDonald's restaurants and American Airlines ... Luck's Brand foods is sponsoring a concert tour in the Southeast with artists Charly McClain, Wayne Massey, and Eddy Raven. The promotion will be centered around the reader's favorite group in such publications as Off Duty and People ... Tennesseans will soon hear Can Hunley's voice on the Tennessee Homecoming radio PSAs. The spots will feature bits of information on the state's working on his 52nd album, under the direction of Jim Ed Norman and Barry Beckett. Don't be surprised if a few of his rock and roll buddies are included on this album...

Look for Mickey Gilley's ap-

NASHVILLE IN MOTION

Specializing in personal management and artist development. Chuck Morris has opened the Chuck Morris Entertainment Co. Initial clients include the Nitty Gritty Dirt Band (managed by Morris since 1983), and Divinyta, comanaged by Morris with Barry Fey and Australian Vince Lovegrove. The company is located at 6565 S. Dayton St., Suite -1300, Denver, CO 80111. (303) 792-3478.

Joe Talbot and Reiph Peer II of the Peer-Talbot Music Group purchased Glenn Sutton's publishing companies from the Complext Entertainment Corp. The companies involved in the sate are Flagship Music (BMI), Starship Music (ASCAP), and Rodeo Covboy Music (BMI) ... The Biezes Brothers - Scott Childs, Jernes Berry, Guy Wyatt, and Allen Berry have signed with World Class Talent for booking. The group will also retain Variety Attractions for exclusive repreaentation for all 1986 fair dates **Canadian singer Burton Cummings** (fomerly lead singer with the group Guess Who) just signed with Entertainment Artists for booking ... Westco Music Group President Jerry West announced the signing of Jacky Ward to the firm for management and booking. West will act as Ward's personal manager ... Jeennie C. Riley joined the Top Billing Agency for representation of personal appearances, tours, fairs and concerts.



Avista recording artist Adam Baker (21) has been performing professionally since he was 15. Born in Oklahoma City, Adam had a ukelele instead of a teddy beer. His early performances began in school dances, proms, variety shows, and restaurants.

Baker received a drama scholarship from Oklahoma University and, while playing the lead in "Guys and Dolts" and "Fiddler on the Rool," worked on his music, This experience whetted his appetite for a fulftime career in show bueiness.

While appearing in a talent contest in Oklahoma City, Nashville record executive Millus Smith saw him and encouraged him to record professionally in Nashville with studio musicians. This material was well-received and led to his signing a contract with Signature Records. His first two releases. "Let's Fall In Love Until Eleven" and "I Can See Him In Her Eyes," received signifcant airplay, surpassed by the performance of his current "In Love With Her" single. An album is forthcoming, with four Adam Beker originals included

Who's New is a recurring Nashville This Week feature apollighting artists making their debut in R&R's Country New & Active section

MARKETPLACE



54/ R&R FRIDAY, MARCH 21, 1986

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MARKETPLACE

PROGRAMMING



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OPENINGS

OPENINGS

Co. NY combe needs morning announcer/production. Auto-mation experience a plus. T&R: Kim Stevens, OM, WKXZ, 14 South Broad St., Norwich, NY 13818. EOE M/F (3-21)

News reperter/ancher for AM/FM combo NJ. Minimum one veer on-all, T&R; ND, WMMJ/WIXL, Box 40, Newton, NJ 07660, EOE M/F (3-21)

WLAN-AM/PM has future openings news/enhouncing. Exper-ience, creativity a must. T&R: Ellen Wascou, ND, 252, North Queen SL, Lancaster, PA 17603, EOE M/F (3-21)

Join New England's #1 vacation area r

Anneumost marring news show, 25 hts/wk. Innovstive, suc-cessful public station. C&R: Rick Mettioni, 218 University M., Synacuse, NY 13244. (Before 5/23)

Network recruiter for one of the largest radio

network/syndication companies in the coun-try. Requires a true professional with experi-

ence in radio and/or syndication sales and management. We need a highly organized in-

dividual who will work hard to make an excellent living. Outstanding fringe benefits. Salary and incentive plan negotiable. Contact: Dick. Kalt or Berry Berman, CRN, 1125 Dixwell Avenue, Hamden, CT 06514. (203) 562-

Market dominator needs midday CHR personality & parttim-ers. Good production skills. C&R: Wett Speck, WXXX-FM. Box 9530, So. Burlington, VT 05401, EOE M/F (3-14)

Mid-Adamic CHR needs fulltime ennouncer. T&R: Thomes Grooms, WFTX/WMDM, St. Andrews Church Rd., Lexington, MD 20553. EOE M/F (3-14)

Long Island's #1 Rocker, WBAB, needs a

Promotion Director, If you can: work long

hours, and love it; design media cam-

paigns and implement them; think cume

nd think big; brainstorm great ideas and

follow them through: be organized and

give attention to detail; sell concepts to

clients, promoters, listeners, and staff

... then we want you. Rush short letter.

resume, and samples of your work to Bob

Buchmann, VP/Programming, Long Is-land, New York 11702, No calls. EOE

Immediate

Opening

CRN

9400. EOE

RAB

NATIONAL

WE NEED PERSONALITY DJs

Do you do voices? Can you handle the phones? How about drop-ins? — In other words, are you a Pro — or a Time & Temp Jock? More and more of the thousands of radio staare you a Pro — or a limb are looking and willing to pay for that something extra. If you are ready for a move, let NATIONAL help. We make the complete presentation for you. For confidential details and registration form enclose \$1 for postage/handling to:

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OPENINGS

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Jack Adkins VP/Director Human Resource Media General Broadcast Services 2714 Union Ave, Extended Memphis, TN 38112 EOE M/F . Inc

Regional Manager Industry leader and creator of the first compact disc Digital Production Library. The World's Best and The Creative Department sales packages, Rock & Roll Oldies format, and station ID ages, nock is not Gailes formal, and satisfy to packages has an opportunity for an experienced salesperson with successful telemarketing backind. Please send resume to: Cecelia Garr Vice President/General Manager FirstCom Broadcast Services a division of Jim Long Companies, Inc. 13747 Montfort, No. 220 Dallas, TX 75240

EAST

PROGRAM 10 DIRECTOR Eastern Long Island WWHB seeking PD with promotion experience for Full Service CHR-FM. Requires musically creative program director to anchor atternoon drive, manage airstaff, and di-rect an effective community-oriented promotion-

al campi ian. If you are looking for an association with a grou of experienced entertainment profession

of experienced entertainting in proceedings of the promote management from within, send T&R: Paul Simen Music 1619 Broadway, New York, NY 10019 ATT: WWHB

WRNJ-AM is still looking for that right personality mix. Future fultime opening at 2.5kw FSA. T&R: David Kendell, Box 1000, Hackettstown, NJ 07840. EOE M/F (3-21)

enlagt 17-year legend WCMF seeks afternoon dri itty/weekend warrior. T&R: Greg Aushem, 259 Mo ., Rochester, NY 14607, No calle, EOE M/F (3-21) personalit roe Ave..



Lucking for great production pro with experience in 4/8-track machines. Send samples of writing and pro-duction work (casette) to **Mick Bases - PD, WIEZ**/ B-94 FML 1715 Grandview Avenue, Pittsburgh, PA 15211. No calls please. EDE M/F

N NJ AC FM seeks radio announcers with strong produc-in talent, T&R: WFMV, Box 428, Blairstown, NJ 07825. EOE M/F (3-21)

Brand new PM on Delmarvs's eastern shore has immediate news opening. T&R: Jim Morgan, Route 1, Box 33, Ocean View, OE 19970-1703, EOE M/F (3-21)

GOOD MORNING! NEW NORTHEAST AC

Looking for morning talent. Big market, respected company, good salary, GREAT city. Send T&R to: Radio & Records, 1930 tury Park West, #286, Los Angeles, CA 90067. EOE

Sports announcers wanted for New York City broadcasting project. T&R: Arthur Evens Aseoc., Box 454, Brooklyn, N 11230, or (718) 434-2038 EOE M/F (3-21)



Morning personainity for A/C leader in Deau-tiful New York college town. Highly profes-sional environment. Minimum one (1) year experience. C&R: Dan Lagani, WZOZ, Box 1030, Oneonta, NY 13820. EOE, no calls.



of humor and some phones. Top pay for top performer. No jocks or beginners. T&R. ref erences and salary history to: Radio & Peasant smaller market needs worksholic. Morning news AM/10-2 personality rock FM. T&R/writing sample: 1 Height, WGMF, 421 N. Franklin St., Watkins Glen, 14891. EOE M/F (3-14) Records, 1930 Century Park West, #290. Los Angeles, CA 90067. EOE M/F

Growing AM/PM seeks experienced CE. Resume: Ed Prence. WKST/WFEM, 218 Sevenneh-Gardner, New Castle, PA 16101. EOE M/F (3-14)

AC/Country cambo costs hard-hitting PD/air talent. Immedi-ate opening. T&R Chuck Wood, GM, WELO/WZLQ. Box 410, Tupelo, MS 38601, No calls. EOE M/F (3-21)

SOUTH

Im Tap 100 AOR seeks high energy rock winning numbers. 7pm-12am. Immedi mn. (213) 459-8556 EOE M/F (3-21)



Top-resed PL PM seeks energetic adult communicator for mu-sic shift, Excellent production, Personality newscaster need-ed aleo, T&R: Dave Bethune, PD, Box 4444, Longwood, FL 32779, EOE MrF (3-21)

Fullime ND and/or attempon anchor for FSA leader. Beautiful Shennandosh Valley. T&R: Deve McCormick, WTON, Box 1085, Staunton, VA 24401, EOE M/F (3-21)



WEIHP Radio in Hunisville, Alabama is The Information Station in the Tennessee Valley. We are looking for News Director/Anchor. This person must be full of new ideas, have a lot of energy, be able to write clear, concise copy, present if in an understandable way, and represent us well with our community newsmakers. This person must also be able to motivate others, manage a newsroom, and most important, be a people person. If you wish to work for a coma people person, in you wan to work to a con-pany that can offer you longevity and an at-masphere where you can grow, send resume, tape, and salary requirements to: Dene Webb, P.O. Bax 1230, Husteville, AL 38807.

R&R FRIDAY, MARCH 21, 1986/55



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UCIP

NEWS PERSONALITY

WCIB-FM, Cape Cod's #1 "Morning Team" Adult Contemporary leader, has a rare

OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

WPLO

Capital Cities/ABC Inc. WPLO/Atlanta is seeking a highprofile PERSONALITY air talent. Skills include humor, phone technique, community involvement. Tape and resume to: Neil McGin-ley, Operations Manager, WPLO, 360 Interstate North. Atlanta, Georgia 30339. EOE

PL AOR seaks Production Direster, Experienced in image/ commercial production, T&R: Red Messick, WQIZ, 2699 Lee Rd., Ste. 470, Winter Park, FL 32789, EOE M/ (3-21)

Air personality/strong production for one of NC's best. We're growing & need leaders now. T&R: Dave Lingsfeit, WMNC, Box 840, Newton, NC 2058, 505 M/F (3-21)

Putere epening KVOP, Polished ofternoon announcer/MD for AC, T&R: Greg Allen, Box 1420, Pleinview, TX 78072. EOE M/F (3-21)

Major Market Announcer

wented for morning on ROOM, nealing Essi Taxas Class C FM area station. Only top talent need apply. If publied and interested, could also be PD. Serving growing Tyles, Longview mentes. Contact Budley Waller at (214) 586-2527. EDE

ILU-82 has immediate opening. Energetic midday/ovenin with good production skills. T&R: Stanton Jay, Box 128 Imaylile, GA 31313, or (912) 388-8268 EDE M/F (3-21)

So. TX AOR seeks fultime jack for future show/production Pros only. T&R: KRX, Bax 5166, Brownsville, TX 78620 EOE M/F (3-21)

News reporter & good ennouncer readed immediately. Experience a must. T&R: Brende Jones, WWDM, Bax 38, Sumter SC 29151, EOE M/F (3-21)

CLASS M=

Hot AC in San Antonio . KLLS. Class FM 100 ... Needs World Class Morning Personali-ty. Contact JIM OWENS at (512) 690-1925. EOE M/F

These pushbase open. Copywriter, anchor/reporter, produc-tion pres readed. A cut above the rest. TARVerting complex-Janet Kannedy, WORD, Bas 3257, Spartenburg, BC 28304. BC M/ (5.21)

7pm-12mid opening at Classic Rock KROX AOR/AC. Experi-ence readed. CBR: Danes Anderson, PD, Communications Canter, Dales, TX 76202, BDE MAF (3-14)

Needed Immediately, On-of-announcer with production, PBP asperience helpful. Good apportunity/pay for the right per-son. CMP: PD, Bax 747, Rehmand, KY 40478. EDE M# C1-141

"SPACE COAST" "SPACE CUAS 1" AM/FM in Florida tooking for News Direc-tor with strong motivation skills and pro-fessional attitude towards leadership. T&R to Radio & Records, 1930 Cantury Park West, #287, Los Angeles, CA 90067. EOE M/F

Help! Next evening anneuncer/production. 100kw A0 NC basch. Springhoard for Top 50 meriat. C&P: Poul Im, Bax WZYC, Beaulert, NC 29516. BDE M/F (3-14)

100kw CHII saaks fulkimers. T&R: Kelsey Scot Box 570, Feyette, AL 36666. SOE M/F (3-14) IL, PD, WHIKW

nt new contemportry PM Sc. AR reads air talent ready to be p-rated. Rush C&R: KDKK, Box 1901, El Dorado, AR 71731, (501) 882-8888 EDE M/F (3-14)

Mejor market talent readed for HD/ancher. Must be a people person. T&R/selary: Dans Wath, Bax 1230, Hunseville, AL 36807. EOE MIF (3-14)

Alternativeshing talent. Production skills helpful. T&R: John West, WFG, Bax 486, Marathan, FL 32060. No cells. EOE M/F (3-14).

KITS-105 needs talent for peedbits morning drive. Can you woke up the cessel band? Experience a must. T&R: Beb O'Mail, PO, 441 Laguna, Corpus Christi, TX 78401. BDE MF (3-14)

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56/ R&R FRIDAY, MARCH 21, 1986

MIDWEST

KPRY-FM CHRADR seeks fulltime air talent. Beginners consi-dered. T&R: Paul Browning. Box 246, Alliance, NE 68301. dered. T&R: Peul Br EOE M/F (3-21)

Up, bright AC seeks entertaining, creative concise talent. T&R: Operations Director, WVTS, Box 280, W, Terre Heute, th ATRES EOF M/F (3-21)



300,000 Metro needs a News pro to join our 15-person AM/FM/TV News Department as a Radio/Reporter/Anchor. We offer good pay, solid banefits, excellent facilities, the chance to advance. We need a contemporary writer/reconter/thinker who lives news and love: to dig. Send tape, resume, writing samples. Duane Wallace, WMBD-AM-TV, 3131 N. University, Peoria, IL 61604. EEO/M/F



d ND. Strong news dedication a must. 50kw FM. Togan, WHSW, Frankfort, IN 48041. No calls. EOE TAR: Dog B M/F (1.21)

t with very strong copywriting/production skills. heat Short, Box 603, Sryan, OH 43606. EOE M/F



A Capital Cities/ABC, Inc. Radio Station 6-10pm Night Personality

Join one of America's greatest CHR Radio Staffs! If you're ready to rock the Motor City nites from 6-10, we'd love to hear from you? 3-5 years medium/najor market experient is necessary for this key on-air position! 000 Tapes & Resumes to:

Gery Berkowitz, Operations Manager WHIT

2100 Fisher Building

Detroit, Michigan 48202 Capital ClassABC, Inc. is an Equal Opportunity Employe

BE MIN AC seeks experienced air talant. T&R: Rich Peters 122 4th St. SW, Rochester, MN 58802. BOE M/F (3-21)

Personality radio is alive & well in medium exertex ME. Peesi-ble future openings. T&R: KLIN, Box 30161, Lincoln, NE 68603. BDE M/F (3-21)

FBI drive/FD needed at dominant MW AM AC. Great facility, east, selary, benefits. T&R: Brian Gallagher, KRGI, Grand la-tend. NE 06002, EDE M/F (3-14)

NW CNR assis experienced percentrise for future openings. All deyperts. TAR: Brian Ketz, WBZ, Bex 24, Eau Claire, WI 54702. BOE M/F (3-14)



A Capital Cities/ABC, Inc. Radio Station Assistant Program Director

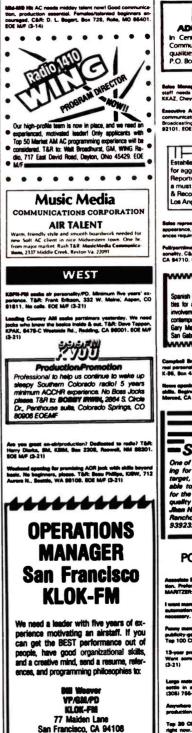
On Air Talent

Detroit's Number One Radio Station, 50,000-watt WJR is looking for an Assistant 50,000-watt with is bonning for all consultant Program Director with knowledge of Full-Service Radio, including News, Personal-ties, Talk, Music, & Sports. Programming & AC/MOR on-air experience, with the ability to work with top-flight staff is essential.

Tapes & Resumes to: Gary Berkowitz, Operations Manager WJR Redio 2100 Fisher Building

Detroit, Michigan 48202

Copilal Cillion/ABC, Inc. is an Signal Opportuni



OPENINGS

KFIG #1 ADULT CONTEMPORARY In Central California, looking for Adult Communicator with strong production qualities. T&R to Jon Smoot, KFIG RADIO,

P.O. Box 4265, Fresno, CA 93744. EOE

Sales Manager for top-rated CHR/Country, Excellent asia staff needs proven leader. Resume: Wally Boller, KUUY KKAZ, Chayene, WY (307) 632-0651 EOE M/F (3-14)

Executive Asst. Secretary to President. Dynamic growing communications company, Resume: Jerry Hetfleld, Unidyne Broadcesting, 401 West A St., Ste. 1001, Sen Diego, CA 92101. EOE M/F (3-14)

-CALIFORNIA AM/FM Established California AM/FM combo looking for aggressive, dynamic News Anchor and ters for future openings. Experi a must. Send tapes and resumes to: Radio & Records, 1930 Century Park West, #284, Los Angeles, CA 90067. EOE

les representative fer medium merket in CO. Professionel pearance, strong track record. Six-day work week. Refer-ces required. Contact Pat: (303) 245-3066 EOE M/F (3-14)

Pull/partitime announcers. Must have experience, energy, per-sonality, C&R: Jeff Harrison, KRE, 601 Ashby Ave., Berkeley, C& 94710, EOE M/F (3-14)

KALI/Los Angeles

Spanial Contemporary seeing billingual Air Personal-ties for active music/news format. Heavy community involvement, production stills & Involvedge of Spaniah contemporary music and oldiss. T&A by April 4 to: Gary Mercer, OM, KALI, 104 S. San Gabriel Bird, San Gabriel, CA 11776. ECE-MAF

Comptel Brundsarting, Inc. costs air/production talant. A real personality station in SW WY. Freedom. T&R: Dan Cole. K-96, Box 432, Kemmerer, WY \$3101. EOE M/F (3-14)

we opening new. Strong on-ek/writing a must. Journalism Be. Beginning pay. T&R: Richard Parry, KYOS. Box 717, road, CA 96341. EOE M/F (3-14)



able top 25 market. A fare opportunity for the GSM who knows how to vake a quality station. Resumes to: Jhan Hiber, Jhan Hiber & Associates, 26384 Carmel Rancho Lane, Suite 202, Carmel, CA 93923. sost lar

POSITIONS SOUGHT

Associate Editor Rodio & Records seeks Asst. Sales, promo-tion, Profer New Haven/Hartford radius, Available 4/16, P. MANTZER: (213) 279-1384, 663-4330 (3-21)

int more than a glyl Bight years' PD/Aast. MD/j imation & more. AC/CHR/AOR Las Angeles. A seasy. DAVE BARE: (213) 930-4360 (3-21) Almandt un

Panny meming about. Good bits, barter, experier publicity-petter, Hardworking, reliable. WEI relac Top 100 CHEVAC. J. C.: (914) 966-5079 (3-21) ----

13-year pro. PD/MD/news/traffic. Public affairs/ continuity. Want something permanent, JIM DOSS: (314) 947-7366

we jack with drive/MD/phone experience. Want to appressive medium merket. Any shift, Contect: settle in appressive mi (306) 766-1282 (3-21)

hare New! Trained breadcaster. A/C/CHR/MOR. G ction. HENRY: (201) 836-5166 (3-21)

Top 30 CHR jock without a home. Will relocate anywhere right now. Partime experience NY, MIKE ABRAMS: (718) 1011 now. Partie

Experienced AOR. Creative production. Seering character. Conversational on-ein. Want to rock/hybrid. JOHN: (312) 282-3773 (3-21)

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OPPORTUNITIES

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Anneurose with 12 years' experience evaliable immediately. Country/AC/CHIL Freier evening/overnight. Dependiate, excellent references. MIKE HOR: (804) 255-5950 (3-21)

Format elenge. More Music becoming Mas Musice. Experienced, warm & friendly communicator new available. KNJ, KQXR, BRYAN: (408) 422-5083 (3-21)

DJ seeks gig NW small market. Reliable, take directions well LLOYD SMITH: (301) 532-6258 (3-21)

16 years' experience. 11 in morning drive. Werm, relatable, fun. Houston, Colorado Springs, Boston. D. J. MoCOY: (303) 574-9295, or 636-7618 (3-21)

Wild & het! Tired of eltting behind deek in newsroom. Want to return to jocking. Any format but Country. JEFF: (317) 291-822 (3-21)

Resent college graduate. Modie degree, Work pertiime now, seek first fulkime gig. Good pipes & greet stribude. Any merket/formet. GUY: (617) 636-6364 (3-21)

) love radie & want to make your station my lover. Eight years' experience. Siz as MD AC/CNR. GREG: (300) 827-6183 (3-21)

Parasatis famale DJ, News ennouncing/copy, production. Currently employed, want new challenge. WE relocate. CHRESTY: (319) 250-1306 (3-21)

Top 80 personality seeks move to expand medium/unal martust. Three years' experience CHRVAC, B/U. All shifts/formets. Lst's talk. Contect: (802) 297-2088 (3-21)

I did it for show, i'll do it for you. Pive years' on-air college radie. Production, nowe in a pinch. Profer Weetburbalt. DAR-RYL: (416) 706-0674 (Ben-Japa PST) (3-21)

Niger market air talent, PD. Award winning multi-track production. LANRY BEBOLER: (306) 371-7260 (3-21)

Oliverreamling areas. Friendly, personal sounding amounter, Nina + years' experience. Venesile, stable. Radie and/er TV. Kill: (216) 253-2679 (3-21)

Dr. Johnny Fover-type CJ code WICRP-type station. PAUL: (208) 431-6109 (3-21)

Lookily recorded my show three days before being blowm ext. It'll mait your casestie player. It's honest. It's major. It's postpoid. SHANE: (804) 484-8702 (3-21)

 Bee & breathe radie. Ask my wile. Three years' superiones. Dedicated announcer. Profer CO/West. PAUL: (308) 762-2000 (3-21)

Tap-resed ADR mannings. 10 years' experience, three in Tap 28 market. Seek right appportunity. TJ: (301) 288-4646 (3-21)

11-year pro ready for new shallonge. Callas, Waxa, Austin, San Americ, Carpus Civital, Esperienced PDMID, much mare, CIVARLE: (214) 734-5430 (3-21)

Laso big manayi ignore ma. Or profit from a creative & experienced copy-writer/production pro. Balary: integes mo. 11M: (808) 251-8680, or 251-0744 (3-21)

Sin years' asparlance CHU/AC. Two in PM drive. MD, good production. Parlar East, will go anywhere. Sont creative oppartunity & growth. DAVE: (317) 743-8880 (8-21)

"The Real McCoy" is lasting for you. Three years' experience. Seek MW medium/umail CHIL T.R. McCOY: (\$14) 806-330 (3-21)

7 Years Experience

78 Grad from U. of IA with 7 years' experience in sports play-by-play and reporting looking for station in need of an exciting, hardworking individual. Contact Patrick Sayder at (309) 853-4471.

Air salant/enghaer. Any shift. Enthusiastic, dependable. Broadcast school graduate, Degree in electronice. Paster KY/ So, FL, will go anywhere. SARBARA: (305) 906-1297 (3-21)

If you've get a major sports commitment, I'm your man. Three years PBP, interviewing, sports talk. No one loves it more than BILL: (505) 523-4802 (3-21)

Everyone wants a team player, I'm a female jock who never atrikes out. Seek medium/large market. STACEY: (702) 734-7966 (3-21)

MW news/sports leader works to return home to upstate NV. JOE: (308) 534-8660, or 532-1485 (3-21)

Pear-year vestionder, Country/AC/CHR. Seek fultime breek into email/medium merkets. MW/East/South. T&R evaliable, tet's talk. JON: (517) 754-2634 (3-21)

425,000 drivetimer production pro seeks professional assist that needs more than just another announcer. O'NGLEV: (919) 722-4066 (ofter 3:30 EST)

12-year major market pro sired of reading cards & pushing buttons, PD/MD/on-air, All formate. Beltimore/DC area, IRA: (301) 656-2841 (2-21)

Over 20 years' experience. AC Big voice pro major market. Seak Production Director/on-air, Available now, BOB: (702) 795-8708 (3-21)

Monding nouro personality. Experience in all faceto of relife. Seak medium/large market. Good voice, dependable, fumny. MARK: (208) 745-0378 (3-21)

POSITIONS SOUGHT

Former Netland Director of Marketing Services Mesoy Lipmen Marketing. Seek oppertunity within record industry. Seven-year marketingAskel vot. JULIE FREEMAN: (213) 828-1079 (3-21)

Helpi Asst. PD/MD, Production Director experience. Sesk challenge, Hard worker, good pipes. Perfer AOR NE. Sell employed. Greet Birches. STEVE: (203) 233-8646 (3-21)

You Need A Surgeon? ----

Let's talk the HOTTEST little nightlime show in Americal I ain't jakin'. Recard, reputation, references. You need a surgeon? God's sake. of least get this tope. No purchase required, money-back guarantee. West SHANE, (804) 464-6702

Partiline CHR personality in W. Palm Beach, Seak move to fulfame locally. Pt. Planos/Ft. Loudendale. KEITH COLLINS: (305) 909-3017 (3-21)

Accention Bo. PL. Seak good opportunity. Four years' experience Chicago metro. AC/AOR/CHR. Sumbine. T&R evaluatio. TOM: (312) 371-5872, 535-1168.

30-year seasoned broadcaster/PD. Done it all, radio/cable TV. AL, ANTHONY: Box 122, La Sella Station, Magra Falls, NY 14304, (3-21)

Wunt to have a good sime? 15-year pro mornings/most fermate. 40 volces. Immanes talent, not ego. Super radings, resand aster. LEE MoCCY: (807) \$36-1738 (3-14)

and sector. Les moutre terry current and terry Beputeneod MD costs Acct. ND/PD dis modum/large marlast. Hardworking, organized, cossive people person. GARY: (201) 786-3284 (2-14)

16-year wet WAAY/Hunteville seeks monting/afternoon pig. Very funny & involved with liseners. Great phones teel RCK BCCKETT: (\$19) 483-4811 (\$-14)

Australiumentar, Three years' experience, Excellent writing & delivery, BE in javraellam, GNBC: (412) 732-2011 (2-14)

Award-white ND interested in a new challenge. TERRY: (206) 478-6571 (3-21)

22 Years C&W, AC, Oldies Vet .

Lots of personality, humor, trivia, phones, information. No Julie Boses. No minor stations/markets. Jay (512) 684-4631 or 692-

2403

The your additions mant Put a regular groundinger in your ground, Pive years in radio. Call new, FRAME MICHAELS (THE MITERLY): 4002) 722-2016 (3-14)

Ready to week, Four years' experience CHR/AOR, AC, Small/ major market, Recenders, SANTO: (306) 752-6303 (3-14)

Secolite ensure, cove me. Het innovative sittproduction pro at top-rated Top 30. Seek: new challenge in smaller market. CHIVOIdes. SCOTT: (704) 553-1141 (3-14)

I did it for them, I'll de it for you. Pive years' on-air cellage ACR/CHR. Production/news in 6 pinch. Ready yearsrday. Pro for West/Bun Bolt. DARRYL: (415) 785-8674 (3-14)

PD available. Crossive, talented, tota of know-how. Eight years in the business. Currently on-air major SE market. Bill.: (615) 231-7070 (3-14)

Punny menting show. Good bits, benter, experience. Proven publicity-genter, Herdworking, reliable. Will relocate to any Top IOVCHWAC, J. C.: (\$14) 986-5079 (3-14) as uncerner but, Viniting of benefits. These distances around

12-year vet jeak. Variety of formats. Tired of moving around. Will settle in any site market for good offer, 11 + in major market, JEFF: (308) 284-2820 (3-14)

Experienced MD seeks come/Asst. PD medium/large market cost of the Mississippi. Creative, organized people person. Extensive music knowledge. GARY: (301) 758-3264 (3-14)

ND seeks medium market sports/talk. 1 + years' experience. MKE DONOVAN: (414) 248-1580, or 248-6701, or 1028 Wilconein St., Lake Geneva, WI 63147, (3-14)

We set, elsep, drink radie. Developing young team need place to grow. Personality, voices, production, creativity an more. THE WEB-N-DOYLE PARTY: (404) 234-2152 (3-14)

Bight-year vet. Music/programming superionce seeks on-air Jezz slot. South/SW, LANKY: (804) 488-4728 (3-14)

00

Have anystel ball, will travel. Anticulate English Radio P station Ply main far year guest show. Amazing ratings with 1 ROLEY: PAL WZZU-PAL JOINT KANE: 1000 258-1833 (3-14)

> Aushummuserter currently ND Skw AM are year. Medium large market in SE. Excellant writer. Aggressive, community minded. Breadcest Journalism degree. JEFF: (404) 834-2082 (3-14)

Sunbalt noverialit gig. 6+ years doing some in frason North. ND/producer/host talk show, WAYNE SYERS:(701) 251-2336 (3-14)

Meters Country, Good MD. Relatable, reliable, friendly, Currently readium market. Seek 3W/West Coest stable rocalitien. ED: (506) 836-2467 (3-14)

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25 years' broadcasting vat. Great adult delivery far navel jock show/commercials. Continuity writer/producer. Warmer climate proferred. VIC:'(808) 843-8325 (3-14)

Pee years' & lovin' every second. Upiquick/comfortable sounding CHR jock. Outregroup the & good with bloks. W relocate. Here T&R, TOMMY: (317) 552-0816 (3-14)

Top-resed Q102/Cincinneti's ofternoon entertainer seeks mi jor/međum merket CHWAOR/AC, Resinger/ofernoss eveli ble. ROCK JENGEN: (513) 731-7206 (3-14)

CHR drive personellity needs move up. 12 ýears' experience. Award-winning Prefer Weet/Rockies. 808 CHURCH: (408) 721-8456 (3-14)

Assestate Editor Radio & Records seeks Asst. Sales, promotion. Parker New Haven/Hartford radius. Available 4/15, P. MARVT2ER: (213) 275-1364, 563-4330 (3-14)

Team leader PD, people person. Great air/production. Seat PD/air with good stable company. AC/EZ/news. JOHR: (313 227-6328 (3-14)

Programmingly selenced jackacte with Sobulaus phones went West Caset CHR afternoons. Personality that listeners grav tate to. Contect: (213) 006-0111 (3-14)

THERE JUST AIN'T ANYBODY LIKE MEI

Cone of "the" originate in rock & roll radio. A stylist, phrasologist, I do tricks with my voice, make people leugh, give greet breaks, DOMINATE, Super-hearted evenings. Mejors. Needs? Hungry Top 20s. please. Send reples to Radio & Records, #279, 1930 Century Park West, Los Angeles, CA 90067.

Vasadla, adi-mativatar aaska nawa/public alfaira. Esperianced radio nawa/copy-unitargradus. Sama TV. Adaecelva, anticulata. DIANE: (217) 528-8800 (3-14)

Experienced AOR. Crostive production. Storing character. Conversational en-air. Want to real/hybrid. JOHN: (312) 282-5773 (2-14)

It's Mo-a-bagineer menthil Tap 100 martists call for your no ablgation T&R. BRAD BMALL: (\$18:481-4103 (2-14)

Need a start. Formin DJ. Incommunerating production. Any ababit. Profer MW, Have Scanon. CAR: (316) 586-4212, or 286-3873 (3-14)

Breadwart school groduste cashe position as announcer. Sharp, talented, willing to learn. LIBA: (412) 481-0310 (21-14)

ing to deep with EZ, want to wake up with Country. 10 pro" experience. Deep, resenant vulse. Staady & depende h. DAVE GUMBI: (217) 528-9800 (3-14)

Communicator 16 years. Can do k di: write, produce, deliver. Profer open miles. Smeeth, casy myle. Personal appearances. DAN (NDN: (217) 528-8600 (3-14) *

Look no further. Top-roted top 79 market PDAID. Bable, promotions-entimed. 12 years' CHEVAC pro. TMI PHILIPS: (412) 300-8440, (218) 480-1340 (2-14)

PORID 11J, CT. NC, SC. Now pregramming MD. Excellent pipes. Award-sciening production. All markets. BAU, Not Hits. J. W.: (201) 748-6306 (2)-141

14-year assessed membry show pre-character velose. Bits, quick wit, TV experience. Top 30 merices enty. Thil Kik-CAID: (716) 244-1105 (2-14)

Sparset That's my game. Good PSP/sparse reporting. DJ/production. Rive years' experience. Confident, not egomenico. NW/Rockies. MIKE: (303) 346-5306 (3-14)

DJ/Tep veles/excellent PEP. One-year experience Country Tep 100 market. Go anywhere. Available now. JEFF: (309) 523-3611 (3-14)

One of OR's most honored newsman. Winning stitlude. Enthusiastic, West Cosst/Rockies. RON: (503) 856-7427 (3-14)

Great character volcos/station IDs. Write commercials/commentarios/documentarios. Produce shows, contest winners. ANTHONY KWIECINBKI: (312) 356-8311 (3-14)

OPPORTUNITY FORM

	, D POSITION SOUGHT
Region	O MISCELLANEOUS
PD Name:	NAME:
GM Name:	PHONE: ()

1. Please type or print clearly, using 24 words or less to include address/phone number, and attach to this form.

2. Do not use abbreviations.

3. All ads are subject to editing.

Mail to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

R&R FRIDAY, MARCH 21, 1986/57

POSITIONS SOUGHT

28.3 share good enough? Granddoddy now available for AOR/CHIVAC. RED CARROLL: (316) 474-2028 (3-14)

MISCELLANEOUS

Aggressive AOR WHINI-FB reads record service. Al labels Not effaid of new product. Contect: Nigel Stuart, Box 308. Souk Rapids, MN 66379. (3-21)

WILLO needs record carvice. Greatest Country Hits of laß sime. Contact: Jim Gilles, Box 1060, Hibbing, MN 55746, or (218) 262-4545 (3-21)

OR-PM made AOR product. Changing formet. Heed new & older, We serve Ontario/W. NY. Contact: Mills Page. OR-PM. 12 Yates Bt., Bt. Cethenines. Ontario, Caneda L2R 6X7. (3-21)

Need single/ultum pap service from Biektra, Chryselle & Manhettan, CHR-FM, Consect: Scott Bemish/Jim Kelso, WKNS-PM, Box 188, Kinston, NC 29801, (3-21)

Jasz resord service needed for new program. Current and old. Carmon Brown: WKRG-FM, 565 Broadcast Dr., Mobile, AL 38008, er (206) 478-5666 ext. 301 (3-14)

EZ/AC/Country station reads service from all labels. Contact: K(BN YORK, PD, Box 148, Shalkyville, IL 62585, or (217) 774-2148 (2-14)

Dates appearing at the end of each listing

Important Notice: When replying to R&R

Blind Boxes, please keep the size of your packages limited to a 9" x 12" ervelope.

R&R Opportunities

Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and

record companies in Openings. Free list-

ings of the same length are also available

to individuals seeking work in the inclustry

under Positions Sought, All other advertis-

ing must run display. Changes must be

Deadline

To appear in the following week's issue, we

must receive your ad by Thursday 12 noon

Display Advertising

Display: \$40 per inch per week (meximum

Blind Box: \$50 per inch per week (maxi-

der and logo.

35 words per inch). Includes bor-

mum 35 words per inch). Includes border, box number

and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in

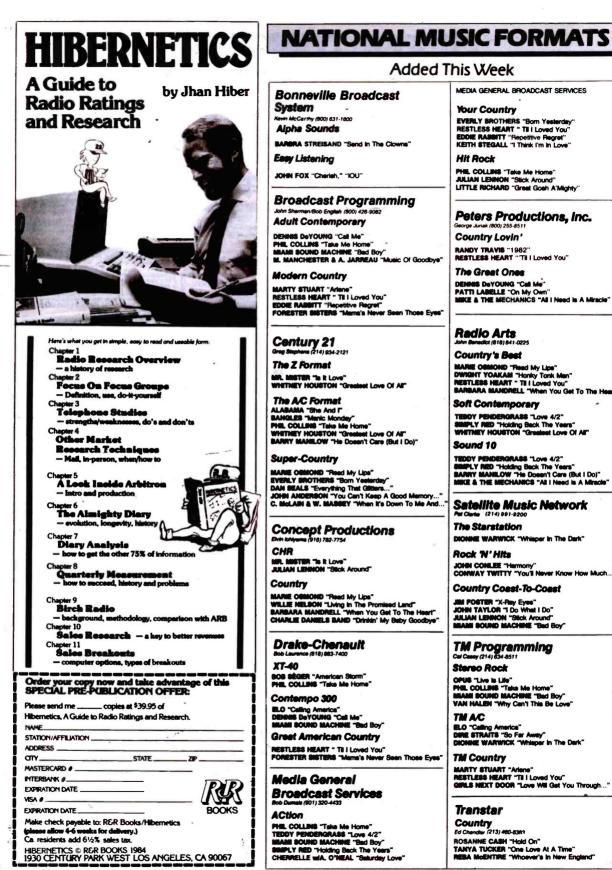
For opportunities you must place your free listings by mall only. Address all 24-word ads to: R&R/Opportunities. 1930 Century Park West, Los Angeles, CA 90067.

mailed in on company letterhead.

(PST) prior to issue date.

advance.

signily first week listed.



Added This Week

Bonneville Broadcast

BARBRA STREISAND "Send in The Clowns"

Broadcast Programming m/Roh English (800) 428,9082

PHIL COLLINS "Take Me Home" MANI SOUND MACHINE "Bed Boy" M. MANCHESTER & A. JARREAU "Music Of Goodbye"

MARTY STUART "Ariene" RESTLESS HEART "TI I Loved You" EDDIE RABBITT "Repetitive Regret" FORESTER SISTERS "Mamaia Never Seen Those Eyes"

ALABAMA "She And T" BANGLES "Menic Monday" PML COLLING "Take Me Home" WHTINEY HOUSTON "Gree Menton" BARNY MANILOW "He Dosen' Care (But I Do)"

MARIE COMOND "Read My Lips" EVERLY BNOTHERS "Born Yesterday" DAN BEALS "Everything That Gitters..." JOHN ANDERBOR "You Can't Keep A Good Memory..." C. MoLAIN & W. MASSEY "When It's Down To Me And...

Concept Productions

NR. NISTER "Is it Love" JULIAN LENNON "Slick Around"

MARIE COMOND "Read My Lips" WILLE NELSON "Living in The Promised Land" BARBARA MANDRELL "When You Get To The Heart" CHARLE DANIELS BAND "Dimkin My Baby Goodbys"

BOB SEGER "American Storm" PHIL COLLINS "Take Me Home"

ELO "Calling America" DEBNIS DeYOUNG "Call Me" MIAMI SOUND MACHINE "Bad Boy"

RESTLESS HEART " TI I Loved You" FORESTER SISTERS "Mama's Never Seen Those Eyes"

Broadcast Services

PHIL COLLINS "Take Me Home" TEDDY PENDENGRASS "Love 4/2" MIAMI SOUND MACHINE "Bad Boy" SIMPLY RED "Holding Back The Years" CHERRELLE w/A. O'NEAL "Saturday Love" MEDIA GENERAL BROADCAST SERVICES

Your Country

EVERLY BROTHERS "Born Yesterday RESTLESS HEART " Til I Loved You" EDDIE RABINTT "Repetitive Regret" KEITH STEGALL "I Think I'm In Love"

Hit Rock PHIL COLLINS "Take Me Home" JULIAN LENNON "Stick Around" LITTLE RICHARD "Great Gosh A'Mighty"

Peters Productions, Inc.

orge Junak (800) 255-8511 Country Lovin' RANDY TRAVIS "1982" RESTLESS HEART "THI Loved You"

The Great Ones DENNIS DeVOUNG "Cell Me" PATTI LABELLE "On My Own" NIKE & THE MECHANICS "All I Need is A Miracle"

Radio Arts -----

Country's Best

MARIE GOMOND "Read My Lips" DWIGHT YOAKAM "Honty Tonk Man" RESTLESS HEART " TE I Loved You" BARBARA MANDRELL "When You Get To The Heart"

Soft Contemporary

TEDDY PENDERGRASS "Love 4/2" SMPLY RED "Holding Back The Years" WHITNEY HOUSTON "Greatest Love Of All"

Sound 10

TEDDY PENDERGRASS "Love 4/2" SIMPLY RED "Holding Back The Years" BARRY MANILOW "He Dosen' Care (But I Do)" MICE & THE MECHANICS "AI I Need is A Miracle"

Satellite Music Network

The Starstation DICHINE WARWICK "Whisper in The Dark"

Rock 'N' Hits JOHN CONLEE "Harmony" CONWAY TWITTY "You'll Never Know How Much..."

Country Coast-To-Coast

JIM POSTER "X-Ray Eyes" JOHN TAYLOR "I Do What I Do" JULIAN LENNON "Blick Around" MAMI SOUND MACHINE "Bad Boy"

TM Programming

Stereo Rock

OPUS "Live is Life" PHIL COLLINS "Take Me Home" BIRAMI SOUND MACHINE "Bed Boy" VAN HALEN "Why Can't This Be Love"

TH AC ELO "Caling America" DIRE STRAITS "So Far Away" DIONNE WARWICK "Whiaper in The Dark"

TM Country MARTY STUART "Arlene" RESTLESS HEART "TI I Loved You" GIRLS NEXT DOOR "Love Will Get You Through..."

Transtar

Country Ed Chandler (213) 460-6381 ROSANNE CASH "Hold On" TANYA TUCKER "One Love At A Time" REBA MOENTIRE "Whoever's in New England"



		TOP 30	MOST ADDED JOHNI SCOPPELD (12)	HOTTEST
Lot		MARCH 21, 1986	Still Warm (Gramavision)	PAQUITO D'INVERA (21) Explosion (Columbia)
views.			Introducing Jonathan Butler (Jive/Arista)	DAVID BENOIT (14)
1	1	PAQUITO D'RIVERA/Explosion (Columbia)	IRA STEIN & RUSSELL WALDER (9)	This Side Up (Spindletop)
2	0	DAVID GENOIT/This Side Up (Spindletop)	Transit (Windham Hill)	MUSIC FROM THE BILL COSBY SHOW (
5	0	MUSIC FROM THE BILL COSBY SHOW/A House Full of Love (Columbia)	SADAO WATAMABE (9)	A House Full Of Love (Columbia)
	Ō.	JON FADDIS/Legacy (Concord)	Parker's Mood/Live At Bravas (Elektra)	
3	Ĭ.	MARVIE SWARTZ/Urban Earth (Gramevision)	ZAWINUL (8)	
4		TONY WILLIAMS/Foreign Intrigue (Blue Note)	Dialects (Columbia)	
	0	RAY BROWN ALL STARS/Don't Forget The Blues (Concord)		
	ŏ	JDE WILLIAMER/ Just Want To Sing (Delos)	RUSS PREENAN "Nesturnel Playground" (Br Rotations Heavy 20, Medium 3/1, Light 2/1, Estra Adde	ainchild) 18/5
17	ŏ	EDDIE DAINELS & LONDON PHILHARMONIC ORCHESTRA/Breakthrough (GRP)	Potations Heavy 2/0, Medium 3/1, Light 2/1, Extra Add	3, Total Adds 5, WFPL, WNOP, KBEM, KJZZ, WLVE
16	ð	TED PILTZECKER/Destination (Subruce)	KTCJ, KPLU, Modum KERA, WLOQ KENNY BARNON "Antumn in New York" (Uptown	18/1
12	ă	CABO FRIG/Right On The Money (Zebra/MCA)	Rotations Heavy 3/0, Medium 6/1, Light 1/0, Extra Adds o.	Total Adds T. KLSK. Heavy WRTI, KUHF, WUWM
14	ŏ	JUSTO ALMARIO/Forever Friends (Meadowlark)	WORKS MOTT IN ITT & LAT MARCO	
10	12	PENNI'/Calubrate! (Zebra/MCA)	JOHATHAN BUTLER "Introducing Jonathan B Roseina: Heavy 17, Medium 17, Light 5/5, Entre Adda	2 Trans Arching WEAF WHOT WLOG WHOP WKS
11	14	BENNIE WALLACE/Twilight Time (Blue Hole)	KKGO KPLU, KIFM	
15		RALPH TOWNER/BARY BURTON/Side Show (ECM)	GEORGE HOWARD "Love Will Fellow" (TBA/Pale	Alle) 6/3
	11	ARP LIVE IN SESSION/GRP Live in Session (GRP)	Rotations: Heavy 30, Medium 1/0, Light 2/1, Extra Adds 2. To Markets: WLVE	tel Adds 3, WNOP, KTCJ, KPLD, Heavy, Welst, KKG
21		EMARCAN SAMOFRE/Shutaru (Theresa)	manual and determined interior and the desider of	/1
12	18	PETE PETERSEN & COLLECTION JAZZ ORCHESTRA/Payin' in The Park (Pausa)	Rossions: Heavy 4/0, Medium 1/0, Light 2/0, Eleta Adds 1.	Total Adds 1, WMD. Heavy WNOP, KBEM, KCSC
27		ZAWWWUL/Dialects (Columbia)	Medium: WLVE. SKYMALK "The Bebusiess" (Zebra/BCA) 7/4	
	X	BOUG CAMERON/Freeway Mentality (Spindhitop)	Rotations: Heavy 2/0, Medium 2/1, Light 2/2, Extra Adds 1, Tr	In Adds 4, KTCJ, WF88, KRVS, WLVE, Heavy KER
11	n	AND Y HEATHAN Picture (Landmark)	Medum: KKGO.	1000
26	-	GENE HARRISAmur's Way (Jam)	TEB SHAMATE WARA SULLIVAN "Buildware" (P Rostors: Heavy SO, Medium 1/0, Light 1/1, Extra Adda 0,	Total Adda 1. WBEE, Haavy WNOP, WKSU, WHPC
19	2	and angle soil LER/Keys To The City (Landmark)	KLCC. Medure: KPLU.	
	ő	ININ SCOPPELS/Still Warm (Gramevision)	HARK O'CONNOR "Receivings Of" (WE) 7/0 Rotations: Heavy 1/0, Machum 2/0, Light 4/0, Extra Adds 0, 1	The Adda & Manual PLEY Marking FERD MARE
DEBUT		KEITH JANNETT/Standards Live (WB)	Rotations: Heavy 1/0, Medium 2/0, Light 4/0, Extra Adds 0, 1	IOLE ADDE O PREMY: KLER INCOLINE KKOO, WYFE
DEBUT		NAMK CRAWFORD/Roachouse Symphony (Milestone/Fantasy)	MARC JOHNOON "Base Beatres" (ECBI) 64 Regations: Heavy 1/1, Medium 3/3, Light 00, Entra Add	IS 2, TONE Adds 6, WBGO, WRTI, WDET, KJZZ, KJAJ
2	25	CLIFF SAME/Making (MCA/Curb)	BERTMAN "Breass Are Real" (Minutens F Routins: Heavy 2/2, Madum 2/1, Light 1/1, Ears Add	entery) 6/6
20	-	BOC SEVERIMBEN & XEBNOL/Coc Severinsen & Xebron (Passport Jazz)	WhOP.	1, Total Adds 5, WBGO, WRTI, WYRS, WJZZ, KJAZ.
DEBUT	-	CONTE CANDOLI W/PHIL WOODS/Old Aquaintance (Pausa)	CALINE STORE "But Court Base" (Cline Branch) (1
28			Rossions: Heavy 0/0, Medium 3/0, Light 3/1, Entre Adds 0.1	fotal Adds 1, KUHF. Madium: WOBH, KCSC, WLVE.
35		INGGERNI JAZZ GNARTET/Topsy (Pablo)	DAVE Blottenia "Banding in The Bark" (Concord Rossigne: Heavy 1/0, Medium 3/0, Light 2/0, Extra Adds 0.	
	-		Potations: Heavy 1/0, Medium S/O, Light 2/0, Extra Adds 0, 1 CLANDID RODITI "Claudio" (Nytowa) 5/0	IOM ADDS V. PREVY: KLOK, WEDDUM, WEDDU, WYRD,
Black-Urban FM/New Onle	stalior and, C	a contributing to Jazz WKNDHiertord, Melonae McClean, KJCB/Lafayette, Horatio Handy, WYLD- all Spanoar, WOMT/Cleveland Dean-Dean Rukus	Rotatione: Heavy 2/0, Medium 3/0, Light 1/0, Extra Adds 0, 1 KWMU	Tatel Adds O. Heevy: WHIPO, WVPE. Medium: WBQC
-			REGIONALIZED	ADDS & HOTS

4

STEVE KULAA "Fresh Field" (CBS) 12/2 Rotation: Heavy 40, Medum 67, Light 10, Estra Adds 1, Total Adds 2, WBGO, WBEY, Heavy, WNOP, KBEM, KLCC, KLBK, Medum WLCO, KTCJ, KKBO, KPLJ, WLVE INTERNOR "Interfer" (Windham WIII) 12/1 Rotation: Heavy 20, Medum 67, Light 40, Estra Adds 0, Total Adds 1, WVPE, Heavy, KCSC, KLCC, Medum: WMOT, WLCO, WOET, KBEM, KAR-D, STEVE BOOWNI "Bada Llase" (Cals Recents) 11/1 Rotation: Heavy 30, Medum 57, Light 30, Estra Adds 0, Total Adds 1, WVPE, Heavy, WITH, WFPL, WKSU, Medum KBEM, KADX, KLZZ, WLDF, WENDEL MARKEDON "Birth Of A Feedi" (Rebirth) 11/1 Rotations: Heavy 10, Medum 57, Light 50, Estra Adds 0, Total Adds 1, WJZZ, Heavy, WBEE, Medum WNOP, KTCJ, KJZZ, KLCC

KJZZ KLCC NUTZ, "Genera Te Beg" (Passes) 11/0 Rotadons Heavy DO, Madium 7/0, Light 4/0, Extra Adda 0, Total Adda 0, Madium, WRTT, WYRS, W98Y, WJZZ, KLON, KPLU,

Rotation WHRO.

WHEO IAA STEEN & NUESELL WALDER "Transit" (Windham Mill) 18/9 Rotations Heavy 00, Madum 21, Light 56, Evra Adds 3, Tore Adds 9, WBOO, WFAE, WMOT, WHOP, WDET, WKSU, KAZ, KRLU, KWAB, Madum 17, Light 56, Evra Adds 2, Tore Adds 9, WBOO, WFAE, WMOT, WHOP, WDET, Rotations Heavy 10, Madum 17, Light 66, Evra Adds 2, Tore Adds 9, WBFO, WKSU, KAZK, KLON, KKGO, KMPD, KPLU, KOPT, KISC, Heavy, KAZ. LARRY CARLTON "Aless-Adds 1, Tore Adds 9, WBFO, WKSU, KAZK, KLON, KKGO, KMPR, KIFM, Madum KERA, WLOO, WKSU.



	CALVEN EXPERIMENT Heavy 11, Middle DERTRAMI "Dreams A WNCP. CALVEN EXPS "Full Court I Positions: Heavy 20, Middle DAVE ShotElimitA "Densing Positions: Heavy 10, Middle M CLAUSED FIDDETT "Claudie" Rosations: Heavy 20, Middle M Rosations: Heavy 20, Middle M	uro (Rodi" (Oliveitana Postary) m 2/1, Ligna 1/1, Este Adda 1, Total "ress" (Olive Branch) 6/1 D, Ligna 3/1, Ester Adda 0, Total Add In This Bark" (Cancord) 6/0 D, Ligna 2/0, Ester Adda 0, Total Add	Adds 6, WBGO, WHT, WDET, KJZZ 84 Adds 6, WBGO, WHT, WYRS, WJZZ 5 1, KUHF, Madkim: WGBH, KCSC, 5 0, Haavy: KLSK. Madkim: WBGO, 5 0, Haavy: WHRO, WYFE, Madkim: DDS & HOTS	KJAZ Medum WLVE. WYRS, KLON.
				AND DALLY AND ADDRESS
Constraint Constra	Address of the second s			
KCSC/Oldehoma CRY, WCBH/	Auf Being Auf Steining Set of the set of t		And a state of the second	A DESCRIPTION ADDRESS

BLACK/URBAN

BREAKERS

PATTI LABELLE & MICHAEL McDONALD On My Own (MCA)

75% of our reporting stations on it. Rotations: Heavy 3/1, Medium 30/11, Light 31/21, Total Adds 33 including WUSL, WAMO, WVEE, HOT105, WEDR, WYLD-FM, WOWI, WBMX, WBLZ, WLUM. This week's Most Added Record. Debuts at number 32 on the Black/Urben chart.

SOS BAND

The Finest (Tabu/CBS)

74% of our reporting stations on it. Rotations: Neary 3/0, Medium 30/8, Light 30/21, Total Adds 30 including WAMO, WVEE, KMJQ, HOT105, WEDR, K94, WOWI, KACE, KJLH, KSOL. A Most Added Record. Debuts at number 33 on the Black/Urban chart.

JUNHOR

Oh Losise (Mercary/PolyGram) 71% of our reporting stations on it. Rotations: Heavy 1/0, Medium 16/1, Light 44/8, Total Adds 10, WXYV, K84, WOWI, WDIAT, WJLB, WNHC, WPEG, WORL, WPLZ, KDKO. Debuts at number 40 on the Black/Urban chart.

ATLANTIC STARR

If Your Heart Isn't in It (A&M)

68% of our reporting stations on it. Rotations: Heavy 9/0, Medium 21/2, Light 28/15, Total Adds 17 Including WXYY, KINJG, WEDR, WOWI, WTMP, WBMX, WGCI, XHRM, KQXL, JET94. Debuts at number 34 on the Black/Urben chart.

SADE

Never As Good As The First Time (Portrait/C88) 67% of our reporting stations on it. Rotations: Newy 90, Medium 174, Light 31/24, Rotal Adds 28 including WILD, WHUR, KMJQ, WOWI, WBMX, WGLC, WBLZ, WJLB, WLUM, KJL-1. A Most Added Record. Debuts at number 37 on the Black/Urban chart.

LL COOL J

Rock The Bolts (Def Jam/Columbia) 66% of our reporting stations on it. Rotations: Heavy 9/1, Medium 14/0, Light 33/7, Total Adds 8, WGCI, KSOL, WFXA, KGXL, WENN, KKZ, WBLX, KBUZ. Moves 39-36 on the Black/Urban chart.

WHISTLE

(Nothing Serieus) Just Buggin' (Select) 61% of our reporting stations on it. Rotations: Heavy 11/0, Medium 22/1, Light 19/3, Rotal Adde 4, WVEE, WFXA, WZAZ, KDKO. Moves 33-31 on the Black/Urban chart.



TRIMERE "1"I Be All You Ever Need" (Nucle Specialist) 47/8 Rotations: Heavy 60, Medium 160, Lign 256, Total Adds 8, WLB, WAOK, WXOK, WENN, WDPN, KDLZ, WLOU, WZEN, Meary WAOS, MAYON, WENG KENAY, WORK, WAI T, Denkar at purcher 36 on the RectAl/Inter chart. The Det The Bear The Even Tree Even Terminal (1997) AND THE STREAM STREA

WOMB, WHOC, KILL, WITL, KHTS, WEHR, KBUL, READY FOR THE WORLD "Bills Over" (IECA) 44.6 Rotatione: Heavy 60, Medium 182, Lipt 204, Tatal Adds 8, WKYV, WYLD-FM, WGCI, WITL, W.YVL, WANT, Heavy, WAMO, KYOL, W.J.R. WWANA, WCK, WGPN, "Elsolars) 43/12 Relatione: Heavy 10, Medium 191, Lipt 23/1, Tatal Adds 12, WKYV, WYLE, WOA, WZAK, OC104, WFA, WXOK, WPDO,

basione Heavy 10, Neducin 1971, Lugie 2311, Basi Adda 12, WYY, WYEE, WDA.WZAK, OC104, WFXA, WXOK, WPDO, WYN, KHYS, WCYK, WYYMA NOXIME WARWYCC, "WMhoger is the Dent" (Arbain 4346 Noxime Heavy 20, Meducin 151, Lugie 235, Basi Adda 6, WOA, WBLZ, WLB, KAPE, WWDM, WTLC Heavy, WYYZ

ALFIE "Jast Gets Better With Time" (Network) 41/11 Rotations, Heavy 10, Medium 120, Light 28/11, Total Adds 11, W WWW WOLA WIGCI WNHC WTKL JETH KOLZ WPLZ

Realising Heavy 10, Medium 120, Upt set 1, American 12, Capital 31, 22 MELITA MOREAN "To Yes Still Law Mar MELITA MOREAN "To Yes Still Law Mar 22, WMM WOAS WALR WTMP WEAK WOMT, KLH WH-C, WDK, MACK, WFA, MATY, WFAC, WOAS, WHYZ, WOFK, WZAZ, KNZ, WJL, KHYS, WFLZ, 293 ALEXANDER O'TEAL "What's Missing" (Tabu/233) 30/13 ALEXANDER O'TEAL "What' 7/03

WAGI, WADA), WTLC: **DREIKA & BO DUDES "Westeand Special" (Capital) 29.4** Roterona Heavy 20. Medium 100, Loft 17.4. Total Acts 4, WENK KUCB, WAAA, WZEN, Heavy: WAMO, WJML, Medium: WEOR WOAT WAXK, WALE WYLL, WLOU, WOCK, WGPR, WKNM, WOOL **ARMEE'S LOYE "Raterial High" (Profile) 28.3** Relations Heavy 20, Medium 77, Logit 19.2. Call Acts 3, WWN, WZAK, KHYS, Heavy WTMP, WBLX, Medium: WEDR,

Rolations: Heavy 20, Michael Mill, Light Light Light And Table States and Annual Million Milli

WINK, WAIV, WOAK WOAK, WAAK, NAAE, MUAC, MUAC, MUAC, MUAC, MORM, NAER, TEABE "THEREATER" (Epsil 2016 Robations: Heavy OO, Medium 14/1, Light 11/5, Total Addis 6, WINN, WYEE, KDAY, XHRM, WAAT, WCKX, Medium WDAS, WISE, WYLDEN, WOATH, KOXK, WUXK, WUXK, WUXL, WUXL, KHRS, KHRA, WAAA, WAAR, WAAT, WCKX, Medium WDAS,

MOST ADDED

PATTI LABELLE/MICHAEL McDONALD (33) On My Own (MCA) SOS BAND (30) The Finest (Tabu/CBS) SADE (28) Never As Good As The ... (Portr. WHITNEY HOUSTON (23) (Portrait/CBS)

The Greatest Love Of All (A Do You Still Love Me (Capitol)

HOTTEST

PRINCE (70) Kiss (WB) What Have You Done For Me... (A&M) BAP BAND (36) Going In Circles (Total Experience/RCA) CHERRELLE/ALEXANDER O'WEAL (34) Saturday Love (Tabu/CBS) TEDDY PENDERGRASS (23) Love 4/2 (Asylum)

SIGNIFICANT ACTION

WHITTHEY HOUSTON "The Gradiest Lave Of All" (Arists) 24/23 Rolations: Henry 1/1, Medum 04, Light 15/14, Stall Adds 23, WAMO, WHUR, WILLM, XIPPM, OC104, WAOK, KOXL, Rolations: Henry 1/1, Medum 04, Light 15/14, Stall Adds 23, WAMO, WHUR, WILLM, XIPPM, OC104, WAOK, KOXL,

Rotations: Heavy 20, Middum 60, Light 135, Total Adds 5, KMJO, KJLH, KSOL, KDLZ, WANT, Heavy KDAY, Medium: WHER, KTOL, KRI, WILLM, WOPN, KUCB, CHARA, KIDAL, WTT, BO (bes 2015) (DT he World" (Altiantic) 21/4 Rotations: Heavy 10, Middum 61, Light 140, Istal Adds 4, WDAS, WTMP, WDMT, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WMT, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WMT, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WANT, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WMT, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WANT, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WANT, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WMT, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WYTL, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WYT, WZAK Heavy WAMO. Medium MICE, WZAZ WUTL, WYTL, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WYTL, WZAK, Heavy WAMO. Medium MICE, WZAZ WUTL, WYTL, WZAK, HEAVY WILL, WZAK HEAVY WILL WYTL, WYTL, WZAK HEAVY WILL WYTL, WZAK HEAVY WILL WYTL, WZAK HEAVY WILL WYTL, WZAK HEAVY WYTL

TKA "Das Way Leve" (Tenning Boy) 28/6 Rotations: Henry OO, Netward 40, Light 16/6, Total Adds 6, K94, WTMP, KSOL, WZAZ, WBLX, KHYS, Medium HOT105,

MAUNT, ATTAIN RUICE "Lady Is Love" (Columbia) 18-8 Relation: Hawy Vol. Medium 4/2, Lant 14-6, Total Acta 8, WWN, WKND, WAOK, KOXL, WDPN, WKXI, WZAZ, WANT

ICUNTES BLOW "ALL Is Cool" (Marsary/PolyGram) 18/6 Rotations: Heavy CO, Medium 41, Light 14/5, Total Adds 8, KOXL, WENN, WBLX, WOCK, WVKO, WKWM KDAY

WXOK, WZEN. EX. & Q BAND "On The Shell" (In Year Face) 18/4 Rotanow, Heavy 30, Medum 50, Lipit 7/4, Soal Adds & KDAY, Werk, WEND, Heavy, WOW, KMJM, WOMG Medum WWH, WYN, WRS, WILLR, WOHT, WZAK, WAHT, WZEN. 64 EAST "Jast Aardber Sector" (Hei Pink) 18/2 Ration: Heavy 10, Medum 60, Lipit 11/2, Tasta Kada 2, WFA, WGPR, Heavy, WAHO, Medum WCA, WDNT, KMJM.

WORK WTLC, WZEN. SXI FOX "Licit's Ge All The Way" (Capitel) 18/2 Rotations Heavy 50, Madum 77, Light 61, Istal Adds 2, 200, WOFX Heavy, WBLZ, JETM, WOOK, WPLZ, WWOM Medum WHRK, Key, WLUH, RZOL, WFXK, WHYZ, JULAH FLENDY "Thm The Det" ((ISIA) 18/2 Rotations Heavy 00, Medum 42, Light 128, Star Adds 8, WOY, WEDR, KOXL, WTKL, WXOK, KHYS, WANM, WTLC.

WTMP, JETS FAT LANNY'S BAND "Zeem" (Omni/Atlantic) 16/6 Rotations: Heavy DO, Medium 6/0, Light 10/6, Total Adds 6.

WOW WEXA KOXI KOLZ WKXI Madia Rotations Heavy DO, Medium and Light WTMP, WPEG, WFXC, WONG, KHYS, LOU RAWLS "Are Yes With No" (Epic) 16/3 LOU RAWLS "Are Yes With No" (Epic) 16/3

LINE 3 WITH 793 WANT MINT

0.0. Medium 10/0. Light 6/3. ZAZ, WALT, WAAA, WDAO.

TA MARA & SEEN "Thinking About You" (A&III) 16/3 Rotators: Heavy 10, Medium 7/1, Lph 8/2, Istal Adds 3, WOFX, WLOU, WWDM, Heavy, WOOK, M

In Bottom Weiny 10, Madam 7/1, Light Siz, American Strategy 10, Madam 7, Light Siz, American Si, Light 11, Light 12, Siz Adds 15, WMM, MDAS, WYLD-FM, WDMT, KACE, KJ.H. W WICK WFEO, MOHIK KARE, MAAA WIKO, WYLL CMKO ALYSON WILLIAMS "Yes We Can Can" (Profile) 18/5 Rotations: Heavy 10, Madam 3/1, Light 114, Total Adds 5, WACK, KOXL, WEIN, WFEO, WOFX, Heavy WTMP, Ma

NTAL WAA. STYLETICS "Special" (Streetwise) 15/2 Rotelong Heevy 10, Madum 70, Light 72, Total Adds 2, KSOL, WGPR, Heevy WJMI, Medum WWN, WZAK, KACE,

Rossionel Meany 10, Medium 70, Light 72, Kill Have 2, Hunde 1, Hun WTLC. WZET

MYAN, WACH. PHECIDUS WILSON "1"II Do Your Friend" (Jora/Arista) 11/4 Rotations Heavy DO, Madum 30, Loyt B4, Stal Adda 4, WUSL, WKND, WOOK, WAAA Medum: WRKS, KMJM, WZEN. CONWAY DROTHERS "Raise The Root" (PBT) 11/3 Rotation: Heavy OO, Madum B1, Loyt 52, Stal Adda 3, WOAS, WOMG, WTLC, Medum WVEE, WEDR, WTMP, WBLX.

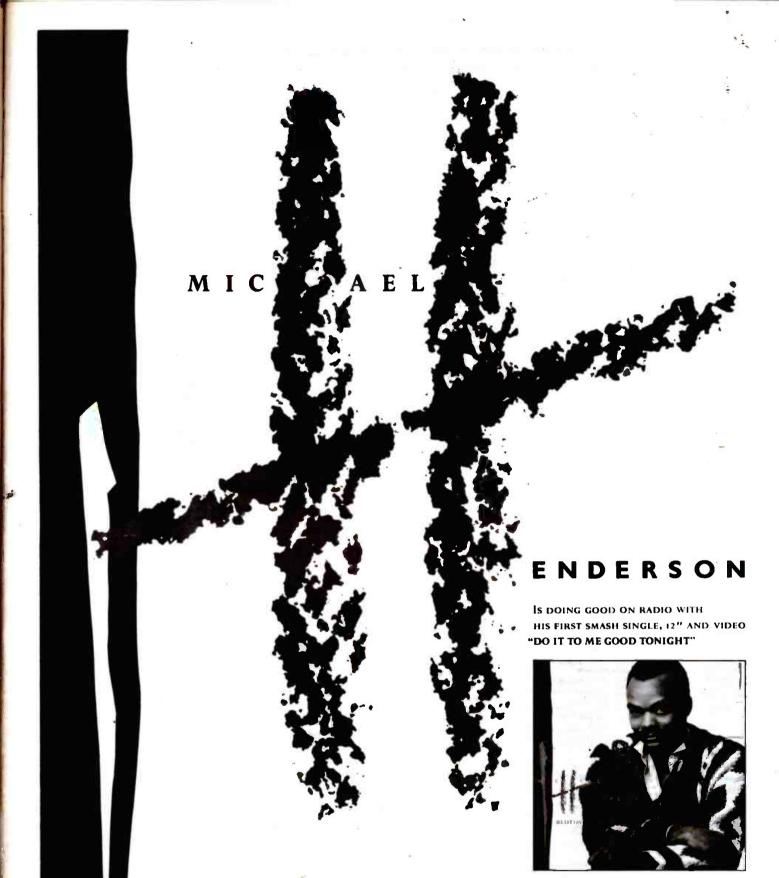
KNYS LTTLE RICHARD "Greet Geeb A'Mighty (N's A Nistler Of Time)" (NCA) 11/2 Rotations Heavy GO, Medum 3/1, Lupit B1, Total Adds 2, WGCL, OCTOH, Medum WTCL, WFEG. SMIMANDM "Kay II. Again" (Spring) 11/1 Rotations Heavy GO, Medum 3/0, Lupit B1, Total Adds 1, KIIZ Medum WEDR, WZAK, KAPE, MARAYOSHI TAKANAKA "Tesser" (Amberti) 11/0 Rotations Heavy GO, Medum 50, Lupit B0, Total Adds 0, Medum: WTMP, WDMT, WDKX, WKXI, WFLX, WTLC.

NEWCLEUS "No No Boot" (Sunnyview) 18/6 Rotations: Heavy 00, Medium 30, Light 76, Iotal Adds 6, WWN, WVEE, WEDR, WFXC, WQOK, WGPR, Medium; WZAK,

KDAY, WAME SLAVE "Thriff Me" (Ichibban) 18/3 Rotations: Heavy DO, Madium 20, Light BG, Total Adds 3, WEDR, WBLX, WGPR, Medium: WTMP, WKXL JOYCE SHIS "All & All" (Steeping Bag) 19/2 Rotations: Heavy 10, Medium S/1, Light 4/1, Total Adds 2, WDAS, WLOU, Heavy, WDKX, Medium: WRKS, HOT105, WOWL

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 Breeker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

WILC, WCCH, GRANDHASTER FLASH "Style (Poter Gunn Thoms)" (Eistire) 12/3 Rotalion Haavy 20, Medium 32, Ligh 71, Tata Adais 3, WKXC, WAM, WOCK, Heavy WKND, ROLLING STORES "Harlow Shuffle" (Rolling Stancer,Columbia) 12/2 Rotations Heavy 20, Medium 51, Light 51, Tata Addis 2, KMA, KOXL, Heavy WLNJ, JET94, N



FROM IN NEW ALBUM "BEDTIME STORIES" PRODUCED BY MICHAEL HENDERSON MANAGEMENT: BREAKTHRU MANAGEMENT THE COMMITMENT TO BLACK MUSIC CONTINUES... ON EMI AMERICA CASSETTES AND RECORDS



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BLACK/URBAN ADDS & HOTS

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85 Reporting Stations

Bo Happorting Stations Bo Current Reports These stations reported a frozan Net: K104/Dalles, WALT/Nerriclan, KUKQ/Phoenix. KILMMS: Louis and WhIRK/Memphis falled to report this week and their Net was frozen.

62/R&R FRIDAY, MARCH 21, 1986

KUKGPheante Robert Wideman None Nottest: GAP BARD CHEMELLE NEME & ANGELA PRINCE JAMET JACHEON

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COUNTRY

		TOP 50	MA	RCH	21, 19	986	MOST ADDED
re Rec Last			Total Reports/Adds	Heavy	Medium	Light	EDDIE RABBITT (45)
13 7 6		BELLAMY BROTHERS/Feelin' The Feelin' (MCA/Curb)	163/0	129	32	2 .	Repetitive Regret (RCA) WILLE NELBON (42)
4 1 1	2	DON WILLIAMS/We've Got A Good Fire Goin' (Capitol)	158/0	135	19	4	Living in The Promiseland (Columbia)
4 1 1		ANNE MURRAY Now And Forever (You And Me) (Capitol)	158/0	128	28	2	BARBARA MANORELL (37)
		ALABAMA/She And 1 (RCA)	156/0	129	21	6	When You Get To The Heart (MCA)
1 2 2		JUDDS/Grandpa (RCA/Curb)	163/0	113	50	a	MA/NE OSMOND (37)
16 9 8		GARY MORREE/100% Chance Of Rain (W8)	150/1	120	19	11	Read My Lips (Capitol/Curb)
8 3 3		EARL THOMAS CONLEY/Once in A Blue Moon (RCA)	162/0	102	53	7	OAK RUDGE BOYS (36) Juliet (MCA)
15 13 9		GEORGE STRAIT/You're Samething Soscial To Ma (MCA)	153/0	118	27	8	CHARLE DAMELS BAND (27)
7 5 4	1		150/1	98	42	10	Drinkin' My Baby Goodbya (Epic)
17 14 10	-	RANDY TRAVIS/1962 (W6)	143/1	110	23	10	DOBLE BRAY (24)
11 0 7	-	RECEY SKAGOS/Cajun Moon (Epic)		73	79	6	That's One To Grow On (Capitol)
21 18 12	-	SAWYER BROWNL/Heart Don't Fall Now (Capitol/Curb)	158/2 148/1	79	57	12	JUDY RODMAN (23)
18 18 13		MERLE HADDARDA Hed A Bouldul Time (Epic)		49	106	6	Until I Met You (MTM)
24 20 16		HANK WILLIANS JIL/An't Misbehevin' (WB/Curb)	161/2 153/1	58	84	11	DAN SEALS (23)
19 17 15		LANRY GATLIN & THE GATLIN BROTHERS/Nothing But Your Love Matters (Columbia)		46	100	9	Everything That Glitters (EMI America) NESTLESS NEART (22)
23 22 17		JANNE FRICKE/Easy To Please (Columbia)	155/3		115	-	Til I Loved You (RCA)
27 23 10	. 0	ICENITY ROBERS/Tomb Of The Unknown Love (RCA)	160/0	33		12	
41 32 26	-	NONNE MILEAPAteopy Heppy Birthday Baby (RCA)	163/2	21	110	32	
30 24 21	Ð	WAYLON JENNINGS/Working Without A Not (MCA)	156/2	30	106	20	
2 8 25		TANYA TUCKER/One Love ALA Time (Capitol)	159/3	26	96	37	
22 21 20	28	STATLER BINGTHERS/Sweeter And Sweeter (Mercury/PG)	128/1	66	40	22	
M 31 29		REBA MOENTINE/Whoever's In New England (MCA)	153/4	19	96	36	NOTTOT
a z z	0	MEL MacAMMEL/Shoe String (Capitol)	134/3	- 30	80	24	HOTTEST
8 28 24	ā	PARE MOENTIME/Every Night (RCA)	133/1	26	81	26	
33 30 28	ē.	ROGAINE CASHAloid On (Columbia)	151/4	15	107	29	ALABAMA (87)
31 29 27	ă	MICHAEL MARTIN MUMPHEY/Tanight We Ride (WB)	132/1	- 16	87	29	She And I (RCA)
	6	WITTY GRETTY DIRT BAND/Partners, Brothers, And Friends (WB)	153/7	8	99	46	JUDD\$ (67)
3 4 11	_	LEE enderwood/Don't Underestimate My Love (MCA)	111/0	49	42	20	Grandpa (RCA/Curb)
N 35 31	1	KEITH WHITLEYAligmi, My Amy (RCA)	132/5	17	78	37	DON WILLIARS (05) We've Got A Good Fire Goin' (Capitol)
- 40 17		STEVE WARMERALIS'S Highway (MCA)	145/15	2	85	58	GEORGE STRAIT (53)
40 37 33		GUNLS HEET DOORALove Will Get You Through (MTM)	132/13	13	77	42	You're Something Special To Me (MC
41 39 36	- -	JOHN COMLEE/Harmony (Columbia)	130/14	6	71	53	GARY MORRES (61)
	ø	FORESTER SISTERS/Marra's Nover Seen Those Eyes (WB)	142/19	4	62	76	100% Chance Of Rain (WB)
5 12 22		JONNI SCHWEIDER/What's A Memory Like You (MCA)	80/0	32	31	17	RANDY TRAVIS (50)
5 14 44	6	DWIGHT YOAKAM/Honky Tonk Man (Reprise/WB)	125/17	5	- 56	84	1982 (WB)
30 43 41	6	COMMAY TWITTY/You'll Never Know How Much L. (WB)	121/13	5	61	55	ANNE MURITAY (40)
44 40 30		T.B. SHEPPARDAN Over My Heart (Columbia)	79/0	27	35	17	Now And Forever (You And Me) (Capity BELLARY BROTHERS (42)
		EDDE RABBIT/Repailing Repret (RCA)	131/45	1	47	83	Feelin' The Feelin' (MCA/Curb)
EAKER		GENE WATSON/Carman (Epic)	100/4	6	57	37	FICKY SKAGGE (44)
		MICKEY GALLEY/Your Memory Ain't What It Used To Be (Epic)	71/0	20	34	17	Calun Moon (Epic)
			115/30	3	33	79	MERLE HAGGARD (19)
EAKER			64/1	12	30	22	I Had A Beautiful Time (Epic)
		BARTY STUART/Ariens (Columbia)		0	35	62	
EAKER			97/22	-		46	1
	• •	EVERILY BROTHERE/Born Yesterday (Mercury/PG)	78/12	4	28 35	39	
- 50 4	-	KEITH STEBALLA Think I'm In Love (Epic)	77/8	-	**	16	
2 15 34			43/0	13	14	47	NOST ADDED & HOTTEST list show so achieving the most adds nationally, and the so
DEBUT		WILLIE MELSONALiving In The Promissiand (Columbia)	58/43	0	11		reported "hollest" compiled from all our repo
DEBUT			70/17	0	17	53	The number in paranihases immediately lolo
		JOHN DENVER/Dramland Express (RCA)	37/0	6	15	16	the songs in Most Added & Hottest indicate the
	9 🚳		58/6	2	21	35	number of Country reporters adding the song week or noting that the song is among their five log
		EXELE/ Could Get Used To You (Epic)	34/1	7	10	17	were or many sale and south to succed they are yet

RESTLESS HEART

THE LEWS WENCA. TH L Level Yes (RCA) On 60% of reporting stations. Rotations: Heavy 0, Medium 36, Light 62, Total Adda 22 including WCAO, WKYG, WWVA, WEBC, KYRK, WARZ, WQYK, KWMT, WMIL, KOKY, WLLN, KTPK, KCCY, KGA. Moves 47-42 on the Country chart.

s are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records met have acreaved concurrent airplay at 50% of unreporting 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 Breater in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breater status. Checkmarks signify the most added of the non-charted records

Keep Yourself Informed with The Industry's Weekly Newspaper

43-37 on the Country chart.

BREAKERS

EDDIE RABBITT Repetitive Regret (RCA) On 90% of reporting stations: Rotations: Heavy 1, Medium 47, Light 83, Total Adds 45 Including WYRK, WGBE, WAJR, WPOR, WWVA, WYAY, WZZK, WCOS, KPLX, KIKK, WAMZ, WKSJ, WUBE, WFMB, WIL, KZLA, KSOP, KMPS. A Most Added Record. Moves

OAK RIDGE BOYS Juliet (MCA) On 71% of reporting stations. Rotations: Heavy 3, Medium 33, Light 73, Total Adds 30 including WPTR, WHN, WKYG, WXBQ, KILT-Fill, WLWI, WONE, WWWW, WITL, KUZZ, KYGO, KVEG, KHEX, KRAK, KRPM. A Most Added Record. Moves 45-40 on the Country



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R&R FRIDAY, MARCH 21, 1986/63

COLINITRY

NEW & ACTIVE

EVERLY SNOTHERS "Barn Yesterday" (Mercary/TutyGram) 78/12 Rolations Heavy 4, Madum 28, Lipt 46, Tota Adds 12, WOBE, WHN, WOL, WOY, WWVA, WUSO, WAIN, WONE, KLIY KCB, KOY, KNAL, Heavy, WON, KRYK, KCY, KIGO, Move 46-40, MAN, WOY, WWVA, WUSO, WAIN, WONE, KLIY KISTIM STEAALL "IT Think I'm In Law?" (Spilo) 77/4 Ranations Heavy, Andrum 38, Lupy 38 Tota Adds 8, WOBE, WBEN, WAIN, WFMS, WDAF, WT0O, KCBO, KGA Heavy

Rotations: Heavy & Mones 50-46-44. JOHN ANDERSON "Yes Can't Keep A Good Money Down" (WB) 78/67 Brannes Heavy O, Medium 17, Light 53, Total Adds 17, WAR, WDL, WPCR, WVR, WV KCUB, WWJO, WTHI, KIK-FM, KKCS, KVEG, KOLO, KGA. Debuts at 47. DODRE GRAY "Thet's One To Grow On" (Capital) G4/24 Retains: Heavy 1. Medium 12, Light 51, Total Adda 24 including WV

WANT WORE WEEN KEAN WIRY WESC KIKK

Charles Wole, With Alles AND "Charles My Body Geodbys" (Epic) 59/27 Charles Daviels BAND "Charles My Body Geodbys" (Epic) 59/27 Rotations: Henry 1. Medium 13. Light 45. Total Adds 27 including WBGW, WWVA. WYH, WESC, KSSN. KKYX. KSO.

WT50, WICC, WKC2, WKC3, KR51, KKAL, KFRE. WILLE WELSON "Living in The Premissiond" (Columbia) 58/43 Relations Heavy 0, Medium 11, Light 47, Total Adds 43 including WH4, WXTL KTTS, WIL KGH, KZLA, KNAK, KCJLO, KSON, KMPS, Debute at 46 WHN WOTH WAYR KASE KIKK WTOR WOH

MZ KINE WUSO WITH WISO KXXY HARM WOUZ KIOV

KTIS, WILL KGML, KALA, KNR, KOLO, KSON, KMPS, DIGUE TOMMIY ROE "Radio Remease" (MCA/Carb) 58/6 Rotations: Heavy 2, Medkim 21, Light 35, Total Addi 6, WAA Medium: WBGW, WTSV, WIXY, KRKT, KKCS, KLZ, KALF.

OSMOND BROTHERS "Boby Wests" (EM America/Carb) 57/7 Rotations: Heavy 1, Maclum 17, Light 39, Total Adds 7, WCAO, WWKA, With HI WTCM, KFDI, KYAK, KUUY, HI

Medium WTSV, WOXE, KKYX, WOW, KTTS, KRWO, KEN, BARBARA BANDRELL "When You Get To The Heart" (INCA) 54/37

Rossing Heavy, Madua ID. Lon's 4. Total Adda 37 including WGNA, WRKZ, WYTI, WYNI, KLINE, WAIN, WBCS, WAD, WTCM, KVDD, KLZ, KFIRE, KCCY, KSOP, KCKC, SWELLY WEST, "WHAT WARD YEAR IN THE ID" (WIN) \$1/3 Rossing Heavy, 0. Maduan 17, Logri 34, Total Adda 3, WKLO, WITL, WKCO, Medium: WBGW, WCVR, WDXE, WQYK, WSLR, WCVR, WDXE, WQYK, WSLR, WCVR, WDXE, WQYK, WSLR, WCVR, WSC, WCVR, WDXE, WQYK, WSLR, WCVR, WSCR, WCVR, WSCR, WCVR, WDXE, WQYK, WSLR, WCVR, WSCR, WSCR,

SIGNIFICANT ACTION

RAY PRICE "You're Hebedy TIII Semebedy Leves You'' (Step One) 44/5 Rotelons: Heavy 0. Medium 12. Light 32. Total Adds 5. WYNR, KRRV, WRNL, WITL, KGA. Medium, WBGW, KR.T.FM, WOW

KKAL KEIN

RKAL, REN. MARE OSMONO "Read My Lips" (Capitol/Carb) 43/27 Rotations: Heavy 0, Medium 6, Light 37, Total Adds 37 including W

KUGH, KSOP, KSAN A.J. MASTERS "Iback Home" (Bermude Danes) 48/19 Rotation: Henry 0, Madum 11, Light 28, Total Adda 10, MCAO, MXY, WSEN, WYN, WESC, WUBO, WSLR, WOW, KGHL STEVE EARLE "Hithybility Highway" (BCA) 38/0 Rotation: Henry 0, Madum 12, Ught 27, Total Adda 8, WYAM, WUSY, WRNL, KWAT, WKCO, KIK-FM, KVOC, KSOP.

Jandam WCVR, WTOX CHARLY NINCLAIN & WAYNE MASSEY "When It's Down To No And You" (Epis) 30/13 Reasons Howy O. Madum B. Lipit 30, Tola Adda 13 including WYAM, WYR, KASE, WRKK, K.R.E., WRM, 1 WORCE WARCOD

KFDI, KG NFUL Kom MCOLETE LARSON "Let No De The First" (MCA) 30/6 . Rotelone: Heavy O, Medium 11, Light 27, Total Adde 5, KKIX, WKSJ, KKYX, KJNE, WKKQ, Medium: WBGW, WCVR, KFDI

NUTRU, BALL VERNI OCCOM "N's Only Love Again" (Complext/PolyGram) 34/6 Rotations: Heavy O, Medium 11, Light 23, Total Adds 6, WBGW, KEAN, WPAP, KWMT, WTSO, WXCL, Medium: WTSV

JUDY RODMAN "Undi I Met Yes" (NTNI) 31/23 Rotations Heevy D. Medium 3. Light 28. Total Adda 23 including WVAM, WCAO, WAJR, KRRV, WLWI, WCKI, WOW, KKAL,

KRWO, KSO JOHNNY LEE & LANE BRODY "I Could Get Used To This" (WB) 28/18 Rotations. Heavy 0, Medium 4, Light 24, Total Adds 18 including WHM, WYM, KKD, KKY,

KOLO. INAMES BROTHERS BAND "Danger Zone" (Illerenry/PolyGram) 28/3 Rotaliona, Heavy I, Medium & Light 19, Total Adda 3, WPAP, WSLR, KWMT, Heavy, KLLL, Madium, WSGW, WLWI, KKYX,

Hood Sense Good Hows Bod" (Heroury/PolyGram) 25/5 avy 0. Medium 6. Lignt 20. Total Adda 5. WYNK, KSSN, WYNK, KULY, KRWQ. M

DAN SEALS "Everything That Officers" (ERI America) 25/23 Registers: Heavy 0, Medum 2, Late 23, Total Adda 23 including WRK2, WKYG, WDKE, KSSN, WUSQ, KOXY, WXCL, KIOY, WAN MITT NEARTS OF THE RODEO "Ney Bull Baby" (Columbia) 21/15 Heavy 0, Medum 2, Lich 19, Total Adda 15 including WBOW, WHYR, KABE, WPAP, WTOR, KFGO, KTTS, KIK FM, KYOC, KOLO. **MODIN LEE "111 Table Your Lovo Anythmo" (Everynsen) 1944** Rotalion<u>e Henry O,</u> Medium I, Light 18, Total Adde 4, WDKE, WDKK, KTPK, KRWQ, Medium: KSOP, Light WVAM, KKYX, MIY WILSON "W Yee Wasne Talk Love" (Columbia) 19/2 Minor: Henry O, Medium 5, Light 14, Total Adds 2, WYK, KRWG, Med WPAP, WOW, WTCM, KFDL Light WCAO K KAL JENNY REED "Country's Alive And Doing Well" (Capitel) 17/6) Reasone Hevey O, Medium 2, Liph 15, Total Adds 6, WBOW, WYII, KRRY, KKYX, KKAL, KSOP, Medium WTSV, Liph NSU, KARY, Wow. DON KUNG "All We Had Was One Another" (Beach Mark) 16/2 Realisms Heevy: KFDI: Medium 3, Light 12, Total Adds 2, WSEN, KWMT, Heavy: KFDI: Medium: KKYX, WOW, KTTS: Light WWWA KNOW, WDAE, KSUP. BAMA BAND "I've Changed My Mind" (Complext/PulyGram) 16/1 Rotation: Heery 1, Medium 6, Light 9, Total Adda 1, WCXI, Heery, WTSV, Medium, WAMZ, KFDI, KRKT, KRWQ, KALF Modeline (Mar. WOW, KVOO JURCE NEEWYOW ("Old Fileme" (RCA) 14/12 August NEEWYOW ("Old Fileme" (RCA) 14/12 Awaime Heavy O, Medum 3, Light 11, Toleil Adds 12 Including WXTU, WCVR, WXBO, WGTO, WAMZ, KYNG, KCJB PATTY LOVELESS "I Did" (MCA) 14/2 Rotations Heavy 0, Medium 4, Light 10, Total Adds 2, WOW, KTTS, Medium: WCVR, KRRV, KRWQ, Light WIXY, WYII SOMNY THROCKMORTON "Bye Bye Baby Blace" (WB) 14/1 Reations Heavy 0, Medium 5, Light 9, Total Adds 1, KSOP, Madium, WOYK, WTCM, KFDI, KRWO, KOIL, Light WIXY, KLO, WTOR W DAVID FRIZZELL "Colobrity" (America) 13/2 Rotations: Heavy 0, Medium 2, Light 11, Total Adds 2, V da 2. WWVA. WOW. Medium: KKYX. Light: WWVA. KRRV. WDXE. KVOO CHARLEY PRICE "Love On A Blue Rainy Day" (RCA) 12/11 Destinate Lines 1. Light 11. Total Adds 11, WOKG, WYII, K KRRV KHEY KSO WOW WICH KRKT KKAL n, royer: **RES & INCHAEL YOUNGER "Book On The Radio Agein" (Air) 11/2** Isione Heavy (), Medium 1, Light 10, Total Adds 2, WRK, KOIL, Medium KFGO, Light WGTO, WTOR, WCXI, KTPK VOO KRST KOLO

KWOO, KINST, KULO. MALCHAK & RUCKER "Let IBs Deves Easy" (Alphae) 9/7 Rossions: Newy O, Medium 1, Light B, Total Adds 7, WOY, WYK, KIRIV, KYKK, WPAP, WKCO, KRKT, Medium: KIGO. Light

FAMILY BROWN "What II It's Right" (RCA) \$/1 Rotations Heavy 0, Medium 1, Light 8, Total Adds 1, WTCM, Madium; WOW, Light; WOKK, WLW, KKYX, KTTS, KVOO, KFDI. KSC

NYCE, KSOP". MOV CLANK "Tebases Read" (Silver Dellar) 8/7 Rotations: Newy 1, Madium 2, Lipti 5, Tosia Adda 7, WYAM, WLWI, WCMS, WOW, KTTS, KVOO, KRWO, Liphi KFDI. NEIL YOUNG "Old Ways" (Gollea) 8/1 Readons: Newy, O. Maduum 2, Lipti 8, Tosia Adda 1, KTTS, Madium: KFDI. Lipti WYII, KILT-FM, KRST, KLUY, KALF, KOLO.

ARTIST/Song Title (Label)

CONWAY TWITTY/Lav Me Down Carolina (WB) JUDDS/Rockin' With The Rhythm... (RCA/Curb) GEORGE STRAIT/In Too Deep (MCA) REBA MCENTIRE/Can't Stop Now (MCA) SAWYER BROWN/Shakin' (Capitol/Curb) MICHAEL MARTIN MURPHEY/Rollin' Nowhere (WB) GEORGE STRAIT/Dance Time In Texas (MCA) DDM WILLLAMS/Then It's Love (Capitol) EMMYLOU HARRIS/Just Someone I Used To Know (WB) STEVE WARINER/She's Crazy For Leaving (MCA)

Chasin' Rainbows Rockin' With The Rhythm Something Special Whoever's In New England Shakin' Toniaht We Ride Something Special New Moves 13 Life's Highway



64/RAR FRIDAY, MARCH 21, 1986

ALBUM TRACKS

Album Title

COUNTRY ADDS & HOTS

MORT ADDED EAST

ø

HETTERT

MOST ADDRESS SOUTH HOTTEST Making (FEA) Millin Indexes (Addressed) Abbana (ACA) Anno Murray (Capital) ny Brahara (MCA/Carb)

Jakama (NCA) Jakin (NCA-Carlo)

HORT ADDED MIDWEST HOTTEET Barbara Mandral (MCA) Maria Damani (Capital Carla

Andrews (MCA) Justice (MCA/Curlin)

WEST HOTTONT MONT ADD Table Rebbill (RCA) Bak Hitige Roys (RCA) Wille Heigen (Colombi

Den Williams (Capital) Alabama (NGA)

	With an dress of a set of the set of the set of the set of the set of the set of the set of the set of the set of the set of the set of the set of the	REATE STRALL STRALT STRALL DATEAL CONTRACT DATEAL CONT			Address, HI address, HI address, HI address, HI address, HI address, Address address, Address address, Address address, John address, John address	Inder Ander Ter Ander	UPUPPE Parame Dag, R. Salah Sa	With a second se
	regional Summa Contraction Contractions Cont	Martin S. C. Sandar S. S. S. Sandar S. Sa	HALL HERE ALL THE ALL	NALS Bana, ST Tarat, St Statut, Statut Statut, Statut Statut, Statut Sta	CONTRACTOR	The second secon	163 Report 180 Current R change in their rotations word WECKJons WTVY/Dot WCLZ/Grand WCLZ/Grand WCLZ/Grand WCLZ/Grand WCLZ/Grand WCLZ/Chan WCLZ/Chan WCL/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan WCH/Chan	eports ins reported rotations rotare their traces then hen Repids isyne tions failed weak and rotations sen: laston hwite Caire as City as is now

FULL-SERVICE AC

TOP 20	MARCH 21,	986	
1 Non Lar	Total Reports/Adds Heavy Medi		The Greatest Love Of All (Arista) FHE, COLLINS (19)
in Weaks Weak			Take Me Home (Atlantic) DENNE DeYOUNE (19)
1 1 1 HEART/These Dreams (Capitol)	47/0 41 6 46/0 39 7	0	Call Me (A&M)
a 3 2 2 ATLANTIC STANK/Secret Lovers (A&M) 4 19 6 STEVIE WONDER/Overloved (Temle/Motown)	46/0 39 7 48/3 33 14	0	SADE (9) Never As Good As The First Time (Epic)
2 2 3 4 ELTON JOHNANIA (Gellen)	46/0 36 9	1	FORCE MD'S (6)
s s ANNE UNANNAYANOw And Forever (You And Me) (Capitol)	43/0 35 8	0	Tender Love (Tommy Boy/WB) BARRY MANUOW (5)
s s 4 6 JAMES TAYLOR/Only One (Columbia)	40/0 28 11 40/6 20 17	3	He Doesn't Care (But I Do) (RCA)
11 PRICE MO'S/Tender Love (Tommy Boy/WB) 5 11 9 CAN SEALS/Boo (EMI America)	35/0 22 12	;]	
3 4 7 9 STARBHIP/Sara (Grunt/RCA)	35/0 25 9	1	HOTTEST
a a 18 EVERLY BROTHERS/Born Yesterday (Marcury/PG)	36/0 21 13	2	HOTTEST
13 OCONNE WARWICK/Whisper In The Dark (Arista)	38/1 8 23 36/3 8 24	7	HEART (36)
- 17 15 MILISSA MANCHESTER & AL JANREAU/The Music Of Goodbye (MCA) ta 12 13 SERVICEY ROOMSON/Hold On To Your Love (Tamle/Motown)	35/0 8 22	5	These Dreams (Capitol) ATLANTIC STANN (32)
1 12 13 CONTRACT WARNER WITH V. CARTER/Love Can Tale Us All Away (Quest/WB)	31/0 8 22	1	Secret Lovers (A&M)
20 BARBIA STREISAND/Send in The Clowns (Columbia)	29/2 3 19	7	STEVIE WONDER (23) Overjoved (Tamla/Motown)
5 7 to 10 DREAN ACADENTY/Life in A Northern Town (Reprise/WB)	21/0 9 10 28/3 3 19	2	JAMES TAYLOR (22)
EUT O DIRE STRATS/So Far Annay (WB) AKER © DENNES DOYOUNG/Call Mo (A&M)	28/3 3 19 31/10 4 14	13	Only One (Columbia) ELTON JOHN (21)
CARLER C Decimits of Control in the Cardinal Action (Artista)	23/2 5 16	2	Nikita (Geffen)
FRUT D ROCANNE CASHAtold On (Columbia)	27/2 4 16	7	
BREAKERS.	Madum including WHB, WH SADE "Never As & Rossions: Heavy 0, Mar KYJC, Medium including KBL Rossions: Heavy 0, Mar Rossions: Heavy 0, Mar	XE, WGBR, WJBC, ad As The First Ti Jum 7/8, Light 4/3, Too SUME "Thad Day" (Jum 6/1, Light 5/3, To	Nel Adde 4, WWKB, WBT, WWG, WCL, Heavy: WHAS, KFOC me" (Epile) 11/8 II Adde 8, WFBR, KHOW, KLR, WRVA, KUGN, WPOE, WWT Epile) 11/4 II Adde 4, WSB, WSPO, WWRR, WGBR, Medum includin
DENNIS DeYOUNG Call Me (A&M) % of our reporters on it. Rotations: Heevy 4, Medium 14, Light 13 tal Adds 10, WWKB, KHOW, KJR, WTIC, WING, KBOI, KSL, WWNR STU, KFQD. Debuts at number 18 on the Full-Service chart.	Alder Houding WER, WE Alder Toucking WER, WE Procession Houry 0, Me NYCC, Machine Houry 0, Me NYCC, Machine Houry 0, Me NYCC, Machine Houry 0, Me NYCC, MC NYCC, MC NYCC	SE WORR, WJBC. and As The First Ti um 7/8, Light 4/3, Tob SUBSE "Bad Boy" (Aumorics" (Augusta Aumorics" (Augusta Aumorics" (Augusta Augusta 50, Total Ado Ing Book The Years Linux 5/2, Light 5/4, Total Mill) 8/3 (1) Linux 5/2, Total Ado	me'' (Epis) 11/8 al Adde 9, WFBR, KHOW, KJR, WRVA, KUGN, WPOE, WWTI
DENNIS DeYOUNG Cail Me (A&M) % of our reporters on it. Rotations: Heevy 4, Medium 14, Light 13 tal Adds 10, WWKB, KHOW, KJR, WTIC, WING, KBOI, KSL, WWNR BTU, KFQD. Debuts at number 18 on the Full-Service chart.	Macham including WEBI, WH BADE "Therew As & KYCC. Mechan including KBL ISAMI SOUND INAK Relations Heavy 0, Mechany 0, Me Relations Heavy 0, Mechany 0, Michole With LytyC, KYEC ACCISION BIOWINE "New ORID O'I' You Leave" (A) Relations Heavy 0, Mechany 0, CORD O'I' You Leave" (A) Relations Heavy 0, Mechany 0, CORD O'I' You Leave" (A) Relations Heavy 0, Mechany 0, CORD O'I' You Leave" (A) Relations Heavy 0, Mechany 0, Relations Heavy 0, Mechany 0, Relations Heavy 0, Mechany 0, Relations Heavy 0, Mechany 0, Relations Heavy 0, Mechany 0, Signature 1, Second 1, Secon	26. wd64 w UBC. 46. As The First TI 16. 12. 12. 12. 12. 12. 12. 12. 12. 12. 12	Internet (Epic) 11.0 In Ace S. WFBR. KHOW, KUR. WRVA. KUGH. WFOE, WHT Epic) 11.4 In Ace S. WSB. WSPO, WMRR, WGBR. Medum Including Int Ace S. WSB. WSPO, WMRR, WGBR. Medum Including Int Ace S. WSB. WSPO, WMRR, WGBR. Medum Including Int Ace S. WSB. WSPO, WMRR, WGBR. Medum Including Int Ace S. WSB. WSPO, WMRR, WGBR. Medum Including Int Ace S. WSB. WSPO, WMRR, WGBR. Medum Including Int Ace S. WSB. WSR, WSR. WSR. Medum Including Int Ace S. WSS. WSR, WSR. WSR. Medum Including Int Ace S. WSR. WSR, WSR. WSR. WSR. WSR. WSR. WSR.
DENNIS DeYOUNG Call Me (A&M) % of our reporters on it. Rotations: Heevy 4, Medium 14, Light 13 tal Adds 10, WWKB, KHOW, KJR, WTIC, WING, KBOI, KSL, WWNR STU, KFQD. Debuts at number 18 on the Full-Service chart.	Adder including WEBI, WF BALE "Sincer As the PALE "Sincer As the PALE "Sincer As the PALE Sincer As th	Media A Tao Freit Ti an 7.8. Luga 4.3. Test ann 7.8. Luga 4.3. Test ann 7.8. Luga 4.3. Test ann 7.1. Luga 5.3. Te Annorita: " (Jury 5.3. Te Annorita: " (Jury 5.3. Te Annorita: " (Jury 5.3. Test Annorita: " (Jury 5.3. Te	Me" (Epic) 11/8 III Adda B, MFBR, KHOW, KURI, WRVA, KUGN, WPOE, WATT Epic) 11/4 III Adda 4, WSB, WSPO, WWR, WGBR, Meduum includin III I, WWRB, Maduum including WCC, KFGO, III (MWRB, Maduum including WFOE, WFT IIII Adda 4, WCHS, KOL, WASK, KYJC, Meduum WHBY, WHM IIIII Adda 4, WCHS, KOL, WASK, KYJC, Meduum WHBY, WHM IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII

Pontiane: Hanry I/I, McGum 56, Light 7/7, Total Adds 13, WFBR, WFRO, WGY, WHBY, KUGHL KBL, WFOE: WHTR, YGBR, WJBC, WMSK, KYJC, KVEC.



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66/ R&R FRIDAY, MARCH 21, 1986

ADULT CONTEMPORARY

BREAKERS.

PHIL COLLINS

Take Me Home (Atlantic) 78% of our reporters on it. Rotations: Heavy 3, Medium 40, Light 42, Total Adds 41, WSB-FM, KVIL-FM, WLLT, WSNY, KLSI, KMJI, KKLT, KGW, KIFM, KEZR, WSFM, WKGW. Debuts at number 21 on the AC chart.

WHITNEY HOUSTON

The Greatest Love Of All (Arista)

61% of our reporters on it. Rotations: Heavy 1, Medium 18, Light 47, Total Adds 65 including WHTX, WCLY, 97AIA, WLTF, WNIC, WOMC, KYKY, B100, KIOI. Debuts at number 26 on the AC chart.

SADE

Never As Good As The First Time (Epic)

55% of our reporters on it. Rotations: Heavy 0, Medium 14, Light 47, Total Adds 59 including WCLY, WSB-FM, 97AIA, WLTS, KOST, B100, KIFM, WNAM, WMGN.

BANGLES

Manic Monday (Columbia)

52% of our reporters on it. Rotations: Heavy 28, Medium 20, Light 17, Total Adds 17 Including WIMJI, WAEB, WRKA, KELT, KDUK, WQHQ. WTNY, KFSB. Debuts at number 30 on the AC chart.

TEDDY PENDERGRASS

Love 4/2 (Elektra)

51% of our reporters on it. Rotations: Heavy 1, Medium 24, Light 31, Total Adds 9, 97AIA, WSFM, WXTC, KQ99, WGLL, WTNY, WWPA, 194, WYUR

	RO	IAT	ION	BREA	KOL	ЛS
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	ReportsiAdds	Heavy	Medium	Light
ATLANTIC STARR	108/0	100	8	0
2 HEART	105/0	97	8	0
O STEVE WONDER	109/0	86	20	3
4 ELTON JOHN	102/0	80	20	2
Q PORCE NO.1	107/2	75	27	4
S JAMES TAYLOR	90/0	51	32	7
7 MINE & THE MECHANICS	87/0	45	- 36	6
CO JERMANE JACKSON	103/3	- 36	50	15
1 STARSHIP	83/0	- 44	29	10
D ANNE HUMAY	87/1	47	38	4
11 DAM SEALS	84/1	33	41	10
D DIRE STRATS	90/8	19	58	13
D DIDIDLE WARWACK	91/8	17	53	21
© B	81/4	- 24	47	10
D SMOLEY ROBINSON	78/0	35	33	10
O JACK WARNER WARLERIE CANTER	73/1	30	37	6
O CHAS	76/1	- 24	45	7
18 MAL MARTER	68/0	28	32	8
19 THOMPSON TWINE	71/0	26	- 35	10
28 WHITHEY HOUSTON	58/0	17	26	15
G MIL COLLERS	85/41	3	40	42
D MELISSA MANCHESTER & AL JANNEAU	75/3	11	46	18
(1) DENING DEVOLUG	82/12	3	52	27
24 LAURA BRANIGAN	69/0	10	50	9
S SHIPLY NED	72/14	5	40	27
WHITNEY HOUSTON	66/65	1	18	47
C LOVENBOY	50/9	14	22	14
D JACKSON BROWNE	65/1	6	36	23
C MANN SOUND MACHINE	66/10	2	- 34	30
D INIGLES	57/17	9	28	20
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MOST ADDED WHITHEY HOUSTON (88) The Greatest Love Of All (Arista) SADE (00) AS Good As The First Time (Epic) PHIL COLLINS (41) Take Me Home (Atlantic) BNNULS (17) Manic Monday (Columbia SNNPLY RED (14) umbia) Holding Back The Years (Elektra)

HOTTEST

HEART (04) These Dreams (Capitol) ATLANTIC STANN (83) Secret Lovers (A&M) STEVE W ČR (81) Overjoyed (Tamla/Moto PORCE 10'S (51) Tender Love (Tommy Boy/WB) ELTON JOHN (46) Nikita (Gellen)



OBD "TI Yee Leeve" (A&HI) 53.0 Rotations Heavy 30, Medium 230, Light 27.3, Total Adda 3, WAEB, KO99, KOUK, Heavy, WCHV, KTYL, KALE, Medium mouding KIPA, WKYE, SDYAVE, WSEL, WTRK, WINGN, KGMG, WWALJ LOVERDOY, "This Could be The Hight" (Columbia) 59.9 Rotations Heavy 140, Medium 222, Light 147, Total Adda 9, WSNI, 97AA, WRKA, WLAC-FM, WRAL, WAGE, WKYX, WJOH, Heavy Including WLI, WSEN, KOBO, WFMM, Medium including WNTX, WHAL, KYKY, CHERNELLE WIM ALEXANDER O'WEAL "Selawatery Leve" (Tabu/CBS) 44.4 Medium including KOST, KYTL, WEIM, WSKI, WWPA, KRLB, WZLQ, KFSB. 1 a BRABM 'STRA, AND 'R AND 'W WAA', KRLB, WZLQ, KFSB.

ALABAMA "She And I" (RCA) 45/6 nany, volva 17. light 2015, Tolai Adda 6, wxtc, kelt, w\$FL, klyf, wFFX, 194. Haavy: weim, wahr, , wezc, kwFM, wkne, w\$Ki, wwPA, kklv.

ALABAMA "She And I" (NCA) 45/6 Rotatione Heavy 30, Madam 16/1, Ugit 26/5, Total Adda 6, WXTC, KELT, WSFL, KLYF, WFFX, 164. Heavy: WEIM, WAHR, KRUE, Madum including WKYE, WE2C, KWFM, WKNE, WSKI, WWPA, KKLV. BANDRA STREBAND, "Sead to The Closures" (Columbia) 44.6 Rotatione Heavy 0, Madum 18/1, Ugit 20/5, Total Adda 6, KKDL, KGW, WKGW, WEIZ, KKLV, KALE. Madum including KVL-FM, WLFF, KFM, WARE, WAYE, WANY, WAHF, WAYE, KKYL, WON, JOHNI COUGAR INELLENGAMP "R.O.C.K. In The U.S.A." (Rhvs/PatyBram) 41/2 Rotatione Heavy 10, Medium 18/2, Ugit 11/0, Total Adda 2, KKO, KGW, WKGW, WEIZ, KKLV, KALE. K105, KO99, WSKI, WWA, WSKY, WCCK, KGW, KALE, Madom including 10(0, UIC), MMAN, KVLU, INFIL, WAYE, WSKY, WCCK, KGW, KALE, Ugit 11/0, Total Adda 12, KKD, KGMS, MMAN, KULI, WSKI, WWA, WSKY, WCCK, KMAG, Heavy including KOST, Medium including WSKI, KALE, ILEVEL 42 "Sumdificiting About Trier" (Potpdar/Potpdarma) 22/13 Rotatione Heavy 10, Medium 11/2, Ugit 2011, Total Adda 1, WKTB, WMAR, MLE, KKLY, KMGG, Heavy, 10, Medium 11/2, Ugit 2011, Total Adda 1, WKTB, WMAR, KLE, ALAN PARDOISE PHOLJECT "Limiting WCK, WMAR, MAYE, WMAR, MALE, MALY, KMGG, Heavy, 10, Medium 11/2, Ugit 2011, Total Adda 1, WKTB, WMAR, MELZ, KRLB, WAUS, Medium: Southour Heavy 10, Medium 11/2, Ugit 2011, Total Adda 1, WKTB, WMAR, KLE, ALAN PARDOISE PHOLJECT "Limiting WCK, WMAR, KMAR, WMAR, KLE, MALY, KMGG, WOAD, WTNY, WCKQ, KTVL, KALE POLAINER (MOH) OWEN, WCKQ, KTVL, KALE POLAINER (CASH ''Head Bor' (Columbia) 25/1 ROtatione Heavy 10, Medium 130, Ugit 100, Total Adda 1, KRLB, Medium WKYE, KEY103, SØWAVE, KWFM, WEIM, WGSY, WAPR, WMT-FM, BA, K738, KGW, KMGQ, KALE.



NYLOKS "The Lies Steeps Tenight" (Open Air) 22/1 Rotations: Newy D, Medium 9/1, Light 13/0, Total Adds 1, WAHR, Madium including WEM, WGLL, WSKI, WMT-FM, WJON

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Aptive records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay at 25 or 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.

AC ADDS & HOTS

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68/R&R FRIDAY, MARCH 21, 1986

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AOR ALBUMS

		<u>.</u>	158 REPORTS	MARCH 21, 1986	Total Reports/Adds	Power	Heavy	Medium
3	2	. 0	JACKSON BROWNE/Lives In The Balance (Asylum)	"America" (146) "Lives" (54) "Lawless" (29)	151=/0		120 =	
1	,	1 2	FIRM/Mean Business (Atlantic)	"King's" (100) "Live" (80) "Tear Down" (30)	137-/1		90 -	
			ZZ TOP/Atterburner (WB)	"Rough Boy" (124) "Delirious" (46) "Velcro" (17)	130-/2		98+	
,		4 4	ROBERT PALMER/Riptide (Island)	"Addicted To Love" (138)	140-/1	56 -	130-	
		5 8	MIKE & THE MECHANICS/Mile & The Mechanics (Atlantic)	"All I Need" (100) "Hanging" (45)	120-/3	19-		37=
16		, 0	FABULOUS THUNDERBIRDS/Tuff Enult (CBS Associated)	"Tuff Enuff" (139)	140-/1	.14+		66 -
17	10	١Ŏ	HONEYMOON SUITE/The Big Prize (WB)	"Feel It Again" (131)	134 - /0	8+	56+	
	5	• Ť	MOCE/Listen Like Thieves (Atlantic)	"What You Need" (84) "Listen" (33)	106 - /7	29 -		28+
13	11	. 0	DIRE STRAITS/Brothers in Arms (WB)	"So Far Away" (82) "The Man's" (27) "Ride" (11)	104=/7	17+		37-
_	16 1	11 🝎	BRIAN SETZER/The Knile Feels Like Justice (EMI America)	"The Knife Feels Like Justice" (129)	129=/3	4=		71-
-	- 1	v 🗿	PHIL COLLINS/No Jacket Required (Atlantic)	"Take Me Home" (100)	100+/27			32-
23	17 1	н 🗿	OZZY OSBOURNE/The Ultimate Sin (CBS Associated)	"Shot in The Dark" (111)	111+/2	6+		52-
12 :	21 1	u 🏵	SHIPLE MINDS/Once Upon A Time (Virgin/A&M)	"All The Things" (93) "Sanctify Yourself" (17)	111+/18	5+		79-
11	13 1	. 0	PETE TOWNSHEND/White City (Alco)	"Secondhand" (67) "Crashing" (16) "Blood" (15)	89+/12	5-		46-
15	12 1	n 16	BLUE OYSTER CULT/Club Ninja (Columbia)	"Dancin' In The Ruins" (98)	98-/1	3-		56
2	20	. 0	CALL/Reconciled (Elektra)	"I Still Believe" (112)	115+/10			- 72 -
16			OUTFIELD/Play Deep (Columbia)	"Your Love" (71)	76-/1	12-		- 28
17	31	a 🙆	SIRL MISTER/Welcome To The Real World (RCA)	"Is it Love" (95)	99+/10	4+		- 66
5	,	12 19	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"R.O.C.K." (40) "Minutes" (23)	63-/1	11-		- 17
_	23 2	a 20	TALK TALK/The Colour Of Spring (EMI America)	"Life's" (88)	89 - /1	2-		- 58
	14	15 21	ELO/Balance Of Power (CBS Associated)	"Calling America" (65) "Sorrow" (21)	85 -/1	10 -		- 38
			PRETTY IN PINK/Soundtrack (A&M)	"Left" (34) "If You Leave" (25) "Pretty" (15)	61+/10	9+	-	- 31
_	38 3	n de	TED NUGENT/Little Miss Dangerous (Atlantic)	"Little Miss Dangerous" (92)	94+/8	0=		67
1			DOKKERI/Under Lock And Key (Elektra)	"In My Dreams" (88)	89 - /2	3-		- 59
	20 3	21 25	ALARM/Strength (IRS/MCA)	"Spirit Of '76" (82)	82 - /2	2-	21-	- 47
6	20		ELVIS COSTELLO/King Of America (Columbia)	"Don't Let Me Be Misunderstood" (69)	71+/6	4=		+ 42
			RUSH/Power Windows (Mercury/PG)	"Mystic Rhythms" (80)	80-/1	0-		- 62
			PETER FRAMPTON/Premonition (Atlantic)	"Lying" (58)	58-/0	4-		- 43
_	<u> </u>	v 🙆	MARILLION/Brief Encounter (Capitol)	"Lady Nina" (82)	82+/9	1 =		+ 58
			DREAM ACADEMY/Dream Academy (Reprise/WB)	"The Edge" (72)	78-/0	3-		- 61
			HEART/Heart (Capitol)	"These Dreams" (38)	45-/3	6 -	26-	- 17
			JUNNITY BARNES/Jimmy Barnes (Gefien)	"Working Class Man" (71)	80+/9	1 =		- 58
			DEL FUEGOS/Boston, Mass. (Slash/WB)	"I Still Want You" (63)	64 - /3	3-		- 43
			STEVIE NICKS/Rock A Little (Modern/Alco)	"I Can't Wait" (28) "Imperial Hotel" (23)	57-/0	4+	17-	- 37
	-	- 0	GLEN BURTHICK/Talking In Code (A&M)	"Little Red House" (63)	75+/11	0=		+ : 42
	-	~	BANGLES/Different Light (Columbia)	"Manic Monday" (42) "Walk" (11)	56-/1	10-		- 26
	E IT	. .	LEVEL 42/World Machine (Polydor/PG)	"Something" (53)	54+/8	3+	14-	+ 33
10	10 10		ALAN PARSONS PROJECT/Stereotomy (Arista)	"World" (32) "Stereotomy" (20) "Limelight" (12)	60 - /6	1 =	7.	- 43
			CHARLIE SEXTON/Pictures For Pleasure (MCA)	"Impressed" (33) "Beat's So Lonely" (20)	50=/5	1 -	7.	- 37
35			JOHN LENNOL/Live In New York (Capitol)	"Karma" (29) "Imagine" (22) "Come" (14)	45-/0	0-	10.	- 30

BREAKERS

TED NUGENT Little Miss Dangerous (Atlantic) 80% of our reporters on It.

NEW & ACTIVE

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Adds including WBCN, WBAB, KZEW, WBFE, WYNF, WRF, KUPD, KROR, KLBJ, WROL, Heevy 2, WOFM, KISS, Medium 35 including WBCN, WKO, WLZ, KSHE KOB, WYNF, KLAD, WHOT, KLD, KIPX, MODIERS "Nervess Might" (Columbia) 48/87 (18/8) Adds including WHEW, WORK, WSFE, KSHE KGB, WHCN, WAAF, KLAD, WLAY, KLD, POwers 2: Heevy 8: WIAMR, WHJY, WZZO, WPCH, WHTF, WKOD, KATT, KTAL, Medium 30 including WDVE, KSMP, KUPD, KISW, WAPL, WBA, WRO, WBLM

WBLM
WAX "Magnetis Houves" (RCA) 43/16 (8/0)
Adds Including WBAR, KZEW, WINE, KAZY, KBCO, BIX, KGB, WONE, WTUE, Powers 1; Heavy 3; WLLP, WEBN,
KROUL Medium 30 including WHEW, WHAR, WKLS, KIXO, WORT, WLVD, WOFM, WPYX, KHCN, KLAG.
STARSHIP "Kase Deep in The Heapit" (Building/KCA) 33/12 (28/1)
Adds Including WHEW, WAR, WHAR, KIXO, WORK, WAVY, Heavy 9; WLLZ, KINK, WKLC, KLBJ, WBA, KTCZ,
KFMG, WOOJ, WHEW, Medium 17 Including WOVE, KSRP, WHE, WKSS, WALP.
EMMOBL/DEER "Absolution" (Calculation) 25/2 (28/4)
Adds INIX, WHES Powers 2; Heavy-7; WLR, KTCZ, WIZN, KESI, KKGR, KGRQ, KRQU, Medium 13 Including KBCO, KROO,
KROO, \checkmark

KLAO, KLPK. MODELS "But of Mind Out of Sight" (Guillos) 25/7 (8-0) Adds including WRAB, REOC WEZK, KKDJ, KPOL WWWV. Heavy 4: WLUP, WLIR. WCPZ, KROU. Medium 12 including WHEW, KSPR, KLOS, KROQ, 91X MODERNI EIROLEN "Blog Start" (Stre/WE) 25/2 (24/5) Adds (CRN, WZEM, Heavy 7: KROQ, WHFS, WLIR, KTCL, KROU, KCOL, KVRE: Medium 10 including WXRT, KAZY, 91X, WRDU, WTUE, KTYD.

Continued on Page 72

american GIRLS



R&R FRIDAY, MARCH 21, 1986/69

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153=/0

138-/0

136 = 10

149-10

146+/4

124+/14

139-/1

144+/18 0.

55- 140+ 13-

56-130- 7-

65+ 122+ 14-

42 + 115 + 22.

37- 114+ 31-

18+ 94+ 29

14+

71+ 65

62+ 76



Agenda Includes: April 4, 10em: **Celebrity Invitational Golf Classic** Calabassas Country Club

April 4th & 5th

Los Angeles, CA

Rock 'N

Bowl

April 4, 7pm: Welcoming Cocktail Party Sheraton Universal

April 5, 12 noon:

The Meeting of the Rock Minds Sheraton Premiere

> April 5, 8pm Rock 'N Bowl South Bay Bowl

For further information-

JON SCOTT (818) 883-ROCK JUDY LIBOW (212) 484-6062

All proceeds to T.J. Martell Cancer and Leukemia Foundation

131-/0 8+ 55+ 74 100-/0 22-73- 21 100-/1 17-70- 29-129=/3 4-47+ 71-100+/27 22+ 66+ 32-111+/2 53+ 52 6+ 123+/6 35+ 81-4+ . 84-/1 28-68- 14+ BOB SEGER & THE SILVER ... /Fortunate Son (Capitol) 106+/38 4+ 43+ 54+ 18 BLUE OYSTER CULT/Dancin' In The Ruins (Columbia) 10 11 11 98-/1 3-20- 66-35 78 73 (CALL/I Still Believe (Great Design) (Elektra) 112+/10 1-28+ 70-4 3 2 2 DIRE STRAITS/So Far Away (WB) 82+/11 15+ 54+ 25 DEBUT DAVID BOWIE/Absolute Beginners (EMI America) 97 /85 3 23 62 16 19 22 OUTFIELD/Your Love (Columbia) 71-/1 12-44- 25 59 35 3 SIMPLE MINDS/All The Things She Said (Virgin/A&M) 93+/21 2+ 16+ 74+ 2 22 21 24 TALK TALK/Life's What You Make It (EMI America) 88-/1 25- 57 41 32 23 MR. MISTER/IS It Love (RCA) 95+/10 4+ 21+ 674 29 28 C FIRM/Live In Peace (Atlantic) 80+/10 3+ 26- 50-31 28 28 27 DOKKEN/In My Dreams (Elektra) 88-/2 3-19- 584 37 30 20 TED NUGENT/Little Miss Dangerous (Atlantic) 92+/7 11+ 67-0-+ 28 27 24 29 ALARM/Spirit Of '76 (IRS/MCA) 82-/2 2-21- 47-25 30 RUSH/Mystic Rhythms (Mercury/PG) 80-/2 0= 10- 62-4 39 (D MARILLION/Lady Nina (Capitol) 82+/9 1-11+ 58+ # # PETE TOWNSHEND/Secondhand Love (Atco) 67+/25 4+ 27+ 33+ 9 13 17 33 JOHN C. MELLENCAMP/Under The Boardwalk (Riva/PG) 57-/3 8+ 36- 18 21 17 28 34 ELO/Calling America (CBS Associated) 65-/0 8-31- 27. a a a B ELVIS COSTELLO/Don't Let Me Be Misunderstood (Columbia) 69+/6 3= 19+ 4#+ OFBUT GRAHAM NASH/Innocent Eyes (Atlantic) 81 /81 1 4 59 34 31 31 37 DREAM ACADEMY/The Edge Of Forever (Reprise/WB) 72-/0 3-10- 58- JUDAS PRIEST/Locked In (Columbia) 75+/24 0= 4= 54+ 38 38 DEL FUEGOS/I Still Want You (Slash/WB) 63-/3 3-16- 42-18 49 PETER FRAMPTON/Lying (Atlantic) 58-/0 19- 36-4ar S ROLLING STONES/Had It With You (Rolling Stones/Columbia) 48+/18 4+ 19+ 27+ a JACKSON BROWNE/Lives In The Balance (Asylum) 54+/8 2-23= 28-18 29 49 ZZ TOP/Delirious (WB) 46-/1 2-19- 26+ 20 34 44 JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG) 40-10 9-30- 9- JIMMY BARNES/Working Class Man (Geffen) 71+/19 1= 5- 49s G LEVEL 42/Something About You (Polydor/PG) 53+/8 3+ 14+ 32. 19 37 47 HEART/These Dreams (Capitol) 38-/2 5-23- 13-55 50 GLEN BURTNICK/Little Red House (A&M) 63+/9 0= 7+ 33+ 54+/10 0= 4= 43+ 45+/12 1= 18+ 21= 43-/1 4+ 15+ 24-62+/15 0= 2+ 33+ 44 43 41 53 BANGLES/Manic Monday (Columbia) 42-10 6= 17- 20-DEBUT SUZANNE VEGA/Left Of Center (A&M) 34+/4 6+ 18+ 14= DEBUT . HOOTERS/Where Do The Children Go (Columbia) 44 /40 2 8 25 23 30 40 86 MARILYN MARTIN/Night Moves (Atlantic) 32-10 10- 21-1-DEBUT WAX/Right Between The Eyes (RCA) 39+/13 1= 3+ 28+ 41 53 0 BO STEVIE MICKS/I Can't Wait (Modern/Alco) 28-10 4+ 13= 13- FIRM/Tear Down The Walls (Atlantic) 30+/2 2+ 11- 17+ DEBUT O JACKSON BROWNE/Lawless Avenues (Asylum) 9= 18-29-/1 1+



BOB SEGER & THE SILVER BULLET BAND Fortunate Son (Capitol)

PHIL COLLINS anne (Al

DAVID BOWIE ners (EMI America)

R. MISTER Is It Love (RCA)

70/ R&R FRIDAY, MARCH 21, 1986

The music that makes a difference mAkes it On EMI AmeRica

Brian Setzer "The Knife Feels Like Justice" Tracks 12 Albums 10



'The Knife Feels Like Justice' next track up 'Boulevard of Broken Dreams' Produced by Don Gehman

Talk Talk "The Colour of Spring" Tracks 24 Albums 20



'Life's What You Make It' 'Living In Another World' 12' on your desk now 'Praduced by Tim Friese Greene

Pet Shop Boys "Please"





West End Girls Produced by Stephen Hoove

Greg Kihn "Love And Rock And Roll"

Tracks 49



Love And Rock And Roll' Produced by Matthew King Kaufman

Del Lords "Johnny Comes Marching Home"

David Bowie "Absolute Beginners"

Tracks Debut 21



'<mark>Soldier s. Home</mark> Produced by Net¹ Geraldu



I Most Added Track

Absolute Beginners

Produced by Clive Langer & Alan Winstones, except Absolute Beginners, and That & Mosivation produced by David Bowle, Clive Langer & Atan Winstonles,



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AOR TRACKS

1. alto alto

MOST ADDED DAVID DOWE (06) Absolute Beginners (EMI America) GRAHAM MARH (81) Innocent Eyes (A Inntic HOOTERS (40) Where Do The Children Go (Columbia) 808 SEGER & THE SILVER SULLET BAND (38) Fortunate Son (Capitol) KATRINA & THE WAVES (33) Is That It? (Capitol) FIOMA (22) Living In A Boy's World (Atlantic)



VAN HALEN (05) Why Can't This Be Love (ROBERT PALMER (96) MAR) Addicted To Love (nd) SOLLING STORES (SE) Harlem Shuffle (Rolling Stonas/CBS)

American Storm (Cap # (AT) For America (Asylum)

CHART CLIMBERS

SIMPLE MINUS "All The Things She Solf" (Virgin/A.S.II) 55/21 (74.05) Adds including ISSR: KS-E. ISBP: KOB. KFOG. KSD. KIBJ. KNCN. WOT. Heavy 16 including WIEW. WHY. KLET. KROD. WIX. KROD. CFOL. WIDTH KLD. MINUST 74 Including WIMMR WILB. KTOC, ILOL. WNOR, WCKG, MI.Z. KAY. KBOD. WIY. WHCN. WEZY. WOLR, WKD: WDZ. WAPL. WTLE, WLAV. KEZD. KZEL KMB/. MONS 35-23 O, WPYX, WHCN, WEZ) ENT "Little littles the TEB I

NGC, NOCO, WYA, WICH, WICH, WICH, WICH, WICH, WICH, WAR, WICH, WICH, KLAW, KECU, KZEL, KURY, MAWS 35-23 TER MURCHT, "Little little supportees" (JAINETS) 527 (2063) Adds: WYY, WILS, KY3, KSJO, WYP, WOUR, WARC, Hasey 11 Including WICH, KZEN, WIFF, KLET, KUPO, WI KLO, KOMP, KNPR, KTD, MSJAN, PT Including WINEW, WOYF, WHY, KSTR, WHS-E, WICH, KLET, KUPO, WI WPYY, WEZY, KNCH, KLAO, WICF, WOZ, WAR, WAN, WTBG, KESO, WOT, KUPK, Mones 30-28 KEO KOMP KRSP KTYD Marker 67

IKLO, KOMP, KINSP, KITOL. Madkum 87 including WIEW, WOYE, WHY, KIRW, WIS-E, WHOR, WI VO, KSHE, KOB, KIBW, WITY, WERK, KINO, K

55-45 EVINE COSTELLO "Time 1 Let the De Minnedersbasd" (Cohumbia) 60/4 (60.6) Adds: WLUP, KHET, WARD, WOT, KDAK, WILLA Hawy 18 Instading WICOL CHOIL WICH, WOT, KBCO, 81X, KTVD. Micham 41 Instading WOTR, WARRE, WORK, KAZY, KROO, CHOIL WICH, WOTR, WOTR, KBCO, 81X, KTVD. MICHAEL, MICHAEL, WICH, KARD, WICH, KARD, WICH, KARD, WOTR, WOTR, KBCO, 81X, KTVD. MICHAEL, WICH, KARD, RED, KARD, WITZ, KIZPK, Hawy 27 Instading Wikila, WOTR, WICH, WORK, KROO, KMET, KOB, KROR, WOTR, KLAIJ, RED, WITZ, KIZPK, Hawy 27 Instading Wikila, WOTR, WICH, KROO, KMET, WOT Haven 44, KLAIJ, RED, WICH, KIZPK, Hawy 27 Instading WIKIR, WOTR, WICH, KIRO, KMET, WOT Haven 44, KLAIJ, RED, WICH, KIZPK, Hawy 27 Instading WIKIR, WOTR, WICH, KIRO, WIT, KIRO, WIT, WIT Haven 44, KLAIJ, RED, WICH, KIZPK, Hawy 27 Instading WIKIR, WOTR, WICH, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, KIRO, WIT, KIRO, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, KIRO, WIT, KIRO, KIRO, WIT, KIRO, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, KIRO, WIT, KIRO, KIRO, WIT, KIRO, KIRO, WIT, KIRO, WIT, KIRO, WIT, KIRO, KIRO, WIT, KIRO, WIT,

Kube, Wale, Wale, Kabe, Naub, WHWF, NITU, WEIKER BS HEIKERS WICH, KATU, BTA, NITU, BTA, NITU, WITH, NITU, MELLO, WICH, WITH, NITU, WEIKER, SAND, KABE, WICH, WITH, NITU, WICH, WICH

ICEL INJX Memory at 42. LEVEL 42 "Semething About You" (Publics/Adjditum) ESG (46/11) Adda Icel, WATX, WORK WEZX, WIGF, WIGH, WIGT, K202, Haavy 14 Induding CHOM, KAZY, KINK, BIX, CFOX, WIZZO, WORE, WITLE Madam 32 Including WIGH, WIGT, WOOL, WIGO, INFON, KIAQ, WIGU, WIAY, KIZEL

Novas 55-45. **BOLLING STORUES "Word II: With You" (Building Stanses/CBI) 45/16 (25/21)** Adda Including KOB, WIRWU, WITH, KEZO, WOT, KOMP, KOZZ, Haary 18 Including Waller, KLOL, WORF, WORF, KECO, KEZF, HK, KORG, KIRO, WAY, KIYO, Madu, XYYO, Including Waller, WORF, KIYO, WORF, KIYO, KZAP, WEDA, KIKO, Maras, 47-41.

MOL OLOVIC, HED. MORE WITH, WORE ATT.
 MERLEY, WITH, WORE, WITH, WORE ATT.
 MERLEY, MARLEY, WITH, WORE, WITH, WORE, WITH, MERLEY, MARLEY, MALE, MOLL, WORE, WITH, KITH, WORE, MARLEY, WITH, WORE, MARLEY, WITH, WORE, MARLEY, WITH, WORE, WARE, WARE,

NEW & ACTIVE

KATTININA & THE WAYES "Is That If" (Gapting) SLGS (2/2)
 Adds including WARE, CHOIL WIEW, WORK, KISHA, WHE, WART, KIET, WROU, KILO, WWW, Heavy 2: KORS,
 WORZ, Middum 23 including WARS, WIRP, KIDA, KOAK,
 WARS, KILON, KIDA, KID

NXXS "Listen Like Thioree" (Minatic) 33/21 (15.6) Adda Including Wiles, KPOG, WHU, WINK, WICK, KEZO, Henry, BIX, KGB, WLIR, KEO, KPOI, WZN, Wodam 20 Including KIXD, KZW, WINCH, KBS,

CHARLE SEXTON "Improved" (NCA) 33/6 (34/3) Adda WHV, WTPA, KKOL Heavy 5, WHEW, WOFM, WPJR, CHEZ, WACK, M

hum 22 including KTKO, KLOL, WLLZ, 91X. ALAN PARE

47, IONCH, WHOT, KUPK. 180885 PROJECT "Im The Real World" (Ariste) 32/8 (23/11) Ing KSJO, WPDH, WHAD. Heavy 2: WPYV, KZÓK. Mađum 23 including KZEW, KSHE, KZAP, W WOUR

WOLK WARL WOT: FIRMI "Spirk Of Laws" (Attending 25.44 (23.44) Adds: WOZ, WFDL KOAR, WBLM Powers I: Heavy 10 including KLOL, WLUP, KROR, WPYX, WPDH, WFYY, Maddi including WEX, KRAD, KEZD, WOT, KZEL, KKOK, KOZZ, STARNMP, "Temperson Beast 1 Matter Testight" (Bruse/REA) 23./21 (7/8) Adds: including WFM, WROL, WSKS, KOOS. WOELS: "Out 01 Mind, Out 09 Spirk" (Beattes) 257/ (15.11) Adds: including WFAB, KROD, WEXL, KKDL, WWW, Heavy 4: WLUP, WLR, WCPZ, KROU, Meduan 12 including WF

00. 91

KSRR, KLOS, TOROO, 91X. BMB "11 Yeu Laove" (AAB) 25G (244) Adde CFOX, WPDH, KPOI, Powers 2: Heavy 8 K8CO, KROQ, 81X, WLR, CHEZ, KFNX, KCGL, KVRE, Madum Adde CFOX, WPDH, KPOI, Powers 2: Heavy 8 K8CO, KROQ, 81X, WLR, CHEZ, KFNX, KCGL, KVRE, Madum CFOX, WFDX, KFOI Powers 2 Heavy 8 KBCO, KROO, 91X, WLIR, CHEZ, KFAX, KCOL, KVRE, Medium 15 Ing WBAB, WRE, KAY, KBP, WFX, WORE, WTUE, ESMI SEBULIAN "The And Paper" (Structure) 25/2 (24/6) CFNY, WZEW, Heavy 7: KROO, WHFS, WLIR, KCOL, KROU, KCOL, KVRE, Medium 10 including WXRT, KAY, 91X,

RY, WZEW, Heen RDU, WTUE, KTY

WEZX, WHOU, WTUE, KTYD. ELO "Server About To Fail" (CBS Associated) 21/J (18/4) Adda WORH, KSTM, KYNE Heavy 8 Including KAZY, WEZK, WORE, WTUE, KTCZ, Medium 13 including KLOL, KBCO, KHIK, KISW, KLBJ, KLO.

Adds: WAPL, KLO, Powers 4; Heavy 12 Including WLUP, KBCO, KINK, KESI, Mad um 8 including WBAB.

ICZEL " asso The High!" (Bold Mountain/NCA) 19/6 (12/12)

ABSS: WHICH KNCH, WICH KITT, KOJK, KOWB, KROL Heevy C Medum 12 rokuling KLAQ, KISS, WICH, K ABNOBINTH "The First Year Float" (Builties) 18/3 (1544) Adds. WHIT, KIKO, Heevy S WICH, WHIT, WHIER WARK, WAAF. Medum 11 including Walket, WLL2, KI m 12 including KLAQ, KISS, WIOT, KLPX

BCO KBOO KIAO KIRY

uding WMMR, WHJY, KBCO, KROQ, WAAF.

WPDH, KBS, WOY, EUROBLIGHES, "Can 1 Well To Bee Yee" (Columbia) 19/2 (18/4) Adde 91X, WHS, Heavy 3 WLR, WCN, KROU, Medium 10 Including KROO. MEITAL AS ANTYNING "Line I Line (Columbia) 18/6 (18/2) Adde W2ZO, WHSB, WEZX, Heavy 3 91X, KTOL, KROU, Medium 12 Including OUEEN "Primese Of The Universe" (Capital) 16/6 (13/13) Index motivity WHOR, WAAF, Heavy 3 Including KZW, KROK, Medium 9 Including Capital WHOR, WAAF, Heavy 3 Including KZW, KROK, Medium 9 Including Capital WHOR, WAAF, Heavy 3 Including KZW, KROK, Medium 9 Including Capital WHOR, WAAF, Heavy 3 Including KZW, KROK, Medium 9 Including Capital WHOR, WAAF, Heavy 3 Including KZW, KROK, Medium 9 Including Capital WHOR, WAAF, Heavy 3 Including KZW, KROK, Medium 9 Including KZW, Heavy 9 Including KZW, KROK, Medium 9 Including m B includion MRIFW WARRY WALL 7 WORK WEVY

PSYCHEDELIC FURS "Proby in Plat" (A&M) 18-3 (11/6) ding KNCN KTYD



MOST ADDED \$ (87)

Nervous Night (Colum Phil. Column (27) at Require nic) HP (19) STARS e Deep In The Hoopia (Grunt/RCA) Once Upon A Time (Virgin/A&M) UPD (16) manny (Chry WAX (16)

Magnetic Heaven (RCA)

HOTTEST MERT PALMER (06)

Riptide (Island) JACKSON BROWNE (42) Lives in The Balance (Asylum)

HOCE (29)

Listen Like Thieves (Atlantic) FIRM (25) Mean Business (At tic)

ZZ TOP (24) Afterburner (WB)

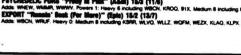
NEW & ACTIVE

Continued from Page 69

IN WHILE WHILE KIECO, KROO. NPTE, WAAF, WERDBEITTI "These Wills Millions" (Bullion) 28-2 (18-4) Made MOCH KLD, Heave Wills Millions" (Bullion) 28-2 (18-4) MOCH WICE, KRIS, WOCH, WICH, WICH, WER, WACK, WAAF, Medum 11 Including William, WILZ, KAET, MOURDEADS TABLE "The WICH", MILLS "The WICH" (14-6) MOW ALSO GAT IN EXCELLIN, MILLS "The WICH" (17-7) MORE KRISH Froms 2 Heavy 3 KEEW, WILLP, KRISK, Medum 13 Including KRIO, WOFM, KAZY, KRIO, WOFM, WICH MILLION IN THE VIEW, WILLS "The WICH" (12-7) MILLION IN THE WICH WICH THE WICH WICH KIEW, KRIOL MILLION WICH, KAZY, KRIOL, WOFM, WICH MARKEN BY CHARAFTE "The Bis Big Andle Streambour (12-7) MARKEN, KICA, KRIOR, KLAA, WAL, KIPK, WICH Powers 1: Heavy 3 Including WICH, KROO, 91X, Bedam 1: KRIME KOWB. EXPORT "Living in The Foor Of The Private Bys" (Bpis) 15/2 (13/7) Adds: WGCH, WHCF: Heavy & Mackim 6 including KBMF, WUC, WLL2, WGFM, KLAO, KL SWMMMMM 6900, 03 "Bine Temerrer" (AAAH) 15/1 (16/6) Adds: KTAL, Heavy 2 KTCL, KYMF: Mackim 9 including KGEW, WOT, WFY, WHCU WULLERT FEMERES "The Bind Landing The Macked" (Black/WB) 15/1 (15/1) Adds: KTAL, Heavy 7 including WGCH, WHFR, WLR, CHY, Media 5 including WGCH, WFR, WLR, CHY, Including WGCH, WHFR, WLR, CHY, Mackim 8 including WIRT, WC

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REGIONAL AOR ACTIVITY

		R.S.							
(Summer)	and the second se	-	WZZOWANIA			WOURUNDS	CILLE		William
PLAYLIETS — An artist's name is listed once per playlist in the high-	(21 5001-0003	OUTVIELS	(215)004-0611		Hadian - Apple Dis sectores at - Care Dis - Care - Al	(216)797-0000 19. Perts 11.0 ca	ACCRETION THE		(201)775-1212
est rotation that any of an album's	MAL LAD WILLAY	Sight	NO: NICH STRATE	PER BEER BOTS BOLLING STORES PERL COLLINS		401 TON 631.00	ALL THEF IN	PERSO FRANTS	Mot Bills Bills
tracks are reported. For example,	and the second s		6-077		a PICER. A RECENT AS APT. Light	MAN HALES HOLL DIS STORES	PERLIC MACH MT. PERLIC MACH MT. PTHE VEHNC CAR, 816 AURIO STRA.	PACE TO PACE PACE TO PACE	Bearry PISS BORRY POLICY
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reported in both heavy and medi- um, the artist will appear in heavy.	VAN MALES		Distant ACA BURT				CORE (L) ALAIM FALCO (L)	TAC BUCK INCOME	OPTVIED D
Records being played in power	JAC MACH BID 1985	WXRKANew York	25 TOP PER SHOP BOTS 10, 416763	PETE TOMA SEND		HERELLICH PARELON THERE	PEA NOL SUANE T	PARTE CAN THE INDE	BOD BOOK R VAN TRALET
are included in a station's heavy	ALAS PARSONS	(212) 750-6400		TRLS SALE BLAR OWNTER COLT EL TOP			TAL BING MEADS VIGLENT PLANES (B) NOONOD CONDS (L)	TOUT NEED	EL TOP (B)
rotation. Of a station's lights, only	HING & THE HOCH. SCO MORT AND THE HOCH.	ND: PAT EVANS	JELIN LENDON JACIBOD MONEE	ES TOP JULIAN LEMICH Pab ULCON T-BENNE CALL	WHEB-FMPortsmouth	PHES, COLLERS JINTY SAME GETT GENOUNE a JULIAN LEMECH		BOB BOES TAB BLES BLE OTSTER COLT	CAARAN MADE
those added this week — its light adds — are printed.	Hadian Maint Julian Lenna	VAN MALES	NOMETHICON MUTA PASTE CUB T-BINDS a ROOTENS	OPER ORACEDINE	ND: CHIES GARNETT	a JULIAN LENKON		MAR	
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'a' - Record is newly reported	PAT BERATA	NEA MY IN NU ROBERT PALARES	a MERENL AS ANY.	a ASACLUTE BEGINEER		a MD. MEDTER (L) B JCE LYNN TURNER B BOR MEER			a ses spors s sta spor Light a Joba Pricer
or additional tracks have been	STOPLE NEW DE	GET GEBOURNE NULL BIG STORES BOD SECES		a BORTER		a Plona	JERGE & MARY	A AMOULTE BOLLINER	a JUDAS PRIEFT
(B) — A single's B-side.	OLIT CLARK	A ABSOLUTE BOGINSER		a P2 086*	ALAN MITSEP JOHN COUGA PHEL, (L) ALANN ROLLING STORES	· BA BISON	STERG Reditor	A COMPACT ON MEA	
(M); (L) - Other tracks from	ATTRACK BICH	EL TOP PILO AJ 48 & THE MECH. DOERER	WKLC/Eberleston,	WERUProvidence			a Passons Light	a BEL LORDS a SIG AUBIO PUBS. a PAGE MARY A FINE VERNE CAN.	
that album are in those rotations	PLANE OVE THE COLT BLAR OWETER COLT COLL OWETER D	CTER BORLAIGE JOHN TENDOR DOULER	(30-0722-3300	(401)273-0650 PD: 78788 Litwas	OFIT GEODINE FIRM SOLLES AREDERITE	month of the second		a Play House Cas,	
(medium or light). An artist's name with no ab-	CHARLIE SE ITCH	mad I um	PD: TIN SARTE RD: AR.U III CRAS. SEDER	10) AL 19(0) FT908.48	Nadium Light a Add-Curre and an unem	WAAF/Worcoster - Besten	PARALLEL	SOUT	
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R&R FRIDAY, MARCH 21, 1986/73

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REGIONAL AOR ACTIVITY

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(Continued)	ALANS STATUTE FLASH COST	(919)782-1081	PARALLEL	· FILL COLLINS Light · OLEN BURYBICS · JINNY BARMES · BEL FURCE	(512)220-6464 PO: BAUEL COM	NISE & THE RECH. (H) VAR BALES JAC BOR & BOWNE (R) BOL STORE (H) BOLLES STORE (H) BOLLES STORE (H) BOLLES LEBNOR JOLLAS LEBNOR	FABUL OF T-BIRDS	WSKB/Cincinnati (513)000-3000	WFBOIndenapalis	WONE-FlittAkron (210636-7831
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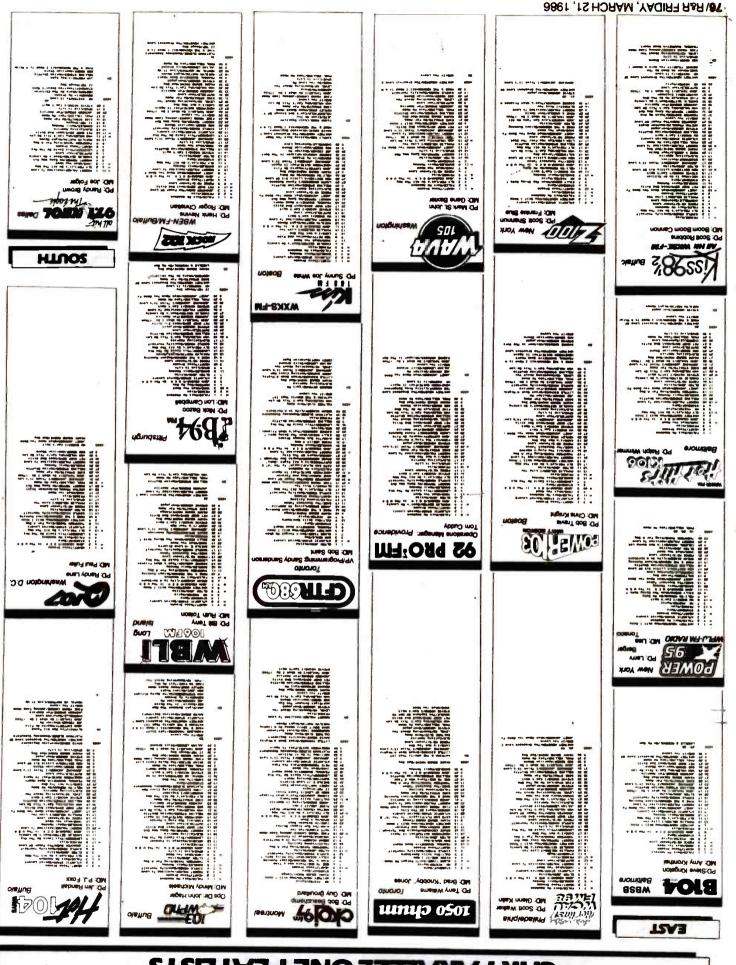
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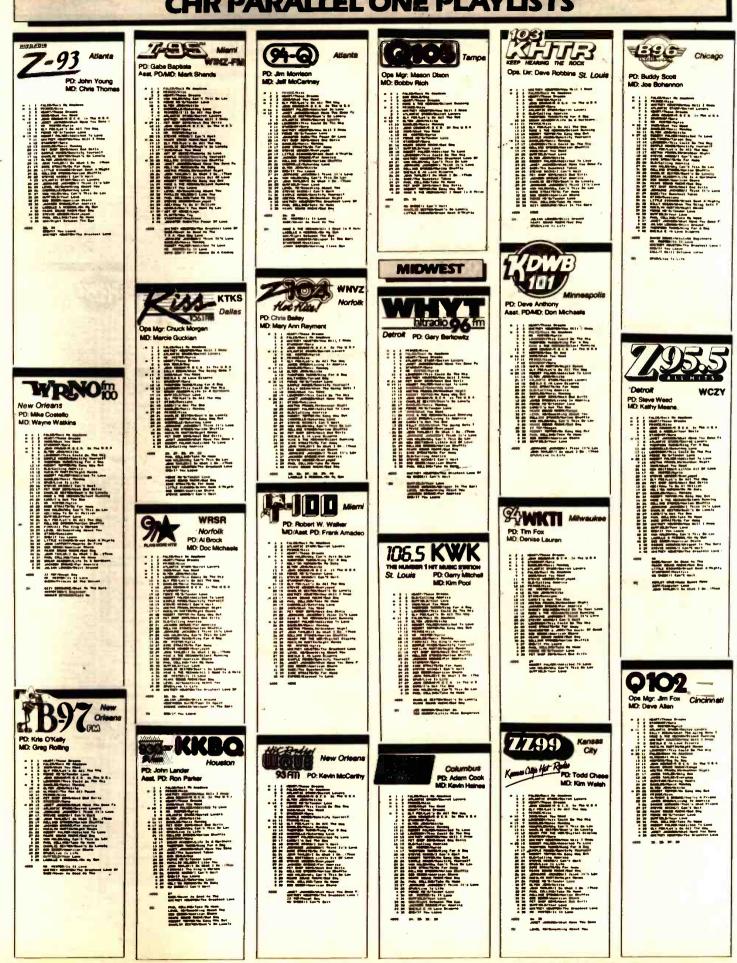
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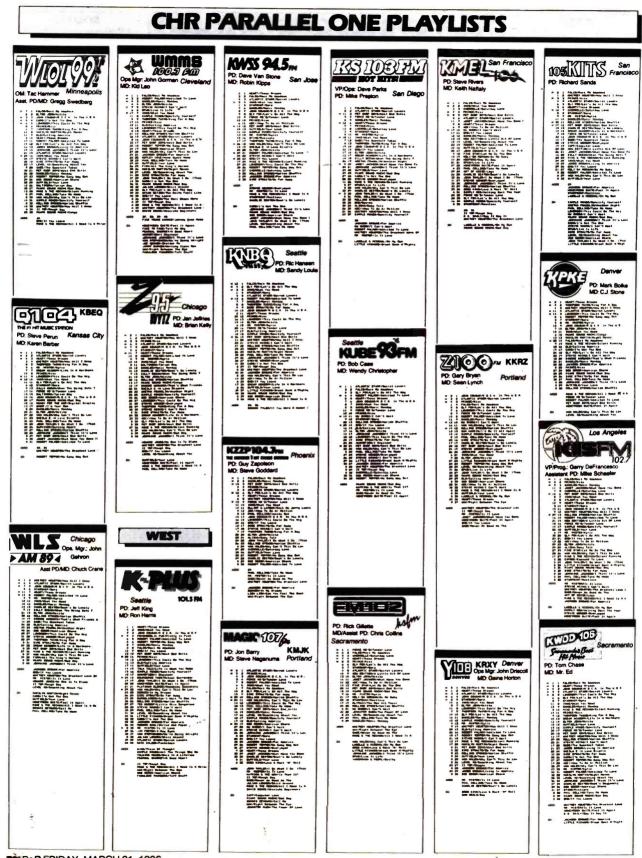


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CHR PARALLEL ONE PLAYLISTS



R&R FRIDAY, MARCH 21, 1986/77



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R&R FRIDAY, MARCH 21, 1986/79

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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.

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KOBBLowisten, ID Jay MeCall

Jay MacCall EATERNA 6 THE WAY MEL, RESTR ESTOP SET TOP WELTHER WOODTON DAVID & CONTAN BOOTON TALLAR BOOTON TALLAR PACTOR VAN BALEN 17-16 PARE SHOP BOOTS 26-19 BOOKE UNCON SUITS 22-23

238 Reporters 236 Current Reports

JANE JACTERIE 20-10 RCPHRist Labo Chy, VF Biomediate M, RCPHET M, RCPHET

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Jeba Langua JELJAI LENBON HE. KESTEN KESTEN KESTEN SOC (40) EI TOP BITTE Y ROUNTON BITTE SOTONOT 4-4 ATLANTIC STR MI 11-7

 CHILD://children

 MID: 00

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PARALLEL THREE

Continuents 12-14 ROSSBAckens, CA Other Cases orgy 22 statutes 10 TOP statutes NAME Settoot: Settoo J.B. Chundler J.B. Chandler HE IN 25 Millions Min. Millions Min. Millions Min. Millions Jamm 19 Million Laver Million S-2 PALCO 5-4 Jamm 19 North Millions 11-BIME SPEATH 19 Millions 11 Millions 19 Millions 11 Millions 19 Millions 11 Millions 19 Mi

COMMAN 11-7 #746/78 19-15

KHTZillana, HV John Chemmis PORCE ND'II GREG LINN ROMAND JONES

GREG EINW ROMARD JONES MAX Bettest: JGHF COMDAR 5-2 BLY FOE 15-11 PRINC: 24-14 BAMGE: 24-20 ROMARD: 24-20 ROMARD: 24-20 ROMARD: 24-20 ROMARD: 24-20

Childhean, MV

-UNITY OF A NORE TO A SALE SALE JOBN (N TLON BUDDE (N TLON PORCE MORE NOR PORT SALOP BOYE 12-9

Köttöfferendi, Mil

Chuck Martin DOBNECCS (N.G) Photo.Con Transition URITURY ROBINS SIMILY RES Softest: PRCD 6-1 PRCD 6-2 PRCM 0'0 20-12 STURE BICCM 22-10 PREMCE 31-23

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SLVBBBen Late Ob Job Colline

Jos Colline HI & S THE RECALL ME, ALEPTR SALE SALE

K2020en Lale Ool B.A. Celline

U-A Colline NJ HE & THE ARCHAN AV SECON DENNES HEROSMO SIMPLY MED Nottest: PALCO 10-9 SLV FOR 15-12 SAMELS 10-13 NOBERT PALER 19-14 ORD 30-29

OKINTA-CHIM, WA

SALEING MEADS WALKING WAAB HERELS BOOTERS MR. ALSTER WEITHEY HOUSTON (dp) AAE (dp) DOC DOC DOC 1-1 Rectort: PRCO 1-2 RIVER BICHE 12-7 ELO 13-9 YAE BALE 32-16 FMF SUBP SOUS 30-19

The following station reported a freeze playlist this week: KQCR/Cedar Repide

The following stations failed to report this west and therefore their playlists were trease: ICHTRUE, Louis WSSX/Charleston

Note: 2106/Philadelphis and WZLD/Charleston are no longer CHR reporters. KZPW/Dallas is now KZPR; KSKD/Salem is now KXYQ; and WKHWOcean City is now 188KH.

80/R&R FRIDAY, MARCH 21, 1986

Landfapmen RB, RISYER SI TOP RAYINA & THE WAY RAYINA & THE WAY RAYING THEM RAYING THEM SI TOP RAYING THEM SI TOP RAYING THEM RAYING THE RAYING RAYINA KKROMIshin, KS OliverWillems ChurchWilliams E1 YGP MELYNEY HOUGHOL SANNAHOLOU MELYNE JANNA HOLOU MELYNE JANNA HOLOU MELYNE JANNA HOLOU MELYNE JANNA Y 2-1 Destodt (MEA MY 2-1 JGHE COMEAN 4-3 JGHE 1-9 FALCO 6-3

WithCollegendegten, IL JusticeRetations

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WCIL FMCarbondola, IL. Tany Walatur

JERNA DIE JACHSON JERNA DIE JACHSON LITTLE ALCHARD (dp) STAVIE KOTELA JULIANE LENNE NGLOO 1-1 POLICO 1-1 POLICO 1-2 POLICO 1-2 POLICO 1-2 POLICO 1-2 POLICO 1-2 MAR MALO 3-3 GNVIELO 10-7 WHO MALON 20-10

HOCHCoder Rapida, 1A Brad Paler

WHOT/Vourgeter -
 Bigh Thempson

 mLARE source sector

 Bottost:

 PALMCD 1-1

 PALMCD 13-6

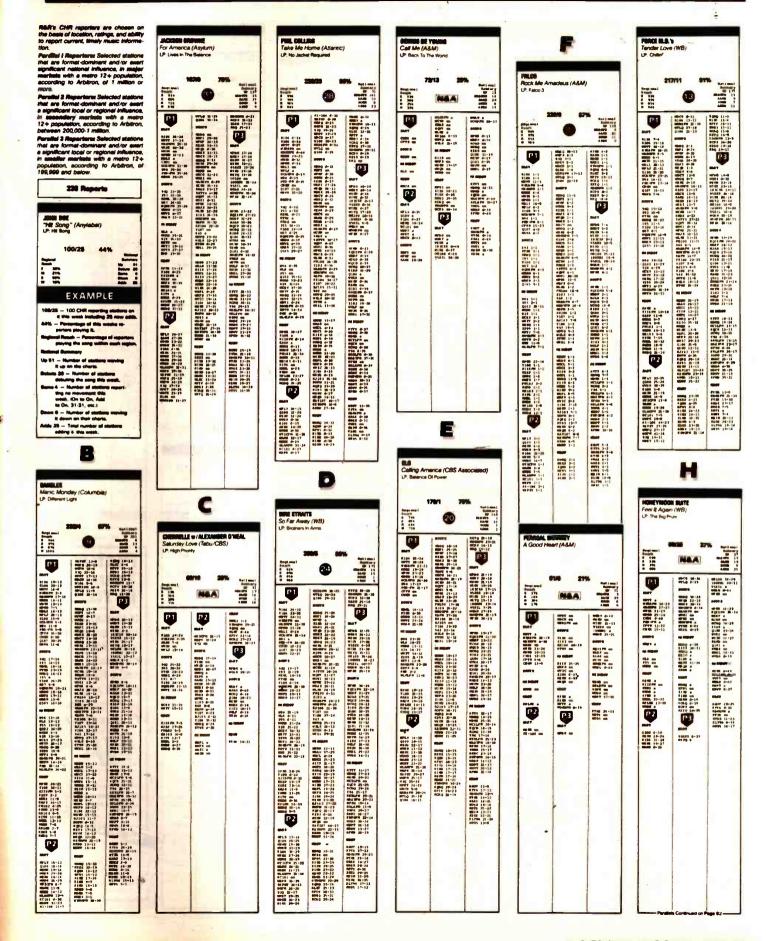
 DH MS 13-61

 DH MS 13-11

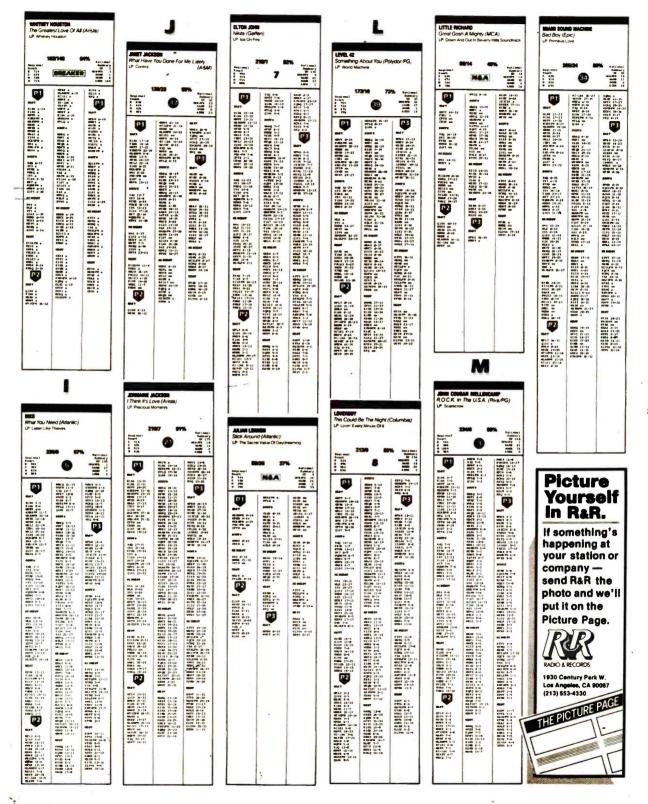
 SLY FOR 13-13

 BOLL MR S STORES 30-17

PARALLEL



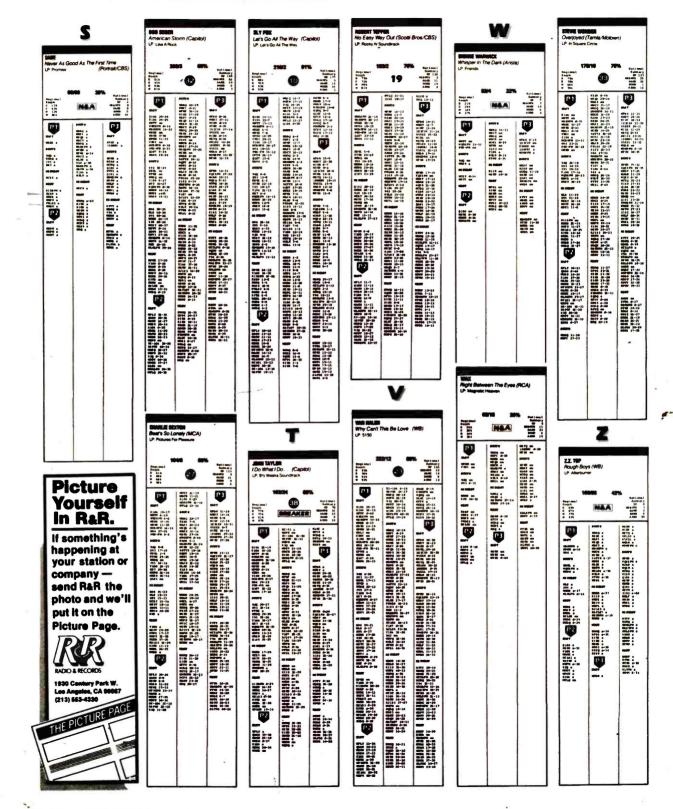
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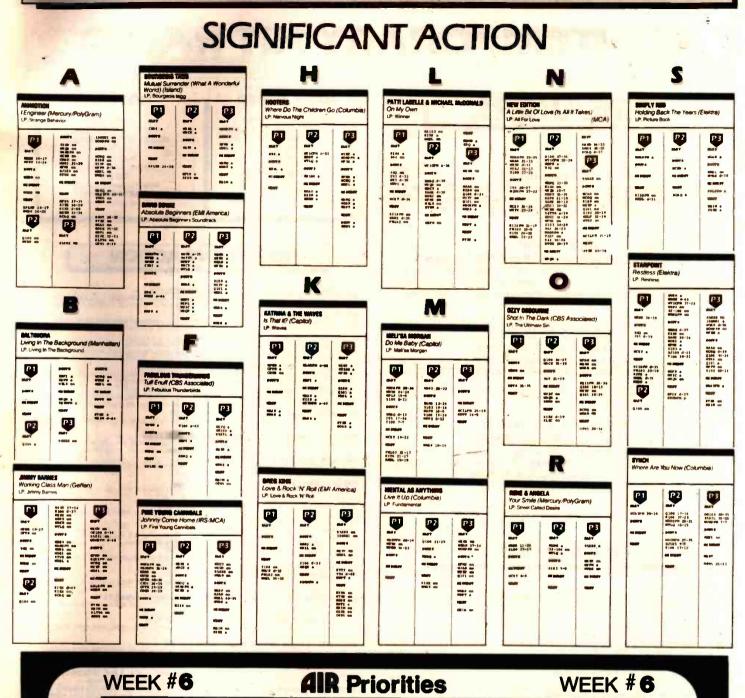
82/R&R FRIDAY, MARCH 21, 1986



41.5



BAYRAR FRIDAY, MARCH 21, 1986



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 301-864-5544. Deadline for CHR response is Spm, Wednesday, March 26, 1986.

ARTIST

I DON'T WANT TO LEAVE YOU ONCE IN A LIFETIME CHAIN REACTION IF YOU WERE A WOMAN (AND I WAS A MAN)

TITLE

TODD SHARP TALKING HEADS DIANA ROSS BONNE TYLER MCA WB RCA COLUMBIA

LABEL

COMPETITION #5

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies. + 1985 Active Industry Research, Inc.

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R&R FRIDAY; MARCH 21, 1986/85 *

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

BREAKERS

OMD

If You (A&M) 73% of our reporters playing it. Movee: Up 62, Debuts 25, Same 43, Down 0, Adds 44 including B104, WCAU-FM, 213, 806, 295, WLOL-FM, KNBQ. See Parallels, debuts at number 40 on the CHR chart.

JOHN TAYLOR

I Do What I Do... (Theme For 9½ Weeks) (Capitol) 69% of our reporters playing it. Moves: Up 74, Debuts 32, Same 33, Down 0, Adda 24 including KTKS, KDWB-FNA, KMJK, K104, KRBE, WGRD, KFIV. See Parallels, debuts at number 38 on the CHR chart.

WHITNEY HOUSTON

The Greatest Love Of All (Arista) 64% of our reporters playing it. Moves: Up 1, Debuts 3, Same 1, Down 0, Adde 148 including 2100, WAVA, 94Q, Q105, WMMB, KBEQ, KBS-FM. Complete airplay in Parallela.

MIKE & THE MECHANICS

All I Need is A Miracle (Atlantic) 62% of our reporters playing it. Movee: Up 5, Debuts 37, Same 24, Down 0, Adds 51 including WHTT, WXKS-FM, WPHD, WRSR, KPKE, KIIS-FM, FM102, KWSS. Complete sirpley in Parallels.



AMET JACKEDIN "What Neve Yes Base Fer III's Lstely" (A&III) 139/23 Moves Up 62, Debus 23, Bare 22, Down O, Adds 23 nobaling 2100, WCAL-PA, 0107, KTNB, WOLE-PA, O102, KERO, 2258, KURE, KSIGS, KURD, WIXE, SKOI 127, WC2-VI 4-7, KIB-PA 114, See Penimis abuse st number 37 on the CMR

Chart MR. BRSTER "Is It Love" (RCA) 128/118 Moves: Up 0, Dabus 1, Same 1, Down 0, Adds 11 82X, 2218, KRS-RA, KZZP, KWOD, KS103, KUBE, 22 TOP "Rough Bay" (WD) 188/05 Moves: Up 0, Debus 3, Same 2, Down 0, Adds 95 H 18 Including WKSE, PRO-FM. SHO, KEGL. ISS. WRND, BAR. WLS.

Adds 55 Including WEEN-PM, WPHD, 804, KEGL, WOLE-PM, WPHD, WLS

CL-FM, KORIZ, KAAN, KMEL, WAZY-FM ND "Breat Bosh A "Highly" (NCA) 95/14 taus 18, Barro 30, Down 0, Adds 14 including CKC

ADVIDE Up 34. Dabus 15. Borns 30. Down 0. Adds 14 including CXCU, WCEY, WKEE, KI-FI, WANS-FA, KB/FA, WWC, 2104. WCUY, WKC, WCL, FA, KIYB, WHTT 40-35, 283 34-80, 1002 27-33. JALANA LEBININT "Black Ancentif" (Ministra): 80-58 Moves Up 4. Datus 24. Sama 28. Down 0. Adds 39 including WCAL/FA, WHER, KALK, WHER, WALK, WOR, WCJR, WKCR, WKER, WKCR, WKCR, WKCR, WKCR, WKER, WKCR, WKCR, WKCR, WKCR, WKER, WKCR, WKKR, WK

INIL, KIRCZ-FM, WING-FM 34-28 INI "Call No" (AANI) 72/13

13 inclusion O100, WEPK, WPST, WANE-FM, WOLV, WZCH, WGAN

Up 13, Dobus 18, Sema 28, Deem G. Addi 13 industry (1940, Week, West), Here (KOT), HOL2, Mar KWEC, K202, WERZ 38-34, MUK, 55-38, 1073 38-31, RELLE with ALEXANDER O'TIEAL, "Dobuschy Loss" (Tobus/DBS), 09/18 Up 31, Dobus 17, Sema 10, Down 1, Adda 10, K1968, WKG8, WIGO, K278, WFM WOLE-FM 23-18, KITS 12-7, WTC-FM 29-18, K258, Doc1, KUPI 3-2 M. KOFM. WZPL. WVIC. V Up 3

SABE "Hover As Good As The First Time" (Purtank/GSC) 64-65 Moves Up 0, Dabas 0, Same 0, Dawn Adde 69 including WKSE, MO, KKSO, 166, 897, WC2Y, KIB-Fiel, KZZP.

K. PATOZ. KUBE, WANS-FM. KOPK, WIGY. At Bolwoon The Byes" (RCA) 63/15 KOOR TRAY "The

 LUP 4. Dubus 11, Same 33, Down 0, Adds 15 including Pattop, WSPK, WGPM, WTLQ, WDCG, WARS-PM, KORO, KIRK, KOPK, KNQ, WBB, KIRK G-37, KIRKD 23-53, CH65 6-33
 WEEE ANLEH "The Prover of Labor" (Basic Diefe Diefe Lup 22, Datus 5, Same 32, Down 1, Adds 15 including Diefe Auto-14, WARZ, WARS -7, CHTR 34-50, WBPK, Balto 32, CHG 64, WGRAT 3-7, CHG 54, SAME 2-84, CHG 12, Same 37, Datus 52, CHG 64, WGRAT 3-7, CHG 54, SAME 2-84, CHG 12, Same 37, Datus 7, CHG 7, WGRAT 2-84, WARZ, WARS -7, CHTR 34-50, WBPK, Balto 32, CHG 64, WGRAT 3-7, CHG 54, SAME 2-84, CHG 12, Same 37, Datus 7, CHG 7, WGRAT 2-84, CHG 14, CHG 14 te Up 21

IFY, BIL, 10004, OYO, WEYF, KICOZ, WPLJ 144, 2100 11-10, IGBE, 19-10. SMIRE INSURING "Withkappe II The Back" (Anthal BLA Hans Liy 7, Danas 7, James 34, Damid, Anthal, 4008, YYOL, 10004, WOMP-FM, WORG-FM 35-32, WC2Y 4-38, WBD 31, WCH 4-38, TTHE 4-38, IKCH 4-458, IKCH 34-538, IKCH 4-6-38, WFG 4-38, WC00 31-38, KTW8 33-30, IANDAL SMANNEY "A Guad Nasof" (AAB) 91-66 Hand 4, SMANNEY "A Guad Nasof" (AAB) 91-67 Hand 4, SMANNEY "A Guad Nasof" (AAB) 91-66 Hand 4, WFH 34, 2104 6-77, WCH 4-67, WOH 35-77, WFH 38-38, WFH 33-38, WFH 33-38, WFH 34-39, WFH 35-39, W

Mover Up

MOST ADDED

WHITHEY HOWETCH (148) esteet Love Of All (A The G INC. INSTEM (119) Is It Love (RCA) ZZ 109 (16) Rough Boy (WB) INDE & THE INCOMICS (01) All Need Is A Miracle (Atlantic) SASE (49) Never As Good As ... (Portrait/CBS)

HOTTEST

FALCO (182) lock Me Amadeus (A&M) ICE & THE REVOLUTION (112) Rock Me Ame PI Kies (WB) HEART (1989) These Ones n (Cantol) 8003 (91) Attantic State (Atlantic) ATLANTIC STATE (61) Secret Lovers (ASM) What You Ne

SIGNIFICANT ACTION

NEW EINTIGH "A LINIE OR Of Love (Is All It Tales)" (INCA) 44-6 Noves, Up 38, Debus 2, Sama 14, Down O, Ands 5, WBW, WAB-FA, WROM, WZYP, WKSE 21-15, WFLJ 34-17, Z100 22-14, BB 33-77, WOLE-MA 27-27, WKZY 21-16, MKB-FAJ 21-16, WKB 30-21, Z100 34-38, KARAJ 30-20, Z102 38-18,

24-30. WCH: 35-36. K/BS 7-35. K/H13 Sec38. KSHD 33-38. WFH 4-38. WAC7-34 40-35. KUD1 35-32. KUD2 35-32. KUD2 35-31. KUD4 55-30. PATTI LABELLE & MECANEL MIDDEMALD "the My Gwen" (MCA) 35/12. Moves Up 0. Dobas 7, Same 18, Doen 0, Adds 1: Arocking B104. WWX, KHS. WTC-FM. WBCY. KTUR, KBHD, KRD, KND2 F-AR, KWES. WBFY, KTRB, 230 -3-1. B87 -5-30. WC2Y -5-38. KBB-FM on, KAM2 2-30. **WEXTY IAMERED "Winting Cases New" (WCBICe) 35/1**. Movies Up 2. Dobas 0, Same 28, Doen 0, Adds 1: WC2L, WFHO 39-27, 94O on, Windli on-de, WC2U 37-34. K104 6-27. KWES on, WCH, WGN, KTUR, OK YAG 404. KKK onder KCAG on, CNICO 3-38. WC2MF FM 6-40. KKLS-FM on, WCBR on 500 **BAYW BOWEL "Absolute 0. Same 01. Doen 0, Adds 1: WC2L, WFHO 39-27. 94O on, Windli on-de, WC2U 37-34. K104 6-27. WCBE on, WCH, WC0, WCBR, OHD 0, MC3B, WCAG 1: WC2L, WFHO 39-27. MOTZ, WC7L, WWC, WCDR, KIRB, OHD 1, Adds 1: MC2L, WFHO 39-27. WCB 6-30. WC1L 0, Doen 0, Adds 1: WC2L, WFHO 39-27. WCBF 4-30. Adds 0. Same 01. Doen 0, Adds 1: WC2L, WFHO 39-27. WCBF 4-30. Adds 0. Same 11. Doen 0, Adds 1: WARK, WFHZ, WHXE, WHXD, WHXE, WC2L, WHXB, WC8L, WW4B, K2OZ. WCBF 4-30. Same 11. Doen 0, Adds 1: MARK, WFHZ, WHXD, WHXD, WARG, FM, WC4R, WH4B, K2OZ. WCBF 4-30. Same 11. Doen 0, Adds 1: MARK, WFHZ, WHXD, WHXD, WW4B, WC4. WCBF 4-30. Same 11. Doen 0, Adds 1: MARK, WFHZ, WHXD, WHXD, WH4D, WC4. WCBF 4-30. Same 11. Doen 0, Adds 1: MARK, WFHZ, WHXD, WHXD, WW4B, WC4. WCBF 4-30. Same 11. Doen 0, Adds 1: MARK, WFHZ, WHXD, WHXD, WARG, WH4D, Adds 1: MARK, WH2D, CXCL, WH2D, Adds 1: MARK, WH2D, WHXD, WH2D, WC4D, WARB, FA, WC4D, WH4B, K2DZ. WCBF 4-30. Same 11. Doen 0, Adds 1: MARK, WH2D, WHXD, WH2D, WARB, WC4D, WARB, FA, ADS, KBM on WCBF 1: SAM** 1: **MARK 1: MARK 1: MARK 1: MARK 1: MARK 1: MKAR 0: WH2D, CXCL, WH2D, FA, MARK 1: CAS, FAH102 on, KARL, SAS, MC, MC1, O, Z710 4: CAS, RESOL 0: CHC, MC4D, WC4D, WC4D, WARB, K3D, O, Z704 4: CAS, RESOL 0: CHC, MC4D, MC4D, MC4D, MC4D, MC4D, CAS, FAH102 on, KARL, SAS, MCH, O, Z704 4: CAS, RESOL 0: CHC, MC4D, MC4D, MC4D, MC4D, MC**

4. 950001 on WKZL on Z1 e Do the Children Go" (Columbia) 26/20 1 including RI. WTICJEM WEST WTLO KK104, WKAU, K210,

FUN WCGC 500, WH-BL, WBYT, KOOT, OKIS HE ""Bhot in The Bent" (CBS Associated) 28/1 wat, 1 Same 11, Osom 0, Adda 1, WHON, WINC on, O100 30:27, WICK 35:33, 98X 21:19, WVC en, K d-38, KLUC on-dp, KOIZ-PH 26:34, O104 16-13, OKIS 38:32.

STTY O

KINCK d-30, KLUC

IXXXID on-Eq. KKXXI 4-38, KLUC on-dis, KKXXX-F8 28-29, UTVIN TE-TA, UNIVER ALL, 10-6, KK8D, 4-28, FM102 21-17, WSPK Moves Up 11, Dabas 1, Sama 1, Dawn 7, WXXXX-F18 28-28, WPU3 28-24, WPL 10-8, KK8D, 4-28, FM102 21-17, WSPK 28-22, 2103 19-18, KKFR4 10-9, Y103 18-15, KK8XX 18-15, WXXX-F22-18, KX9V 14-8, KATTOMA & DEW MANUS 21: The INFI (17" (Campiton) 18-18 Moves Ub 0, Dabas 0, Sama 1, Dawn 0, Adds 18 inducing WFHD, CFTR, KMXK, KUBE, WLAN-FM, KHFL WKAU, KIRK,

CHCX or

Nes Lip G. Dennis G. Barre 1, Down G. Adda 18 rocketing WHAD. CFTR, KMAR, KUBE, WLAN-FAI, KHAF, WHOU, KIM, VEFAR, KARGK, WOY, KERR, CRIV, WHEL, CHAM BITAL AS ANYTHING "Liber is Up" (Columnbia) 17/2 wei Lip 4, Dobain 0, Sama 11, Down G. Adda 2, WEBON W97, WEB-FAI 30-38, WWYS or, WHAD 36-31, O100 31-29. CC on de KMDX on, WGAM 37-34, KFNH on, W-AD on, WOBF on, KRMI on WINGEDUS TABLE "Biological Servender (What A Weadorhal Warth)" (Internet) 13/11 wei Lip 4, Dobain 0, Sama 1, Down A, Adda 11, CKG), WERZ, WICK, KZZB, KFN, WORP-FM, KFNH, WHEL, WENO, WERK Lip 4, Dobain 0, Sama 1, Down A, Adda 11, CKG), WERZ, WICK, KZZB, KFN, WORP-FM, KFNH, WHEL WENO,

AMBEDIN TARGE Set Up 1, Dates, Seron 1, Down 0, Adds 11, Crus, market SR, KRak, KRULE 34-18, KZZU on RR, KRak, KRULE 34-18, KZZU on RR, LOB 1, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDBP res Up 0, Debuts 0, Seros 3, Down 0, Adds 10, WPPD, K104, KKPI, KRWD, MZYO, DK100, SDRL, KNRK, WDRP, KTRB, WDLF, KTRB, KTRB, WDLF, KTRB, KTRB, KTRB, KTRB, KTRB, KTRB, KTRB, K

Joing in The Bestground" (Menhalten) 19/7 is 1, **Sene** 5, Dawn D, Adda 7, Q100, KHFI, KBFM, WNQN, KEYN-FM, WYKS, KTRS, WXLK av. 96X0X av. ALT Up0.D

Merine Up 0, Debute 1, Same 3, LOBIN M, HARLEN LE WOLLAFE 28-28, OT00 17-16, K101 37-23, WKRZ-FM 25-21, WTLO SYTICAT "Where Are You Rout" (Columnities) 13/6 Merine Lup 11, Dates 0, Same 2, Dame 0, Acids M WCAL-FM 28-28, OT00 17-16, K101 37-23, WKRZ-FM 25-21, WTLO 16-18, WHOK-FM 27-36, Burdt Sa, Y101 17-13, CK100 4031, BSRM, 30-20, WHEL on, CK65 25-23 SMUFLY RED "Heading Back The Years" (Buhdhes) 11/6 Merine Lup 0, Dates 1, Same 2, Dame 0, Acids 8, WOLS-FM, KMEL, WCINK, KCAO, WGAH, KKLS-FM, KBMM, K2OZ, KHS-Merine Lup 0, Lip 1, Same 2, Dame 0, Acids 8, WOLS-FM, KKLE, WCINK, KCAO, WGAH, KKLS-FM, KBMM, K2OZ, KHS-Merine Lup 0, Lip 1, Same 2, Same 1, Same 2, Same 1, Same 1,

итана, котила, од титана Фола 1989: В Албада "Year Bantle" (Palyder/PalyGram) 114 Мотан Мила, Сарика 6, Serra S. Down 2, Adda 4, While, WTLQ, 19500, WFM, 2100 29-37, WC2Y 6-5, R104 ол, W2YP Мотан Мила, Сарика 6, Serra S. Down 2, Adda 4, While, WTLQ, 19500, WFM, 2100 29-37, WC2Y 6-5, R104 ол, W2YP

New & Active includes samp reported by at least 80 of ear CHR reporters. Bigethout Action Induces samp reported by force than 60, but at least 10 of ear CHR reporters. The two numbers following the antertitive fabriely designation in-deals the test number. Two many added 11 for the fast two 10% week, blocks indicate the type of activity fabriely designation in-deals the test number. Two many added 11 for the fast two 10% week, blocks indicate the type of activity fabries and the test of test of

Parallels Begin on Page 81 Adds & Hots Begin on Page 79 P-1 Playlists Begin on Page 76

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NEW! Coming This Spring!

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UHOST

This spring RADIO USA introduces what all of radio has been waiting for: Announcing U HOST IT!

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- 10-20 artist voicetracks ready for broadcast.
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- On-air promos by each featured artist that promote your station and the show (when available).

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LOS ANGELES (818) 880-6105

THE PACK PAGE

NATIONAL AIRPLAY/MARCH 21, 1986

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	NATIONAL AIRPLAY/MARCH 21, 1986
	AOR TRACKS
Image Image <th< td=""><td>BOLLING STONES/Harlem Shuffle (Rolling Stones/Col.) BOLLING STONES/Harlem Shuffle (Rolling Stones/Col.) BOLLING STONES/Harlem Shuffle (Rolling Stones/Col.) Source State State</td></th<>	BOLLING STONES/Harlem Shuffle (Rolling Stones/Col.) BOLLING STONES/Harlem Shuffle (Rolling Stones/Col.) BOLLING STONES/Harlem Shuffle (Rolling Stones/Col.) Source State
24 16 16 24 MARILYN MARTIN/Night Moves (Atlantic) MAA Begms on Page 86 35 30 28 38 CARS/I'm Not The One (Elektra)	27 24 24 ALARM/Spirit Of '76 (IRS/MCA) 30 25 25 38 RUSH/Mysic Rhythms (Mercury/PG) BLACK/URBAN 4 3 1 PRINCE/Kiss (WB) 1 2 JANET JACKSON/What Have You Done For Me Lately (A&M) 4 4 9 NEW EDITION/A Little Bit Of Love (Is All It Takes) (MCA) 17 12 7 6 BAP BAND/Going In Circles (Total Experience/RCA) 17 15 10 JETS/Crush On You (MCA) 2 3 18 6 TEDDY PENDERGRASS/Love 4/2 (Asylum) 39 11 9 11 9
2 2 2 ATLANTIC STARR/Secret Lovers (A&M) 1 1 2 MEART/These Dreams (Capitol) 1 1 2 MEART/These Dreams (Capitol) 1 1 2 STEVIE WONDER/Over(oyed (Tamla/Motown) 1 3 4 ELTON JOHN/Nikida (Geffen) 1 0 FORCE MD'S/Tender Love (Tommy Boy/WB) 6 6 JAMES TAYLOR/Only One (Columbia) 5 4 5 7 1 10 JERMAINE JACKSOM/ Think It's Love (Arista) 4 5 7 STARSHIP/Sara (Grunt/RCA) 4 10 JERMAINE JACKSOM/ Think It's Love (Arista) 4 5 7 STARSHIP/Sara (Grunt/RCA) 4 5 7 STARSHIP/Sara (Grunt/RCA) 4 10 11 DAN SEALS/Bop (EMI America) 2 10 DIANE STARIS/So Far Away (WB) 10 11 11 DAN SEALS/Bop (EMI America) 2 10 DIONNE WARWICK/Whisper In The Dark (Arista) 11 11 DAN SEALS/Bop (EMI America) 2 10 SINO	35 20 H © FALCO/Rock Me Amadeus (A&M) 19 17 16 6 17 16 6 12 18 12 ARETHA FRANKLINKAndter Wight (Arista) 18 13 20 ERMAINE JACKSOM/ Think It's Love (Arista) 18 19 COLOMEL ABRAMS/I'm Not Gonna Let (MCA) 19 33 20 STARPOINT/Resites (Elekira) 10 17 CASHFLOW/Rarty Freak (Mercury/PG) MLA Begins on Page 60 19 9 18 EUGENE WILDE/Diana (Philly World/MCA) 11 9 18 20 FREDDIE JACKSOM/Love Is Just A Touch Away (Capitol) 11 9 18 21 JUICY/Sugar Free (Private I/CBS) 11 9 18 22 ALEEM featuring LEROY BURDOCK/No More (Elekira) 12 23 24 EV
BREAKER 3 PHIL COLLINS/Take Me Home (Allantic) - x 24 MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA) - x 32 DEMMIS DeYOUMB/Call Me (ASM) x 2 z 2 LAURA-BRANIGAN/A Found Someone (Allantic) - x 30 SIMPLY RED/Holding Back The Years (Elektra) BREAKER 3 WHITNEY HOUSTON/The Greatest Love Of All (Arista) - x 30 LOVERBOY/This Could Be The Night (Columbia) - x 30 JACKSON BROWME/For America (Asylun) DEBUT 3 MIANI SOUND MACHIME/Bad Boy (Epic) BREAKER 3 BANGLES/Manic Monday (Columbia)	BREAKER OF PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA) BREAKER OF ATLANTIC STARR/IT (Jabu/CBS) BREAKER OF ATLANTIC STARR/IT (Your Heart Isn't In It (A&M) ISLEY BROTHERS/May I? (WB) BREAKER OF LL. COOL J/Rock The Belts (Del Jam/Columbia) BREAKER OF SADE/Never As Good As The First Time (Portrait/CBS) 2 a a TRAMAIME/AN The Morning Time (A&M) DEBUT OF TRIMERE/TIL BE All You Ever Need (Music Specialist) BREAKER OF JUNIOR/ON Louise (Mercury/PG)

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